

WHAT'S NEW?

a PUBLICATION to INFORM & ENTERTAIN | August 2012



NEW CONCEPTS

ASSOCIATION MANAGEMENT

**COMMERCIAL/RESIDENTIAL
REAL ESTATE SERVICES**

BUSINESS OPPORTUNITIES

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CONSULTING

Featured Article: Lower Your Voice and Strengthen Your Argument!

By Gene Sullivan – President of New Concepts Management.

Last month, a man living in a Homeowner's Association in Greenacres Florida was found standing toe to toe against his HOA, the Management Company and a Grounds Crew screaming and yelling "This is where you stop!"

Mr. John Buchholz, convinced, that the strong arm draconian ways of his HOA must not continue, was quoted as saying that he likened himself to a Rosa Parks, in standing up for the liberty and rights of butterflies. The police, who were called to the scene, however, did not share his

Demonizing the opposition

It appears that somewhere we picked up the idea that the only way to succeed in human discourse is by libeling and demonizing those that are in opposition to our way of thinking. Perhaps this is done because we are not convinced that we can carry support for our position, so we would rather create fear and hatred of the other side.

Politics as usual

Doesn't this appear to be the method rigueur of politics as usual on every level of governance in our country today?



**Gene Sullivan, President of
New Concepts Management**

The way it starts is like this; someone (or a few) feel very strongly about a matter. They wish for others to feel just as strongly as they do on that issue. The first step taken seems to be to get alone with those they wish to influence by telling their side of the story apart from those that disagree with them. This allows for people to say things in such a way, color the situation a little bit differently than they would if those in disagreement were in the same room as them.

As they begin to see that others are still not being influenced, the emotional level of the conversation is raised, thus the name calling and the demonization of ones opponents begins.

Next the campaign continues as the message is stated frequently. Human nature being what it is, we tend to give more credence to something we have heard over and over again, but not stopping to ask – is this really true? Do we have all the facts to make an informed and intelligent decision?

I can't begin to tell you how over the years I have heard from Association Boards who are ready to make a major departure from policy and protocol at their community because they believe that the message they have heard repeatedly from one or a few, is mistaken to be the message by the majority.

Getting everyone together

The more heated the verbiage is on a particular issue; the more important it is that the Association take the steps to get all parties involved in the discussion. The reasons for this are several.

First, it allows one to see if the voice they

zeal and thought that perhaps the shovel raised over his head in a threatening way "a bit much" as they thought it necessary to hand cuff him and have him arrested.

What was the fuss all about? Apparently, Mr. Buchholz, who had planted several shrubs on the common area space behind his home, thought that the butterfly garden he was creating had greater moral authority over the wishes of a majority of the other neighbors in his association on that shared space, along with the utility company which had an easement for periodic maintenance of their lines in that area.

Is this simply an isolated occurrence? I wish I could say it was so, however, incidents like these appear to be unending as we seek material weekly for our radio broadcast.

What is happening here? Why does it appear that our ability as a society to calmly and reasonably discuss matters we disagree upon, turn instead to a ratcheted emotional display where only one person can be right, and only one person can win?

SPECIAL STATE FAIR EDITION!

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Lower Your Voice and
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Argument!

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"Where You Live"

Brought to you by New Concepts Management

with
Gene
&
Toni

NEW TIME!
Saturday's
10:00am

AM 1280 THE PATRIOT



Whether you rent or own a house, condo, townhome or apartment...
listen to the Twin Cities only radio show tackling the issues and concerns you face.
Live radio at it's best. Listen or call and participate!

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Lower Your Voice and Strengthen Your Argument! (continued from page 1)

are listening to is that of a few, or the majority.

Second, when everyone is present, it can actually help to keep everyone stay on facts and issues, because (not in all cases, but most) people tend to be more careful with what they say, and how they state it, knowing that the person they are talking about is in the same room.

Lastly, we need to get away from the notion of I win, you loose, and recognize that living in a community with others is not about getting everything you want, how you want it; but it is a matter of listening for clarity and understanding, and for diverging opinions to learn to compromise with something everyone can live with.

As the old Lebanese proverb states to win an argument one must.... "Lower your voice and strengthen your argument." ■



Free On Line Webinars – For September and October!

Classes run between 30-60 minutes. You can register anytime right up to the start of any seminar by going to www.webinar.com. Select the "Join a webinar" button; and you will be guided through the registration process. To register you will need to supply your e-mail address and identify the seminar you wish to join by typing in the 9 digit I.D. # assigned to each class below. Here are our upcoming offerings:

"Who is Above the Board?" – Mon. September 17, 2012 from 7-8 p.m. I.D. # 663513982. When you get right down to it, everyone has a boss, and everyone has the means to make a respectful appeal in order to see things changed. – Instructor Gene Sullivan, President of New Concepts Management.

"How Much is Enough" – Tues. October 2, 2012 from 7-8 p.m. I.D. # 574948718. Having enough money in your association's reserves is so important, it seems like everyone is sharing their two cents worth, from the Federal to State government. But how much does an HOA really need and why? – Instructor Paul Roth, Executive Vice President of New Concepts Management.

"What Kind of Community Do We Want?" – Wed. October 10, 2012 from 7-8 p.m. I.D. # 490046670. Are rules and regulations really just written by a few people who want to make your life miserable? Or is it possible to develop policies that set the tone for your community and give it that reputation as a great place to live? – Instructor Gene Sullivan, President of New Concepts Management. ■

Come visit Gene & Toni out at the Minnesota State Fair at the AM 1280 Patriot Broadcast booth close to the corner of Underwood and Murphy, or listen to their live shows at these times.

Saturday,	August 25th –	10:00 a.m.
Monday,	August 27th –	5:00 p.m.
Tuesday,	August 28th –	5:00 p.m.
Wednesday,	August 29th –	5:00 p.m.
Thursday,	August 30th –	5:00 p.m.
Friday,	August 31st –	5:00 p.m.
Saturday,	September 1st –	10:00 a.m.

FREE SUBSCRIPTION

*If you are receiving this newsletter for the first time and would like to start receiving this free publication, or would like to know more about any of the services offered by **New Concepts Management** – give us a call at **952-922-2500** and ask for Lori.*

Home Savings Store

Resources, products and services available at special pricing for our homeowners and subscribers. To take part in any of these specific offerings, please contact our Home Savings Store Coordinator Lori Madson at 952-224-2663 and ask her for full details.

Home Appliances & Cabinets

We are happy to add to our list of preferred vendor relationships – All Inc. Everything you need in appliances, cabinet and counter top refinishing and/ or replacement and all at prices that can't be beat. Call Coordinator Lori Madson at 952-224-2663 in order to receive the New Concepts special pricing.

Furniture, floor coverings and more!

In our efforts to expand the very best in products and services we are happy to include **HOM Furniture and Abbey Floor coverings!** – Special pricing and discounts that you

won't find anywhere else are available to all New Concepts clients and customers. Call Coordinator Lori Madson at 952-224-2663 in order to receive the New Concepts special pricing.

Home Maintenance

Don't know where to turn to when you need a new water heater? Who can handle all those handyman tasks that you have been meaning to get to around your home? You can be assured that when Start To Finish is on the job, it will be done right by experienced, licensed, and insured professionals who care about your home as much as you do.

Mortgage Network

Whether you're refinancing to reduce a high rate adjustable mortgage, preparing to pay the cost of a special assessment, or getting back on your feet from near foreclosure, experience the difference that only MetLife Home Loans can offer. Mortgage Banker Mike Cass doesn't

simply put you into something in order to make a sale. He spends the time to counsel you to see what makes the best sense.

Preferred Realtor Network

Because we are involved with the resale disclosures on every sale at your association, we know who does the best in getting the job done quickly and at top dollar. If you do not have a relationship with an experienced agent, we can help. Discounts are also available on the cost of a re-sale disclosure by going through this program.

Rental Management Services

Your preference was to sell, but your home isn't moving. That new job is calling, and you don't want to walk away from your equity. What do you do? Call New Concepts. We can give you peace of mind knowing your property is being watched closely, and the renters aren't getting you in hot water with the Board or your neighbors. ■