



UPDATE

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

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HUD AND THE NATIONAL FAIR HOUSING ALLIANCE LAUNCH MEDIA CAMPAIGN TO FIGHT HOUSING DISCRIMINATION

National Fair Housing Alliance — Deidre Swesnik, (202) 898-1661
FOR RELEASE — Wed, February 22, 2012
HUD No. 12-035

WASHINGTON— The U.S. Department of Housing and Urban Development (HUD) and the National Fair Housing Alliance (NFHA) announced today the launch of a new series of radio and print public service advertisements (PSAs). The advertisements are designed to teach individuals and families how to recognize and report discrimination in housing because of race, color, sex, religion, national origin, familial status and disability, including discrimination in mortgage lending because of issues related to pregnancy and/or parental leave.

The campaign includes print ads in English, Spanish, and Chinese. One print ad features a veteran who fought to defend our freedom yet faced discrimination because housing units were not accessible to people using wheelchairs. A second ad shows a doormat with the phrase "Not Welcome" which is designed to capture the attention of consumers so they can identify and report possible acts of housing discrimination. Another ad portrays an expectant mother who qualified for a mortgage but was illegally turned down for a loan because she was on maternity leave.

"Whether it's a veteran who is turned down for an apartment because he is in a wheelchair or a mother who is denied a loan because she is on maternity leave, housing discrimination is wrong in whatever form it takes," said John Trasviña, HUD Assistant Secretary for Fair Housing and Equal Opportunity. "I'm thrilled that the National Fair Housing Alliance, in partnership with HUD, is helping us inform people across the nation about their rights and responsibilities under the Fair Housing Act. Now is the time to end housing discrimination."

"The National Fair Housing Alliance is proud to work with HUD to combat housing discrimination through a creative set of public service announcements designed to educate millions of people about their rights," said Shanna L. Smith, President and CEO of the National Fair Housing Alliance. "Where we live determines so much in life, including access to good education, health care and job opportunities. It is vital that people around the country be aware of their rights under the Fair Housing Act."

The campaign also includes two sets of radio PSAs, in both English and Spanish. The PSAs portray people who experienced housing discrimination and encourage those who suspect discrimination to report it to HUD, and promote the Fair Housing Act's goal of inclusive neighborhoods. The PSAs are available at HUD.gov/fairhousingand www.nationalfairhousing.org.

The Fair Housing Act makes it illegal to discriminate in housing because of race, color, religion, national origin, sex, familial status and disability.

The PSAs encourage consumers to call 1-800-669-9777 or to visit www.HUD.gov/fairhousing. The PSAs will be distributed to media outlets nationwide and will run and air in advertising time and space donated by the media.

Founded in 1988, the National Fair Housing Alliance is a consortium of more than 220 private, non-profit fair housing organizations, state and local civil rights agencies, and individuals from throughout the United States. Headquartered in Washington, D.C., the National Fair Housing Alliance, through comprehensive education, advocacy and enforcement programs, provides equal access to apartments, houses, mortgage loans and insurance policies for all residents of the nation. You can find us at www.nationalfairhousing.org, on facebook, and on twitter @natfairhouse.

HUD's mission is to create strong, sustainable, inclusive communities and quality affordable homes for all. HUD is working to strengthen the housing market to bolster the economy and protect consumers; meet the need for quality affordable rental homes; utilize housing as a platform for improving quality of life; build inclusive and sustainable communities free from discrimination; and transform the way HUD does business. More information about HUD and its programs is available on the Internet at www.hud.gov and espanol.hud.gov. You can also follow HUD on twitter,

@HUDnews or on facebook at www.facebook.com/HUD.

GLAStar
Presenter
Article



When I Was a Little Girl I Dreamt of Being in Multifamily Housing!

When I was a little girl, I would stay up all night and dream of one day being in the multifamily housing industry. Okay, well... not exactly.

Just like the majority of us in "the industry," (as we so lovingly call it) I stumbled upon it by sheer accident.

It started with "The Honeymoon Phase." How does one know when they are in this phase? Well for me, the symptoms were quite obvious. In fact, they were easily diagnosable to even the common eye.

They included: excitement, eagerness to get to work, overflowing creativity, boundless energy, and enthusiasm for miles. Just like in the early stages of any courtship, I gave careful thought and consideration to what I would wear the next day. In fact my wardrobe prep mirrored that of an elaborate Celine Dion concert. I visualized myself leasing one apartment after another. All the while thinking how lucky I was to have stumbled into this beautiful relationship. I prayed that we would have a lifetime of happiness together.

Fast forward three years. I was the same girl but now I was terribly ill. A new set of symptoms had presented themselves. They included: inside the box thinking, tardiness, grogginess between the hours of 9-5, and really boring outfits. The situation was really dire. What was wrong with me? After careful thought and self examination, it became obvious. I had been bit with a career killing bug – "The Over-It Phase." I had lost my will to be fabulous at my job.

Just like in any life threatening situation, I realized that I needed to take drastic measures. What would I do? I started out by prescribing myself a serious dose of medicine: a new outfit with a great pair of shoes. And that was my first step to a full recovery!

In my journey for rediscovering my passion for my career, there are a few tricks that I have picked up. These are the lessons I want to share.

(Continued on page 5)



All I can say is AMAZING! Alice and I just returned from the Capitol Conference in Washington DC and I am still excited about it. The opportunity to absorb the information in a variety of work sessions and national committee meetings is unsurpassed. If you haven't taken the time to learn about NAA and

all that we are a part of.....DO SO! Go to www.naahq.org and fill your head with knowledge!

Some of the key things I took away with me are (please keep in mind, there was much, much more but these are the few things that resonated with me!);

- Did you know that NAAEI (National Apartment Association Education Institute) has created a marketing campaign educating the public about careers in the apartment industry? You don't just have a job; you have a career in a growing field!
- The apartment industry is creating 300,000 new jobs this year, why? Because the demand for housing is increasing. Up to half of all new households this decade are choosing to rent, which means nearly 7 million new renters to add to our already increasing demand.
- The PAC is so incredibly important! The PAC (Political Action Committee) is a non-partisan political action committee of the National Apartment Association. It is the only federal political action committee solely dedicated to protecting and promoting the multi-family industry. Without the support of individuals, they would be unable to fight for legislation and candidates that are friendly to the multi-family industry. They only accept personal donations and every little bit helps! Give what you can today!

I implore you to go to the NAA website and explore their Government Affairs section to explore all of the Federal issues addressing our industry. Don't lose site of the big picture!

Thanks, *Terri*

The Pros of a State Lobby Day

May 2, 2012 has been set aside for a lobby day whereby our members are invited by the Property Management Association of Michigan (PMAM) to visit their elected state officials throughout the day and inform them of issues that may be before them. It is an opportunity for you to talk with your elected officials and learn what the PMAM legislative committee is continually working on for your behalf.

I think, for our members, it helps drive home the need for PAC support and the diversity of issues that our state legislative committee and lobbyists deal with and is a necessary part of the process. Not only can you meet with your legislator but you also have the opportunity to introduce yourself to the staff so they will know who you are if you call. It also gives you a greater appreciation for legislative affairs and the lobbying efforts that are spent on your behalf.

For the legislators, it is nice for them to see someone living and working in their district who actually takes the time to come to the Capitol. The relationships formed are better when a face is put to the industry. This is an opportunity to show the legislators you mean business. It is hard to ignore a faction among their constituents if they take the time to engage in conversation about the industry. Most legislators are not familiar with your industry and genuinely appreciate a chance to learn more about it. You are encouraged to talk about your experience in the industry. That is, your properties, how many homes you provide in the community, how many jobs you provide and what it means to be a responsible rental housing provider.

Please consider joining other on this important lobby day at the Capitol. If you cannot make it for the entire day, there is a reception in the evening that has many legislators that attend from our area. It would be nice to have a powerful voice from the Washtenaw Area Apartment Association their to meet with them.

Published By: Washtenaw Area Apartment Association, 2008 S. State Street, Suite C, Ann Arbor, MI 48104
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Deadline: 15th of the month for next month's publication to newsletter@wa3hq.org. Submit all materials to Alice Ehn, Executive Officer

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- Terri Neely, *President*, Valley Ranch Apartments, 734-747-9050
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PMAM REPRESENTATIVES: Melissa Seitz, Wilson White Company 734-995-0600 and Susan Horner, Timberland Partners, 734-434-3455

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Tenant Discrimination Avoiding Lawsuits related to the FHA

By: Leslie Snead, Corporate Communications
Kapnick Insurance Group, an Assurex Global Partner

Actions and suits can be brought by a tenant, former tenant, prospective tenant, guest of a tenant, groups representing tenants or HUD and similar regulatory agencies.

The amount of suits being brought against property owners and managers is on the rise. There are significant costs to defend these allegations even if they are groundless.

The insurance industry has responded to the need to protect owners and managers from these accusations in various types of insurance policies. There are a handful of carriers offering Limits of \$100,000 - \$5,000,000 with various deductibles. In some cases you can secure coverage through your umbrella insurer or by adding a third party endorsement to your employment practices liability policy.

For property owners participating in public assisted or financed housing, there is now a policy endorsement to address the defense of compliance issues.

Owners of property that is publicly financed are subject to extensive compliance requirements that can expose them to enforcement actions, even for innocent acts or omissions.

These government actions can result in considerable legal defense costs for the property owner. Furthermore, an owner may be vicariously liable for the actions of an employee or property manager.

You can't stop someone from bringing a suit against you but you can arm yourself with an insurance policy that will help you defer the costs involved!

Actual Tenant Discrimination Claim

Two tenants of the same apartment building alleged they were evicted from their apartments in retaliation for complaining numerous times about problems in the building. One of the tenants, a right leg amputee, also alleged that he was discriminated against because of his disability. The Insured maintained that they evicted the tenants for having pets in their units, in violation of their leases. The tenants' lawsuit sought damages in compensation for the retaliatory eviction and the discrimination. Mediation failed. When the smoke cleared, some \$238,000 had to be expended to cover the final settlement.

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Connect With NAA:



2012 Education Conference: Register By April 20

The next registration deadline for the 2012 NAA Education Conference and Exposition is Friday, April 20. Register now to avoid missing the largest event in the multifamily housing industry, as more than 6,000 of your colleagues gather in Boston June 28-30 to network and learn about the latest trends that will keep them on the cutting edge and at the top of the career ladder. You won't get this kind of high-quality professional development anywhere else.

Keynote speakers include Tom Brokaw and star athletes Mia Hamm and Nomar Garciaparra, who will team up for the Friday General Session. Thought Leaders include brand wizard Bert Jacobs, co-founder of Life is good®, who will show you how optimism can help grow your sales. You'll also get practical take-home tactics from the more than 40 breakout sessions and the chance to explore cutting edge products and services from over 325 suppliers on the trade show floor.

Register today! Visit www.naahq.org/educonf

Save With Group Conference Registrations

Additional discounts of up to \$125 per person are available for groups registering five or more attendees for the 2012 NAA Education Conference & Exposition. For more information, please visit www.naahq.org/educonf

NAA's Legal E-Newsletter Launches In April

NAA will launch an e-newsletter with apartment industry-relevant legal information in April. Called "Apartment Holdings," the monthly publication will support the work of NAA members such as general counsels, owners and company executives. The e-newsletter will cover a variety of areas including pending or recent legislation or regulations, cases NAA is monitoring, summaries of NAA legal files, analyses of important industry topics in the news, statistical profiles and guest columns. The first issue will feature news on a source of income case in Maine and a recent class action case on amenity fees in Massachusetts.

Upcoming issues will report on speakers and events for the apartment industry's national legal symposium in Santa Monica, Calif., on Aug. 3.

To subscribe, contact Lauren Kelly at laurenk@naahq.org.

You're Missing Out! Join the Conversation on NAA's Community Site & Online Resource Center

Are you on the NAA Community? If not, you're missing out on great, ready-to-download resources (such as market reports and sample forms), networking opportunities and all of the valuable collaboration and information sharing that occurs in the NAA Community's Discussion Forums.

If you weren't on NAA Community in February, you missed the chance to win a \$50 Amazon gift card and great discussions on topics including cost-effective upgrades, protected classes and more.

Login today at <http://community.naahq.org>. Don't know your login? E-mail membership@naahq.org.

Questions? E-mail Mary Scott at mary@naahq.org.

NAAEI Offers Supplier Success Webinar Series

The NAA Education Institute (NAAEI) is offering its new course for apartment industry suppliers as a series of three webinars. The Supplier Success course, written by successful apartment industry suppliers with years of professional experience, offers an overview of the apartment industry and recommends ways in which suppliers can maximize partnerships with apartment owners, apartment management companies and apartment association members. The program is a prerequisite for the Certified Apartment Supplier (CAS) Designation.

NAAEI offers the courses from 2 and 4 p.m. ET on the following days: Tuesday, April 3: Chapters 3 and 6
Instructors: Tony Sculthorpe, CAS, SVP of Sales, Coinmach Corporation; Eric Overhage, President, Multifamily Services Group LLC; Guest Speaker: Apartment Industry/Corporate Decision-Maker

Please direct questions to Shana Treger at shana@naahq.org or 703/518-6141. Registration for this event is \$99 for members, \$129 for non-members. Group pricing is available for 10 or more students. Visit www.naahq.org/education/onlinelearning/Pages/NAAEIwebinars.aspx to register. Each webinar will be recorded in the event of a student absence. NAA Affiliate Associations will receive 40 percent of net profit per student for any of their members who register for this course.



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Why join Trade Associations?

Bring up the subject of joining a professional organization and I often hear, "I think professional organizations add value, but I'm just too busy to add one more thing to my plate." It's an understandable response. After all, owning your own business is much more than a nine-to-five job when you consider the time for networking, marketing, enhancing your skills through classes, and more than likely some volunteerism.

But here's the beauty of participating in trade and professional organizations. They are a means to all of the above. Professional and trade organizations can provide a very efficient and effective way for you to expand your business opportunities and professional development. Your affiliation with professional and trade organization also enhances your business profile. Having one or more industry associations on your bio says you are very committed to your profession and actively participating in its advancement.

There are probably more than five good reasons to join a professional or trade association, but here the ones that have motivated me:

1) Networking: I can't think of a better way to meet potential business partners than a professional group. When you own your own business, you can't meet too many people and networking opportunities that professional groups afford are excellent. I also appreciate catching up with people in the industry and comparing notes about trends and other issues.

2) Education: Many organizations as we know offer classes. In addition to classes for credit, the meetings focus on educational content to help you improve your skills.

3) Gives you a competitive edge: You get access to industry news and other developments affecting your service offering. In any market, there's a lot going on and it's often difficult to stay on top of the news. Organization and association newsletters and seminars are a great and convenient way to keep current.

4) Access to industry experts: Seminars and trades shows run by professional groups give you incredible access to the individuals who are moving our industry along.

5) Advocacy: By joining a professional organization, you become an advocate for the industry. Even if you don't actively participate in the lobbying efforts of the organization you join, your membership dues help to fund those efforts. Think where we would be without the advocacy of the various organizations to influence government, insurance agencies, the media and other health care providers.

Many of you probably already are members of one of our leading professional and trade organizations. If you aren't already, I hope these points encourage you to consider getting involved as the New Year gets underway.

Reprinted with permission and written by: Jean Shea, President of Biotone and member of the San Diego Landlords Association. Biotone is a manufacturer of massage, spa, and chiropractic products. For more information on Biotone go to www.biotone.com.

**No bird soars too high, if
he soars on his own
wings — William Blake**

GLAStar Presenter Con't:

1-Your attitude is your brand. Just think, everything and everyone is a brand. When you say the name of a brand, what comes to mind? When I say "McDonald's" you may think golden arches or crispy french fries. If I say "Tiffanys" you may think little blue box of happiness. Ask yourself, "What does my personal brand bring to mind?" If you don't like what your brand is saying about you, change it.

2- Henry Ford is a genius. He said, "Whether you think you can or think you can't, you are right." Stop thinking negatively or you will become a self fulfilling prophecy.

3- Stop being insane. Albert Einstein so eloquently said, "Insanity is doing the same thing over and over and expecting different results." After three years of working in the industry, I became insane. I was using the same tactics, losing my joy, and expecting different results. If what you are doing isn't working, do something different.

4-Decide who you want to be and dress the part. Buying a new outfit was more than just retail therapy. It was a physical act that said, "I'm ready to move on from this phase and move onto a new role." I had outgrown that position. I was ready to be promotable. And that required a new outfit.

5-Don't settle. To settle means to make do or put up with. Don't make do with your job or put up with your life. Remember, "life is in session." (Sorry, I had to use this. Cheesy, but true!)

6-Get out of your rut and into your groove. Over the years I have to admit that I have been bit by the "Over It" bug several times. That's when I know that it's time for a new adventure...and a new pair of shoes.

Barbara Savona

Founder of Sprout Marketing & National Speaker

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Associate Spotlight: Paul Davis Restoration



The following quick tips are provided for you by Michelle Milliken with Paul Davis Restoration for your education and inclusion in your emergency plans. You can reach Michelle at mmilliken@pdr-usa.net or visit the Paul Davis Restoration website at www.RestorationAnnArbor.com.

Quick tips for water damage and flooding:

1. Shut off power to all flooded areas. Prevent Electrocutation
2. Stop the water. Kill the water at it's source (toilet, pipes, etc)
3. Wear puncture resistant boots and gloves
4. Don't wait to call for help. The longer you wait, the more damage will occur
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March General Membership Meeting

Dennis Cawthorne, principal of Kelley Cawthorne, the Property Management Association of Michigan's lobbyist in Lansing, was able to attend our General Membership Meeting this month. He spoke to a packed house about all the legislative initiatives that PMAM has put on the agenda this year.

Two of the legislative initiatives he spoke about are currently moving through the house or senate assemblies and should be coming to a vote around Capitol Day May 2. They are:

- ◆ Senate Bills 64 and 65 that would eliminate the words "by the landlord" from the requirement to file eviction papers in 24 hours for drug offenses and change the 30 day eviction requirement to 7 days for those on your property that are threatening harm to your staff or other residents if there is a police action taken.
- ◆ House Bill 4263 that would allow you to take back your rental unit in the unlikely event your resident dies sooner than the 6 months it would take for it to go through probate court.

The PMAM legislative committee has been working on these two initiatives for the past four years. Your PMAM representatives are Melissa Seitz, Wilson White Company and Sue Horner, Timberland Partners. Their contact information is on page 2.

Certified Apartment Manager (CAM) Designation Recipient receives award at March GMM.



Kristine Siemieniak (left), manager of Nob Hill and Wyndham Hill Apartments was honored for her success on completing the CAM designation. Pictured here with Terri Neely, President WA3

Local Legislative Update:

By Chris Heaton, Legislative Chair

On February 27th members of the WA3 Legislative Committee met with Lisha Turner-Tolbert and Sumedh Bahl of the City of Ann Arbor Inspection Bureau. The meeting produced three significant outcomes of which you should be aware.

At our initial meeting last year the WA3 had asked if proprietors of student oriented housing in the environs of campus might avoid housing inspections during critical changeover periods in the Spring and Fall. Large and small local landlords will be pleased to learn that the City will not conduct inspection on properties with more than three units in the Spring between April 25, 2012 and May 7, 2012 and in the Fall between August 15, 2012 and September 5, 2012. While property owners with single family homes, duplexes and triplexes may still have an inspection during these periods numerous buildings will not be subject to inspections during what is for many the busiest time of the year.

We've also discussed how both the City and property owners should handle the immediate completion of cited work during an initial housing inspection. We've all tried to shorten a list of work by solving simple problems while the inspector is still on-site and Ms. Turner-Tolbert reinforces the City's willingness to see some of that work done immediately. The City and the WA3 agree that immediate completion of cited work should not slow down the progress of the initial inspection. To that end, it may be helpful to take an extra person along on the inspection so that one person can work with the inspector while another person performs simple work that can then be checked off the list as completed before the inspector leaves the property. Inspectors' time is allocated to a property based on the number of units and, time allowing, they should make a reasonable effort to go back and check-off completed items before they finalize the inspection.

Finally, we've addressed the issue of attics being sealed so as to prevent resident access. Heretofore, the City had, on occasion, cited that an attic be sealed as a matter of "Life Safety" so as to keep tenants from sleeping in an attic. This was challenged on the basis that depriving a resident the right to store things in the attic amounted to a confiscation and was thus a devaluation of the property effecting rent. Going forward the City will require that the owner provide documentation, to the City, acknowledging that it is understood that an uninhabitable attic may only be used for storage. The City and the WA3 agree that attics must meet the code's habitability requirements or have the variances from the code before any resident can sleep in an attic.

Our next quarterly meeting with the Housing Inspection Bureau is set for June 19, 2012 at 4:00 PM at WA3 HQ.

Christopher Heaton, Legislative Co-Chairperson

New Members:

Every time you refer a new member you will get a \$20 referral fee

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Events and Education:

APRIL:

19 — General Membership Meeting - Weber's Inn - \$20 or membership bucks. Guest speaker: Rick Galardi from the Property Management Association of Mid-Michigan. Topic: What can paint do for you? Power Point presentation to show spruce up for spring techniques and how something as simple as paint and the new HGTV colors can make your property come alive and improve it's curb appeal.

26 — Fair Housing with Kathy Banker, Cost: \$65 member, Location: Kapnick Insurance Headquarters, Briarwood Circle

MAY:

2 — PMAM Capitol Day and reception— Lansing, Michigan. Spend the day talking to your legislators about pending PMAM legislation. Explain why you need these reforms and how they impact the rental housing industry. If you cannot free up the entire day, plan on joining us at the reception for all legislators across the state at Troppo's. Detail on the website.

18 — Tiger Ball Game Outing....Tigers vs. Pittsburgh Pirates. **Sponsored by Pittsburgh Paints.** Includes bus trip to Comerica Park, fireworks after the game, drinks and pizza on the ride down and ticket to the game. Cost: \$35 per person. Groups welcome.

16 — Legal Wednesday with Karen Valvo and Jim Fink, Topic: Diagram of a Landlord Tenant Case and Local Codes and Ordinances reviewed. Cost: \$55 member, Location: Kapnick Insurance Headquarters, Briarwood Circle

JUNE:

8 — Golf Outing at Fox Hills — Scramble format golf outing from 8 to 3 including 18 holes of golf, lunch on the turn, dinner after event plus beer and wine cocktail 3 hour event after with raffle prizes and games. Get your reservation in today. We are limited to 72 this year. Sponsorship available.

Happy Hours second Thursday of every month.....June, July and August. Watch the website for where and when and who is sponsoring them. Because facebook just isn't enough.....sometime it is just nice to talk to a real person.

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