

# QUARTERLY CONNECTION

{Special Edition}

## *What's Happening*

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3859 Battleground Ave

St. 100

Greensboro, NC 27410



[Find Us on Facebook!](#)



## 2018 Westminster Company Annual Conference

The 2018 Westminster Company Annual Conference is fast approaching! We will once again be at the fantastic Kingston Plantation, Myrtle Beach, SC. Information on the Kingston, including directions, is available by calling (843) 449-0006 or on their website at [www.kingstonplantation.com](http://www.kingstonplantation.com).

We've made some changes to our usual schedule this year, so be ready for some fun!! Conference check-in will be held on Sunday, May 20, from 2pm – 4pm. Our Vendors will be set up for the annual Vendor Show during this time as well. We'll be travelling OFF SITE for an EXCITING NEW Welcome Event later that evening! Hotel check-in begins at 4:00 pm. Class sessions will be held Monday, May 21 and Tuesday, May 22. Wednesday, May 23 will be our travel day.

Your Westminster Company Employee ID Badges will be required at the conference, so be prepared. If you need a new ID card, please notify Christy Flinchum in the Greensboro Corporate Office.

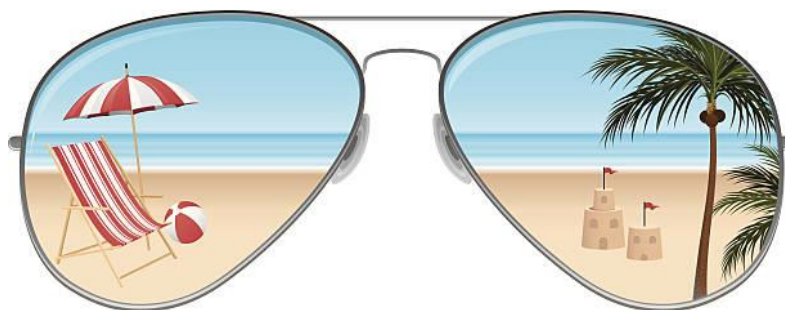
For training sessions, take note of your "Track Number" when you receive your agenda at registration. Classes will begin promptly according to the schedule, so don't be late! Dress for all class sessions is business casual.

Tuesday night will bring the Second Annual Westies - our Awards Banquet. Dress to impress on the Red Carpet!!!!

We strive to make our Annual Conference an enjoyable time for everybody. Although it often seems like a vacation, please keep in mind that your trip to this conference is a business trip. Attendance at all sessions is mandatory for all Westminster Company employees. Any guests that attend the conference should have been previously approved by your Regional Manager and registered with Robin Meyer. Guests are welcome to attend the Welcome Reception on Sunday night, as well as breakfast each morning, but class sessions, lunches and the Awards Banquet are for employees only.

Please call or email Robin if you have any questions about the conference at (336)375-1552, ext. 216 or [rmeyer@westminstercompany.com](mailto:rmeyer@westminstercompany.com).

We'll see you there



**CONGRATULATIONS** to Mt. Vernon Place Apartments (Anderson, SC) resident Ashley Nichols! Ashley's entry into NAHMA's annual Drug Free Poster Contest was selected as a winner for the SC State SAHMAMeeting.



#### NC SAHMA POSTER WINNERS

(no pictures available)

Kendall Hunt, Rockwood Manor, 4<sup>th</sup> Grade

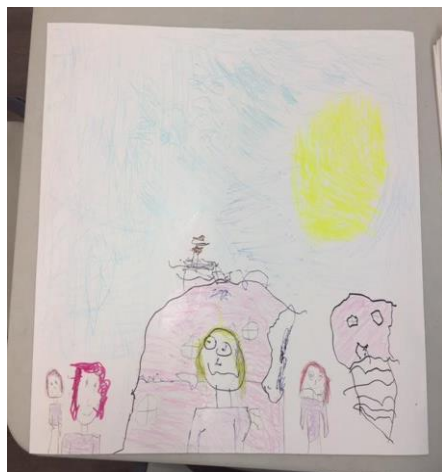
Jeriah Goodman, Royal Lane, 7<sup>th</sup> Grade

Keyshia Johnson, Rockwood Manor, 1<sup>st</sup> Grade

## SPOTLIGHT for being AWESOME

Alisha from Foxwood created this piece of art using only her mouth.

Alisha is wheel chair bound and an incredible artist. Way to go!



EVERY  
**CHILD** IS A  
*different* KIND OF *flower,*  
AND ALL TOGETHER,  
MAKE THIS WORLD  
A *Beautiful*  
**GARDEN.**



New Managers Training with Terri Hill







## NEW EMPLOYEES

CHRISTY FULLER, ASST MGR- PLAZA MANOR

LORENZO BROWN, MAINTENANCE TECH- CRESTWOOD

JUAN VELA, MAINTENANCE TECH- PLAZA & BRANDYWOOD

KIM SHEPARD, SITE MANAGER- WESTHILL & COLONY

THOMAS BAILEY, MAINTENANCE TECH- WOODSTREAM/PINE RIDGE

TRUDY HUBER, RESIDENT SERVICES COORDINATOR- PARKWAY

INGRID GRANDA PASCO, SITE MANAGER- ROCHELLE

SCOTT RAMEY, MAINTENANCE TECH- CREEKWOOD

NE'COLE DAVIS, ASSISTANT MANAGER- PARKWAY

RAY FORREST, MAINTENANCE TECH- FARM LANE

BRANDI FARLOW, ASSISTANT MANAGER- SANDYGATE

JOHN HERRING, MAINTENANCE TECH- TERA GARDENS

DANTE' MARTIN, SITE MANAGER- MCCORMICK

# Out with the old, in with the new!

After 25 years of residing at 2720 N. Church St. we are pleased to announce that we have moved to a new office location on December 14, 2017. Our prior office served us well, and we made great memories there, but we couldn't be more excited about our new space.

## PREVIOUS OFFICE



## NEW OFFICE



## OPEN HOUSE

MAY 8<sup>TH</sup> 2PM-4PM

3859 BATTLEGROUND AVE

STE 100

GREENSBORO, NC 27410

Please stop by and check out the new office, we can't wait to see you!

# First Quarter Top Shop Winner:

Dale Long- Clancy Hills



## WOW!

(Westminster Outreach at Work)

The corporate office has started a new outreach program to promote team building and serve others in our community. We kicked it off with a lunch-time cookout at our new office building. We enjoyed fellowship with each other, mixed in with friendly corn hole and ladder golf competition.

We have several projects in the planning stages, with the first being a blood drive on June 11<sup>th</sup>.

We are looking forward to making an impact in the community.







# DONATE BLOOD!

\*YOU MUST PRESENT A CURRENT, OFFICIALLY ISSUED PHOTO ID TO DONATE\*

**Hosted by Westminster Company**

**Date:**

Monday, June 11, 2018

**Time:**

10:00am - 2:00pm

**Location:**

Community Bloodmobile  
3859 Battleground Ave Suite 100

**Appointments:**

Call Lisa Ore at (336)808-1278

**All presenting donors get a free t-shirt!**

***Please bring PHOTO ID***

1-888-59BLOOD • [www.cbcc.us](http://www.cbcc.us)

  @CBCCCarolinas

 /BloodCenter

EVERY DROP STAYS HERE. SAVING LOCAL LIVES.

# Perception Counts, Even in Apartment Maintenance



I rarely get called Mr. Blackwell, although one colleague insists on greeting me that way. Just so you know, I'm no relation to the fashion czar who ruled Paris and Rodeo Drive until his death a decade ago. You may recall that his designs had no boundaries and that annual style lists of the rich and famous became his hallmark. He's the boy from Brooklyn who got away with wearing large, tinted glasses and sneered that one celebrity dressed like a centerfold from the Farmer's Almanac.

If Mr. Blackwell said it, runways from Avenue des Champs-Élysées to the Garment District took note.

Looking pretty isn't my thing, although I could turn out a clean Windsor knot on a power tie a few years ago. These days, an oversized t-shirt, cargo shorts and Top-siders make the fashion statement while typing thousands of words into a computer. My only critic is Callie, our beloved Australian shepherd.

If anybody could have a fashion influence on me, it's probably a football legend. While watching an installment of "A Football Life" on vaunted wide receiver Jerry Rice the other night, I straightened the fit on my sweatpants. Rice, the NFL 2011 Hall of Fame inductee who made his mark in the Bay Area, held appearance in high regard.

On game day, he didn't arrive at the stadium wearing a cocked, backwards baseball cap, designer sweats and the big sneakers that were in vogue (oh, Mr. Blackwell is rolling over). Instead, Rice walked into Candlestick Park in a pressed shirt, slacks and sport jacket. In the locker room, he painstakingly slipped into his uniform and made subtle alterations with scissors after going through a few gyrations to determine fit.

Look good, feel good, play good. Mr. Blackwell would be proud.

The Mr. Blackwell closest to me, my dad, was a stickler for looking good, too. A successful welding supply salesman, he gave many brazing demonstrations to his sales team in a white short-sleeved shirt, Sansabelt slacks and wingtips. He took off his blazer, but coveralls were never an option. After all, salesmen had to look good in the field, even when welding.

Dress for success, he always told me, even if you're not leaving the house. Mom backed that by insisting I wear a nice pair of undershorts. "You don't want to be in a car accident and the paramedics see that you have holey underwear." Not my idea of seizing the day but it made sense.

So when a plumbing or HVAC technician arrives at this Blackwell household, it's hard for me to cut some slack. Not that I need to, because it appears that the private service industry is going out of its way to put its best foot forward. At least that's the impression after a couple of recent service calls.

Trust me, over the years some pretty grimy service techs have knocked at the front door. One plumber was so offensive in looks and workmanship that the company got an earful after the job was complete. I learned he got fired some time later.

But when neatly attired and knowledgeable techs came to fix an air-conditioner compressor on one occasion and a plumbing issue on another, I knew the jobs would be done right. Both looked ready to help and were polite and empathetic.

When they finished, I felt like the repair was just as important to them as it was to me.

Across education seminars, you hear multifamily instructors stress that successful service calls start the moment a resident sees the apartment maintenance technician. The men and women who have to get down on their knees and get dirty to keep America's apartments humming don't get a fashion break. And they shouldn't. Apartment maintenance staff should be held to the same high standards as the leasing agents who are often that first impression.

Granted, there's only so much you can do with a blue-collared uniform. But if it's clean and doesn't look like it was wadded in a corner the night before, it earns style points. Same goes for showing up with a neatly organized tool pouch and booties over the shoes.

The statement reads like a Who's Who of apartment maintenance.

I confess it's hard to uphold fashion etiquette when fine dining apparel has been reduced to jeans and a pair of Crocs. Sadly, you see that everywhere, even in Paris.

But Jerry Rice has it right. When you look good, good things happen. And you really don't need a go-to list, either.

From leasing agents to apartment **maintenance** staff, listen to the greats — always dress to impress!

*Contributing Editor, Property Management Insider  
President, Ballpark Impressions, LLC*



Tim Blackwell is a long-time publishing and printing executive in the Dallas/Fort Worth area who writes about the multifamily housing and transportation industries. He has contributed numerous articles to Property Management Insider, and worked as a newspaper reporter in the D/FW area. Blackwell is president of Ballpark Impressions, and publishes the Cowcatcher Magazine. He is a member of the Fort Worth Chapter/Society of Professional Journalists.