



UPDATE

*The Voice of the
Washtenaw, Livingston,
Monroe, and Lenawee
County's Rental Housing
Industry!*

Volume 30, Issue 10 — October 2014

Always available at www.wa3hq.org

Sign up for GLAStar Education NOW!!!

GLAStar has become the states best education opportunity for rental housing professionals bringing in national speakers year after year at an extremely affordable price.

**The PMAM is educating their own and improving the professionalism of the entire industry.
Make sure you and your staff sign up NOW.**



MEMBERS RENT RIGHT — GET EDUCATED

2014 GLAStar Education Conference & Awards

Thursday & Friday, October 16-17, 2014

Kellogg Center, East Lansing

Featuring National Speakers:

Rommel Anacan, Matt Jones, Meagan Johnson, Larry Johnson
Pete Regules and Keynote Speaker Leah Brewer

To Reserve Your Tickets:

Call: 866-989-9800

Email: glastar@pmamhq.com

Mail: 2675 44th Street SW #303
Wyoming, MI 49519

**Register and Pay by September 8th and
save \$10 OFF Workshop Ticket!**

Please make checks payable to "PMAM"
www.pmamhq.com

- | | |
|--------------|---------------------------------------|
| \$109 | One Day Workshop |
| \$129 | Two Day Workshop |
| \$ 60 | Awards Dinner Only
(per person) |
| \$169 | One Day Workshop
and Awards Dinner |
| \$189 | Two Day Workshop
and Awards Dinner |



President's Message: by Amy Khan

I sincerely hope that everyone had a Super September and that those of you that attended the General Membership Meeting last month enjoyed the speaker and the networking opportunity. This month we all have the opportunity to drink wine, play euchre and socialize with our fellow members at All About Furniture on Thursday, October 9th. Last years Euchre Tournament was very well attended and a lot of fun. Bring your co-workers, family or a friend and join us next Thursday. I look forward to seeing you all there.



A couple of weeks ago several of our members had the opportunity to meet with the head of the housing department to discuss member concerns with the Certificate of Compliance. As many of you know the city is working towards implementing the IPMC (International Property Maintenance Code) for city inspec-

tions. This change will effect all of us. It is essential that we stay in front of this initiative by the city and come together to do all we can to make sure that any changes that are made do not make it harder and more costly for us to do business in the city of Ann Arbor. If you know of other property owners or managers that have yet to join WAAA, this is one of those urgent issues that we need as much support from the industry as possible. The larger our membership the more influence we will have with the city. Please take a few minutes to educate them on the importance of supporting the industry and give them the associations contact information.

Have a great month and I look forward to seeing everyone on the 9th at All About Furniture.

\$100 GIVEAWAY

IF YOUR COMPANY CODE IS 92, **YOU ARE THE WINNER OF THE \$100 GIVE AWAY.** CONTACT ALICE AT 734-663-1200

Office Message: By Alice Ehn

The office is in major transition right now as we adopt a comprehensive new database, which is also being integrated into our new website. We are working on getting all things up and running correctly so please be patient while we work out all the kinks. In fact, please email either Erika or Alice if you find errors in your data, or any other problems with the website.



All members will have a new sign on ID, which, if you prefer, you can change to make it easier to remember. We are working on getting your new information to you. We will have a new communication package that will allow us to send all members information. As soon as that portal is set up, you will all receive an email with your new sign on ID and password.



Your membership information has already been entered, so when you log in to the website and sign up for an event your information should automatically populate the

fields. We don't have the full financial package integrated yet, but when we do you will be able to sign up for a class or event and automatically pay with credit card or be invoiced (members-only option).

For our Business Partners, we now have advertising available on all pages of the website. Ad costs are still being determined; we will send out that information as soon as it is finalized. In addition, those that have signed up for the Member2Member discount program will have a coupon next to their listing on our site for members to access. All these new features are a significant undertaking for the office, but our goal is to have most things working properly by the end of the year.

Again, please let us know about any issues, concerns or questions you encounter with the site and/or database. It will help immensely if all members take a look, especially after you receive your sign on information.

On a separate note: we have begun working with the City of Ann Arbor on a housing code review and have established a stakeholders' group that will convene from November until March. They will work on necessary changes to the A2 Housing code and procedures. If anyone is interested in getting notices about that group, please email Alice so we can add you to the distribution list.

Produced By: Washtenaw Area Apartment Association, 2008 S. State Street, Suite C, Ann Arbor, MI 48104
734/663-1200; FAX 734/821-0497 Email: info@wa3hq.org

Deadline: 15th of the month for next month's publication to newsletter@wa3hq.org. Submit all materials to Alice Ehn, Executive Officer

2014 Directors:

- Amy Khan, *President*, Corner House Apartments, 734-216-5370
- Terri Neely, *Marketing Chair and Past President*, Valley Ranch Apartments, 734-747-9050
- Michelle Foley, *Secretary*, Mill Creek Town Houses, 734-971-1730
- Mark Hannaford, *Treasurer and Legislative Chair*, Campus Management, 734-663-4101
- Michelle Milliken, *Membership Chair*, Paul Davis Restoration, 734-930-0303

- Russell Egerton, *Program Co-chair*, AmRent, 248-948-5534
- Kristine Siemieniak, *VP and Program Chair*, Wilson White Company, 734-995-0600
- Leslie Lemerand, *Education Chair*, Oxford Property Management, 734-995-9200
- Christina Collings, *Director*, Lockwood Management Company, 517-546-6567

PMAM REPRESENTATIVES: Melissa Seitz, Wilson White Company and Susan Horner, Timberland Partners

Property Mgmt. Assoc. of Michigan - 2675 44th St, #303, Wyoming, MI 49519 - 616/531-5243, info@pmamhq.com, www.pmamhq.com

National Apartment Association - 4300 Wilson Blvd, Suite 400, Arlington, VA, 22203 - 703/518-6141, FAX 703/248-9440 - www.naahq.org

GLAStar Education is shaping up to be an awesome event this year. National Speakers are pictured below. Click on the picture for a link to their websites so you can get a sense of the quality education that will be here in October. Make sure you come October 16th and attend this wonderful National Speaker Education Event at Lansing's Kellogg Center.

The education continues on October 17th with Pete Regules from CORT and Apartment All Stars and a brainstorming round table with rental housing topics. After all the learning is the GLAStar Awards banquet. The awards are back in a different format (electronic submissions) and we are once again piggy backing for our Nova Awards locally (deadline extended....see page 9) The Nova Awards will be announced at the Holiday Awards event on December 4th at Aubree's Depot Town.



**Click on
Logo for
all
GLAStar
info**

GLAStar Education Schedule Day 1:

8:15 to 8:45 Continental Breakfast



Matt Jones:

- 9:15 am Ninja Sales Secrets:
Achieving Greater Victory in
Leasing and marketing
- 10:45 am Maintenance is a
Marathon: how to Stay
Motivated
- 1:00 pm How to stay Fired Up,
Pumped Up, and Inspired in
Management



Meagan and Larry Johnson:

- 9:15 am Pump Up Proper
ty Profitable
- 10:45 am Straight Talk
- 1:00 pm Turning
Residents into
Raving Fans



Rommel Anacan:

- 9:15 am Before You Hit Submit
- 10:45 am Leasingology
- 1:00 pm Epic!

12:00 to 1:00 Lunch Served



Leah Brewer:

Keynote - Building your Personal Branding, Brick by Brick - A LEGO® SERIOUS PLAY® EXPERIENCE

4:00 to 8:00 Cocktail Networking Reception

GLAStar Education Schedule Day 2:

8:45 to 9:15 Continental Breakfast



Pete Regules:

- 9:15 am The Leasing & Marketing Dictionary A to Z
- 10:45 am Customer Service: The Definitive Top 10
list of Customer Service Must Do's in to
days Apartment Industry.
- Pete will also be the MC for the Evening Awards
Gala**

2 Sessions of **Red Carpet Star Ideas** will also be offered concurrent to above classes.

12:00

6:30

7:15

Lunch on your Own

Cocktails

Black Tie Optional

GLAStar Awards Dinner

2014 GLAStar Education Conference & Awards

Thursday & Friday, October 16-17, 2014

Kellogg Center, East Lansing

Featuring National Speakers:

Rommel Anacan, Matt Jones, Meagan Johnson,
Larry Johnson, Pete Regules
and Keynote Speaker Leah Brewer



To Reserve Your Tickets:

Call: 866-989-9800

Email: glastar@pmamhq.com

Mail: 2675 44th Street SW #303
Wyoming, MI 49519

**Register and Pay by September 8th and
save \$10 OFF Workshop Ticket!**

Please make checks payable to "PMAM"

- \$109** One Day Workshop
- \$129** Two Day Workshop
- \$60** Awards Dinner Only
(per person)
- \$169** One Day Workshop
and Awards Dinner
- \$189** Two Day Workshop
and Awards Dinner

www.pmamhq.com



Member2Member Discounts

CALCO RECOVERY CONSULTING, LLC

Receive a free, EMV-ready credit card terminal at each property location when you switch to us for credit card processing. We have month to month contracts to ensure we keep our promise of lower cc processing rates. Contact <http://calco.net/contactus.html> or 248-225-3419.

LEWIS GREENSPOON ARCHITECTS

10% Discount on architectural services. Contact David Lewis at 734-7863-3757.

PAUL DAVIS RESTORATION

1. Free Mold Inspection
 2. 10% off any equipment rental
 3. 10% off any emergency water mitigation*
- *off standard Xactimate billing rates

LOWE'S PROSERVICES

5% off of every thing every day when you use your Lowe's Accounts Receivable (LAR) account.
2% extra discount for prompt payment of your LAE purchases within terms.

COMMERCIAL MORTGAGE PROVIDER

1. No Application Fee
2. 10% discount on his brokerage fee

Business Partner members that want to participate in this discount program contact Erika Beer at **734-730-4331** or email to erikabeer@wa3hq.org.

World Class Training all year long for an a la carte member rate of \$99 per class

The Washtenaw Area Apartment Association is offering a Skill-builder Series and teaming up with the newly formed Greater Toledo Apartment Association to offer you National Speakers at a LOW—LOW price. Get your employees trained now. All classes will be held at the Home Builders Association of Toledo Training Center, 1911 Indian Wood Circle, Maumee, OH 43537....just a short 51 minute ride for the best education possible.

- ◆ **November 12—Rebecca Rosario—Multicultural Marketing: Are you a Good Witch or a Bad Witch?....**Stereotypes are hard to break, for example... are all witches ugly? Our perceptions of other cultures, people and beliefs can impact our actions and ultimately, our bottom line.

Call the Washtenaw Area Apartment Association for reservation to individual Classes: 734-663-1200

Real Estate Continuing Education

**Approved by
State of Michigan —
100% Focused on the
Property**

Management Industry

October 9, 2014 — 9 to 4 pm

Kapnick Insurance

Briarwood Circle

Cost: \$65 member

\$95 nonmember



SOLAR CONTRACT CARPET

FOR MORE THAN 40 YEARS, SOLAR CONTRACT CARPET HAS BEEN A SUCCESSFUL VENDOR TO THE MULTIFAMILY HOUSING INDUSTRY BY BUILDING STRONG CUSTOMER RELATIONSHIPS, FURNISHING QUALITY PRODUCTS AND PROVIDING OUTSTANDING SERVICES.

WE TAKE PRIDE IN BEING RELIABLE, COST EFFECTIVE AND QUALITY ORIENTED -- THE KIND OF COMPANY WITH WHICH CUSTOMERS WANT TO DO BUSINESS.

- INSTALLATION NEXT DAY
- QUALITY CONTROL FIELD INSPECTORS
- PERSONALIZED CUSTOMER SERVICE
- EMERGENCY, SAME DAY SERVICE
- EXPECT MORE FROM OUR INSTALLERS

(248) 352-4400 (734) 971-4400

WWW.SOLARCONTRACTCARPET.COM

Low-Interest Financing Available for Energy Efficiency Projects in Rental Housing



Prepare your properties for what is being predicted to be another long, frigid winter by making upgrades that make your properties more comfortable and energy efficient for you and your tenants. Investments in energy efficiency not only reduce your maintenance costs, but they also improve the marketability of your properties by attracting and keeping tenants.

The **a2energy Loan Fund for Rental Housing** offers eligible rental properties access to low-interest financing for energy efficiency retrofits, such as

insulation, air sealing, HVAC upgrades, and select ENERGY STAR products.

The Loan Fund provides:

- Financing for up to \$8,000 per property
- Interest rates between 2% and 3.5%, with reduced rates available for certain project types
- Terms between 12 and 36 months

In order to qualify, properties must:

- Contain 1-4 units
- Be located in Washtenaw County
- Complete an energy audit prior to performing work
- Be in compliance with local rental housing inspections
- Use contractors authorized by [Michigan Saves](#)

For more information and to see if you qualify, visit a2gov.org/loanfund.

CAMCAS

CERTIFIED APARTMENT
MANAGER

CERTIFIED APARTMENT
SUPPLIER

**2014 CAM
Dates
Member
Rates**

Full Days

October 27 through 31

Full CAMT Designation amount: \$750

Per class amount: \$125 with no designation

- ◇ **Oct. 8, 2014 — Lisa Trosien** — The Path of Lease Resistance
- ◇ **Oct. 22, 2014 — Alexandra Jackiw** — 15 Tips To Making Yourself Indispensable at Work
- ◇ **Nov. 5, 2014 — Stephanie Graves** — Apps, Blogs, Posts, Tweets and Social Media - How Does This Make My Property Management Life Easy?
- ◇ **Nov. 19, 2014 — Rebecca Rosario** — Keep Calm and Keep Your Residents Longer
- ◇ **Dec. 9, 2014 — Kiley Haught** — What Your Residents Won't Tell You AND Your Managers Don't Know
- ◇ **Dec. 17, 2014 — Kate Good** — Your 2015 Marketing Playbook



EXPERIENCE THE GREAT LAKES DIFFERENCE.

SUPERIOR PRODUCTS. SUPERIOR SERVICE.



SAVE UP TO
60%
ON ENERGY COSTS
CALL TODAY!

Industry Leading Energy-Efficient
Equipment for Your Laundry Room.

ASK ABOUT USED EQUIPMENT

**GREAT LAKES
LAUNDRY**

COMMERCIAL SALES, INC.
SALES • LEASING • SERVICE • PARTS



Find us on
facebook.
www.facebook.com/greatlakeslaundry

1.888.492.0181
www.greatlakeslaundry.com



October 9 — Wine and Euchre Night

At All About Furniture

Join all association members for this informal Euchre Tournament evening with Hors D'oeuvres and drinks

Sponsorship Levels:

- \$250...You get 3 minute infomercial, playing cards with the sponsors logo on them, a banner if provided and if not a sign and name in all publications
- \$150....name on score cards, signage at the door, and name in all publications
- \$100...sign on the food table and name in all publications

November 20 — Annual Un-meeting Lunch

Weber's Inn

Join association members for this Focus Group Discussion on hot topics for everyone. The traditional meeting atmosphere will now become an Un-meeting.

Topics for you to learn and discuss:

- * *Hiring Procedures and Policies*
- * *Cranky Resident Techniques*
- * *Dope Smokers.....Do you have any?*
- * *Service Animal Challenges*
- * *Teamwork Ideas and plans*
- * *Maintenance Issues everyone has*

Cost to sponsor: \$150 per meeting. Get 5 minute presentation, name in all publications and links in newsletter, logo tent cards on all tables, and exclusive rights to dispense literature.

December 4 — Holiday Award Event

Aubree's Depot Town Upstairs with Pool Tables and Shuffle board courts

Join all members for an evening of award presentations including Nova (see page 2), committee presentations and comradery. Our best attended event of the year.

Sponsorship Levels:

- Drink sponsorship - \$350...3 minute infomercial, sponsored martini signature drink, banner if provided and signage at drink location if no banner, and name in all publications
- Food Sponsorship - \$250...name on food table, napkin rings with logo on them, and name in all publications
- Pool Table Sponsorship - \$150....signage, assist in handing out awards

Join a Committee

There are hundreds of ways to help out. When volunteering to serve on a committee, it's easy to find a rewarding way to strengthen the association and make a difference in your own career. The committees are forming now for 2015. Call the office is you would like to serve on a committee or help in any way.

LEGISLATIVE---Monitors all legislative activity locally and evaluates WA3's position on state legislative initiatives. Is encouraged to participate in the Capitol Day for PMAM. Meets monthly on the 2nd Tuesday at 4:00 at the association office.

PROGRAM---Plans all General Membership Meetings, obtains speakers, plans all Special events including but not limited to Golf Outing, and the Holiday Events. Meets monthly on the 3rd Tuesday at 3:30 at Guy Hollerins in Plymouth Rd.

NEWSLETTER---Insure publication of newsletter monthly and obtains advertising for the annual directory and newsletter. Secures the articles and permission for the articles usage, obtains Association Spotlights, and other content information for the newsletter. Independent study committee that requires a number of divided tasks. Meets occasionally as determined.

EDUCATION--- Plan all in person education classes for the following year, selects all online classes to be offered, researches speakers for potential Education and maintains progress of the current year class schedule. Meets monthly prior to the board meeting on the 2nd Thursday of the month at 2:00 at the association office

MEMBERSHIP AND MEMBERSHIP SERVICES ---

Responsible for promoting and gaining new membership and increasing services to members. Meets monthly on the 2nd Tuesday at 12:00 at association office

PMAM LEGISLATIVE---Helps track legislation at the State Level. Meets once per month in Lansing on the 4th Tuesday of every month at 8:00 am at KMG offices in Lansing.

PMAM GLASTAR---Willing to meet in Lansing to plan GLASTAR education day and awards banquet. Meets at 10:00 am at KMG offices in Lansing.

NEW WEBSITE AND MARKETING TASKFORCE--- Make the decisions for the NEW website and help move the marketing of the association forward

SCI
Floor Covering, Inc.

*Call us for all your
floor covering needs.*

Marc Nelson

248-359-3500, Ext. 213

Fax: 248-359-3722 • Cell: 248-417-0751
mnelson@scifloorcovering.com

John Farmer

248-359-3500, Ext. 216 • Cell: 248-770-4318

jfarmer@scifloorcovering.com

21440 Melrose Ave., Southfield, MI 48075-5631

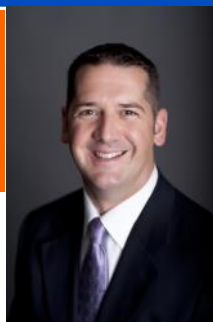
REMEMBER!!!!!!!

**The success of your Association is
dependent on strong
committee involvement.**

We need your contribution!!!!!!!

Gregory Brown, Senior Vice President of Government Affairs, and his staff, track and report on state and local government trends across the country.

Visit <http://www.naahq.org/learn/government-affairs/federal-state-local-issues> for more information.



Apartment Industry Colleagues,

Let me begin this month by thanking those affiliated associations and owners who participated in our apartment community tour program over the August recess. You spent time, resources and patience organizing tours of apartment communities with elected officials, including members of Congress, candidates for the House of Representatives and even state legislators. The reports were overwhelmingly positive as these current and potential policymakers learned some things they did not know about our industry while building relationships with their constituents. At the same time, our case for reauthorizing the Terrorism Risk Insurance Act and stopping EPA's proposed clean water act rule was made. A hat-trick of grassroots advocacy wins. Nice work, team!

As summer yields to fall, all eyes in the political world are turning to the handful of Senate races which will determine whether Republicans take over management from Democrats. For those of you in these states, gird your loins for an onslaught of advertisements (as opposed to the mere blitzkrieg you have enjoyed to this point) that candidates and third-party groups will run between now and Nov. 4. For a state-by-state breakdown of these races, I refer you to www.cookpolitical.com and Charlie Cook, one of the best prognosticators in the business and with whom we partner to brief NAAPAC donors on campaigns and elections.

I would sum up the state of play by saying that most if not all of the Senate battleground races are still toss-ups. This is much to everyone's surprise based upon how these races looked on paper six months ago. Republicans are not pulling ahead as was anticipated so these races will go down to – and in the case of Louisiana potentially past – the wire. There is even a scenario where we end up with a 50-50 tie. Who would be the tie-breaker? Vice President Joe Biden!

Being that many of you are probably working on your budgets for next year or at the very least plotting out travel on your calendars, I am going to make an early pitch for the 2015 Capitol Conference, which takes place on Tuesday, March 17 and Wednesday, March 18. More of you participated in the conference this year than ever before and we are committed to drawing even more next year. We're enhancing the content for this conference with more advocacy education and even better speakers. Perhaps most importantly, doing your part to help the apartment industry only takes two days and nights out of your schedule. There will be a new Congress and as always lots of issues to discuss with the members of the House and

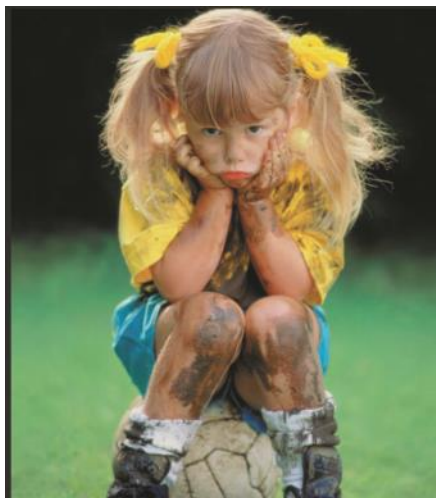
Senate. More information will follow soon. I hope you will make it a priority.

I'll close with a request (please keep reading...I promise you it's mostly painless). Everyone in the multifamily industry knows the value of information and rarely proceeds on any transaction without having as much as they can. NAA believes this as well and seeks to fill in some gaps with our annual Income and Expense Survey which provides a wealth of information on property operation expenses and revenue. We're now working to expand the resources devoted to research that will benefit you and your business. Certainly, we in government affairs have a long list of policy issues into which we would like to dive deeper. But we won't go into this assuming we know what research would serve you best – we need you to tell us that. Here's my request:

If the great and powerful Oz could grant you one piece of information (e.g. market data, best practice), answer one policy question or in some other way fill in a gap in information, what would that be?

Send your research wishes as well as any other comments on this column to greg@naahq.org. As always, thanks for reading.

Talk to you next month. Greg



It takes the biggest laundry service company to make the littlest residents happy.

When it comes to laundry services it's the littlest residents that demand the

most. And when it comes to business, it's always the little things that make a big difference. That's how Coinmach, the nation's leading provider of quality laundry services, delivers the most effective solutions for every property's needs.

Discover how life can be more *profitable* for your properties and more *pleasurable* for your residents. Call Staci Andrade at (800).852.9274.



Coinmach's Quality Services help residents clean over 1,000,000 loads of laundry each and every day.
www.Coinmach.com



PROPERTY PROFESSIONAL MEMBER

Michigan Management and Property Maintenance

Jeff Scott

292 S. Main St, Suite 207, Plymouth, MI 48170

Phone: 248-284-4100 x101

Email: jscott@michiganmanagement.com

BUSINESS PARTNER MEMBER

Credit Bureau of Ypsilanti, Inc

Craig T. Annas

27 S. Huron Street, Ypsilanti, MI 48197

Phone: 734-482-0445

Email: cbofypsi@gmail.com

Members Support Members



SMOKE DETECTOR RECALLS

More than 150,000 smoke alarms that can fail to alert consumers when a fire occurs are among recalled consumer products. Below are the details for this recall.

DETAILS:

ESL and Interlogix brand 400/500 series smoke detectors which are hard-wired into a security system. The smoke detectors were made for professional installation and used primarily in commercial buildings, schools, hotels, motels, apartments, dormitories and homes as part of the fire alarm system. Recalled units have date codes 13084 through 14059. The initials ESL, the date code and the model numbers are printed on a label on the back of the detector's cover and on the product's packaging. The 400 series model numbers include 429AT, 429C, 429CAD, 429CRT, 429CST, 429CT, 429CTAD, 449AT, 449C, 449CRT, 449CSRH, 449CSRT, 449CST, 449CSTE, 449CT and 449CTE. The 500 Series model numbers include 511C, 518C, 521B, 521BXT, 521B-10PKDMP, 521B-10PKG, 521BXT-10PKG, 521BXT-DMP-10PKG, 528B, 528CRXT, 541C, 541C-10PKG, 541CXT, 541CXT-10PK and 548C.

WHY: Radio frequency interference can cause the smoke detectors to fail to alert consumers of a fire.

INCIDENTS: None reported.

HOW MANY: About 141,000 in U.S. and 13,000 in Canada.

FOR MORE:

Call Edwards at 800-655-4497 and select option 5, from 10 a.m. to 7:30 p.m. Monday through Friday or go to edwardsfiresafety.com and click on Contact Us. Interlogix contacted at 855-286-8889 and selecting option 2, from 6 a.m. to 6 p.m. Monday through Friday or go to interlogix.com and click on Customer Service for more information.

Thank you Diana Paz for your great information on campus rental marketing. Thank you [For Rent Magazine](#) for your sponsorship



New Flickr Picture Account

Click double dots for all Event Pix

Friday, October 24th

If you missed the GLAstar entry deadline you can still Nominate your Outstanding Vital employees Achievements at NOVA. Get your entry into the office by Friday, October 24th for consideration.

Call For Entries

Entering Nova is even easier this year. Honor your staff by entering them into the local Nova Awards competition. Click on one of the 10 categories below and download the Word File. Fill in the requirements, save the file as a Word document, assemble all the photos you need and send to email NovaAwards@gmail.com. You will be invoiced for \$45 for each entry sent to the association. If you did a GLAstar entry in any of these categories, just title the email NOVA and send the actual entry, no need to redo it.

- [Assistant Manager of the Year](#)
- [Best Curb Appeal](#)
- [Business Partner of the Year](#)
- [Community Support Staff of the Year](#)
- [Independent Owner of the Year](#)
- [Leasing Person of the Year](#)
- [Maintenance Person of the Year](#)
- [Manager of the Year](#)
- [Star Community of the Year](#)
- [Star Student Community of the Year](#)



What does it mean to be a professional? By: Alison Green

You probably know that it's important to be professional if you want to have a successful career, but what does that actually mean? After all, professionalism is rarely taught; you're supposed to pick it up on your own through a combination of observation and osmosis, but that's not always easy to do. And learning on the job can be fraught with land mines, [since you might not even see](#) your mistakes coming.

So without further ado, here are 10 key elements of professionalism that you should master early in your career.




1. Pay attention to the cultural norms in your organization, and follow them. If you watch how others in your office operate, you'll learn all sorts of important things about "how we do things here." For instance, you might observe that everyone shows up precisely on time for meetings, that they modulate their voices when others are on the phone, and that people rely on email for non-urgent questions. These are important signals for what will be expected of your own behavior – and you'll come across as tone-deaf if you ignore them.
2. Be pleasant and polite to people, even if you don't like them. You will have to work with [people whom you just don't care for](#), and even with people who aren't very nice. You'll look far more professional if you don't let them get under your skin and instead remain cordial and easy to work with.
3. Take work seriously. If you make a mistake or something doesn't go well, don't brush it off or use cavalier responses like "my bad." Accept responsibility for your part in what went wrong. Part of taking work seriously leads to...
4. Speak up when work isn't getting done on time or when there are problems with a project. Part of taking real ownership for your work means that you're responsible for alerting your boss when things are going off course, rather than trying to ignore it or just hoping that no one notices.
5. Realize that getting feedback on your work – even critical feedback – is part of the job; it's not personal. Getting angry or defensive or otherwise taking it personally when your manager gives you feedback can be an easy trap to fall into, but it will make you look [less professional](#). And after all, if you care about doing your job well and advancing, don't you want to know where you need to do better?
6. You need to write clearly and professionally. That means no text speak, and correct punctuation and capitalization. This doesn't mean that you

need to write as if you were addressing the Queen of England, but you do need to take care that you don't sound like you're texting a friend from a nightclub either.

7. Be flexible. Yes, your workday might formally end at 5 p.m., but if staying an hour late will ensure the newsletter goes to the printer on time, you should do it unless that's truly impossible. That doesn't mean to ignore important commitments in your own life, but you shouldn't let important work go undone just because of your quitting time. Similarly, [be flexible](#) when it comes to changes in work plans, goals or other things that might evolve as work moves forward.
8. Show up reliably. Unless you have pre-scheduled vacation time or you're truly ill, you should be at work when they're expecting you to be there. It's not OK to call in sick because you're hung over, or because you stayed up late last night watching soccer, or because you just don't feel like coming in.
9. Be helpful, and do more than solely what's in your job description. The way that you gain a great professional reputation – which will give you options that you can use to earn more money, get out of bad situations and not have to take the first job that comes along – is by doing more than the bare minimum required. That means always looking for ways to do your job better, helping out colleagues when you can, and [not balking at new projects](#).
10. Don't treat your manager as your adversary. If you have even a semi-decent manager, she wants to see you do well and isn't your enemy. But if you instead see her as someone whose job is to enforce rules, spoil your fun and make you do things you don't want to do, it will show – and it won't look good. Treat your manager as a team-mate, one who has authority over you, yes, but one who's working toward the same goals as you are. (And if you're not sure whether this is true of your manager, that's a big red flag to pay attention to.)

*Alison Green writes the popular [Ask a Manager](#) blog, where she dispenses advice on career, job search, and management issues. She's also the co-author of *Managing to Change the World: The Nonprofit Manager's Guide to Getting Results*, and former chief of staff of a successful nonprofit organization, where she oversaw day-to-day staff management, hiring, firing, and employee development.*

October 2014

Monday	Tuesday	Wednesday	Thursday	Friday
		1	2	3
6	7	8 Board Meeting Planning meeting for all committees and BOD 2015	9 Real Estate Continuing Education for Rental Housing Providers Wine and Euchre Tournament	10
13 Columbus Day	14 Membership Committee Legislative Committee	15	16 	17 
20	21 Program Committee	22	23	24 Extended Deadline Nominations Due 
27	28 PMAM	29	30	31 Halloween
CAM/CAS - Certified Apartment Manager and Certified Apartment Supplier				

November Preview:

- 12th thru 15th — NAA Assembly of Delegates, Boston
- 18th — Leadership Day in Lansing ...sponsored by PMAM featuring Doug Culkin, President of NAA and Diana Kern, from the NEW center
- 20th—General Membership UN—MEETING at Weber's Inn



Help grow the association and
Like Us on Facebook

2014 GLAStar Education Conference & Awards

Thursday & Friday, October 16-17, 2014
Kellogg Center, East Lansing

Featuring National Speakers:

Rommel Anacan, Matt Jones, Meagan Johnson,
Larry Johnson, Pete Regules
and Keynote Speaker Leah Brewer



To Reserve Your Tickets:

Call: 866-989-9800

Email: glastar@pmamhq.com

Mail: 2675 44th Street SW #303
Wyoming, MI 49519

Register and Pay by September 8th and
save \$10 OFF Workshop Ticket!
Please make checks payable to "PMAM"

- | | |
|-------|------------------------------------|
| \$109 | One Day Workshop |
| \$129 | Two Day Workshop |
| \$60 | Awards Dinner Only (per person) |
| \$169 | One Day Workshop and Awards Dinner |
| \$189 | Two Day Workshop and Awards Dinner |

www.pmamhq.com

