



UPDATE

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

Volume 30, Issue 7 — July 2014

Always available at www.wa3hq.org



Connect with NAA



By Brad Williams,
CPM,
Lincoln Property
Company
2014 National
Apartment
Association Chair-
man of the Board

Register Now for 2014 Maximize: The Multifamily Asset Management Conference

of legal documents. In addition to providing greater efficiency to the onsite leasing process, prospective residents may fill out a rental application online, and property managers may audit and edit entire portfolios of leases with a few clicks of a mouse.



The lease and accompanying addenda cover every aspect of the rental process and are reviewed by expert attorneys to ensure legal compliance. The language of the lease is constantly monitored and modified to reflect new legislation or jurisprudence. This valuable NAA member benefit is currently available in 46 states as well as the District of Columbia.

Currently, more than 16,000 communities nationwide are enrolled in the NAA Click & Lease program. The program continues to grow exponentially each year and is a proven and valuable tool for NAA members. Customers participating in the program include some of the largest multifamily REITs and privately held real estate firms in the country. NAA Click & Lease is the most widely used standardized lease form in the multifamily housing industry. Learn more today at www.naahq.org/learn/national-lease-program.

Plan Your Apartment Tour Now When Congress Is Home in August

One of the best ways to strengthen the apartment industry's voice on Capitol Hill is through educating and building relationships with members of Congress. And one of the easiest ways to do that is by having them tour one of your members' apartment communities.

Make plans now when your members of Congress are in recess from Aug. 2 through Sept. 7.

NAA Government Affairs will provide you with materials such as sample letters and helpful tips. Staff will be glad to provide you with any other assistance you may need. Resources are

available at www.naahq.org/learn/advocacy/congressional-recess-program-toolkit. If you have any questions, please contact Carole Roper at carole@naahq.org.

Take Advantage of Member-Only Pricing for the 2014 NAA Student Housing Conference & Exposition REWIND Program

Now for a limited time: Professionals in the student housing industry seeking to enhance their careers and better prepare for housing the next generation of residents should act now to take advantage of the top-level insight delivered during the 2014 NAA Student Housing Conference & Exposition, all for just \$149!

NAAEI invites you to enjoy actionable intelligence and turnkey solutions perfect for helping you achieve your personal and professional goals—and earn continuing education credits while you're at it—with REWIND's 11 PowerPoint-synched audio sessions from the 2014 NAA Student Housing Conference & Exposition (available at <http://naa.directionsav.com/sh>).

A Mid-Week CEC Opportunity: Webinar Wednesdays

Join NAAEI, Apartment All Stars and Multifamily Insiders for Webinar Wednesdays, the largest premium webinar series in the industry to provide state and local association members with access to industry thought leaders to discuss innovative ideas, best practices and emerging industry trends. These webinars will give participants the tools they need to become industry superstars in their own right, and earn continuing education credits while they're at it. Register today at www.naahq.org/learn/education/take-a-class-online/webinar-wednesdays.



Register Now for 2014 Maximize: The Multifamily Asset Management Conference

Register now for the 2014 Maximize: The Multifamily Asset Management Conference—October 13-15 at the Amelia Island Plantation Resort in Amelia Island, Fla.—the industry's only event dedicated to staying ahead of the ever-evolving operational curve. The new name for the hugely successful Apartment Revenue Management Conference reflects the important role that revenue management plays in professional apartment management.

Interested in strategies and tactics to improve revenue generation and boost net operating income? You're not alone. The Multifamily Asset Management Conference is the place to be for revenue managers, operations executives, marketing directors, risk managers, rental housing business intelligence experts, pricing managers, investors, asset managers and anyone else who understands (or wants to learn about) the value inherent in any of the five key focus areas: Expense Management Strategies; Revenue Enhancement and Pricing Strategies; Data Analytics and Performance Benchmarking; Green Practices, including Utility Management; Capital Markets Financing Strategies; and Innovation

Visit <http://arm-naa.naahq.org> to learn more about the Multifamily Asset Management Conference at and register today!

Does Your Lease Have the Midas Touch?

The NAA Click & Lease is a web-based leasing program offered exclusively to members of the National Apartment Association.

This powerful and easy-to-use leasing program allows an apartment community to save time and money by speeding up preparation and printing

Presidents Message: by Amy Khan

Wow, what a year we have had so far. I can hardly believe it is already July. With the first half of 2014 behind us we should all take a few minutes to reflect on where we are at with our careers and in our personal lives. If you are smiling while thinking of both, you've had a great 2014 so far.

I attended a session this past week at the NAA Education Conference called "What Does Work-Life Balance Reboot Really Mean?" It really reminded me of the importance of finding that balance in my life and then enjoying both my work life and my personal life without guilt. They lit a spark for me when they asked how many in the room felt guilty when they had to work late to take care of a resident emergency or felt guilty for not being at the office on a Saturday when there was so much work to catch up on?? I sat there and realized that I had lost all control of that balance, but by the time the session was over I had a plan and am looking forward to a great second half of the year with a lot less stress and guilt for being where I want to be, doing what I want to do. When I am at work I will not feel guilty for being there, because I love what I do and when I am with my family and friends I will fully enjoy them and not think of work.

Michael J. Fox was the keynote speaker on Thursday. He spoke for an hour and never lost my attention. I attended several other sessions and was able to take something away from each of them. The trade show floor had over 450 companies that cater to our specific industry needs. As a member of the NAA there are so many additional benefits and education opportunities available to us, such as the conference and the monthly Units magazine. If you have never been to the NAA site (NAAHQ.ORG). I recommend visiting it soon and browsing all it has to offer you. As your company works on the 2015 budget be sure to ask your boss to set aside funds so that you can attend next year's June education conference. I promise you will come home with a lot of great new ideas and a refreshed sense of why we choose to work in our industry.

I hope everyone has a great month and celebrates our independence with pride.



Energy Upgrades for Rental Properties in Ann Arbor with 2 to 5 units
DTE's Multifamily Program and the City of Ann Arbor are partnering to offer free energy efficiency upgrades to rental

properties in Ann Arbor with two to five units. This pilot program will help property owners install no-risk, no-cost energy efficiency measures in their tenant units that save money, help improve comfort and cost for tenants, and help the environment.

To participate in this pilot program, the rental property must be:

- Located in the City of Ann Arbor
- Serviced by DTE Energy electric and gas
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For More Information Visit:: www.a2gov.org/DTEpilot
Or Contact: Linda Rasor, DTE Multifamily Program



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SAVE THESE DATES



**2014 GLAStar
Education Conference
& Awards**

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

Details Coming SOON!

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*, 734-741-9300
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National Apartment Association - 4300 Wilson Blvd, Suite 400, Arlington, VA, 22203 - 703/518-6141, FAX 703/248-9440 - www.naahq.org

I am very happy to announce that the Michigan Supreme Court reversed the Court of Appeals decision on the Sholberg case (where the PMAM filed an amicus curiae brief) and agreed with us that a landowner cannot be liable for a nuisance on the premises where that landlord does not have control or possession of the premises. The Court of Appeals' opinion had potentially terrible consequences for landlords and the Supreme Court fixed those by this decision.

The opinion is available at this link:

http://publicdocs.courts.mi.gov:81/opinions/final/sct/20140610_s146725_71_01_sholberg-op.pdf

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Other Events coming up

- September General Membership Lunch w/ guest speaker Kim Cory, student housing expert
Sponsored by: [For Rent](#)
- October Wine, Euchre and Stars Night

Now Selling Sponsorships for Mixers for 2014

July 24th — [Full House Marketing](#) at Palio's Roof Top

August 14th — [Big George's Home Appliance Mart](#) Green Roof Top.

Cost: \$100 or hosting the event at a community. The Program Committee has put together After Hours Mixers either at local pubs or at local apartment communities.

As we move through the second half of the year, we would like to devote this message to some events coming up that are the same....yet different.

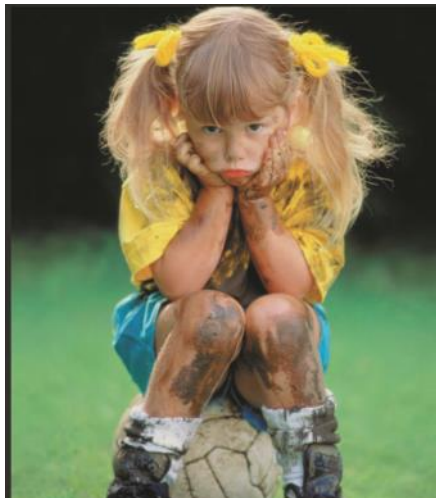
The Property Management Association of Michigan has put on an annual Education and Awards event for your benefit that is totally worth your time and money to attend. It is the same amazing one and half days of national speaker education and there will be awards given out at the gala on Friday, but the awards are now online submissions (no more building and moving award board entries around) and it is a month earlier than ever before. (See save the date ad page 2). With amazing speakers such as Larry and Meagan Johnson, Pete Regules,

Leah Brewer, Rommel Anacan, and Matt Jones you will absolutely want to make your reservations now.

To that end, our Nova Awards, which were based on the GLAStar idea, will now change to online entries. If you are entering GLAStar, you can simply use the same electronic submission for the Nova Awards. But now, the winners will be a surprise and awards will be given out at the Wine, Euchre and Stars event in October. Keep watching for more details on this and GLAStar and make sure to honor your employees with entries in both.

We will once again have an annual November meeting that will allow for the election of 2015 officers, but this years meeting will not have a speaker. It will be an un-meeting designed to facilitate topics of discussion that property professionals would find interesting.

This year the Holiday Event is going less formal this year at Aubrie's in Depot Town. More information on all these events will be included in upcoming in more issue of the UP-DATE.



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Full NALP Designation Amount: \$450



2014 CAM Dates
Member Rates — Full Days

October 27 through 31
Full CAMT Designation amount: \$750

Additional IN PERSON training you don't want to miss

- ◆ Thursday, October 9 — Real Estate Continuing Education for the Property Management Professional
- ◆ Thursday and Friday, October 16 and 17 — GLAStar Education and Award Conference
- ◆ PMAM Lyceum Class - Cost: \$299 per association sponsored person. Leadership at it's finest.

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HD Supply runs a promotion each year in the month of May (and June this year) where the association gets a percent of your sales and is tied to your participation in the Maintenance Mania program. This past year the percent we received was enough to run an entire education program for maintenance personnel called "BREAK OUT SESSIONS". These classes were originally priced at \$39 per two hour class but have been reduced to \$20 per class. Below is the class schedule of upcoming

Break Out Sessions for
Maintenance.

Sponsored by:



Tuesday, July 15....

Drain Cleaning Maintenance

Tuesday, September 30...

Refrigerator Repair Class

- ◇ July 9, 2014 — Don Sanders — Leasing Tours to Die For!
- ◇ July 23, 2014 — Maria Lawson — The Unacceptable Shopping Report: How to Conduct Effective Follow-Up Training In-Person or Over the Telephone
- ◇ Aug. 6, 2014 — Doug Chasick — Fair Housing Essentials: Ensuring DAAM (Disability, Accommodation And Modification) Compliance!
- ◇ Aug. 20, 2014 — Stephanie Graves — Apps, Blogs, Posts, Tweets and Social Media - How Does This Make My Property Management Life Easy?
- ◇ Sept. 10, 2014 — Rommel Anacan — "Can't We All Just Get Along?" What to Do When Conflict Affects Your Team's Performance
- ◇ Sept. 24, 2014 — TBA — Budget Season: How to Prepare, Execute and Survive
- ◇ 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



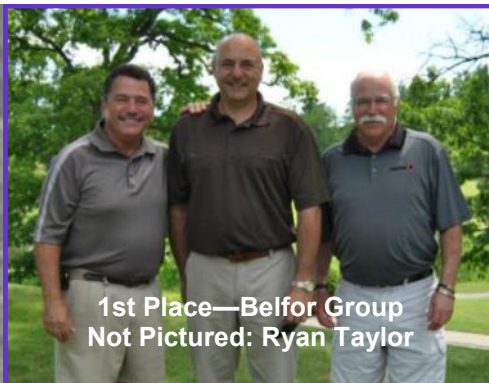
Schedule subject to change without notice. Sign up at www.naahq.org.

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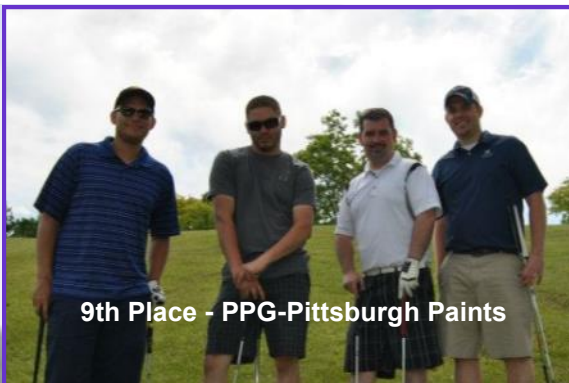
The Washtenaw Area Apartment Association is offering a Skillbuilder Series and teaming up with the newly formed Greater Toledo Apartment Association to offer you National Speakers at a LOW—LOW price. Get your employees trained now. All classes will be held at the Home Builders Association of Toledo Training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

- ◆ September 24—Mark Cukro—Oiling the Tin Man and Other Preventative Maintenance Tips....We all get a little rusty at times, but with a little bit of care and attention, we can keep our properties running smoothly and efficiently. When we treat our assets like an old tin man left out in the rain they will seize up and stop producing the revenue that pays our salaries.
- ◆ 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

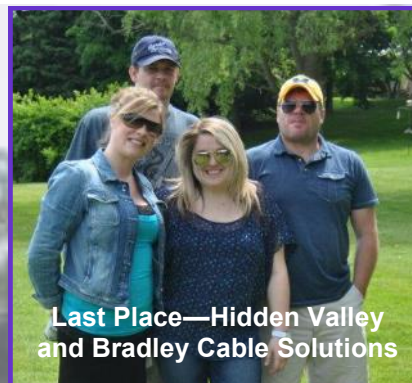
June Golf Outing Pictures



1st Place—Belfor Group
Not Pictured: Ryan Taylor



9th Place - PPG-Pittsburgh Paints



Last Place—Hidden Valley
and Bradley Cable Solutions



Region III RVP Don Brun-
ner and wife Karen from
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Weighing in on Term Limits and Re-districting to Stop Congressional Gridlock

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,
Happy summer!

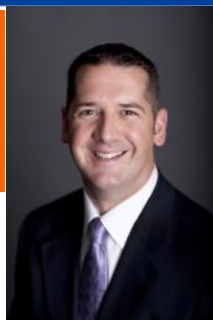
I have the pleasure of traveling to a number of NAA affiliates each year as part of my role on the Government Affairs team. Typically, I am afforded some time to speak to a membership meeting, Leadership Lyceum or other gathering and share some information or observations on what's happening in Washington, D.C. Considering the daily serving of shenanigans in the Nation's Capital, there is no shortage of gallows humor at the level of gridlock or craziness that pervades the federal policymaking process. Stand-up comedians have made careers from the material they get out of Washington.

During a recent affiliate visit, I discussed the current election cycle and the overwhelming percentage of incumbents that would win re-election this fall and the relatively few Congressional seats that are competitive. A member commented that she felt the only way things would get done was if there were new members of Congress serving in office. She then asked if I thought she should put her efforts behind the term limits movement to try and change the system by limiting members of Congress to a specific number of years in office. Because we are often discussing as an association how to impact the political system to achieve our goals, I thought I would share my two-part response to her inquiry.

First, I think there are disincentives for members of Congress and voters to actually support term limits. While several states and even local governments have term limits on their elected representatives, the U.S. Supreme Court has ruled that states cannot institute the same on their federal officeholders. Imposing term limits on Representatives and Senators is a constitutional change which must start in the House of Representatives with a two-thirds vote of support. Following the Republican "revolution" in 1995, just such a vote was held (term limits were part of the "Contract with America" used at that time to unify Republican candidates across the country) but fell well short of the needed votes. This was a moment where the proverbial rubber met the road.

The more recent tea party "revolution" notwithstanding, I believe that members of Congress still would not vote against their own best interests or the perceived best interests of their constituency. They want to stay in office until their "work is done" and cutting that short because of an arbitrary deadline interrupts that work. This applies to members of Congress at all points along the political spectrum, by the way.

One popular argument against term limits is that it is the right of the voters to re-elect the same people to representative them, no matter the consequences. I agree with this argument. In fact, if the people were truly outraged with the state of affairs in Congress they would press their own representatives to support a constitutional amendment to impose term limits. Since they have not, can we assume that there is no support for this? The challenge is that while voters would likely overwhelmingly support limiting the term of other members of Congress, they do not want to limit the term of their own. So what is a citizen advocate to do?



The second part of my answer was to suggest that what is worth focusing our attention upon as voters is the process for re-districting in the states. This is a structural change that took hold in the last decade and, in my view, has contributed to the deterioration in problem-solving capabilities in Congress.

After every decennial census, the states undergo a redrawing of the lines for their Congressional districts. This is intended to respond to changes in population (some states gain seats in Congress while others lose seats), ensure compact, contiguous districts and perhaps keep local units of government within the same district. In practice, however, the process has been used by both parties to draw lines that create almost impenetrable partisan strongholds that virtually guarantee one-party control until the next decennial census. You know this process as gerrymandering and it has become increasingly easy due to improvements in technology and mapping. As a result, in at least five states the "opposition" has been relegated to just a few districts while the majority controls the rest of the state. Moreover, the only way majority incumbents can lose is to a primary opponent from their own party. This tactic has been used by Democrats in states where they control the legislature and by Republicans in states they control.

I prefer the approach that Arizona, California, Hawaii, Idaho, Montana, New Jersey and Washington have adopted which is to give the district drawing process to an independent or bipartisan commission. The goal is to reduce the impact of partisan politics. While far from perfect, it has to be an improvement upon what has been done in some of the 34 other states where the legislature draws the lines.

If the goal of "compact and contiguous" congressional districts is met through these independent or bipartisan entities then you typically have heterogeneous districts not solidly in one party's hands. That can organically mean fewer extremists of either party. While it does not guarantee more moderates, it does increase the chances that the representative of that district must take into account a wider pool of perspectives than just those of his or her own party. Extrapolate that to Congress and you would have less polarization and more discussion to solve the big issues facing the nation. That should be something we all want.

Don't forget to email me at greg@naahq.org and tell me what you think of this column.

Thanks for reading and talk with you next month.

Greg

P.S. The opinions expressed here are mine and do not necessarily represent the views of the National Apartment Association.

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- Save time and never run out of supplies. Whether you work in the office, on the job site or out of a service vehicle, we can keep you stocked with supplies, labels and reorder forms, and replenish when and where you need it. Ask about our free storage rack offer. See ProServices desk for details.

To learn more, contact NationalProgram@Lowe.com or visit LoweForPros.com.

***Ask for 5% off offer. Offer is not automatic. Must request at time of purchase. If applicable, 5% discount will be applied after all other discounts. Subject to credit approval. Some exclusions apply. See store associate or credit promotion disclosures for details. Lowe's Business Account and Lowe's Accounts Receivable are issued by GE Capital Retail Bank. ©2013 Lowe's Companies, Inc. All rights reserved. Lowe's and the gable design are registered trademarks of LF, LLC.*

Yes....**YOU** can win AMAZING Prizes!

Our Association is participating in a fun competition with NAA, with the goal of energizing our association and members to help grow our membership.

WE NEED YOUR HELP!!!

Here is how it works:

Each and every WAAA member and business partner is challenged to bring in as many new members (business partners and property owners/managers), as possible from NOW through October, 2014. If our Association brings in the **largest net growth of units** for the above period....Our association will win the prizes to the right and present them to the member(s) who also brought in the most new members/units!

PRIZES GALORE

- 1st PRIZE** – Cruise for 2 to Mexico, Bahamas or Western Caribbean, **PLUS** 1 NAA full conference registration, **PLUS** \$500 gift card
- 2nd PRIZE** – Cruise for 2 to Mexico, Bahamas or Western Caribbean, **PLUS** \$500 gift card
- 3rd PRIZE** – 1 NAA full conference registration

A Note From The Membership Chairperson:

The Board of Directors and I would like to challenge **EVERYONE** to bring in at least one new member! As the saying goes "There is strength in numbers" and to continue our strength and influence, **we need to continue growing our membership.** We encourage you to take advantage of your contacts and relationships with business partners and other property owners/managers. Please take a moment out of your day, each week and simply make a phone call to someone you know and share the benefits of WAAA **and encourage them to join today!**

The Washtenaw Area Apartment Association disclaims any liability for information or legal advice contained in this Newsletter. Members who may have questions regarding issues contained in the newsletter should contact their own accountants, attorneys, or other professional advisors before relying upon any information conveyed herein. This newsletter is provided as a service by the Washtenaw Area Apartment Association and is intended for the exclusive use of its members. None of the articles or other information contained in this newsletter may be reproduced without the express written permission of the Washtenaw Area Apartment Association.

July 2014

Monday	Tuesday	Wednesday	Thursday	Friday
	1	2	3	4 
7	8 <i>Legislative Committee</i>	9	10 <i>Board Meeting</i>	11
14	15 <i>Membership Committee</i> <i>Program Committee</i>	16	17	18
21	22 <i>PMAM Meeting</i>	23	24 <i>Education Committee</i> <i>After Hours Mixer</i> <i>Sponsored by:</i> Full House Marketing Roof Top Palio's Downtown A2	25
28	29	30	31	Aug 1
NAA Government Affairs Roundtable — Phoenix, AZ				

August Preview:

- **14th — After Hours Mixer**
Sponsored by: Big George's Home Appliance Mart on location at the Green Roof

Come join **Big George's Home Appliance Mart** for a casual mix and mingle for the Washtenaw Area Apartment Association and the West Washtenaw Business Association.

Thursday, August 14th on our green roof

5:30-7:30 pm — FREE

Big George's will provide light appetizers and soft drinks. Bring lots of business cards and your appetite.

Big George's has been a local family owned business since 1959, we sell a wide range of appliances, mattresses, fireplaces, TV's, outdoor cooking, home automation and theater systems to fit every budget.

Address: 2023 W. Stadium, Ann Arbor

Big George's
HOME APPLIANCE MART