

Wi-Fi Password: TAA2024



TEXAS APARTMENT ASSOCIATION

**Leadership Lyceum**



# The ABCs of TAA and Association Management

Special thanks  
to Lyceum sponsor:



Liberty Rent

# SPECIAL THANKS TO OUR SPONSORS



TIER 1



TIER 2



TIER 3



TIER 4

WeDoTrash  
Camp Construction Services  
Yardi  
Century Air Conditioning  
FSI Construction

Impact Property Solutions  
Blue Moon Software  
CORT  
CSC ServiceWorks  
Sherwin-Williams



TIER 5

Smart Apartment Data  
Zillow  
Cweren Law Firm, PLLC  
Entrata  
The Guarantors  
Massey Services Pest & Termite  
Red Elephant  
AAA Plumbers

Comm-Fit  
Dixie Interiors  
G5, a RealPage company  
Gemstar Construction  
Genesis  
LeaseLock  
The Liberty Group  
MRI Software/MRI Apartment Data

# Getting to Know Each Other

# Now Introducing...



TEXAS APARTMENT ASSOCIATION

Wi-Fi Password: TAA2024



TEXAS APARTMENT ASSOCIATION

**Leadership Lyceum**

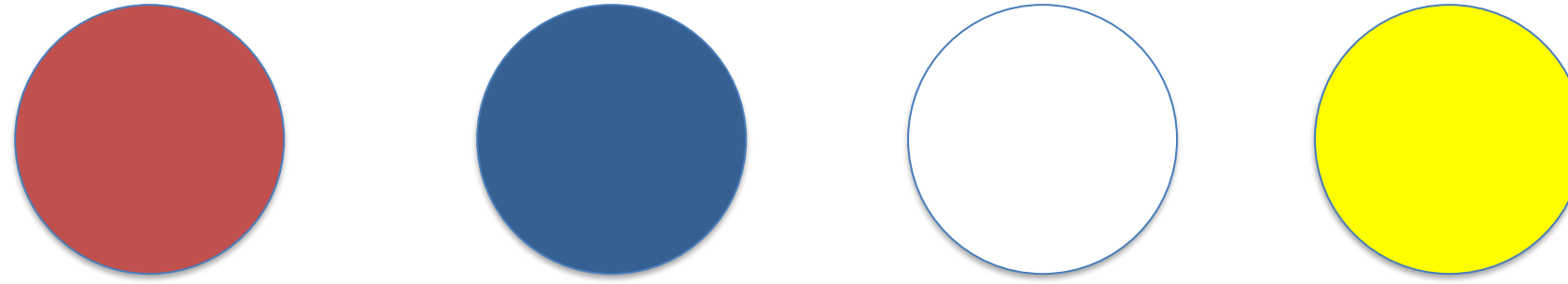


# The ABCs of TAA and Association Management

Special thanks  
to Lyceum sponsor:



Liberty Rent



# **The Power of Color: What Does Your Color Say About You?**

The COLOR CODE - Taylor Hartman, PhD

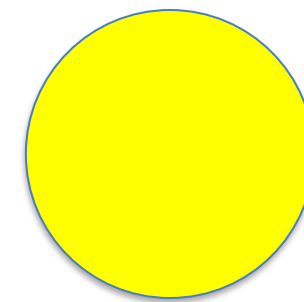
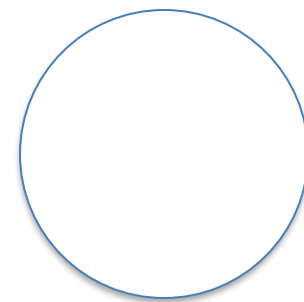
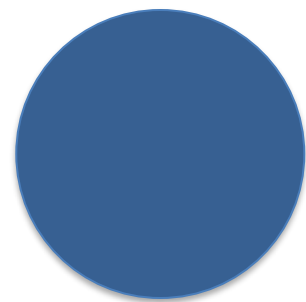
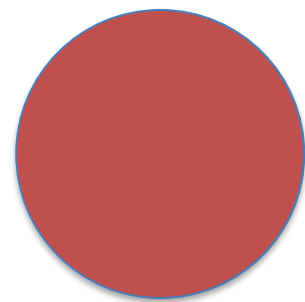
The purpose of the profile is to help you identify your personality color (or type), which is the most important step in building accurate self-awareness.  
[www.colorcode.com](http://www.colorcode.com)

Taylor Hartman, Ph.D. is a native of California and former professor at California State University, Long Beach, and has been coaching businesses and counseling individuals for over 30 years. His work revolves around the simplicity in understanding the unique complexities of personality and relationships.

# The Color Code

According to Hartman, there are 4 basic “core” personality colors:

Although you will have a “secondary” color that will influence your personality also.





## Core Motives & Natural Talents

	RED	BLUE	WHITE	YELLOW
Core Motive	Power	Intimacy	Peace	Fun
Natural Talents	Leadership Vision	Quality Service	Clarity Tolerance	Enthusiasm Optimism

# RED

## Motive - POWER

These are the POWER wielders. Power, the ability to move from point A to point B, and get things done is what motivates and drives these people. They bring great gifts of vision and leadership and generally are responsible, decisive, proactive and assertive.



# RED Personalities

## Core Motive - POWER

- Seek Productivity
- Need to Look Good to Others
- Want their Own Way
- Selfish
- Workaholics
- Like to be Right
- Want Respect More Than Love
- Appreciate Admiration
- Resist Being Forced to Do Something
- Confident
- Arrogant
- Insensitive
- Value What Gets THEM Ahead
- Visionaries
- Proactive

# REDS

“Winning isn’t  
everything...

It’s the **ONLY** thing!

# Working with a RED

## What to DO:

- Be Precise
- Be Factual
- Be Direct
- Present Issues Logically
- Demand Their Attention and Respect
- Be Productive and Efficient
- Verbalize Your Feelings
- Do Your Homework

# Working with a RED

## What NOT to do:

- Don't Show Fear
- Don't Ask If You REALLY Don't Want To Know
- Do Not Take Abruptness Personally
- Don't Embarrass Them
- Don't Be Slow and Indecisive
- Don't Be Emotional
- Don't Attack Them Personally

# BLUE

## Motive - INTIMACY

These are people who want to make a difference. Intimacy, connecting, creating quality relationships and having purpose is what motivates and drives these people. They bring great gifts of quality and service and are generally loyal, sincere and thoughtful.

# BLUE Personalities

## Core Motive - INTIMACY

- Motivated by Intimacy
- Needs to be Understood and Appreciated
- Needs to Connect Personally
- Quality-Based
- Loyal
- Love to Serve
- Give Freely
- Dependable
- Strong Code of Ethics
- Honest
- Thoughtful
- Worry-Prone
- Moody
- Self-Righteous
- Analytical
- Expects Honesty



# BLUES

“If you love someone, set them free. If they come back, they’re yours; if not, hunt them down!”

# Working with a BLUE

## What to DO:

- Be Sincere
- Make Genuine Effort
- Be Understanding
- Appreciate Them
- Be Kind
- Be Committed
- Limit Their Risk Level

# Working with a BLUE

## What NOT to do:

- Don't Make Them Feel Guilty
- Don't Be Rude or Abrupt
- Don't Promote Too Much Change
- Don't Abandon Them
- Don't Demand Perfection
- Don't Expect Spontaneity
- Don't Push Them To Make Quick Decisions

# WHITE

## Motive - PEACE

These are the peacekeepers. Peace, or the absence of conflict, is what motivates and drives these people. They bring great gifts of clarity and tolerance and are generally kind, adaptable, good listeners.

# WHITE Personalities

## Core Motive - PEACE

- Motivated by Peace
- Seek Independence
- Requires Kindness
- Resist Confrontation
- Feeling Good is More Important Than Being Good
- Quiet by Nature
- Process Deeply
- Objective
- Have Strong Code of Ethics
- Honest
- Thoughtful
- Worry-Prone
- Moody
- Self-Righteous
- Analytical
- Expect Honest From Others

WHITES

“I finally got it  
together...

but I forgot where  
I put it!”



# Working with a WHITE

## What to DO:

- Be Kind
- Be Accepting and Open
- Be Supportive
- Look For NON-VERBAL Clues to Their Feelings
- Provide Structure
- Leave Them Alone To Think
- Listen to Them

# Working with a WHITE

## What NOT to do:

- Don't Be Aggressive
- Don't Always Expect an Immediate Answer
- Don't Be Cruel or Domineering
- Don't Demand Conformity
- Don't Overwhelm Them
- Don't Force Confrontation

# YELLOW

## Motive - FUN

These are the fun lovers. Fun, or the joy of doing something fun just for the sake of doing it, is what motivates and drives these people. They bring great gifts of enthusiasm and optimism and are generally charismatic, spontaneous, and sociable.

# YELLOW Personalities

## Core Motive-FUN

- Motivated by Fun
- Seek Instant Gratification
- Embrace Life Like a Party
- Extremely Sociable
- Love Playful Interaction
- Highly Persuasive
- Need Adoration
- Crave Adventure
- Curious by Nature
- Need to be Praised
- Carefree
- Sensitive
- Alert of Others Agendas
- Good Hearted
- Spontaneous
- Friendships are High Priority
- Watches Not For Time Keeping
- Engaging of Others

# YELLOWWS

“I get enough exercise  
just pushing my luck”

# Working with a YELLOW

## What to DO:

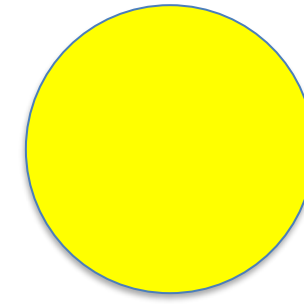
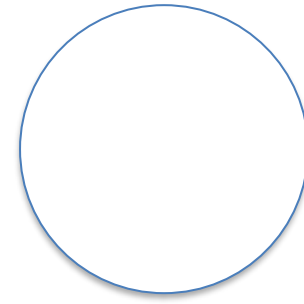
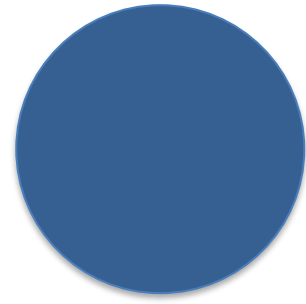
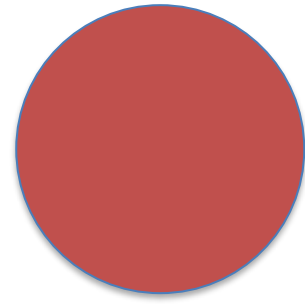
- Be Positive and Upbeat
- Promote Creative Outlets
- Be Fun and Light-Hearted
- Touch Them Physically (we like hugs!)
- Accept Their Playful Teasing
- Allow For Verbal Expression
- Remember They Hold Feelings Deeply



# Working with a YELLOW

## What NOT to do:

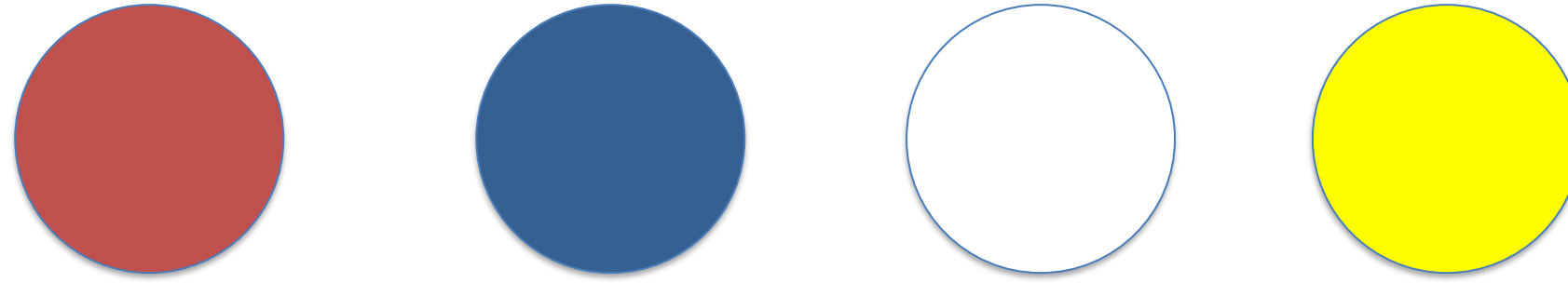
- Don't Expect Them To Be On Time
- Don't Ever Tell Them How To Act
- Don't Ignore Them
- Don't Demand Perfection
- Don't Classify Them As Lightweight
- Don't Be Unforgiving



## What “Color Code” Personalities Make The Best Leaders?

Think about and discuss how each personality type can exercise power positively and effectively.

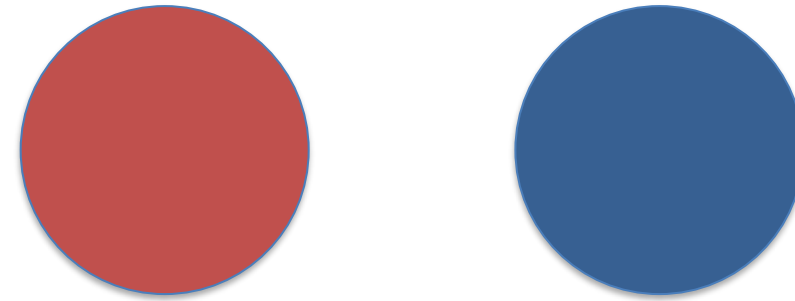
Why do you think knowing a person’s *core motive* matters?



## Most People Are a Combination of 2 or more Personality types

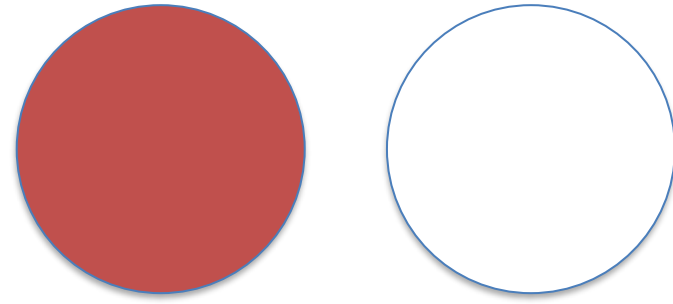
These combinations can be even more complex and unique.

We can see some common threads with the various combinations, but it can also make it harder to read a person.



## RED - BLUE

- May be one of the most difficult combinations
- This person may feel conflicted often
- Someone strong in both colors may tend to step on toes to complete tasks but then feel guilty for doing so.



## RED - WHITE

- Difficult to read
- May shift from aggressive and determined one minute (RED) to quietly passive the next (WHITE)
- Guiding motive is power or peace, not intimacy
- Likely misunderstood - sending mixed signals, probably not letting others get to know them



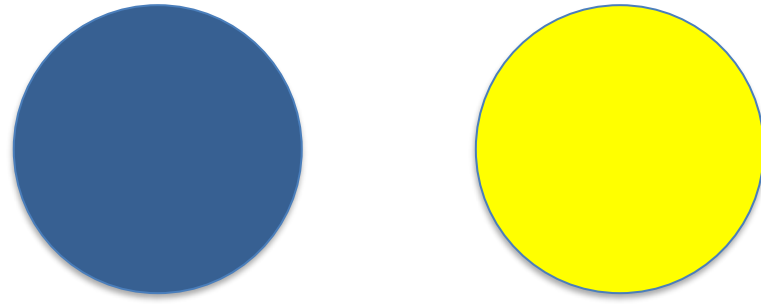
# RED – YELLOW

- Natural leader with a comfortable blend
- Red dynamically directs their life, while yellow charismatically invites others to enjoy your friendship
- Can be a bit of a “bull in a china shop” at times



# BLUE - WHITE

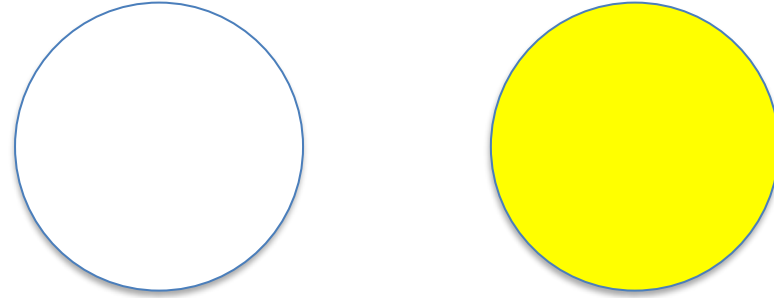
- Very comfortable
- Express themselves softly and sincerely
- Easy to read
- Determined, yet flexible
- Can get along easily with almost anyone



# BLUE - YELLOW

- Dueling personalities – can be footloose & carefree then suddenly turn very serious
- May feel guilty (BLUE) for carrying out fun plans (YELLOW)
- Intimacy-based, not power based in relationships

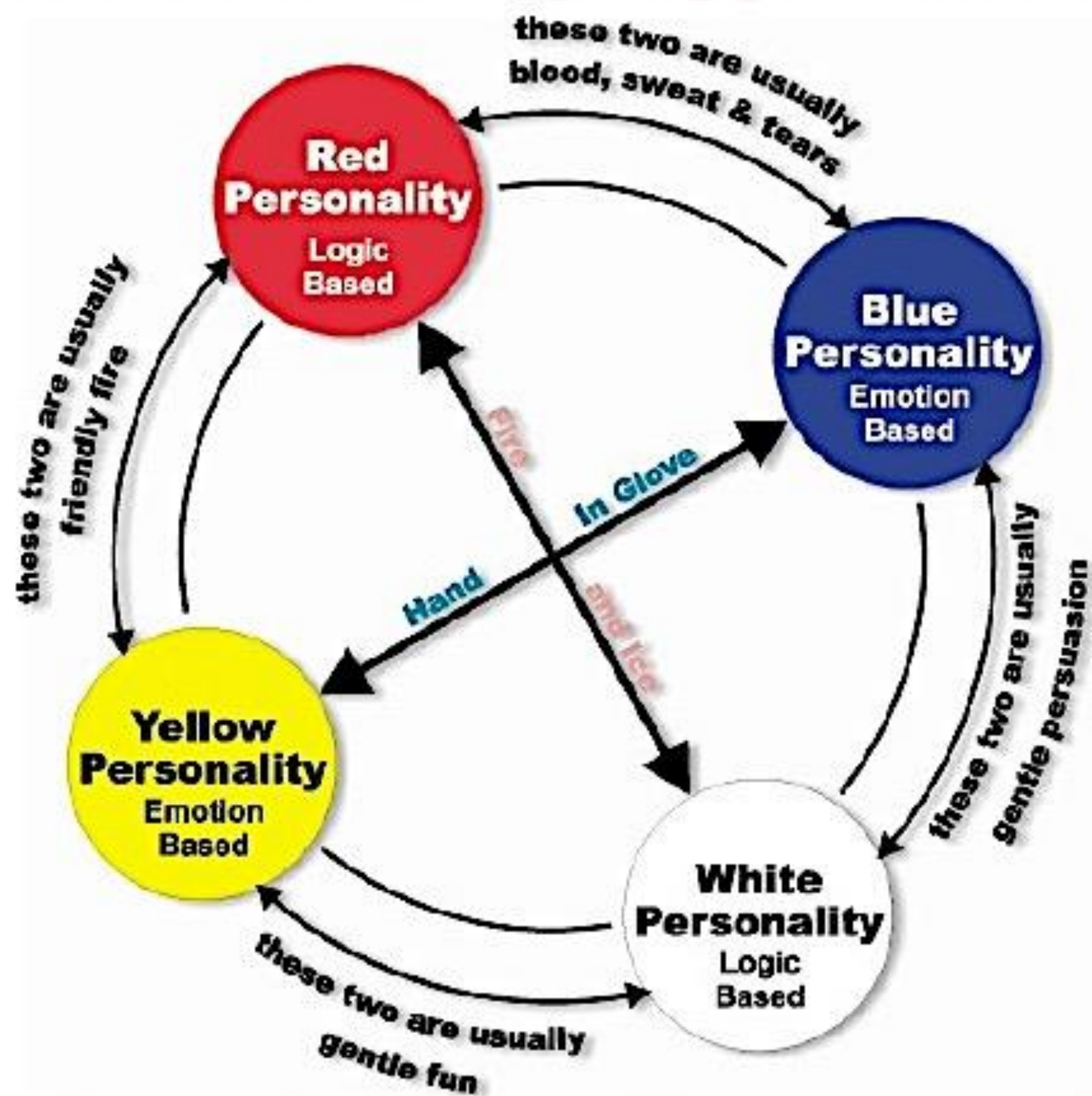




# WHITE - YELLOW

- Best people skills of all the combinations
- Relaxed & usually take the path of least resistance
- Comfortable & seem inviting to others

# How Personality Types Interact



Wi-Fi Password: TAA2024



TEXAS APARTMENT ASSOCIATION

# Leadership Lyceum



## The ABCs of TAA and Association Management

Special thanks to Lyceum sponsor:



Liberty Rent





BOARD OF DIRECTORS ORIENTATION



**KELLEY LISERIO,  
CAPS, NCP, CPO**

HomeSpring Residential Services,  
San Antonio  
TAA President



**CHRIS NEWTON**

TAA Executive Vice President  
chris@taa.org



BOARD OF DIRECTORS ORIENTATION

# OUR MISSION & PURPOSE

## **Mission Statement**

**TAA Provides Exceptional Advocacy, Education & Communication for the Texas Rental Housing Industry.**

**TAA's purpose is to serve as the statewide voice for the Texas rental housing industry. Our voice includes advocacy, education, communications, as well as our lease program – TAA Click & Lease.**





BOARD OF DIRECTORS ORIENTATION

# COMMITTEES – SELF-NOMINATED

**AFFORDABLE HOUSING**

**INDEPENDENT RENTAL  
OWNERS**

**NEXTGEN**

**EDUCATION**

**LEADERSHIP LYCEUM**

**PUBLIC AFFAIRS**



BOARD OF DIRECTORS ORIENTATION

# APPOINTED COMMITTEES AND COUNCILS

Composition is defined in Standing Rule 4

**BUDGET & FINANCE**

**LEADERSHIP**

**ASSOCIATION  
EXECUTIVES COUNCIL**

**ETHICS**

**LEGISLATIVE**

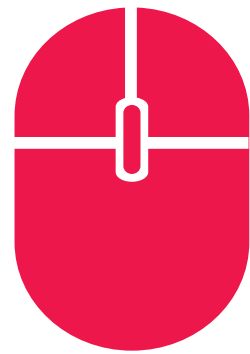
**PRODUCT/SERVICE COUNCIL**

**ONE CONFERENCE**



BOARD OF DIRECTORS ORIENTATION

# WORKGROUPS – APPOINTED



**Operators/Managers  
for Click & Lease**



**Attorney/Legal**



**Education Strategy**





# STRATEGIC PLAN 2024-2026

## TAA STRENGTHS

- High level of volunteer leader engagement
- Fiscal health
- Professional staff
- Advocacy
- Click & Lease
- Credible source of information and expertise

## TAA WEAKNESSES

- Reluctance to change or challenge status quo
- Complacency
- Undefined brand strategy
- Technology utilization
- Stagnant governance / volunteer process

## TAA OPPORTUNITIES

- Leverage growth of rental housing market in Texas
- Capture more opportunities to demonstrate thought leadership on industry issues
- Deploy technology advances to enhance member experience and preserve market leadership for Click & Lease

## TAA THREATS

- Lack of relevance to young, emerging professionals
- Increasing availability of alternative sources of information
- Advocacy / communications from groups opposed to TAA member interests



## The strategic planning process identified six core TAA functions including:

1 TAA Click & Lease

2 Marketing & Communications

3 TAA Local Associations

4 ONE Conference & Expo

5 Leadership Development

6 TAA PAC

**As participants in the strategic planning process discussed these six core functions, four common priorities emerged including:**



TAA must embrace more sophisticated technology



TAA must embrace emerging talent and adapt for generational differences



TAA's culture must be innovative, not afraid of failure and be open to change



TAA must improve how it communicates the value proposition of membership



**Interaction:**

**Local, State and National**

A solid red vertical bar is positioned on the left side of the slide, extending from the top to the bottom.

# **Overview of TAA's Legislative Philosophy and Process**

# TAA Legislative Philosophy

1

**Defend and promote the interests of responsible rental property owners**

2

**Minimize compliance costs and exposure to potential litigation**

3

**Treat legitimate tenant concerns seriously**

4

**Proactively address issues to have the best chance to impact policy**





# How the TAA Legislative Committee Works



## Legislative Committee Structure

---

15 voting members, 13 alternates

---

Nominees from five large locals & five regions

---

At-large & Executive Committee appointees

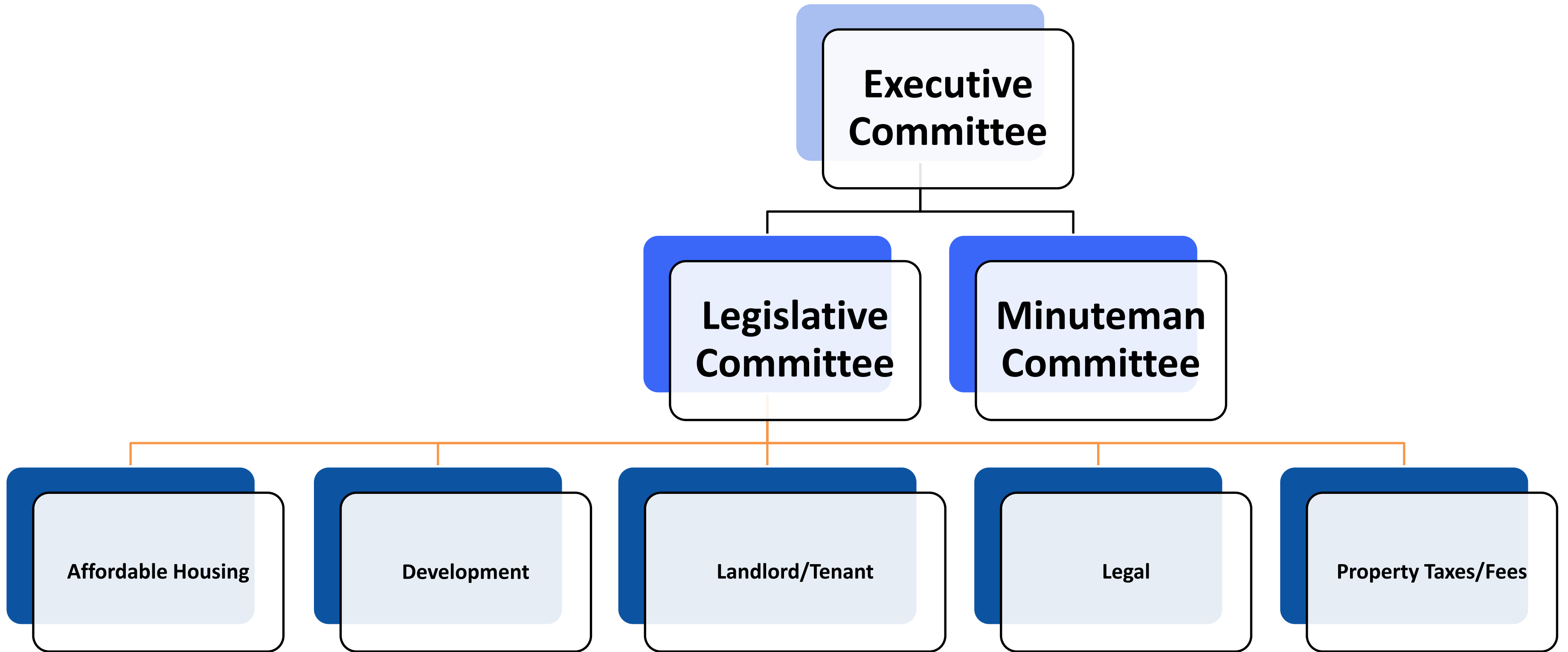
---

Two-year term

---

15-20 meetings





# Legislative Committee Role

Set	Priorities
Determine	Affirmative legislative agenda
Establish	Positions on legislation and regulatory matters
Endorse	Candidates and approve PAC contributions.*
Support	PAC and grassroots


# Minuteman Committee

Meets when there isn't time to bring the full committee together

8 members

- TAA officers
- Legislative Chair
- Past Legislative Chair
- 2 Legislative Committee Representatives





# The Legislative Process



# The Power of Lyceum

## **Kelley Liserio**

Homespring Residential, San Antonio  
TAA President, TAA Lyceum Graduate

## **LaTasha McCombs**

Cactus Jack Properties, Central Texas  
President of Apartment Association of Central Texas, TAA Lyceum Graduate

## **Danny Perea**


Tropicana Properties, El Paso  
TAA Vice President at Large, Chair of TAA's Leadership Lyceum Committee,  
Graduate of TAA and NAA Lyceum

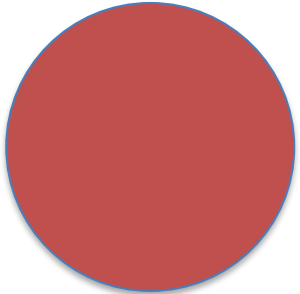
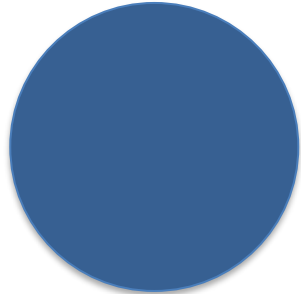
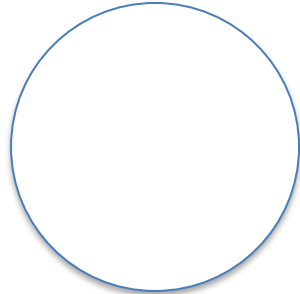
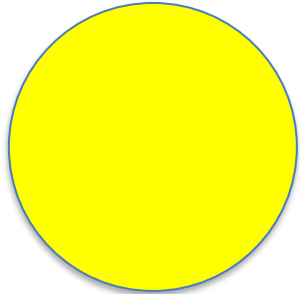
## **Kristin Sizemore**

Bohannon Development, El Paso  
Former TAA Vice President at Large, NAA Lyceum Graduate

# Exploring Your Options

**What's Your Passion?**



**Color Code:**    

**Putting It to Work**

---

# Wrap Up and Reminders





# SPECIAL THANKS TO OUR SPONSORS



TIER 1



TIER 2



TIER 3



TIER 4

WeDoTrash  
Camp Construction Services  
Yardi  
Century Air Conditioning  
FSI Construction

Impact Property Solutions  
Blue Moon Software  
CORT  
CSC ServiceWorks  
Sherwin-Williams



TIER 5

Smart Apartment Data  
Zillow  
Cweren Law Firm, PLLC  
Entrata  
The Guarantors  
Massey Services Pest & Termite  
Red Elephant  
AAA Plumbers

Comm-Fit  
Dixie Interiors  
G5, a RealPage company  
Gemstar Construction  
Genesis  
LeaseLock  
The Liberty Group  
MRI Software/MRI Apartment Data

Wi-Fi Password: TAA2024



TEXAS APARTMENT ASSOCIATION

Leadership Lyceum



# The ABCs of TAA and Association Management

Special thanks  
to Lyceum sponsor:



Liberty Rent