

From Volunteer to Visionary!

May 20, 2026

by Robert M. Nordlund, PE, RS
& Julie Adamen PCAM

www.ReserveStudy.com
www.Adamen-Inc.com

Miss the webinar? Watch it [here](#)

See all of our other available recorded webinars (on related or more advanced topics) [here](#).

If you're a new board member and unsure of where you stand and what your responsibilities are, all our recommendations about wise Reserve planning will be pointless. So in this webinar, former manager and national consultant Julie Adamen joins Robert to help attendees gain a solid understanding of how different your life will be as soon as you change from being a homeowner to a board member. Homeowners just enjoy living at the association. Board members have a long list of legal responsibilities as leaders and fiduciaries of a multi-million not-for profit Real Estate corporation, and they also need to be careful about what they say and do because they will be held to "corporate officer" standards.

So in this webinar we spend some time introducing you to what we call the "Rules of the game". These are things you need to know about the association, and the basics of board behavior (it's about "soft skills" and compromise and putting the association first).



After that we have a section going through a clear list of Mistakes to Avoid (basics, but someone's got to tell you). These are things like:

- Secrecy (lack of clear & consistent communication)
- Bullying
- Self-Interest (Personal Agendas)
- Inconsistency & Lack of Self-Control
- Acting like a Homeowner

Then we move to a section of the webinar where we address Tips. These are some insider lessons, “things learned the hard way” that will save you time and quickly increase your effectiveness in leading your association. Some of the tips include:

- Always being prepared (for meetings, etc.)
- Guard your tongue and attitude
- Communicate consistently and effectively
- Keep your head up (attitude matters, “make like a duck”)
- Prioritize the association’s needs
- Follow-through
- Increase assessments to balance the budget
- Reserve funding is often 25% of budget, make sure you don’t skimp and just create future problems

Summary:

- Leadership is about People, not just property
- Soft skills drive board success (relationships!)
- Work as part of a team
- Communicate consistently and clearly
- Courage and follow-through matters
- Progress takes time (months or years)

Additional information:

Free chapter 1 download of “Understanding Reserves” book [here](#)

Free Reserve Study proposal request from Association Reserves [here](#)

More information on our speakers here: www.ReserveStudy.com and www.Adamen-Inc.com