



# About the Presenters...

## Community Association Technology Symposium

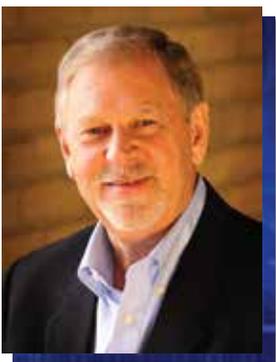
Friday, October 2, 2015 | JC Restoration



### **Leon Davila, Strongroom** **AP Automation and e-Payments**

Technology can be a revenue generator, cost reducer, and sometimes both. This discussion will explore the latest innovations around accounts payable automation and electronic payments and how these technologies can provide benefits in both areas for the community manager.

*Mr. Davila, a 14-year veteran of the banking industry, manages all direct sales efforts for Strongroom. Most recently, Mr. Davila came to Strongroom from Bank of Texas (BOK Financial) where he held senior treasury sales positions. Mr. Davila earlier in his career worked for industry leaders Sterling Bank (Comerica), Chase Bank and Wells Fargo – all in Houston.*



### **Michael Egelston, SenEarthCo.** **Managing your business through the use of technology**

Community Association Management is heavily invested in both human and hard resources. However, our industry in general has not taken advantage of technology to better utilize these resources to increase profitability. We will explore the technology we can look at to help us assess the needs of our organization. In today's world, profit and technology go hand in hand.

*Michael Egelston is Chief Executive Officer for Cities Management, Inc. and its sister companies, SenEarthCo, Inc. and Under Construction Services, Inc. The three companies provide a suite of services for residential common interest communities.*

*Prior to joining Cities Management, Mr. Egelston worked in the transportation and printing industries, managing several multimillion dollar operations in the Twin Cities area. Mr. Egelston has a proven track record in growing, managing and turning around medium sized businesses.*

*Michael is also a founding sponsor and past Chairman of the Minnesota Environmental Initiative, one of the largest and most successful nonprofits in the state. Besides environmentalism, Michael speaks on business process and technology to business, government, community and private groups.*





### Sean Madigan, CondoCerts

#### Using online document management to reduce costs and create new revenue streams

Looking for a great way to reduce expenses, boost productivity and create additional revenue streams? Transform the manual process of the HOA paperwork required in every real estate transaction by easily preparing documents online and making them instantly accessible to the purchaser. Spend less time answering phone calls and chasing paperwork. Revolutionize your association's documentation process.

Sean Madigan oversees CondoCerts nationwide and manages Community Association Banking (CAB) vendor relationship program. Madigan began his career with Mutual of Omaha Bank as a Relationship Manager and was quickly promoted to Customer Service Manager, Software and Sales support, and Pre sales lending position. He has over 10 years of technical and customer service experience in a wide variety of market verticals. Prior to joining Mutual of Omaha Bank, Madigan was Director of business development and resource allocation for a software consulting firm.

Madigan is an active member in the Community Association Institute, (CAI) and has served as Treasurer for the Central Arizona CAI chapter.



### Ted Salgado, Reserve Advisors, Inc.

#### Using Technology to Work ON Your Business

You're totally immersed with your clients, putting out fires, and winning that new customer. But, are you working "in" your business or "on" your business? We'll provide some examples of what Reserve Advisors has done to increase our firm's profitability by looking both internally and externally. Reserve Advisors will share how we have used technology to maximize the profit from both customers and employees alike while saving you time.

Ted is a professional engineer who has more than 30 years experience in reserve studies. Together with cofounder John Poehlmann, Ted directs much of Reserve Advisors operations and client services. With more than 50 employees conducting reserve studies across the globe, Ted and John work "on" their business daily while at the same time, serving their customers and employees who make success possible.

Aside from Reserve Advisors, Ted continues to serve in various community association based organizations, including Wisconsin CAILAC and CAI. Ted continually maintains his professional skills through the American Society of Civil Engineers, ASHRAE and the Association of Construction Inspectors.



### Phil Hoffman, Page Per Page

#### Communicate with homeowners using their favorite device the smart phone

Let's face it, homeowners today are using their mobile devices for everything, from hailing a ride to the airport, finding a nearby restaurant or even renting someone else's home for a vacation. Yet, when it comes to communicating with your homeowners in your HOAs and condo associations, US mail is still king. Separate your company from the competition by providing these cutting edge technology solutions.

Phil Hoffman is founder and CEO of Page Per Page a company that specializes in helping management companies effectively communicate with their homeowners through US mail and the internet. Page Per Page is the only industry provider that is internationally certified for its' quality processes, delivering ontime and accurately 99.9% of the time.

In between a 25 year executive level career at Fortune 500 firms and the founding of Page Per Page, Phil was retained as COO of a \$100M public company and, over a two-year period, successfully returned it to profitability using technology as the core strategy, and guiding the sale of the company to an \$84M profit.

