

The Proline Pulse

COMMUNITY EDITION



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*“Rest is not idleness, and to lie some-
times on the grass under trees on a
summer’s day, listening to the murmur
of the water, or watching the clouds
float across the sky, is by no means a
waste of time ”*
John Lubbock

Staying Human, *By Kathryn Squires Basson*


We’ve been crying a lot lately. As many of you know, we bid good-bye to our SMOTY (Strata Manager of the ~~Year~~ All-Time) Elaine Ferguson in May. Our team members have had parents, other close family members and dear friends become seriously ill or pass away this year. We also held an incredible day of learning, connecting, crying and lying in dirt (grounding, for those in the know) for our annual ForUs in early June. Personally, my family chat has been blowing up remembering that fateful day 40 years ago when my dad first spoke to his 16 year-old son, and we all met my wonderful eldest brother. What I’ve noticed is, the tears come sometimes from sadness but often from joy and gratitude. Joy in celebrating how much love we share and that we get to be here together, learning from each other and hopefully starting tomorrow as a little bit better versions of ourselves than today. Gratitude for the quality of relationships we experience and this incredible place we live in, where reprieve from the noise of urban existence is usually a short walk, ride or drive away. So don’t mind us if we’re tearing up—we’re usually okay with it. Except for when I’m trying to learn how to golf—those are tears of frustration...

Seasonal Considerations & News

SHARING OUTSIDE SPACES

Summer is here, and we're eagerly ditching our Blundstones, donning our sandals and dashing outside to bask in the glory of the island summer! As everyone living in a multi-family building knows, sharing outside space offers both benefits and challenges. While every building has its own facilities and guidelines (often stipulated in the bylaws & rules), here are some general guidelines to follow when using outdoor spaces.

- **What falls down, must land somewhere.** Be aware that when you are sweeping or washing your patio, all the debris and water are likely going to land on any patios or decks below you. Collect debris in a dustpan or vacuum, or mop your deck carefully. Also beware of overwatering plants, as every spring sees an influx of notifications of messes coming from above.
- **Nature is unpredictable.** Gusts of wind can be strong. We've received notifications

PROLINE
PROPERTY MANAGEMENT

REMINDER!

Our Burnside office is now open by appointment only.

Please visit our head office at 888 Attree Avenue if you need assistance in person or call us at 250-475-6440.

Thank you!

Proline Management Ltd.

of lit cigarettes landing on patios where small children are playing, patio cushions can be tossed around pretty easily. Please don't leave items untethered or unattended.

- **Lights, music, action.** Please be considerate of your neighbours. Not everyone loves T-Swift at max volume and noise travels far, especially when it's otherwise quiet. As always, be aware of and abide by the noise bylaws for your building.
- **BBQs, Bird feeders & Bluebells.** Check your Bylaws! Many stratas have bylaws specific to these items, so make sure to check yours before putting on your gardening gloves or inviting birdies to your balcony.

Remembering Elaine Ferguson

Her birthday was May 21.

If council meetings were on or about that day, I always gave her an envelope. She knew it was a birthday card. After a few years she said "you never forget".

2022 is the year that stands out the most - this time I mailed the card to her home so she would have it on time. I phoned her in the evening of the 21st.

Elaine told me she had made up her mind to have her hair cut as she wanted it more manageable till it fell out. She sat in the chair and watched it fall to the floor. In her words - "I had so much energy, I came right home and cleaned windows".

She then asked "Do you want to see the New Me"? When I opened her email - there she was looking at me. All I could think of was "WOW" and she laughed. She had lost weight and when I told her she would have to buy a whole new wardrobe - her answer was "20 years ago I saved all my clothes hoping one day they would fit". She tried on one dress - It did fit. Elaine went on to say "You are the first to see The New Me".

TO ELAINE - You will be in my Memory Box a very long time.

—Marjorie, Strata Council President

Meeting Elaine for the first time could only be described as an experience!

I remember just how intimidated I was by Elaine when I first joined the Q back in 2018. Elaine had an impeccable eye for detail and would often notice if a mistake was made, which as a Q newbie, was very scary! I will never forget, however, the day I gained her

confidence. I recall working on one of her AGM packages and noticing an error made in the Insurance section of the package which I brought to her attention. She was SO appreciative and grateful that we had caught the mistake before it went out to owners. It was at that moment that I realized just how incredibly dedicated she was and THIS was why she was so concerned about accuracy and perfection! From that point on, Elaine and I got along very well and she often reached out to me for assistance with her tasks. She was truly a consummate professional in every possible way! I also eventually got to see the softer side of Elaine and found out just why everyone treasured her. It was a real privilege to know Elaine and I will truly miss her!

—Kim at Proline



Remembering Elaine Ferguson

Many words come to mind when I think of Elaine, but the number 1 is “Fierce”.

Elaine was Fierce in her dedication to her family.

Fierce when it came to the dedication she felt to Proline Management, her work family and her job, she was the walking Strata Property Act.

Fierce when it came to her love of animals, especially her dogs and horses.

It took a while for me to not be afraid of Elaine, as she was intimidating, but once she accepted me then I felt privileged to call her a friend. She was and is, the only person I allowed to give me a nick name “Shani” which I treasure and will always hold dear in my heart.

—Shannon Close, Property Manager

Council meetings with Elaine always went smoother if she was first served very strong coffee. We always found her guidance to be very well grounded and frankly practical. We very much missed her when she was promoted away from our Eagle Ridge Estates portfolio.

—Doug Hannan, Council Member

I took on the Newsletter for Eagle Ridge shortly after I arrived in 2010. Elaine was my contact person at Proline, and never, never got tired of hearing from me. She was so delightful and pleasant all the time. She was my go to for many years, then she stepped away from this part of the job, but by that time, I was ok.

—Joan Huddleston, Strata Owner

I first met Elaine not while working as a strata lawyer.

I was instead acting as a lawyer for a homeowner who was suing a flooring company for misrepresenting the sound reduction levels of a heated tile floor that they had sold to the home owners. Elaine was the property manager of the building.

Elaine had received the application from the owners and the supporting documents on the flooring from the flooring company. She immediately recognized that the information being provided by the flooring company was incorrect and didn't match the invoices shared with the strata. She tried to contact the flooring company, first by phone, then by email. She notified them that the information didn't match and that they did not have permission to go ahead with the install. The flooring company ignored her, told the owners they had permission and installed the flooring. Well, they found out the hard way that you do not ignore Elaine.

This matter went to trial. In the days leading up to the trial, the flooring company's lawyer provided some documents that they claimed they had sent to Elaine. Not only were the documents dated 18 months after their interaction with Elaine, but Elaine had kept all her records and could show exactly what had really been sent.

When I put Elaine on the witness stand, the opposing lawyer tried to submit the new evidence to support his client. He put it to Elaine and asked her to confirm that she had received it. She responded in her precise, clinical style, ripping into the flooring company, discrediting the new documents, and then laid out all of the evidence she had.

Remembering Elaine Ferguson

I didn't have to do anything at all. I just sat back and watched, and she destroyed the flooring company's case, discredited their witnesses, and called into question the other lawyer for submitting evidence that he should have known was made up.

By the time Elaine was done, the judge hearing the case openly questioned the submission of the new documents, cautioned the lawyer not to proceed further with those documents under the risk of a finding of perjury and suborning perjury.

Elaine had single handedly destroyed their case, and they settled the next day.

I was so impressed by her, and in the years that followed I never stopped being impressed.

I will miss her for certain.

—Justin Hanson, Strata Lawyer

I was sad to hear of Elaine's passing.

My first interaction with Elaine was as a newly hired manager trainee in the bullpen at Proline. She was certainly imposing, and had a work flow that quite frankly scared the crap out of me. I would hear her on the phone speaking with councils/clients and found her straight shooting and up-front approach to dealing with people fascinating to observe. Regardless of how she may have been perceived in communicating, she always came from a place of caring and respect. I spent many evenings at my desk after council meetings trying to get to do items or minutes completed, and almost always Elaine was present after hours when I got to the office, and still working when I would go to leave. I recall so many times entering the office and hearing the disco blasting from her stereo while she worked, and it was always reassuring

to a new manager that even the senior managers still had fun while doing their job. I always felt that I could approach her with any questions and have her provide thoughtful answers with the backup of practical advice. I also enjoyed hearing about her horses and homelife which was very important to her.

She will always be fondly remembered by me as a major part of the Proline family that I was lucky enough to be part of for my years there.

—Daryl Foster, Strata Advisor

Condominium Home Owners Association (CHOA)



Community Corner

Volunteer Days

One of the perks of working here at Proline are the paid volunteer days. Some of the things our team members have done recently include volunteering at our kid's school for an activity day, connecting with a neighbour in need, picking up garbage on the beach with our kids, acting as Board members for various charitable organizations, and volunteering IT services for non-for profits. While we know that helping others and contributing to our communities actually makes us feel better too, it can be surprisingly difficult to find opportunities to use these volunteer days. If you are involved with an organization or know of an opportunity for people to get involved, please feel free to send info to kathryn@prolinemanagement.com and we'll share it with the team. Thanks for all that YOU do to make your communities vibrant!

As you may know, Elaine loved all animals and was a lifetime supporter of the SPCA. Please consider getting involved or making a donation in her honour.

SUPPORT THE SPCA

<https://spca.bc.ca/locations/victoria/>



Insider's Scoop

Insights from Our ForUs

As you know, we hold many different opportunities for client & community learning. It's not all about you, though. We realized after hosting a number of forums for our clients, that we also needed opportunities to learn together and develop as a team. So began our tradition of ForUs's—learning events for our team. Our first ForUs was in March 2018, where we learned about the story of Proline, from its beginnings as a nugget of an idea in Eric's head, and its growth through years of hard work and engaged relationships. We talked about our newly ideated Purpose and Paradigms, now ingrained in our internal culture and part of each big (and small) decision. Through the years, we've had the opportunity to learn all kinds of things together, and sometimes just get together for the pure joy of connecting—including an Insidious Joy themed virtual ForUs in July of 2020. The last three years, though, we've had the pleasure of being led by and connecting with Dr. James Rouse, an unusually caring, compassionate and knowledgeable man who helps us become the best, most loving versions of ourselves, so that we can bring that person to the world around us. One of the things we've talked about a lot is the power of oxytocin, the love chemical, in our daily lives. Here are 10 of the most powerful ways that you can create oxytocin in yourself and bring your best self to your world each day.

10 OXYTOCIN HACKS

to improve heart health, emotional strength, compassion, empathy, self-acceptance, and to circulate and be the love



Kiss, Cuddle and Hug

7 second kisses and 20 second hugs using both arms, reduce cortisol (stress hormone) and boost the love hormone!

The simple act of brightening someone's day can lift your spirits and promote positive feelings in you, too!

Words of Encouragement



Be a Good Listener

Active listening boosts oxytocin in both the speaker and the listener, and helps build connection and trust in relationships.

Smiling is contagious! It can also boost your mood, lower stress, and boost your immune system. Oxytocin also opens routes for laughing and smiling, so smiling causes a cycle!

Smile and Laugh



Meditation and Prayer

Directing thoughts of love, compassion, goodwill, and peace towards someone in your life (or yourself) targets oxytocin production!

Moving your body with love for 10 minutes can lead to an increased concentration of oxytocin.

Breaking a Good Sweat



Have a Good Cry

In an addition to being self-soothing, shedding emotional tears releases oxytocin and endorphins - making you feel good and easing physical and emotional pain.

Giving gifts to others releases serotonin, dopamine, and oxytocin, a combination often referred to as the "helper's high".

Give Gifts and Talents



Let Creativity Flow

"Through you, in you, and as you" Expressing ourselves through creative and artistic activities can help relieve stress, anxiety, and lessen shame, anger and depression.

Simply petting a fur baby lowers the stress hormone and increases levels of oxytocin (the same hormone that bonds mothers to babies).

Connect with Fur Babies



Learning Station

The Proline Academy: Coming In-Person!

While we're taking a break from the Academy over the summer, we are planning a brand new Academy session in September. Until then, you can access all the previous sessions on our YouTube channel: <https://youtube.com/@prolinemanagementltd>. Feel free to share! If you have any suggestions of topics you'd love to see covered this coming year, please mention it to your property manager or reach out to me directly at kathryn@prolinemanagement.com.

We are also planning an in-person event here in Victoria in October. We are imagining it as a Mix & Mingle format where council members, topic experts and community organizations can gather, socialize, engage and learn from each others experiences while enjoying snacks, sips and sounds (music, but I wanted to stick with the alliteration). If you have any thoughts or are super excited for this event and want to share your enthusiasm, feel free to reach out!

VISOA May Bulletin

Check out the newest VISOA [Bulletin!](#) Articles include:

- Wave Goodbye to Waiving Depreciation Reports
- Infographic: Statistics about Depreciation Reports, CRF Contributions, and Special Levies in BC
- Strata Pre-Sale Risks and Buyers' Rights
- Update: Handling Requests for Legal Opinions and more.



CHOA Education Program

CHOA is also taking a break on their seminars for the summer months, but you can always access previously recorded seminars on their [website](#).



Welcomes!

Welcome to our new community members 1700 Balmoral in Comox, 30 Cavan in Nanaimo, and Redfern and Haven in Victoria. And welcome to our new team members, Juan Giraldo as a Software Developer, Cindy Lee Ives as a property manager and our administration co-op student Alec Kemp.



Photo by Element5 Digital on Unsplash

Bouquets & Such



Bouquets

We put a call out for bouquets in our last newsletter, and we got some! Sheilah Fea from 1316 Resthaven by the Sea in Sidney said, “Our gardeners are the best! The name is Green Image run by Devon Vivian, and his team are excellent to work with.” Garth Blair from Royal Pines shared, “At our Strata we discovered JP (Modern Maintenance) a number of years ago. He is excellent... a pleasure to work with. We were so impressed with JP that each year the Council President and I would buy JP a bottle of scotch and thank (him) for the excellent service We paid out of our own pocket and we felt it was money well spent. Fortunately... JP likes Scotch. Everyone was happy.”

Help us continue to create a space where you can share appreciation for people or businesses with whom you’ve had positive interactions. If you have a bouquet you’d like to share with someone—a neighbour, stranger, council member, trade, Proline person, etc. send it to kathryn@prolinemanagement.com and we’ll include it in the next Proline Pulse. Let’s create something good together!

Share with Us!

We love hearing how we can make a positive impact and continue to improve our services. **If you’ve had a positive experience, please take a few minutes to leave us a review and share your experience! Simply [click here](#) to provide a review.**

If you have specific feedback on things we can offer, change or improve, we REALLY want to hear about that, so we can learn and change! Please email Kathryn at kathryn@prolinemanagement.com. Thank you for helping us live and grow together.



REBELLIOUS
OPTIMISM



WHOLEHEARTED
TOGETHERNESS



INSIDIOUS
JOY



RADICAL
TRANSPARENCY



RELENTLESS
INCREMENTALISM



PROLINE IN PLACE

Introducing a service to help you stay in your home, longer. Enjoy your time more, and worry less about taking care of your home.



HOW WE CAN HELP.



COORDINATING SERVICES



**INSURANCE CLAIMS /
INSPECTIONS**



EMERGENCIES



CONSISTENT BUDGETING

WHAT WE DO & WHO WE ARE.

We take care of your property so you can live there longer.

We've been providing property management services for nearly 40 years, with trusted expertise and a human approach.



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The Heart of the Business

Thank You

By Andy Spurling

There are so many things I loved about Elaine Ferguson. I was reminded of one of them by Kathy just this morning after our Tuesday morning meeting. Elaine did not love to be on camera for group meetings, and so wasn't. But as every single Tuesday meeting ended, she would unmute and say, "Thank you, Andy." It became this lovely moment that I could enjoy from EFerg every single week. As she was heading out on leave, I remember talking to her about how much I enjoyed that little weekly moment, and how it was one of the many things I would miss with her away.

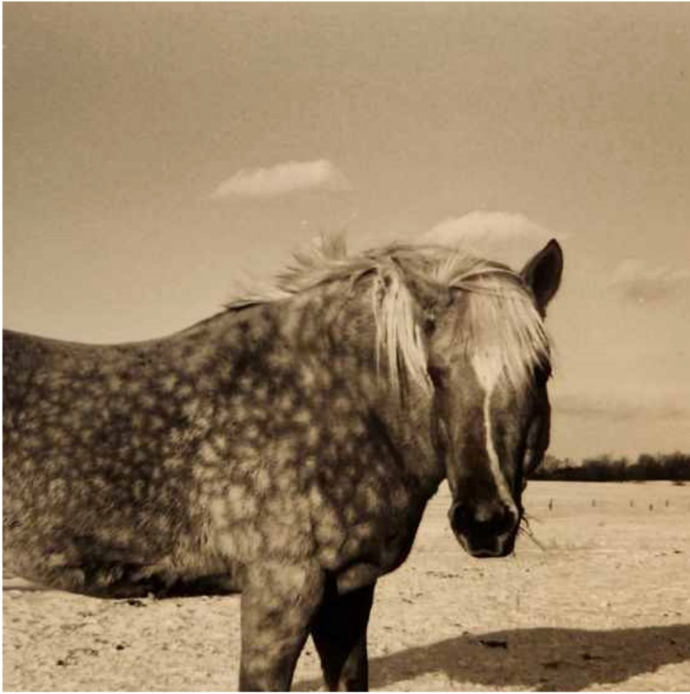
From my own point of view, Elaine encompassed what I like to call the four P's. Because I just thought of it. And believe that Elaine would appreciate some form of structure around these thoughts. And would also think that it's a little annoying that I need to convey them in an unnecessarily cute-sy, unprofessional way. But her last words to me were, "You're crazy", so this approach would be fully expected. And even though she didn't need it, she did appreciate being celebrated for what made her unique and what made her special. So here goes....

Professionalism. Elaine's professionalism was immediately evident when I first met her as a new junior property manager at Proline on May 7, 2007. Focused, intense and self-assured. And by evident, I may also mean intimidating. It was apparent that Elaine did not mess around. That she took her role seriously. And that her expectations of herself and those around her were to complete our work to the highest possible standards. She was always well prepared for meetings and had an attention to detail that was exemplary. And she tolerated nothing less from those around her. Which could get tricky...

Passionate. Strata management for Elaine was more than a job. In addition to being a consummate professional, she was also incredibly passionate about her work. Encountering Elaine after a challenging meeting or client interaction was always a pleasure,



The Heart of the Business

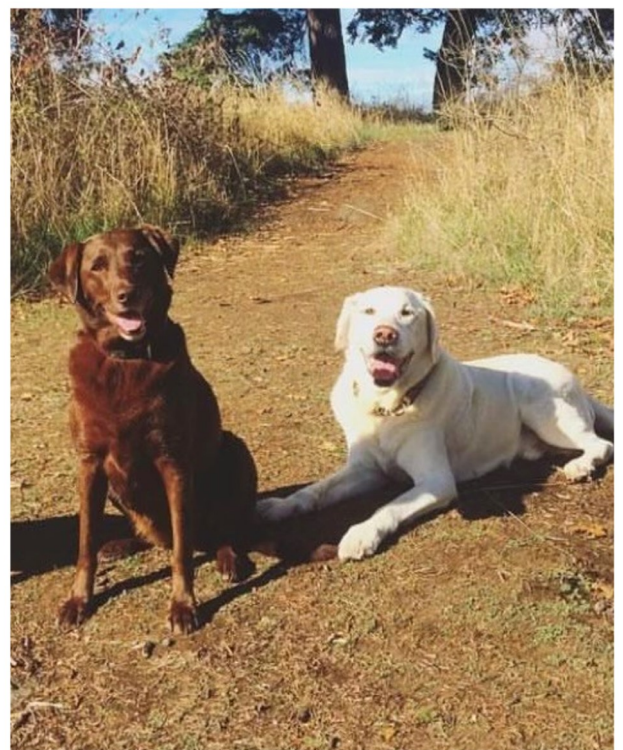


stories and for how her telling of them made me feel. When someone loves what they do as much as Elaine did, it is infectious. The ultimate Insidious Joy!

Purpose. Elaine was full of purpose. As we got to know each other more and more over the years, we would talk about her desire to convey her knowledge, wisdom and skills to the next generation of strata managers. She believed so strongly in how we served communities and wanted to play a role in ensuring that would continue long after she was gone. When I first heard that Elaine had taken a turn and was not doing well, I sent her this message: “Hi EFerg. Andy here. I heard that you are going to be leaving us soon. While I am so sad to hear the news, I am also left thinking about the tremendous impact you have had on my life. I learned so much from you over the years about how to be a better manager, a better person and a better man. I know how much pride you took in your work and your desire to convey your wisdom, skills and experience to the next generation. I just want you to know that you have been hugely successful in accomplishing that mission. The impact of your teachings will be felt for many years and have influenced and continue to influence everything we do. Thank you. Thank you. Thank you. I already miss having you in my

as she would excitedly recount in great detail the event that had occurred, how she expertly navigated the situation and the fantastic outcome that resulted for the client and community that she cared about. And, wow, did she care. Her passion for the job was so intense, that, while legendary, it was also not unusual to hear about EFerg getting up on a building’s roof in the middle of a snowstorm to chip ice out of a drain to prevent damage to units below. And then getting to witness the twinkle in her eyes and the smile on her face as she told you all about it. I missed those stories the moment Elaine left us, but knowing that I won’t get to hear a new one is something I am still coming to terms with. I have so much gratitude for the memories of so many of her

When someone loves what they do as much as



The Heart of the Business



life. And will miss you terribly when you are gone. But I will always remember what you have taught me, the way we laughed together and the caring and the love that I felt from you and for you. All my love.” I believe that there are a huge number of us that could or did send a message just like that. Such was her purpose and impact.

Private. Getting to know EFerg was certainly more of a privilege than a right. Once you had earned a place in her world, you got to see behind the curtains

a little bit. But only a little bit. And on her terms. It was easy to love Elaine, but you also had the sense that you were only getting so much of the personal side of her. This may be a weird thing to mention here, but Private starts with P and it was also a big part of her personality. I also mention it as we got to see this side fade away in Elaine’s final years. A process that started while she was still working with us but fully realized itself through her final days. Personally, I found great comfort in spending time with Elaine during her final week and seeing how much she had opened herself up to the love of her sister, Marie, and those that were visiting her. The same funny comments. The same EFerg, but soft. Open. Vulnerable. Knowing that she spent her final time on this planet accepting and embracing the love of others for her was a huge comfort. She had spent so much time directing her love and care towards others. If you had told me when I first met Elaine that one day I would be sitting beside her in bed, holding her hand and stroking her hair, without getting told off or worse, I would not have believed it. But I am honoured to have gotten to experience that with such a special person.

Pets. A bonus P. EFerg absolutely loved her pets. All of them. And they were many. I remember the first time I encountered Elaine riding her horse, Aspen, at Elk Lake. She was as happy as if she had just faced down an ornery old man at an AGM and come out victorious. It is that image of EFerg that will remain with me forever. To a soundtrack of disco. She does survive. In so many ways....thank you. Thank you. Thank you.

