



# THE UPDATE

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

Volume 27, Issue 9 — December 2011

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

AIMS UPDATE



The Apartment Industry Mobilization Service (AIMS)

## NAA/NMHC JOINT LEGISLATIVE PROGRAM NEWS UPDATES

### Apartment Challenges Discussed at FCC Wireless Coverage Meeting

On October 28, the Federal Communications Commission (FCC) held a Forum to address options for easing the "spectrum crunch" in wireless broadband and cellular access, a top priority for the Commission. Current demand for bandwidth already vastly exceeds the available wireless spectrum, and growing demand for high-speed access will further exacerbate the problem for both businesses and consumers, including apartment owners and residents. Although the FCC has not yet initiated a formal rulemaking process to address the problem, the Forum will likely influence the direction of an eventual proposal that could impact apartment firms.

Speaking on behalf of NAA/NMHC, Lyn Lansdale (Avalon Bay Communities, Inc.) discussed resident expectations for WiFi and cellular access in apartment communities, and the corresponding public policies, market demands, and infrastructure/engineering challenges that can prevent apartment owners from satisfying those needs.

Solving that problem is challenging for apartment owners because many factors may limit wireless reliability, including design and building materials, and because a community may be served by multiple and variable telecommunications providers. Lansdale also noted that local mandates to ensure broadband access for police and fire department communications have increasingly required costly building retrofits.

NAA/NMHC will continue to actively work on this issue. A recorded webcast of the FCC Forum held October 28 is available <http://www.fcc.gov/events/forum-indoor-deployments-small-cell-sites>.

### NAA/NMHC Press HUD on Bed Bug Guidance

NAA/NMHC continue to press HUD to rescind its Bed Bug Guidance because of serious deficiencies contained within it. At a meeting with senior HUD officials on November 3, NAA/NMHC followed up on a previous letter about the scope of the Notice, which applies not only to federally assisted properties but also to properties with HUD-insured loans. HUD acknowledged our concerns and indicated that they will likely revise the Notice rather than rescind it. Officials indicated that they were open to refining the scope of the document in light of the "unfair cost burden to owners of certain properties." As HUD's portfolio shifts its concentration to market-rate from subsidized properties, the Department says it needs to pay more attention to the fundamental management differences that exist between federally assisted and insured properties.

We have also discussed our concerns with the Guidance with members of Congress. At our urging, Rep. Robert Dold (R-IL) has written a letter to HUD Secretary Shaun Donovan "strongly urging him to work with the apartment industry and others to develop an

## New Housing Coordinated Initiative

By: *Angela Kilom*

**Who Are We:** The Housing Coordinators Network of Washtenaw County is a consortium of human service agencies who have banded together to advocate for safe and affordable housing for vulnerable populations in our community. Most of our members are housing placement specialists, matching the needs of the populations they serve into safe, affordable housing.

Since its inception in 2008, the Housing Coordinators Network has expanded from its core group of four founding agencies to a network of eleven county organizations county wide. Each of member organization serves a specifically identified "at risk" population in our community. These populations include: Seniors and older adults, children and adults with disabilities, persons affected by HIV/AIDS, low income adults and families experiencing homelessness, children and adults with developmental and mental health issues, and individuals and families experiencing domestic violence.

**Our Mission Statement:** To provide comprehensive housing placement services to individuals and families residing in Washtenaw County who have significant barriers to affordable housing, due to economic hardship or physical or mental health issues.

**What We Do:** The Housing Coordinators Network provides a forum for housing placement specialists to share information, shifting the often highly competitive nature of housing procurement into a more thoughtful and collaborative process. Participating agencies have the opportunity to learn more about the specialized needs of the clients served by other member agencies, opening the door to sharing of vacancies that might not meet the criteria of one agency but could meet the need of another service group. The ability of the Housing Coordinators Network to bring such a broad spectrum of service providers to the table on a regular basis has proven to be one of our most effective advantages.

**Community Partnerships:** Funding for subsidized housing programs at the State and Federal levels is scarce. In fact, neither the Department of Housing and Urban Development (HUD), nor the Michigan State Housing Development Authority (MSHDA) has issued any new community-based housing subsidy vouchers in Washtenaw County since June, 2011. In an effort to continue existing relationships with landlords, and to develop new partnerships with local property owners, the Housing Coordinators Network will be hosting a series of "Landlord Forums" beginning in the New Year.

The focus of these forums will be to address concerns that landlords may have about renting to families and individuals with significant barriers to access housing and to identify how the support that our agencies provide to both renters and landlords may mitigate these concerns. If you would like to learn more about the Housing Coordinators Network or for registration information for the upcoming Landlord Forums, please contact Pam Chalklin at [pchalklin@alphahouse-ihn.org](mailto:pchalklin@alphahouse-ihn.org) or call 734.822.0220.

For more information about individual Housing Coordinators Network agencies, website addresses have been provided.

### Housing Coordinators Network Participating Agencies:

- **Area Agency on Aging:** Provides advocacy and resources for seniors and their caregivers.
- **Center for Independent Living (COL):** Enriching the lives

*(Continued on page 7)*

*(Continued on page 3)*

## President's Message:

On behalf of the Board of Directors, I would like to congratulate all of the GLAstar award winners from the WAAA. (see pictures on page 5) We received several awards this year! It was great to see our members on stage accepting their awards. I would also like to thank the companies and individuals that attended GLAstar Education and the Awards dinner. Our association was well represented. Your participation is very much appreciated!



By: George Markley

2011 passed by fast! We accomplished quite a few great things this year. The "on-line" Learning Management System was launched to offer education courses to members and non-members...this will continue to grow in 2012. We gave our website a fresh new look and are working towards making it even better and easier to find use. Our "U of M" Housing Fair was a huge success with 315 students attending 58 property management companies and it appears it will be even larger next year. We added several new property and associate members...this trend should continue as we focus our recruiting efforts in Livingston, Lenewee and Monroe counties. Education incentives will be offered to renewing and new members, enhancing the benefit of being a member of the WAAA. Our Education and Program committees did a tremendous job coordinating our trainers and speakers for our educational and General Membership meetings. Our Legislative Committee worked very hard at strengthening the relationships with our local government officials, giving us an open line of communication to key members whose decisions impact our industry. Our foundation is strong and it will grow stronger in 2012!

All of this would not be possible without the day-to-day hard work of Alice Ehn. Alice continues to work tirelessly to keep things moving in the right direction with the constant focus of protecting and maximizing the value for our members. I am sure that I speak for everyone by saying, "Thank you again, Alice for your hard work and service. We truly appreciate you!"

Terri Neely will be your next President in 2012. She served this past year as Vice President and is ready to lead us to greater heights next year. I appreciate the opportunity and experience of serving as your President this past year and look forward to continuing my service on the Board of Directors.

On behalf of our Board of Directors, I would like to thank you again and wish everyone a Happy and Safe Holiday and a Happy New Year!

**AIMS, the Apartment Industry Mobilization Service**, is vital to our industry's ability to represent your interests when decisions are made in Washington. Multifamily housing needs a clear, powerful, nationwide voice. And elected officials listen best when the voice comes from respected, informed constituents back home.

The main objective of AIMS is to have a ready grassroots mechanism to marshal local efforts to affect federal legislation and regulation.

AIMS provides: information to key members who regularly contact government officials, bulletins that alert members about upcoming congressional action and help in contacting those staff and members of Congress who are most influential on major decisions, professional insights to make your grassroots efforts more effective and special task forces through which you can join other industry leaders from across the country to solve problems facing our industry.

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

#### 2011 Directors:

- George Markley, *President*, Dietz Property Group, 313-689-2287
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- Mary Bates, *Secretary and Program* Windemere Park Apts, Habitat, 734-662-0330
- John O. Wade, *Legislative Co-Chair*, Investors Property Management, 734-662-8832
- Jim Fink, *Legislative Co-Chair*, Fink and Valvo, PLLC; 734-994-1077

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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](http://www.naahq.org)

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- Terri Leirstein, *Membership Co-Chair and Program*, McKinley at Golfside Lake, 434-1016
- Jamie Schmunk, *Marketing and Newsletter*, Wilson White Company, 734-995-0600



improved, more balanced approach" to dealing with bed bug infestations.

A separate letter from Rep. Steve Stivers (R-OH) to Donovan also calls on the Department to rescind the notice, noting the lack of an adequate comment period for affected housing owners and the unintended consequence the Guidance has created by limiting property owners' options to deal with threats posed to properties by bed bug infestations. Stivers also calls troubling provisions in the Guidance suggesting that HUD-insured properties could be put in non-monetary default for bed bug infestations, even when a property has an ongoing integrated pest management plan in place. The HUD Guidance and NAA/NMHC's letter is available at [www.naahq.org](http://www.naahq.org).

## Congress Tackles Section 8 Reform

The decade-long effort to reform the Section 8 program continues. Earlier this month, the House Financial Services Committee held a hearing on a draft "Section Eight Savings Act (SESA)" bill. The not-yet-introduced bill makes numerous NAA/NMHC-supported changes to the program.

An earlier draft of the bill would have eliminated multiple inspections of units that have already been inspected for FHA financing or participation in the Low-Income Housing Tax Credit and other assisted housing programs. It would also allow biennial inspections, allow occupancy before initial inspection if the unit has passed an inspection in the prior 12 months and allow the use of alternatives to HUD's housing quality standards.

The latest version, however, only allows those flexibilities for housing agencies that agree to participate in a new self-sufficiency demonstration program designed to provide job training and other support services to residents.

We are strongly recommending lawmakers reinstate the earlier legislative language, noting that, as originally written, the bill was estimated to save the government nearly \$1 billion. The Committee is likely to address this issue before the new year.

## House Republicans Hold Hearing on Latest GSE Reform Bill

The House Financial Services Subcommittee on Capital Markets held a hearing on November 3 on legislation offered by panel Chair Scott Garrett (R-N.J.) that would create a robust private market for single-family housing finance. The measure is aimed at eliminating the federal role in guaranteeing mortgage finance.

The proposal would task the Federal Housing Finance Agency (FHFA), the current GSE regulator, with developing and enforcing standards for all residential mortgage-backed securities. It specifically calls on FHFA to create several categories of mortgages with uniform underwriting standards for each as well as uniform securitization agreements and representations and warranties.

It would also repeal the "risk retention" provisions included in last year's Dodd-Frank financial reform law.

Although the bill is silent on multifamily finance, NAA/NMHC are actively following it because of the indirect impact it would have on the multifamily if, as expected, the House considers it in conjunction with a comprehensive GSE reform bill previously introduced by Rep. Jeb Hensarling (R-TX). Hensarling's bill would completely privatize the housing finance system over the next five years.

Even if the bills do pass the House, the Senate is not expected to act on them.

## Controversial Lease Accounting Rule Changes Exclude Apartment Leases

In a victory for apartment owners, the Financial Accounting Standards Board (FASB) and the International Accounting Standards Board (IASB) on October 21 announced they would exclude commercial property owners, including apartment firms, from controversial proposed changes to lease accounting rules.

The now-jettisoned proposal would have required apartment firms to account for all of the income for leases lasting longer than 12 months on their balance sheets at the time of execution. Because the proposal included leases with optional renewal periods, a large number of apartment leases would have been covered. If effectuated as originally proposed, apartment owners would have had to modify their lease management tracking procedures and data management to facilitate the new accounting treatment. Second,

firms would have had to decide whether to use two different standards—one for leases under a year and one for longer-term leases.

The new FASB/IASB rules were supposed to be finalized in June 2011; however, most observers now believe they will not be enacted until 2015 at the earliest. A final draft version is expected in the first quarter of 2012.

## NAA Legal assistance Program Supports Members in Key Industry Cases

By investing additional resources in its Legal Assistance Program, NAA will file a record number of amicus (friend of the court) briefs this year to support members on issues with potential national implications. The issues these briefs have covered include the use of third-party water billing to residents, required eviction notice to occupants, rent control, environmental issues and immigration. Please contact NAA if your company is involved in a case at the appellate level. In determining whether to grant applications for friend of the court assistance, NAA's legal assistance committee will review each request based on these factors:

- Is the legal matter significant to the industry or limited to the parties involved?
- Would a favorable judgment enhance the stature of NAA and its members?
- What is the likelihood of success and what would the impact be to the multifamily housing industry if the case is unsuccessful?
- Is the case consistent with NAA's established policies?
- What is the ability of additional interested parties to contribute financially to the legal action? (Interested parties may include NAA state and local affiliates, individual apartment firms and supplier companies.)

For more information, contact Scot Haislip at [Scot@naahq.org](mailto:Scot@naahq.org) or 703/797-0623.



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## Recent Events:

### November Annual Meeting:



We were pleased and honored to have Phil Power, President of The Center for Michigan speak at our Annual General Membership Meeting sponsored by Mike White, representative of AT&T Connected Communities.

Please take a minute out of your busy schedules to check out The Center for Michigan website at [www.thecenterformichigan.net](http://www.thecenterformichigan.net). They are a “think and do” tank devoted to analyzing and fixing Michigan. There you will find the “Bridge” newsletter and be able to sign up for community conversations to get involved.

Board members elected at this meeting include:

- Terri Neely, McMullen Properties
- Amy Khan, CMB Management
- Leslie Lemerand, Arch Realty
- Michelle Foley, Millcreek Town Homes/ Village Green
- Karen Quinlan Valvo, Fink and Valvo, PLLC

## Holiday Awards Evening Save the Date!!!!

**Thursday, December 8, 2011**  
**Weber's Inn, 3050 Jackson Rd, Ann Arbor**  
**5:30 to 8:30—Heavy Hors D'ouvres and drinks**  
**Classical Guitarist Kyle Neely**  
**Cost: \$35 per person...guests welcome**  
**Band in Habitat Lounge following event**

All committee members, Nova Award recipients, retiring Board Members, and the Randolph Wilson White winner will be honored.

Bring an unwrapped toy for a donation to “Toys For Tots”

**Raffle Prizes now being accepted**

### GLAStar Award Winners WA3

Best Advertisement for Associate Member

**CORT**

Best Website of the Year

**For Associate Member — For Rent Media Solutions**

Best Leasing Office

**For 1-150 units — Cambridge Club Apartments**

**For 301-450 units — Lake Village of Ann Arbor**

Best Curb Appeal

**For 451+ units — Windemere Park Apartments**

Best Two Bedroom Floor Plan Plus

**For 11-20 years — Lakeshore Village Apartments**

Outstanding Leasing Consultant of the Year

**For 151-300 units — Kim Pearson, River Drive Apts**

Outstanding Maintenance Team of the Year

**For 1-150 units — Westbrook Apartments**

Assistant Manager of the Year

**For 451+ units — Juliet Harvey, Windemere Park Apts**

Manager of the Year

**For 451+ units — Mary Bates, Windemere Park Apts**

Best Overall STAR Community

**For 1-150 units — Westbrook Apartments**

Business Partner of the Year

**LexisNexis**

Management Company of the Year

**Senior Village Management**

### Region III Meeting in Indy:



Pictured left:  
Sherre Helmer, President Dynamic Training out of Indiana, Terri Neely, VP for WA3, and Leah Brewer, Leasing Queen for Full House Marketing

Pictured right:  
Jeff March, CEO BRG Apartments and President of GCNKAA Ohio, Don Brunner, Region III Vice President and CEO Town Properties, Dayton, OH and Mark Franks, Association Executive Cincinnati Northern Kentucky Apartment Assoc.

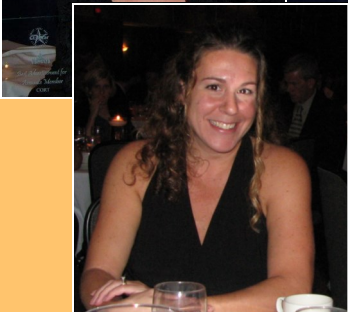


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# Connect with NAA:



## Tom Brokaw To Speak at 2012 NAA Education Conference & Exposition

Renowned journalist and author Tom Brokaw will be one General Session speaker at the 2012 NAA Education Conference & Exposition. The largest event in the multifamily housing industry, this conference welcomes more than 5,500 professionals, who will gather June 28-30, in Boston, to network and learn about the latest trends that will keep them on the cutting edge and at the top of the career ladder.

Brokaw, one of the most trusted and respected figures in broadcast journalism, will entertain NAA attendees with his insights from his more than 40 years of

experience talking to everyone from world leaders to average citizens. He has received numerous honors, including the Edward R. Murrow Lifetime Achievement Award and the Emmy Award for Lifetime Achievement.

Nowhere else will you get such a wide array of high-level speakers, education sessions, cutting-edge suppliers and colleagues meeting at one time in one place than at this event.

## Disney Institute Executive to Deliver Keynote Address At 2012 NAA Student Housing Conference & Exposition

Register today to take part in the premier event in the student housing industry. Join industry leaders at the Wynn Las Vegas from Feb. 29 to March 2, 2012, for the NAA Student Housing Conference & Exposition. Attendees will have a chance to exchange ideas and learn about business practices that best serve the student housing industry.

Bruce Kimbrell, Program Facilitator for Disney Institute, is the luncheon keynote speaker. He will enlighten attendees on excellence in training and development, human resources, marketing, guest services and other critical departments that affect student housing management.

Register before Jan. 6, 2012, to take advantage of early registration rates.

Please visit [www.naahq.org/shc](http://www.naahq.org/shc).

## NAAEI Maintenance Instructor To Teach CAMT Nationwide in 2012

NAAEI's National Safety and Maintenance Instructor Paul Rhodes, CAMT, has spent the past six months on the road traveling to apartment associations nationwide instructing the American National Standards Institute (ANSI) accredited Certificate for Apartment Maintenance Technicians (CAMT) program.

Rhodes previously spent six years at HDSupply, where he was the Supervisor/Lead Customer Training Instructor. He holds certifications in: NSPF® CPO Instructor, EPA Universal, and R-410A. His background in apartment maintenance and management has allowed him to speak for the NAA, HVAC Excellence, National Hotel Engineers Association and National Affordable Housing Chapters.

In 2012, Rhodes is scheduled to instruct the CAMT program at the following apartment associations:

- Austin Apartment Association
- Apartment Association of Greater Los Angeles
- Apartment Association California, Southern Cities (Long Beach)
- Apartment Association of Greater Wichita
- Upper State (S.C.) Apartment Association
- Rental Housing Association of Greater Boston
- Apartment Association of New Mexico
- Roanoke Valley Apartment Association
- Lubbock Apartment Association
- Charlotte Apartment Association

For information or to register for any of these courses please visit NAAEI's website. Or, you may contact NAA's Kim McCrossen at 703/797-0610 or [KimberlyMcCrossen@naahq.org](mailto:KimberlyMcCrossen@naahq.org).

## National Lease Program Breaks Record

The National Lease Program sold more than 2.9 million clicks in October, establishing a record high for the month. More than 170 new communities joined the National Lease Program in October.

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## Customers con't:

(Continued from page 1)

- of individuals with disabilities in our community.
- **HIV/AIDS Resource Center (HARC):** Provides advocacy, education and outreach to individuals affected by HIV/AIDS.
- **Housing Bureau for Seniors:** Supporting older adults to secure and maintain appropriate and affordable living arrangements and provides community based follow up services.
- **Interfaith Hospitality Network (IHN):** Provides temporary, emergency shelter to families experiencing homelessness and Home Based Support services to help them maintain stable housing once they leave shelter.
- **Michigan Ability Partners (MAP):** Serving single individuals with barriers to self-sufficiency and homeless veterans. MAP Provides financial and payee services, short-term mental health and psychiatric services, employment and job development assistance, case management and community based follow up services. For more information on MAP please visit [www.mapagency.org](http://www.mapagency.org)
- **Michigan Prisoner Re-Entry Initiative (MPRI):** Assists recently released prisoners as they integrate back into society and provides community based follow up services.
- **SafeHouse Center:** Provides temporary shelter to individuals and families who have experiencing domestic violence.
- **Shelter Association of Washtenaw County:** Provides temporary shelter to men and women experiencing homelessness with residential and non-residential services.
- **Housing Access of Washtenaw County:** Centralized intake eviction prevention and housing counseling for temporary, emergency shelter for families and individuals throughout Washtenaw County. **Call 734-961-1999**
- **Salvation Army /Shelter/Staples Family Center:** Provides temporary, emergency shelter to families and individuals.
- **SOS Community Services /Shelter:** Provides temporary, emergency family shelter, Transitional Housing to families and community based follow up services.

## New Members:

**ASSOCIATE MEMBER:**  
Viviane M. Shammass, PLLC  
106 North Fourth Avenue  
Ann Arbor, MI 48104  
Phone: 734-645-4814  
Email: [vivianeshammass@hotmail.com](mailto:vivianeshammass@hotmail.com)

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- **Washtenaw County Community Support & Treatment Services (CSTS):** Supports children and adults with developmental disabilities, severe emotional disturbance and severe and persistent mental illness and provides community based follow up services.



**Washtenaw Area  
Apartment Association**

## Learning Management System

2008 S. State St., Suite C  
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## Events:

### DECEMBER:

**8 - Holiday Award Event, 5:30 to 8:30 pm - Weber's Inn** Honorees include all committee members, last years retiring Board of Directors, the annual Randolph White Memorial Recipient and all volunteer instructors. Sponsorships of prize donations accepted at the office for the raffle and unwrapped toys for tots donations can be brought to the event. This year's event will include heavy hors d'oeuvres, drinks, and classical guitar for your entertainment. The Habitat Lounge is hosting a live band for your dancing pleasure after the event so you can make a night of it. Bring your friends and family to this wonderful evening out.

### JANUARY:

**12 - General Membership Meeting - Weber's Inn, 11:30 to 1:00, Cost \$20.** Join your fellow members to learn more about the Maintenance Mania Event and the Education Trade Expo coming up in February. Herb Harr, maintenance with Van Rooy Properties out of Indiana will be on hand to share his experience winning 1st place at the June NAA National competition and placing in the top three every year since then.

### FEBRUARY:

**9 - Education Trade Expo and Maintenance Mania....**This FREE day long event is designed to allow flexibility to you and your staff for maximum attendance. It starts with a keynote from Tim Furlong on "How to Deal With Difficult People", then a FREE Lunch and Trade Show and then Maintenance Mania at 2:30. Come for all the day or just part of the day to keep office coverage. The way it is scheduled, you and your staff choose which part of the day to participate in. See online for more information and to register. Must register to participate.

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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