



Information for New Residents

First and foremost-welcome to the neighborhood! Moving into a new community is both exciting and stressful. As your professional community association management company, we are here to help. There are many useful tips on living in Parkside at Mayfield Ranch as well as links and number that you will need to set up your utilities below. If you have any questions that are not answered below, please contact the Southwest Management Services office and we will be happy to assist you.

How do I obtain a pool key?

Please login to the community website with your user name and password and complete the online request form -Pool Use Agreement. Here you will agree to the terms and conditions of using the amenities, purchase, and submit your request to the management office. All requests will be filled within 48 and the card will be mailed to your home address on file with us.

How do I obtain a mailbox key?

Please take a copy of your closing papers or lease to the local post office box and they will issue a mailbox key.

How do I reserve the amenity center for a private event?

We make reservations easy for you! Please log in to the community website with your user name and password provided, and click on Activities-Reservation-Request a Reservation. There you can view dates available and submit your request. You will receive a response and further instructions from our office.

Who maintains the ponds at Parkside at Mayfield Ranch?

The Parkside MUD maintains the ponds.

YOUR PETS DESERVE THE BEST

We love our pets, so keeping them safe in the wintertime should be a top priority. See below for some friendly reminders detailing how you can ensure your pet stays warm, happy and out of harm's way even on the dreariest of winter days.

Beware of sidewalk salt and de-icer. Pets' paws are extremely sensitive, so prolonged exposure to sidewalk salt can be problematic. If you walk your dog regularly in areas where sidewalk salt is used during inclement weather, wipe the underside of paws with warm water and a clean towel when you go back inside. Doing so also eliminates risk of ingestion if your pup licks its paws often. Keep an eye on your pet's toe pads for severe dryness, cracking or bleeding.

Bring pets indoors. Just as in summer months when temperatures reach extreme highs, pets should be brought inside during extreme wintertime lows. This applies for daytime and nighttime temperatures, so check your local weather daily and limit your pup's outside time if the forecast is looking chilly. And remember—if you're uncomfortable with the outside air temperature, chances are your pet is too.

Bundle them up! When pets do go outside during the cold winter months, those with thinner fur coats may need extra warmth. Your local pet store should have an assortment of extra layers for your dog—even winter boots for pups who need extra paw protection from the cold and ice. Only add layers if your pet can truly benefit. If you're unsure, ask your veterinarian.

Keep your pet active and out of trouble. During inclement weather when you can't make it outside with your pup, set aside some extra time during the day to make sure they have some exercise—even 15 minutes of playtime helps. Paying attention to your pup keeps them engaged and happy, and ensures no bad behavior caused by boredom.



PARKSIDE

CONTACT INFORMATION

ON THE WEB:

Parkside at Mayfield Ranch Official web site:

www.southwestmanagement.net/parksideatmayfieldranch/home.asp

Parkside at Mayfield Ranch Official Facebook page:

COMMUNITY PROFESSIONALLY MANAGED BY:

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Fax: (512) 266-6791

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E-MAIL CONTACTS:

Accounting accounts@fsresidential.com
(for questions about your HOA account or vendors with billing questions)

Architectural Review: acc@fsresidential.com
(for questions about making modifications to the exterior of your home)

Board of Directors: board@fsresidential.com
(for feedback and requests to address the board at meetings)

General Info Amenity Center & Pool Info:
..... info@fsresidential.com
(for general questions about your Owners Association, Reservations & Pool Keys)

Lifestyle Director:

Ali Vonal ali.vonal@fsresidential.com
(for questions or suggestions about events or activities)

Community Manager:

Sophie Carrington sophie.carrington@fsresidential.com

Assistant Manager:

Lauren Dominguez lauren.dominguez@fsresidential.com

IMPORTANT NUMBERS

EMERGENCY NUMBERS

EMERGENCY 911
Fire 911
Ambulance 911
Williamson County Sheriff (Non Emergency) 512-943-1300

SCHOOLS

Leander ISD 512-434-5000
Parkside Elementary School 512-570-7100
Stiles Middle School 512-570-3800
Rouse High School 512-570-2000

UTILITIES

AT&T/Uverse (phone, internet, cable) 866-288-2020
Atmos Energy 888-460-3030
City of Georgetown 512-930-3640
Pedernales Electric Co. 512-331-9929
Time Warner (phone, internet, cable) 512-576-3521
Wastewater (Parkside MUD) 512-930-3640

OTHER NUMBERS

Williamson County Phone 512-943-1100
Williamson County Road Department 512-943-3330
Parks & Recreation Department 512-943-1920
Williamson County Regional Park 512-260-4283
Williamson County Animal Shelter 512-943-3322
Georgetown Post Office 512-868-9925
Georgetown Animal Control 512-930-3592
Round Rock Animal Control 512-218-5500
Travis County Animal Control 512-972-6060

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Fall/Winter Tips

Preparedness is paramount when it comes to road trips year-round, and hitting the road for a long drive during winter months is no exception. With an increased risk of potential driving hazards like sleet, snow, strong winds and frigid temperatures, it's a good idea to think about ways to ensure you'll travel safely.

Consider the following tips when preparing for your winter road trip:

- Invest in an emergency kit for your vehicle. Available at most major retailers, these kits are relatively inexpensive and contain items like flares, booster cables, flashlights, ponchos and first aid supplies for minor injuries.
- Develop a contingency plan. Create a strategy for dealing with a flat tire, vehicle accident, dead battery or other potential travel delays. Keep a hard-copy list of people or businesses to contact for help should you need it.
- Stay in touch. Check in with a designated contact during your journey with updates on your location, delays encountered or

unexpected situations that require longer travel time. When driving, remember always to pull off the road before using your cell phone.

- Check the local weather report before heading out. Winter weather can be tricky and forecasts aren't always accurate. You can double check your destination's weather history on a variety of websites to determine typical conditions to expect in that area during your travels.
- Store warm clothes and blankets in your vehicle. Be prepared to stay warm if you're stuck for extended periods by keeping a blanket or two in your car. Also, pack a small travel case with snow boots, socks, gloves, a scarf, hat and heavy sweater in case you need to leave your vehicle.
- Review your travel route without GPS. Read through detailed driving directions, including alternate routes, so you know your options. Also consider keeping a map handy in case your navigation system is compromised during your trip.

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Don't Feed the Deers

The association understands you have a soft heart and good intentions, but feeding deer is not in their best interests, or yours.

Depending on what you feed them, deer may actually be harmed by your feeding. Some foods will kill them within a few days or debilitate them enough to be easy targets for predators and automobiles.

Feeding is a way of domesticating deer. Tame deer create a host of other problems. Because they no longer fear people, they become vulnerable to hunters. They are emboldened to eat the shrubs in your vicinity. They will bring more deer into your yard and more deer ticks. And, concentrations of deer attract coyotes and wolves—who will kill your pets along with the deer.

Deer adapt very easily to people, but they don't need to be fed by them. They survive fine on their own. Better, in fact. Usually the weather controls deer populations, but deer fed by people increase regardless of the weather. This leads to overpopulation and disease.

Deer browsing in the back yard may be charming, but Lyme disease and road kill are not. Please don't feed the deer; let nature do its job.

Conservation Begins at Home



There are many small changes you can make to your outdoor—and indoor—surroundings to adopt environmentally conscious habits that could reduce your carbon footprint. Luckily, making careful choices can be easy with the right tools and information. Check out the following advice for taking a few small steps to a more sustainable living space. Remember to check the association's CC&Rs for guidelines and possible restrictions prior to beginning any projects.

Try composting. Compost is a natural way to enrich planting and gardening soil with nutrients from kitchen waste like apple cores, banana peels and coffee grounds mixed with plant matter like yard clippings and fallen leaves. The keys to successful compost are time, ventilation and heat. You can start with a medium-sized container and a lid that includes ventilation holes placed in direct sunlight, if possible. Remember to be mindful of where you place the compost on your property to decrease the likelihood of offensive odors seeping into your neighbor's living space.

Grow your own herbs and garden veggies. Even if you don't have an outdoor gardening space, you still can grow herbs and vegetables indoors in small containers. Herbs like oregano, rosemary and mint require little maintenance and can thrive if placed near a bright or sunny window. Vegetables like tomatoes and carrots also can be grown indoors with the proper care. Check your local home improvement store for seed packets and guides for getting started. And, don't forget to use your compost to enrich that soil!

Consider using drip irrigation. Drip irrigation uses a slow-drip watering method to hydrate your lawn and garden on an ongoing basis instead of running a sprinkler system or hose for several intermittent periods. Running drip irrigation often can be both a cost-efficient and environmentally responsible alternative to traditional watering methods, but be sure to consult a landscape professional to learn about which plants and foliage benefit most.

Use solar-friendly outdoor lights. Several products on the market now employ the use of small solar sensors or panels to help reduce the amount of electricity used for outdoor lighting accessories. Semi solar-powered lantern lights, walkway illuminators and attached light fixtures are available at many home improvement stores. Opt for energy efficient light bulbs to go with your solar-friendly outdoor lighting accessories whenever possible.

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Avoiding Mayhem During Meetings



For many people, meetings are a fact of life. Whether it's a board or member meeting here in our association, a volunteer meeting at your child's school or a department meeting at work, being adept at participating

effectively and managing meetings is a useful skill.

Sometimes one or two participants will dominate the discussion, steer it off topic and interrupt others, causing long, uncomfortable or unproductive meetings. Whether you're the meeting chair or a participant, there are techniques you can use to help engage others, limit intrusions and minimize distractions.

Table the discussion. If a conversation is getting particularly heated, the chair or a participant can move to table the discussion for a later date. This helps clear the air and allows for a calmer and more meaningful conversation at the next meeting. It also sends the signal

that debates will be conducted rationally and with respect.

Take it offline. When a meeting attendee takes a topic off course, everyone's time is wasted. A good tool for the chair to use—or for another attendee to suggest—to get the meeting back on track is to invite the member to continue the discussion privately. Saying, "Let's take this offline so we can talk more," is an easy way to get back on the subject without alienating the sidetracked speaker.

Use the agenda. The agenda is a useful tool for keeping a meeting moving efficiently. When a chair begins a meeting by saying, "We have a full agenda today," he or she sets the stage for productivity. Periodically referring to the agenda during the course of the meeting keeps all attendees focused on the discussion. If the chair doesn't have an agenda, ask the group pause a minute to create an informal agenda that simply lists the topics to be covered or goals to be accomplished. Call on members. To engage more reticent members of the group, and to balance the impact of more vocal participants, it's helpful to call on members by name to ask for their opinions. "What do you think, Mary?" or "Do you have some input here, Steve?" ensures that all members are valued. And you don't have to be the chair to ask for others' opinions.

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6 Steps to Resell Your Designer Items, DIY

Have you wondered what it takes to resell your upscale, designer goods online? It's an interesting question to ask ourselves at minimum once a year. Either way, you know its time, when you start to feel the itch to visit the fabulous Container Store in search for new space-saving hangers, a handbag organizer, or even a new shoe stand.

Worse yet, your husband asks you to give him back his hangers. You know...the ones you have been slowly sneaking out of his microscopic section of the closet. Or he desperately begins to search all over the house, again, for his favorite Chucks. You just don't have the heart to tell him you threw them out three years ago. You want to make it up to him with a designer brand, but you don't have the space or discretionary funds. It's time to make some extra money from cleaning out your closet.

Ok, so you've decided to give this project a try. How will you actually make it happen, DIY-style? Here are 6 easy steps to get motivated and more importantly: Execute!

Step 1: Scope Your Closet for "Resting" Designer Items

You and I know how much those cute Prada pumps cost you and how much you loved them the two or three times you had an occasion to wear them. They're so gently used, they look new. It's breaking your heart to consider it (I know), but it's been 5 years and they're "resting" quietly in their posh shoebox, in that remote corner of your shoe stand, desperate for fresh air. Give them a lifeline; a new home.

And that's not your only item. You know where they are...those designer handbags, shoes, sunglasses, scarves; items that sell amazingly well on eBay or other online resellers. Millions of buyers search eBay for items like yours, looking for designer bargains, every hour, on the hour. And when I say "bargain," I don't mean cheap, I mean a fairly reasonable resale value. Some nice change for those organizers, your husband's new shoes, or to donate to charity (maybe all three).

Ok, so you have selected the items you want to sell, now what?

Step 2: Create a Personal eBay Seller Account

This step is fairly intuitive. eBay has a friendly user-interface and tons of educational content, but I'll provide you a brief overview to clarify some frequently asked questions (Ones that I also had). Whatever you do, don't fumble around with the numerous links on eBay. Go straight to work:

Select the "Register" tab on eBay's Home Page

Start with a personal account. Once you gain experience you may consider opening a business account.

Think of a catchy nickname. This is especially important if you might sell with certain frequency; I chose, Fashion Reloved, a suitable name for the types of items I sell online. It's worked out wonders for me. Begin by listing a few fast-selling items maybe on the lower priced end and just try to sell them. You'll go through the experience, develop your proof of concept, and also secure customers, gain positive feedback and attain ratings to show you are a responsible seller.

Make sure you highlight your product's best features with familiar search terms in order to draw the most traffic: "NWT - New with tags", Prada, Worn once / 2 times, mention retail price. Sometimes including the shipping in the price as in listing the item with free shipping will

attract more traffic to the item.

Now you are ready to post images and descriptions. You may be asking yourself, "Ok, but from where, how, what do I say? Don't worry. Read on, I've got it covered!

Step 3: Channel Your Inner Photographer

In the Resale World, Photography is King! Great images will sell your product quickly, for top-dollar. Take very detailed photographs of your item. Depending on your commitment to reselling, I recommend either investing in small photography studio items for your home or renting space at a local photography studio (it can be quite inexpensive). This will ensure controlled lighting, closeup details, and overall quality. You'll also need a professional camera. If you're going to sell only intermittently, an iPhone camera, may do. Make sure you take images from different angles and be transparent in showing any nicks or imperfections; honesty is always the best sellers policy.

For example: if you are selling a handbag, you will need to take a picture from each angle including its corners, the inside, the handles, the closure, pockets and don't forget the bottom (it usually shows the most wear). For clothing, it helps to have a mannequin or a friend, willing to model the clothes. For a fun, outdoor photoshoot, the best lighting is either after sunrise and right before sunset. Be creative and resourceful. Look at your favorite Instagram images or Pinterest pins as a way to spark ideas.

You don't have to be professional photographer, but the key is in the details. That is why the next step is very important.

Step 4: Paint a "Literal" Picture

Photography is must, but don't skimp on the product description. It's very important to be as thorough as possible. You may want to include information such as, when the item was purchased and where; what comes with the item, such as an authenticity card, dust bag, original packaging, accessories; and don't forget the measurements. Take a little time to research websites that sell a similar designer item, it will help you tremendously to write your descriptions. Generate trust by being transparent; point out the good, the bad, and the ugly. Buyers prefer brutal honesty.

Step 5: Ship with Love

Once the item sells and the payment is made, find a nice quality box and package the item carefully, with appropriate cushioning or bubble wrap to avoid damage during shipping. For items weighing less than 16 ounces, the post office is the most efficient option to ship and they have nice boxes, insurance, and tracking. On more valuable items, Fedex or UPS will be the way to go. Make sure you pay for adequate insurance. Depending on the item's price tag, you may offer free or discounted standard shipping for multiple items purchased.

Step 6: Skip Steps 2 - 5 and Go Directly to Boardwalk

You may be too busy to try reselling DIY-style, but there is a shortcut that would save time, significantly: Contact a reseller. They are professionally set up to take care of steps 2-5 for you. The strongest pro is the time savings; the strongest con (maybe) is that you'll share the proceeds with your reseller.

(Continued on Page 7)

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For this step, you'll want to do some research on online resellers: check their reviews, credentials, and ask for references. Ask if they have an independent website (it shows the sellers commitment and inspires trust). Review their terms and conditions as well as their contracts and how much they will pay you. Compare your top candidates and make a selection.

Best Advice for Step 6: I recommend finding someone local to personally meet and interview, especially for very high-end, high price-tag products (LV, Hermes, Prada). If you are still doubtful or undecided, try each reseller out with one of your lower-scale designer items. There are trustworthy online resellers, especially ones with some longevity, testimonials, and serious traction on eBay, so don't be scared to try.

There are other options, like big-box online resellers, but they standardize their terms and may try to undercut your gains significantly. And of course, brick-and-mortar secondhand or consignment stores are great, but with their overhead costs, they're likely be bound to offering you a lower cash payout and may not even be willing to take your item. This most often occurs with very high-ticket items that may not sell fast enough, attract theft risks, or constrain their cash flow.

Independent eBay resellers have more flexibility, lower theft risk, and typically only work on consignment. They can sometimes offer as high as 70% of the consignment selling price; granted, they may take a bit longer to sell your item, but they will personally work to sell it for top dollar. You'll additionally benefit from having face-to-face contact, have someone reliable to confidently refer to your friends and someone to count on in the future...For the next time you clean out your closet (or your husband's ;-)!

Magdalena Silva, Author

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