



*"I really miss Steve Swan, our 26 year old Security Programmer, and the smartest guy ever."*



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## Grateful? You're Damn Right, I'm Grateful!

Lisa M. Benson  
CEO / Principal

The Friday morning meeting at Ellipse is always special; relief in closing another challenging week and placing vision for the next. Last Friday, I decided to do something a little different. I distributed unique "Thank You" cards to each of our 34 employees, included in each a \$10 Target gift card. Unbelievably, to me at least, we are on plan to achieve our stretch goal of \$3.6M gross. A remarkable 44% increase over last year.

*BTW, where's that recession again?!*

As excited as I was to make the announcement and see everyone's sense of pride and joy, I was just as saddened, overwhelmed with the realization that one of our key members was not there to share the moment. I really miss Steve Swan, our 26-year-old Security Programmer, and the smartest guy ever. Shockingly, on June 19th of this year Steve and his best friend Matthew Butler were senselessly murdered as they left their Christian recording studio in Garland, Texas. That day, through my tears, I instructed everyone to lovingly reflect on their own lives and families, our associates and clients, and the families of Steve and Matt.

I always hold an appreciation for the relationships that bring more to our existence. But let me tell you, even before the loss of Steve, I found myself reflecting on the importance of professional appreciation and personal development at Ellipse. Our spring productivity program surrounded a book about a big idea, corporate *Small Giants*, written by Bo Burlingham. Ellipse is a "Small Giant"; a market leading company who excels with

employee development, client relations, vendor affinity, supports charity within their community, all while choosing to temper growth.

"Small Giants" are all over multifamily. People like Victoria Cowart at Darby Development in Charleston, SC, who give generously of their professional knowledge and industry passion, is one. The Gillespie Group of East Lansing, Michigan, led by Pat Gillespie and Rachel Michaud, moderates local economic pressures with enhanced community interaction. Renee Webster, their Director of Operations, enjoys amazing returns with her industry insight, employee development and applied leadership programs. Kathy Nettesheim of Fiduciary Real Estate, is a visionary technologically inclined executive in of all places, Milwaukee, Wisconsin. Kathy elevates corporate best practices in data automation and web integration between Ellipse and their self-hosted Yardi server.

I revel with Lee O'Conner, co-founder of Ellipse, when we experience the exhilaration of championing charitable efforts like our "Buck Up and Wear It" breast cancer awareness campaign in 2006. And now, this year with our support of the National Center for the Victims of Crime, which we strongly urge you to learn more about on [www.Ellipseinc.com](http://www.Ellipseinc.com). Our Industry-wide technological education offerings work, as we experience dramatically improved quality client opportunities due to industry members and providers alike elevating their technology game. Recently, we were lucky enough to be included in the Inc. 5000, and receive an Apex editorial award for Illustrative Website Design for [www.AustinCityLightsApts.com](http://www.AustinCityLightsApts.com).

Heard through the grapevine there is another industry award to come... guess you'll have to wait and see.



*Lisa Benson is the CEO and Co-Founder of Ellipse Communications, Inc.; the largest provider of custom applications and website development for the Multifamily Industry.*

# What's your technology IQ?

If you think a Router is what the plumber uses to unclog your pipes...

*We need to talk.*



Ellipse is multifamily's purveyor of advanced content management systems, standardized data platform and automated resident communications.

