



Exciting Speakers at GLAStar Education this year SIGN UP NOW AT www.pmamhq.com



Bruce Wilkinson, CSP, *A Little Humor, Lots of Enthusiasm, A Wealth of Information*

Biography: Bruce S. Wilkinson is a leadership/communication/culture implementation specialist, professional motivational keynote speaker, trainer and consultant, who reinforces personalized messages with humor, passion, enthusiasm and authenticity. His mission is to help organization's translate their culture into a workplace climate that inspires excellence, service and accountability. Bruce has degrees in both Safety Engineering and Occupational Safety and Health. He was a two-term elected member of the Board of Directors of the National Speakers Association and is one of fewer than 800 people worldwide to earn the prestigious Certified Speaking Professional (CSP) designation.

As President and Chief Leadership Officer of Workplace Consultants, Inc. and Wilkinson Seminars and Presentations, he has presented in all 50 states, delivering enthusiastic keynotes and training programs for twenty-six years to clients such as Coca Cola, Office Depot, Honeywell, ADP, Burger King, KFC, Sonic Drive-In, WRIGLEY, Frito-Lay, ExxonMobil, Kellogg's, LSU, the IRS and four of his all-time favorites – Miller Brewing, Anheuser-Busch, Samuel Adams & Jack Daniel's.

Keynote at GLAStar: DEVELOPING A CULTURE OF LEADERSHIP, COMMUNICATION, PRIDE, TRUST, TEAMWORK AND PERSONAL RESPONSIBILITY™

The workplace of the 21st Century is constantly changing and many organizations are rethinking the way they manage, motivate and lead their employees. Additionally, today's leaders are faced with increased challenges to create a workplace environment that is more cooperative, compliant, friendly, ethical and team oriented.

In this informative and fun-filled program, our presenter will demonstrate some unique ways to create a more enjoyable workplace by managing and/or leading by example, through trust, ethics, recognition, integrity, respect, communication, responsibility.

NEW this YEAR: EXECUTIVE TRAINING by G. Kent Mangelson....

Are Your Assets Protected? How Property Owners Can Become Invincible to Lawsuits and Save Thousands in Taxes

From this presentation you will learn lawsuit protection, tax reduction and estate planning strategies most advisors are unaware of.

Biography: G. Kent 'GK' Mangelson is an expert in the area of lawsuit protection and tax reduction strategies. He has authored and co-authored several publications and training manuals on the subject including *The Advanced Tax and Asset Protection Training Manual* and *The Asset Protection Bible*. As one of the nation's top asset protection advisors he has spent over 30 years helping professionals properly structure themselves for lawsuit protection, tax reduction, and estate planning. Mr. Mangelson is a nationally recognized speaker who has trained thousands of professionals at hundreds of conventions, conferences and seminars across the country.



Toni Blake, President Totally Toni

Biography: Toni Blake is an international speaker, author and comedienne. Having invested more than 28 years of her life in multifamily housing, she tours over 50 cities each year inspiring thousands of industry professionals. As an author, Toni's expertise has been published in over 36 trade magazines across the country. She was selected by the National Apartment Association as one of the industry's "Marketing Gurus" and is recognized for her research and innovative concepts in customer

service, sales, and marketing. Toni was honored at the very first Multifamily PRO "People's Choice Awards" winning awards for Educational Excellence, Imagination and Innovation. Utilizing her multi-lingual talents, Toni was a featured speaker at the 2006 ISTA Conference in Kassel Germany, presenting IN GERMAN to an audience of over 260 German multifamily professionals. She is the president of TotallyToni.com and lives in Northern Colorado with her husband and two step-daughters.

Programs featuring Toni Blake at GLAStar:

- **Turned-On Leasing—Staging Social Marketing Moments**
- **One Click Preventative Maintenance Through Resident Retention**
- **Executive Answers for Social Media**
- **The Mobile Video Marketing Revolution**
- **Fab-YOU-lous Follow-up and YOU-Generated Content**



Donna Olson, Owner Olson Training

Biography: Better known as Trainer Donna to thousands who have heard her speak, Donna Olson is recognized as a Workshop Leader, Dynamite Trainer, Awesome Conference Emcee and "Special Guest" Crowd Pleaser! As a former District Supervisor, Director of Training & Personal Development, National Marketing Director, Regional Education Director, Donna has designed, implemented, and presented leasing, training and marketing programs. Donna has also been recognized as an expert on

diversity, harassment and human rights issues.

A former beauty pageant and dare we say a drama queen, she would rather be on stage or in your conference room training than even breathing! She has received extensive advanced training through performing hundreds of troubleshooting assignments for management companies throughout the country. Donna believes in "teaching by reaching" and has influenced many to walk away with her motto – "If it has to be, it's up to me, attitude is everything!"

Programs featuring Donna Olson at GLAStar:

- **Maintenance from Mars and Managers from Venus**
- **How to Hire, Coach and Counsel Your Team**
- **Don't Close the Back Door...S.L.A.M. it**

President's Message: by Terri Neely



Hi Everyone!

As summer comes to a close, the WA3 is gearing up for a busy fall. I am excited for one particular event because of the importance and the potential for a great time. The Program Committee is planning a PAC event to be held on October 18th from 6-8 PM. This will be a fantastic wine tasting event featuring wine from a local vineyard, Sandhill Crane Vine-

yards. Raising money for the PAC is so very important as it helps support our local, state, and national association and our lobbying efforts to benefit our industry. These funds, allow us to spread the word about our business and to help shape legislation that is in our favor. Please take the time to come to this event, there will be prize giveaways and Greg Brown, the VP of Government Affairs for The National Apartment Association will be flying in to enjoy the evening with us.

Please visit our website, www.wa3hq.org and go to the calendar for more details.

EO Message: by Alice Ehn

I am pleased to announce that the Washtenaw Area Apartment Association's Board of Directors is nominating Mark McDonald, of McDonald Management, for the Lifetime Achievement Award at GLAStar this year. All 4 locals, Detroit - West Michigan - Lansing - and Ann Arbor, are charged with nominating a person for this award and the Property Management Association of Michigan will make the selection prior to the November GLAStar event. This is a very high honor open to all persons who have made significant contributions to the apartment industry in Michigan over a career spanning at least 30 years. Mark McDonald not only helped with the inception of the Apartment Association, and helped defeat Rent Control for the benefit of the entire industry in the state but went on to resurrect the association during a declining period in the early 1990's. It was under his tenure that the Washtenaw Area Apartment Association rejoined the National Apartment Association and the newly formed Property Management Association of Michigan to make a stronger voice.

Please plan on attending the GLAStar education and award event. As you can see by this month's publication it promises to be a great two days you don't want to miss. Good luck to all that have entered the awards competitions. See you all there.

Published By: Washtenaw Area Apartment Association, 2008 S. State Street, Suite C, Ann Arbor, MI 48104

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

2012 Directors:

- Terri Neely, *President*, Valley Ranch Apartments, 734-747-9050
- George Markley, *Dietz Property Group*, 313-689-2287
- Karen Valvo, *Legislative Co-Chair*, Fink and Valvo, PLLC; 734-994-1077
- Chris Heaton, *Legislative Co-Chair*, Campus Management, 734-663-4101

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, FAX 616/257-0398 -

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

Reach for the Stars



Nova Awards 2012

Event date: **Thursday, September 27**

Location: Weber's Inn, 3050 Jackson Rd, 48105

Entry Boards: Must follow GLAStar specifications and are due to Weber's Inn by 2:00 pm on Thursday

Cost to attend: **FREE**

All other GLAStar entries can be turned in at the same time or can be brought to the office by 5:00 Friday, September 28

Categories that are available for local Nova

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

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- Russell Egerton, *Program Liaison*, AmRent, 248-948-5534
- Michelle Foley, *Mill Creek Town Houses*, 734-971-1730
- Jamie Schmunk, *Marketing*, Wilson White Company, 734-995-0600
- Amy Khan, *Newsletter Chair*, CMB Management, 734-741-9300
- Leslie Lemerand, *Education Chair*, Arch Realty, 734-995-9200



Barbara Savona, CEO Sprout Marketing

Biography: Barbara's love of entrepreneurship led her to launch Sprout Marketing in 2009. Bored of the "one-size fits all" approach to marketing multifamily housing, her style has been described as straight shooting

and results getting. Her energy is infectious as she shares her 12 years of multifamily housing experience as a national speaker, marketing strategist and motivator with management companies and Apartment Associations nationwide. On a personal note, Barbara lives in San Antonio, Texas with her husband of 9 years and her 120 lb. baby Bruno-her Doberman

Programs featuring Barbara Savona at GLAStar:

- **Stop the insanity Already Lets Talk WINSanity**
- **Word of Mouse Marketing**
- **Exceptional Service for Maintenance**
- **Building Loyalty Like Gaga**
- **Start Running with the Top Dogs, Leave the Multifamily Bubble Behind**

By: Leah Brewer, The Leasing Queen at Full House Marketing

GLAStar is the greatest event of the year!!! We not only support the event with our attendance but we sponsor the event with our dollars. The programs that are offered are not just for the property persons but as business partners, I find my employees benefit from programs that are offered. Everyone should attend the fabulous event and hear these speakers at it's low low cost.

Testimonials from Members

By: Melissa Seitz, Chair of GLAStar Education Committee at PMAM and VP of Wilson White Company

If you like excitement, if you enjoying seeing old friends and making new ones then GLAStar 2012 is the place to be! The GLAStar Education gets better every year, offering fun innovative sessions that appeal to every part of your company. Breakout sessions cross over the maintenance, management and leasing areas covering topics such as working with multiple generations, customer service for maintenance, legal and even games. Who doesn't want to attend a session about building loyalty like Gaga? CGM – is a new buzz term – consumer generated media – here is your chance to find out more about this new marketing trend!

The awards gala is a tremendous event, honoring the best in business in Michigan! We have created excitement with the live auction and silent auction during the Gala benefitting the PMAM PAC fund. It is exciting to hear the reactions as winners are announced! We have a great evening planned this year with some exciting surprises, why don't you join us and find out who is the best of the best in Michigan? Make sure to check out the Facebook page and enter a video for the contest.

By: Mary Bates, Property Manager, Windemere Park

Over the years, GLAStar has proven to be very exciting and fun. It is a great night out with co-workers and friends in the industry. It is also a great way to promote teamwork and at the same time showcase our property and our employees. I have always loved getting my team pumped up and excited about preparing boards and nominating deserving teammates and teams. The educational workshops have something for every member on the team and I guarantee that you will bring something useful back to the community. I am very exciting to see this year's lineup of guest speakers and looking forward to some intense training as well as the fabulous award ceremony and celebration afterwards. You don't want to miss this year's event...sign up today!

2012 GLAStar Education Conference & Awards

Thursday & Friday, November 15-16, 2012

Kellogg Center, East Lansing

Featuring National Speakers:

Bruce Wilkinson, Toni Blake, Donna Olsen and Barbara Savona



To Reserve Your Tickets:

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\$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

Capitol Update from Greg Brown, NAA VP of Government Affairs:



Apartment Industry Colleagues,

It is September and we have entered the proverbial “final Act” of the 2012 campaign season. Depending on when you are reading this column, we are somewhere between 55 and 45 days from Election Day, November 6, 2012. A lot will be determined on that day – the next occupant of the White House, control of the House and Senate, control of governors’ mansions, state legislatures, city councils and mayors’ offices, 166 state-wide initiatives in 35 states and a staggering amount of local community questions. I hope everyone did their homework because for

some, it will be a very long ballot.

While Election Day still holds a sacred and powerful place in American culture, it has quietly lost some of its magic as an increasing number of states offer early voting and the use of absentee ballots. Thirty-two states currently offer some form of early voting. Twenty-seven offer no-excuse, absentee ballot voting by mail. This means higher voter turnout but also a longer barrage of political advertisements as campaigns seek to influence voters who make decisions before November 6. This is especially true if you are in one of the so-called “swing” states that will decide the Presidential contest – New Hampshire, Virginia, North Carolina, Florida, Ohio, Wisconsin, Iowa and Nevada. So much spending on television advertisements is expected in these states that some local stations have told their regular commercial clients not to bother buying ad time. It will be lost in the deluge.

Another culture icon of our political process is the Presidential nominating conventions, though those have also lost much of their glamour. Unlike the past, these events are almost entirely scripted (sometimes over-scripted), self-contained commercials for the candidates with little or no actual nominating taking place. Still, the presence of members of Congress, governors and local elected leaders does offer some limited

opportunities to promote the apartment industry and share our perspective on critical issues facing the nation. NAA did just that at both conventions this year as a participant in a webcast panel discussion with members of Congress and colleagues from almost 20 other real estate organizations. NAA Chair Jerry Wilkinson and Chair-elect Alex Jackiw represented NAA and the National Multi Housing Council and gave voice to apartment industry concerns on tax reform, federal regulation and the future of the housing finance system, among other issues. If you would like to see a replay of the webcast, go to the NAA government affairs webpage at www.naahq.org/governmentaffairs.

A special thanks to those of you who participated in NAA’s August Recess Program again this year. We once again had a strong showing by NAA affiliates and members who met with their members of Congress in August carrying our message on taxes and tax reform. This is an important component in our advocacy strategy. When members of Congress return after the elections for the “lame-duck” session, they will have to address the expiration of the 2001 and 2003 tax cuts. Your voice will be needed once again to ensure that the apartment industry’s voice is heard. For more information on NAA’s priorities on taxes and tax reform, go to the NAA government affairs advocacy page at www.naahq.org/governmentaffairs/naaadvocacy.

That’s it from me. Now for your homework assignment – email me (greg@naahq.org) if there is an initiative or other item on your state-wide ballot this fall that impacts the apartment industry. Tell me what it is, how it impacts our industry and what the likelihood is that it passes. As always, if you have thoughts or comments on anything about which I’ve written, please tell me that too.

Talk to you next month.

Greg



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We are Putting the "FUN"
back in Fundraising

Guest Speaker: Greg Brown, VP
of Government Affairs at NAA

Wine Tasting PAC event

*Wine Tasting provided by Sandhill Crane Vineyards,
an award-winning family owned vineyard and winery in Grass Lake*

When: October 18, 2012

Where: Village Park Apartments, 1505 Natalie Lane, 48105
(come see one of our newest member's community)

Time: 6 to 8:00 pm — Cost to attend: FREE

RSVP: online at wa3hq.org

Requesting donations to NAA or PMAM PAC with a chance
to win a NOOK, personal DVD, or gift basket donated by
WASH or other prizes.

Sponsorships:

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TAILORED RECOMMENDATION — Using proven credit data and advanced analytics, Screen & Rent provides a simple, straight-forward leasing recommendation based on your specific property's rental criteria. No more making subjective rental decisions as to who you feel is your best applicant! You will not receive all the fine, nitty-gritty credit details about your applicant which, quite frankly, may be hard to understand; however, you will receive one of four simple leasing recommendations: "accept", "low accept", "conditional accept", or "decline". That's how simple it is.

In the coming month's watch the newsletter or your email for instructions on how to begin receiving 25% off an already low price for all your credit check needs. WA3 recommends a credit check on all your new residents and this is a fast easy way to put that procedure in place.

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Events:

OCTOBER:

10 - Real Estate Continuing Education Class for Property Management Professionals.... This class is designed to give you your continuing education for your state licensing and/or 6 CEC's credits for all designations. Cost: \$60 member, \$85 nonmembers. Held at: Kapnick Insurance Office, Briarwood Circle from 9 to 4 pm.

11 - Ann Arbor Student Housing Fair at Michigan Union on State Street
- Time: 1 to 4 pm, with set up at noon. Cost: \$60 members, \$350 nonmembers

16 - CAM starts - Certified Apartment Manager - Time: 9 to 4 pm, runs until November 6th, mostly Tuesdays and Thursdays

18 - Wine Tasting PAC event - Location: Village Park Apartments Time: 6 to 8 pm Special Guest: Greg Brown with the results of an NAA survey on what elected officials think of the apartment industry Cost: FREE **Sponsored by: Service Master, Cut N Care and Valley Ranch Apartments**

NOVEMBER:

7 - Annual General Membership Lunch at Weber's Inn... Last chance to use membership bucks and to vote for next years officers

8 thru 10 — NAA Assembly of Delegates Meeting in Indianapolis, IN. McKinley's newest team member **Alexandra Jackiw** will be installed as the 2013 Chairman of the National Apartment Association

15 thru 16 — GLAStar Education Conference and Awards Banquet: Join national speakers Bruce Wilkinson, Toni Blake, Donna Olson and Barbara Savona in an all star education two day event. Plan your entries today.

DECEMBER:

Holiday Awards Banquet at Weber's Inn. All committees, award recipients and volunteers for the apartment association are honored at this event.

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.

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