



# UPDATE

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

Volume 29, Issue 7 — August 2013

Always available at [www.wa3hq.org](http://www.wa3hq.org)

## 7 strategic issues facing association CEOs today

### **T**he fundamental model - Membership may be evolving into Engaged Action By Seth Kahan

Membership is the fundamental frame for associations for over 100 years. It captures the mindset of staff, members, volunteers, policy makers, tax law, and every aspect of operations. But, it is changing. In many sectors membership is no longer compelling or losing its touch. What is it turning into? Too early to tell. But engaged action is a candidate. Engaged action is the intentional, collective behavior of anyone interested in your offerings. Engaged action could be turning out at the polls, negotiation with policy makers, taking a class, buying a product, attending a live event. If we begin to accept everyone who has a stake in a particular action, suddenly the market expands. But, there are issues that arise alongside including tax issues, identification of the base for advocacy, and how innovation takes place inside the association.

#### **Businification**

This refers to the adoption of private sector business practices. I have not met an exec who is not involved in this in some area. I have met several who are downright zealous entrepreneurs. Pursuing the bottom line in tough market conditions seems like a no-brainer, but the overall impact is not necessarily what is desired for a mission driven organization, shifting priorities away from impact and member value. Learning what tools to acquire and how to ply them is critical.

#### **Talent**

Long an asset in the business world, the only place leadership is valued in every association is at the top: the CEO, Executive Director, or equivalent. But what about the rest of staff? Is continuous, aggressive professional development an organizational asset? Only in some associations. Is talent acquisition used vigorously for bold market moves? Mostly not. Why not? Growing and acquiring people are among the most efficient, effective ways to innovate successfully.

#### **Competitive Intelligence**

How can any organization hope to thrive in the market without an ambitious approach to understanding trends, competitors, customer experience, and organizational capacity? Yet, many associations are doing negligible work on behalf of their mission. Prices for gathering intelligence are plummeting thanks to the Internet. Yet, often it is only the CEO who actively searches for new information and connects the dots for organizational strategy. It need not be this way. See my paper [Collecting Intelligence](#).

#### **The Disruption of Members' Business**

Our members are going through a challenging time in the economy.



Whether they are operating in a sector experiencing growth or contraction, Darwinian forces are at work sorting out the successful ones from the mediocre. Major waves are passing through the America economy such as the Affordable Health Care Act, changing the playing field for professionals. Savvy association execs are putting the pieces of the puzzle together for their members, not just providing information but compiling, analyzing, and presenting useful knowledge. It is not uncommon to see associations beefing up their expert staff, professionals from the same industry or discipline as their members - why? Because members need it in our disruptive economy.

#### **Compelling Value Generation**

Learning to innovate is key. People expect new products and services that meet the demands of a rapidly changing world. They want more value for their money and time. They want better education and services. For a bevy of techniques, templates, frameworks, and step-by-step instructions on how to innovate, see my new book [Getting Innovation Right](#). It is now available on Kindle and will begin shipping hard copy in the next week.

#### **Driving Uptake in a Competitive World**

Competition is beginning to matter. It was once the case that each association owned a small monopoly, providing the single best resource to everyone in their field. No more. Competition has opened up. With the advent of 24/7 interconnectivity, anyone can set up shop and begin serving your members. A key skill is to build market acceptance into the delivery of your products and services, encourage your members to use your offerings, help them get results, and otherwise increase uptake as an integral part of doing business.

*What I do: I help leaders of professional societies and trade associations innovate for growth. I have worked one-on-one with over 30 CEOs and EDs. See [my full client list here](#). To see if my work will help you grow your organization, please call me at my home office, (301) 229-2221.*

*My next book, **Getting Innovation Right: How Leaders Create Inflection Points that Drive Success in the Marketplace**, is available for advance purchase on Amazon and the Kindle version is available now. [Order it now](#) and send proof of your purchase to [GIRadvance@gmail.com](mailto:GIRadvance@gmail.com) and I will send you some goodies in the weeks ahead, **only available to those who preorder**. These will include invitations to participate in 2 teleseminars on innovation and links to the recordings, and a special PDF workbook based upon the material in the book. The content will be new, original, and not available in the book.*



# GLAStar mailer coming to your mailbox soon!!!!



What's new! With summer rushing by, I thought I would take this opportunity to bring everyone's attention to stuff we have going on at the association.

The programs being planned for the remainder of the year are pretty exciting and new. The next mixer is in August at Palio's Rooftop (See ad below). September Nova Awards is again at Weber's but will include a **Euchre Tournament** so everyone will have fun while the awards are being judged. At the General Membership Lunch in October we will have an LRO (Lease Rent Optimization) presentation what it is and how it works for pricing apartments. November's annual meeting will have a legal panel that will include Employment Law, Landlord Tenant Law, Contract Law and Workman's Comp Law. Send your questions ahead of time or bring them with you. Finally, the Holiday Awards Event this year will be at Arbor Brewing and will include beer tasting as well as other stuff. We hope this new venue will be really fun.

Education this fall will include NALP, CAM, CAS, the Real Estate Continuing Ed class for Property Management, Fair Housing with Leah Brewer and another PMAM Lyceum Class for emerging leaders in your companies. The CAM class will be the new format with no community analysis but at full comprehensive 4 hour proctored exam online with instant results. Sign up now to get into this class...it is limited to 10 persons.

Finally, get your properties involved in the Market Survey online reporting and never, never, ever, (as Taylor Swift says) have to play phone tag with your competitors again. This will save tons of your employees time as well as bring you comprehensive reports going forward. (see page 6) Everyone needs to participate for the surveys to be accurate. Please take the one hour time to get signed up. We promise if you and your competitors sign up it will be worth it..

## New Industry Benefit for Members and NON-members

As members of the Washtenaw Area Apartment Association, you should have received two email letters over the past couple of months that give you the sign on information to this new market survey benefit. Your information as a member has been pre-loaded to make your registration seamless. If you did not receive an email or cannot find it, contact sup-



port@myrentcomps.com to get signed up today. Best of all this is free to you and your competitors and could save all apartment providers up to \$3500 per year.

Benefits Include:

- Save Time and Money - No more calling around to get comps or waiting for call backs
- Simple registration
- Pick any comps you choose - like facebook friends
- Open to nonmembers with limited information so you can not only see member comps but your true competitors
- Comprehensive reports available to members

**SIGN UP NOW AND GET STARTED**  
**CLICK ON [WA3HQ.ORG](http://WA3HQ.ORG)**

*Your Competition is now online ,  
If they are still calling you say*

*"Sign up for the new Market Survey for everyone's benefit"*

Join the WA3 &  
**Sponsor Full House Marketing**  
 at the After Hours  
 Mixer on Thursday,  
 August 8th, at Palio's  
 Rooftop from  
 5:30ish to 7:30ish



**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

### 2013 Directors:

- Terri Neely, *President*, Valley Ranch Apartments, 734-747-9050
- Amy Khan, *Vice President Membership Chair/Newsletter Co-Chair*, CMB Property Management, 734-741-9300
- Michelle Foley, *Secretary*, Mill Creek Town Houses, 734-971-1730
- Mark Hannaford, *Legislative Co-Chair and Treasurer*, Camp Management,

734-663-4101

- Karen Valvo, *Legislative Co-Chair*, Fink and Valvo, PLLC; 734-994-1077
- Kathleen Quick, *Marketing Task Force*, Timberland Partners, 734-572-0300
- Russell Egerton, *Program Liaison*, AmRent, 248-948-5534
- Kristine Siemieniak, *Program Chair*, Wilson White Company, 734-995-0600
- Leslie Lemerand, *Education Chair*, Oxford Management, 734-995-9200

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

**Property Mgmt. Assoc. of Michigan** - Association Executive: Kathy Bartnick - 2675 44th St, #303, Wyoming, MI 49519 - 616/531-5243, kvallie@aol.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

## CAM News!

We can now proctor the CAM exams at the office so you do not have to go to a Castle testing site to take your CAM exam. It is now a 2 part exam each 2 hours.

**Don't Forget!** December 31, 2013 is the last day to turn in CAM Community Analysis projects. If you have already taken the test under the old CAM class and passed it, you can still submit your analysis project by the end of this year.

**CAMnesty is almost here!** NAAEI is launching CAM-nesty, a program designed for individuals who completed all CAM requirements except the community analysis or the exam. Through March 2014, these individuals can pay a fee, complete the new Research, Analysis and Evaluation module of the newly revised CAM course and take the new two-part exam to complete their professional designation.

If a CAM candidate is less than two years expired, the fee is \$250, and the affiliate share is \$50. If more than two years have passed, then the fee is \$350, and the affiliate share is \$100. The fees include the CAM extension fee, the online Research, Analysis and Evaluation module, a Test-Prep Webinar, the new two-part CAM exam at a local testing center operated by Castle Worldwide and a CAM certificate and pin. More information will be available at [www.naahq.org/CAMnesty](http://www.naahq.org/CAMnesty)



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## Register Now for the 2013 Apartment Revenue Management Conference

Does your net operating income need a lift? Then make plans to attend the Apartment Revenue Management (ARM) Conference, September 23-25 at the Turnberry Isle Resort in Miami.

This isn't your grandfather's revenue management event: the ARM Conference features a radically expanded scope of topics to include ancillary income, expense management, business intelligence and other subject matter designed to aid you in reaching your organization's revenue goals.

There are user conferences for those wishing to learn how to use specific revenue management software. The ARM Conference is something you won't find elsewhere: best practices, benchmarking, networking and bringing ideas from outside the industry. To wit: Keynote speaker Greg Cross, Senior Vice President of Revenue Management for Hyatt Hotels Corporation, who will speak about current trends in lodging and their possible parallels in the rental housing industry.

And, if you register at [www.naahq.org/aprevenue](http://www.naahq.org/aprevenue) by August 14, you'll save \$100 on admission to the rental housing industry's sole event dedicated to staying ahead of the ever-evolving operational curve.

## Remember to 'Rewind' the 2013 NAA Education Conference & Exposition

Couldn't attend the 2013 NAA Education Conference & Exposition in San Diego, or missed a great session? Don't despair—you still can enjoy the best education sessions in the apartment industry, including video!

NAA's Education Institute (NAAEI) is once again presenting

its "Rewind" program, offering 21 recorded video sessions and 20 PowerPoint-synced audio sessions from the 2013 NAA Education Conference—all for just \$299! Visit <http://naa.directionsav.com> to purchase your recorded education sessions today.

## New NAA/NMHC Video Makes the Case for Apartments

As part of NAA/NMHC's major multimedia public relations campaign, "Apartments. We Live Here," a new two-minute video made its debut at the 2013 NAA Education Conference & Exposition. The video reinforces some of the key messages about apartments' economic and job growth contributions and promotes some of the online tools available at the campaign's website, [www.WeAreApartments.org](http://www.WeAreApartments.org).

The video is available on NAA's "Apartments. We Live Here." campaign webpage, which also includes information about the campaign's suite of public relations and advocacy resources. Affiliates and member firms are encouraged to link to the video from their websites to help spread the word about how apartments help build strong communities. For information about customizing the video for your state (or in some cases, metro area), contact Carole Roper at [carole@naahq.org](mailto:carole@naahq.org).

## Network Year-Round at NAA Connect

Don't miss your opportunity for year-round networking and peer-to-peer education on NAA Connect—[www.naahq.org/connect](http://www.naahq.org/connect)—the new hub for networking and collaboration.

NAA Connect is home to eight industry-related communities—[www.naahq.org/public-communities](http://www.naahq.org/public-communities)—for you to connect with like-minded professionals and discuss common issues and questions. Connect also features a multitude of topical libraries—[www.naahq.org/Connect/Libraries](http://www.naahq.org/Connect/Libraries)—with ready-to-download materials to help you get things done without having to reinvent the wheel.

## Wednesdays Are For Webinars

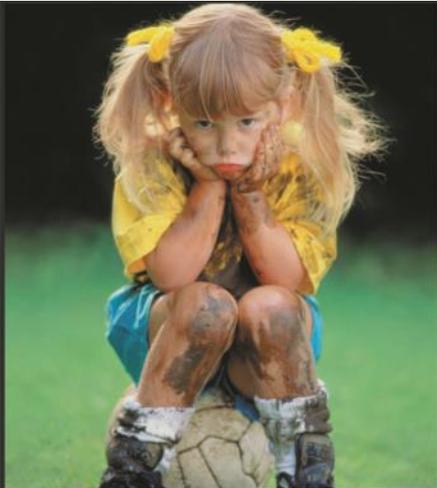
Join NAAEI, Apartment All Stars and Multifamily Insiders for Webinar Wednesdays, the largest premium webinar series in the industry to provide state and local association members with access to industry thought leaders to discuss innovative ideas, best practices and emerging industry trends. These webinars will give participants the tools they need to become industry superstars in their own right.

Visit [www.naahq.org/learn/education/take-a-class-online/webinar-wednesdays](http://www.naahq.org/learn/education/take-a-class-online/webinar-wednesdays) for information and registration.

## Save the Date for the 2014 NAA Education Conference & Exposition in Denver

The largest and most anticipated industry event of the year, the NAA Education Conference & Exposition, will convene June 19-21, 2014, in Denver.

Make plans now to experience the Mile-High City like never before—with more than 6,200 attendees, over 40 education sessions, at least 350 exhibitors and surprises around every corner, the NAA Education Conference & Exposition is the must-attend event each year for any multifamily housing professional who is serious about bettering their organization's performance and enhancing their own career. Stay tuned to [www.naahq.org/educonf](http://www.naahq.org/educonf) for the latest information.



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# Proposed Education and Events for 2014 (subject to change)

Use this information to SAVE THE DATES to get more involved and educated next year. Dates, location and times will be published when available. You can call the office at anytime or look at [www.wa3hq.org](http://www.wa3hq.org) for more information.

January 16	GMM Lunch at Weber's Inn
January 28	PMAM Leadership Day
February 12	PMAM sponsored CAPS
February 19	Social Media Class with Brian Owen
February 20	Roundtable event at All About Furniture Featuring 6 or 7 vendors and rotation around the room
February 25	City Code Session for all Municipalities with Rita Fulton - 2hr maintenance work- shop
March 13	Mixer (sponsorship available)
March 18	CAMT - Electrical
March 19	CAMT - Electrical
March 20	CAMT - Electrical
March 20	GMM Lunch at Weber's Inn with Kelley Cawthorne
April 03	Fair Housing with Jim Gromer
April 08	Trade Show and MM at Weber's Inn...Keynote: "It takes a village to raise the rents", by Leah Brewer
April 15	CAMT - HVAC
April 16	CAMT - HVAC
April 16	CPR with Dummies on the Run
April 17	CAMT - HVAC
April 29	Pool/Spa Maintenance-2hr maintenance workshop
May 08	Mixer (sponsorship available)
May 13	CAMT - Appliance
May 14	CAMT - Appliance
May 14	Tentative Mud Hens game in Toledo
May 28	CAMT - Interior/Exterior

June 6	Golf Outing at Ann Arbor Country Club
June 12	Mixer (sponsored by Solar Contract Car- pet)
June 17	CAMT - Plumbing
June 18	CAMT - Plumbing
July 15	Drain Cleaning - 2hr maintenance work- shop
September 11	Mixer (sponsorship available)
September 15	GLAStar Entry Boards Due
September 22	NALP
September 24	NALP
September 26	NALP
September 29	NALP
September 30	Refrigerator Repair - 2hr maintenance workshop
October 01	NALP
October 03	NALP
October 06	NALP
October 08	Real Estate Con Ed for Property Manage- ment Professionals
October 16	GMM Lunch
October 23	GLAStar
November 20	GMM Lunch
December 4	Holiday Award Event
Fall 2014	CAM/CAS

**Holiday Award Event — December 5, 2013**

**Arbor Brewing Company,**

**114 East Washington,**

**Downtown Ann Arbor**

**This years event will include beer tasting**

**of ABC's micro-brews**

**(as well as heavy hors d'oeuvres and  
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- **WHY IS IT VALUABLE?** The AMSTR™ is the compilation of your input into the Online Market Survey. This information comes from the real experts in the market place, the property professional.
- **WHERE DO I GET THE AMSTR™?** Contact your local apartment association for pricing and availability. Unlike other data provider reports, pricing is kept affordable because we value your participation.
- **WHEN DOES THIS PUBLISH?** Based on the market area, the AMSTR™ publishes at quarter's end.



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## NEW MEMBERS TO WELCOME

### ACTIVE MEMBERS:

#### Foxton Apartments

Heather Kovary  
1329 Foxton Dr, Monroe, MI 48162  
Phone: 734-243-1181  
Email: hkovary@glassratner.com

#### GlassRatner Management

Heather Kovary  
35560 Grand River Ave, #144, Farmington Hills, MI 48335  
Phone: 586-258-6963  
Email: hkovary@glassratner.com

#### The Meadows of Ypsilanti

Heather Kovary  
1714 Meadow Woods Blvd, Ypsilanti, MI 48197  
Phone: 734-187-1990  
Email: hkovary@glassratner.com

#### North Rosedale Park Area

Chris Seguin  
3632 W. Huron River Dr, Ann Arbor, MI 48103  
Phone: 313-407-3404  
Email: north.rosedale.park.area@gmail.com

# Members Support Members

## Nova Categories for 2013

The following GLASStar Categories have been picked for entry into the local Nova Awards. If you are planning on entering an award in the GLASStar PMAM statewide competition and it is on this list, it also qualifies to enter into the local competition. Please follow all GLASStar specifications so your entry is easily passed on to the next level. If you win locally, the WA3 will pay your entry fee for GLASStar. Cost to enter locally is \$45.

- Manager of the Year
- Outstanding Leasing Person or Team
- Outstanding Maintenance Person or Team
- Best Overall Star Community
- Management Company of the Year
- Independent Owner of the Year
- Business Person of the Year

The Nova Event this year will include a Euchre Tournament with a trophy prize.

There are 3-\$400 sponsorships available.

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# Rentlinx Results 2nd Quarter Report

## Mldigs 2nd Quarter Stats

The 2nd quarter stats for the RentLinx-powered housing locator on your Mldigs website are:

- Properties Listed
  - Apr: 335
  - May: 315
  - Jun: 302
- Units Listed
  - Apr: 14,536
  - May: 15,640
  - Jun: 15,658
- Property Views
  - Apr: 10,734
  - May: 9,964
  - Jun: 8,016
- Email Leads
  - Apr: 178
  - May: 145
  - Jun: 183
- Featured (Plus!) Properties
  - Apr: 28
  - May: 21
  - Jun: 20
- Featured (Plus!) Phone and Email Leads
  - Apr: 110
  - May: 107
  - Jun: 122



### Tips!

Both renters and search engines love lots of fresh content. You can increase your website's traffic by reminding property managers to list their rental properties, and keep their listings up-to-date.

Make sure you are signed up.

## SPONSORSHIPS AVAILABLE 2013

### ALL General Membership Meetings

Cost only- \$150 per meeting ... *you will receive:*

- 5 minutes to speak
- Ability to put your company information on all tables
- Chance to pass out table numbers to members as they enter the room
- Company name in all publications
- Your company logo on table number tent cards
- Your company name on table skirt of registration table

Sponsorship sales for next year General Membership Meetings available. Current year sponsorships have been sold to.....October, Thank you [Ferguson](#) and November annual meeting, Thank you [Belfor](#).

**After Hour Mixer Sponsorships** — August — Thank you [Full House](#) Marketing and October — Thank you [Wilderness Construction](#).

Cost: \$50 or hosting the event at a community.

The Program Committee is putting together After Hour Mixers either at local pubs or at local apartment communities.

### Nova Awards Sponsorships: September 26th

\$400 to display information about company products and name in all publications.

3 exclusive sponsorships available - [CORT](#) is first sponsor.

## Ad Pricing for Update

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in the UPDATE

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Apartment Association

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Full Page - 7 1/2" w by 9 3/4" h	\$365	\$440	\$345	\$415	\$330	\$345
Half Page - 7 1/2" w by 4 3/4" h	\$215	\$260	\$200	\$240	\$185	\$225
Or 3 5/8" w by 9 3/4" h						
Quarter Page - 3 5/8" w x 4 3/4" h	\$145	\$175	\$130	\$160	\$115	\$140
Eighth Page - 3 5/8" w x 2 1/4" h	\$90	\$110	\$75	\$90	\$60	\$75

**All pricing is at a per month rate - the longer  
commitment the less you will pay per month.**

**Deadline: 15th of the month for next months publication**

**Electronic Files: Please send as JPEG files. [info@wa3hq.org](mailto:info@wa3hq.org)**

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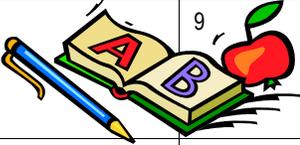
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# Events and Education Calendar

## August 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Available any time. Self-study online EPA Universal testing at your office for \$85.00						
4	5 Legislative—3:30	6	7 Membership—12:30	8 Board Meeting—3:30 After Hours Mixer – On Palio Roof Top sponsored by Full House Marketing	9	10
11	12	13	14	15	16	17
18	19	20 Program—3:30	21 Education—3:30	22	23	
25	26	27 PMAM meeting - Lansing	28	29	30	

## September 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 Labor Day	3	4 Membership - 12:30	5	6	1
8 	9	10	11	12 BOD Meeting After hours mixer — Sponsored by: <a href="#">Jarvis</a>	12	14
15	16	17 Program Com - 3:30	18 Fair Housing - 9 am Education - 3:30	19	20	21
22	23	24 PMAM meeting	25 NALP - 1/2 Day	26 Nova Event NALP - 1/2 Day	27 NALP - 1/2 Day	28
29	30 GLAStar Awards Due by 5:00 pm					

## Oct Preview:

- 2, 3, 7, & 14 — NALP 1/2 Days
- 8, 10, 16, 22, 24 & 30 — CAM/CAS
- 9 — Real Estate Continuing Ed for Property Management
- 10 — After Hours Mixer — Sponsored by Wilderness Construction