



# THE UPDATE

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

Volume 27, Issue 8 — November 2011

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

## You Choose



**Written by:  
GLAStar Speaker Lori Snyder  
Come November  
3rd for all the Education  
from  
National Speakers**

A few years back, I was walking through the streets of downtown San Francisco, on my way to a client meeting. I stepped into a busy intersection, and, (to this day I swear I didn't trip), fell down, face first into the street. There, I lay, my brand new Coach briefcase vulnerable to being run over, (never mind myself - get the bag!), as everyday citizens stepped over and around me. I lifted my head, and noticed a flash of yellow approaching my direction, and thought, "I am going to be run over".

And then, there she was. A tiny sprite of a woman with a Herculean heart. "You need help!" she said, and somehow, that teensy woman, picked me up and dragged my sorry carcass off the street, while I muttered, "My new bag...get the bag..." She got that too. At the corner, she steadied me, and said, "Are you alright?" I nodded, and pulled a twig from my hair, suddenly aware that my ankle was swelling to twice its normal size. "You be careful!" she advised, and was gone to the crowd before I could thank her.

The story doesn't end there, but that is not the point. Reflecting later, I wondered how many people had chosen to simply step around or over me that day, too consumed with their own issues to help the crazy lady laying in the road. In the end, it didn't matter, because one individual chose to consciously stop and assist someone who needed her help. She chose to make a difference, and for that I will always be grateful.

Everyday, we make choices as individuals to either get involved and make a difference, or not. It can be as simple as looking the other way, hiding behind policy, or saying to the potential client, "Sorry, nothing available...you

might want to try down the street". It's so easy to not get involved. The most rewarding thought, though is the profound impact you most likely have had on a resident through some small kindness that to you was nothing...and to them meant everything. Thinking about that makes it all worth it, and is a reminder of why so many of us chose this business - to make a difference in people's lives.

You have been blessed with the opportunity to serve. Will you be the one who steps forward the next time someone needs you? It's up to you. Step up and help, or leave me in the street and steal my Coach bag. You choose.

*Lori Snyder is an accomplished speaker, marketing consultant and sales expert serving the multifamily industry. Her blog, [www.rentplicity.com](http://www.rentplicity.com) offers commentary on sales, marketing and retention for the multifamily industry. You can also find her at [www.lorisnyder.com](http://www.lorisnyder.com).*

16<sup>TH</sup> ANNUAL

GLAStar AWARDS



HONORING EXCELLENCE IN THE MULTIFAMILY HOUSING INDUSTRY

FRIDAY — 11.04.2011

SCHEDULE OF EVENTS

6:30pm: Cocktails & View Entry Boards

7:15pm: Dinner & Awards

9:30pm - 1:00am: Celebration and Dancing

Members & Guests: \$60.00 per person

The Kellogg Hotel & Conference Center

RSVP by October 27th, 12:00pm

Call 616-531-5242 - Email: [info@pmamhq.com](mailto:info@pmamhq.com)

VIP PAC Reception — personal funds to attend call for details.

## President's Message:

I encourage you to join us at our upcoming General Membership Meeting on Thursday, November 10th to vote for the new local board members for 2012 - 2013. At the state level, there are two open vendor member positions on the state board that will require our vote to be added to the rest of the local affiliates to select the PMAM board. There are 4 vendor members running for these positions and they are listed in this newsletter on page 3.



George Markley

The meeting will be a luncheon meeting at Weber's Inn, from 11:30 to 1:00 pm. Also at our meeting, Phil Power from the Center for Michigan will be there to speak and inform you of what they are doing to help the business environment improve in the State of Michigan. They are collecting statistical information to help government make important decisions moving forward.

GLAStar is quickly approaching. The education portion is all day November 3rd and 1/2 day November 4th. National speakers will be presenting on a variety of apartment industry topics which will help improve your operations for managers, leasing agents, maintenance personnel and rental

## EO Message By Alice Ehn

The Washtenaw Area Apartment Association Board of Directors voted at the last meeting to donate to Crime Stoppers an additional \$1000 for information leading to the prosecution of the individual(s) responsible for the series of sexual assaults on women in the Ann Arbor Area during the summer of 2011. Since 50% of our membership is within that area, it was deemed very important to help the residents that live there.

By now you will have noticed the new website is up and running. We are still experiencing glitches with it but are working hard to get it where it needs to be. There are a few new pages that we have been working on that could use some volunteer help with. That would be the legislative section that lists all laws and rules our rental housing providers need to work within the 4 counties we represent. As of now there are only a few local ordinances available but it will be a comprehensive list soon. If you are looking for an ordinance that is not there, contact the office and we will get it posted as soon as possible.

The other section is the "Renter Resource Page" that will be available for your residents with resource link to varying help sites. This is in its infancy, and again, if you have any ideas for this page, contact the office. There are many ways you can help your association with out coming to meetings and these are just two of them.

industry vendors. It is never to late to register. Contact PMAM at [www.pmamhq.com](http://www.pmamhq.com) or 616-531-5243 for registration and more information. Please indicate you are from the Washtenaw Area Apartment Association at the time of registration. Don't miss this chance to take advantage of this worthwhile opportunity.

Our housing fair at the Michigan Union held on October 13th was a huge success. We had over 315 potential renters visit with 52 representatives from the campus rental housing community. This event exceeded our expectations and we look forward to seeing this grow next year. I would like to thank the vendors and rental housing members who participated and would like to congratulate the Marketing Committee for all their hard work.

I would like to thank you for your continued participation this year. Please contact myself or any other board members if you would like to provide any feedback or have questions.

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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
- Terri Neely, *VP and Education Chair*, Valley Ranch Apartments, 734-747-9050
- 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

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

**Property Mgmt. Assoc. of Michigan** - Association Executive: Kathy Vallie - 2675 44th St, #303, Wyoming, MI 49519 - 616/531-5243, FAX 616/257-0398 - [www.pmamhq.com](http://www.pmamhq.com)

**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)

**CHECK US OUT ON THE WEB:** [www.wa3hq.org](http://www.wa3hq.org)

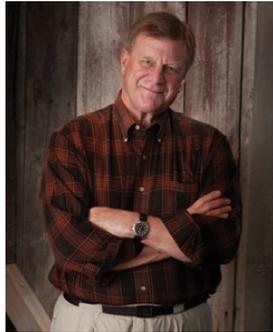
- Chris Heaton, *Legislative Co-Chair*, Campus Management, 734-663-4101
- Russell Egerton, *Membership Co-Chair*, AmRent, 248-948-5534
- Terri Leirstein, *Membership Co-Chair and Program*, McKinley at Golfside Lake, 434-1016
- Jamie Schmunk, *Marketing and Newsletter*, Wilson White Company, 734-995-0600

# Nominees for 2012-2013:

November 10th will be the annual meeting at Weber's Inn at 11:30 am. At that meeting you will have the opportunity to vote on next years Board of Directors for our local association and will be voting on Associate members to the PMAM Board of Directors. To the right is the slate of officers.

Every property/owner membership and associate membership is entitled to one vote so make sure you have a representative at the meeting to cast your vote. If you do not have a representative at the meeting you can find the ballot online under the meeting date, make a copy of the ballot, cast your vote and fax to the office at 734-821-0497 prior to the November 10th meeting.

The program committee is tries very hard to get a very interesting speaker for this meeting to entice all of you to attend. This year we are fortunate to have Phil Power, President and Founder of the Center for Michigan, a non-partisan think and do tank that is devoted to creative ideas to solve Michigan's problems and get back on track. Mr. Power is the founder of HomeTown Newspapers and the Observer and Ec-centric publications for nearly 40 years. He has been featured at the Detroit Economic Club and we are lucky to have him at our meeting. Please consider making this part of your month. You don't want to miss this meeting.



## WA3 NOMINEES PROPERTY MANAGEMENT ACTIVE NOMINEE (Vote for 3):

- \_\_\_ Terri Neely - McMullen Company
- \_\_\_ Michelle Foley -- Manager Millcreek Townhomes
- \_\_\_ Leslie Lemerand - Arch Realty

## IRO ACTIVE NOMINEE (Vote for 1):

- \_\_\_ Amy Khan – President, CMB Management

## ASSOCIATE NOMINEE (Vote for 1):

- \_\_\_ Karen Quinlan Valvo - Partner with Fink and Valvo, LLC

## PMAM VENDOR REPRESENTATIVES: CANDIDATES FOR PMAM BOARD OF DIRECTORS (Vote for 2)

### TERM 2012 - Elected for one year only

- \_\_\_ Mike Kovalesky, MLive.com
- \_\_\_ Jamie Tran, BELFOR Property Restoration / Coach's Catastrophe Cleaning
- \_\_\_ Jerry Walkowski, Ferguson Enterprises
- \_\_\_ Ziggy Martin, Midwest Cabinet & Counter



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## Connect with NAA:



By Michael E. Gorman, CAPS, CPM, CCIM, Rose Property Group

2011 National Apartment Association Chairman of the Board

### NAA Develops Model Rental Housing Inspections Ordinance

The NAA Government Affairs department has drafted a model residential rental property inspections ordinance in response to an increasing number of rental housing inspections ordinances adopted in localities and municipalities that unduly

punish owners, operators and residents of safe, professionally managed and code-compliant residential rental properties.

This model ordinance is provided as an example of language that may be used to promote the interests of rental housing providers in deliberations with lawmakers and other interested parties on issues concerning rental housing inspections programs. NAA members and affiliate associations who wish to use this model are encouraged to amend it to meet their unique needs.

Questions concerning this measure, which is available on the State and Local Government Affairs section of NAA's website, should be directed to NAA's Government Affairs Department.

Please call 703/518-6141.

### NAAEI Offers Educational Webinar Series

The NAA Education Institute is offering several educational webinars on the NAA website. Industry experts and NAA members will facilitate the presentations.

The webinars include Transition to Refrigerant R410a (Nov. 15) and Aggression Management (Nov. 16) and Financial Calculations for Managers (Dec. 15).

Each webinar provides viewers with copies of PowerPoint presentations, handouts with key information and a chance to ask the experts questions. Webinars are priced at \$29 for NAA members and \$39 for non-members. Past webinars are available at NAAEI's Learning Management System website. Please visit [www.naahq.org](http://www.naahq.org).

### Registration Dates, Keynote Speakers Set For NAA Student Housing, Education Conferences

Both the NAA Student Housing Conference and the NAA Education Conference & Exposition are just around the corner.

Join industry leaders at the Wynn Las Vegas from Feb. 29 to March 2, 2012, for the NAA Student Housing Conference & Exposition to network. Attendees will have a chance to exchange ideas and build businesses that best serve the student housing industry. Register before Jan. 6, 2012, to take advantage of early registration rates and take part in the premier event in the industry. Please visit [www.naahq.org/shc](http://www.naahq.org/shc).

The 2012 NAA Education Conference & Exposition is the largest event in the multifamily housing industry. More than 5,500 professionals 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.

You won't get this kind of high-quality professional development anywhere else. Star athletes Mia Hamm and Nomar Garciaparra will team up for the Friday General Session and brand wizard, Bert Jacobs, co-founder of Life is good®, will head a Thought Leader session and 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 opportunity to explore cutting edge products and services from more than 325 sup-

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# Capitol Update from Greg Brown:

Greetings Apartment Industry Colleagues,

I was perusing the great oracle that is Wikipedia the other day and came across something that is somewhat of a Cold War icon, but I think has some currency in our current national political environment. It is the "doomsday clock," a device maintained at the University of Chicago by an organization called the Bulletin of the Atomic Scientists. This device is a visual representation of the distance of the world from global disaster (typically nuclear war, but recently adapted for other potential calamities) – the closer the clock is to midnight, the closer we are to the end. The closest the clock has ever gotten to midnight (11:58 p.m.) was in 1953 when the United States and the Soviet Union tested nuclear weapons within nine months of each other. The furthest it has ever been away from midnight (11:46 p.m.) was 1991 when the United States and the Soviet Union signed the Strategic Arms Reduction Treaty (START). Currently, the clock stands at 11:54 p.m., or six minutes to midnight.

Considered in the present context of hyper-partisanship in Washington, D.C., I thought perhaps we should establish a similar clock to show how far away we stand from a government shutdown, debt default or other fiscal misfortune. If one already existed, we would have been at one minute to midnight at least three times already this year. First, it was the debate last spring over the 2011 federal budget that took us to within days of a government shutdown. Second, there was the July/August fight over whether to increase the nation's debt limit where we danced our way right to the edge of default. Finally, we had another government shutdown scare just last month because of disagreement over whether to offset (pay for) the cost of disaster relief to several states impacted by recent floods.

It used to be that when a member of Congress used tactics that took you to the precipice of disaster they were accused of "brinkmanship." Now, it

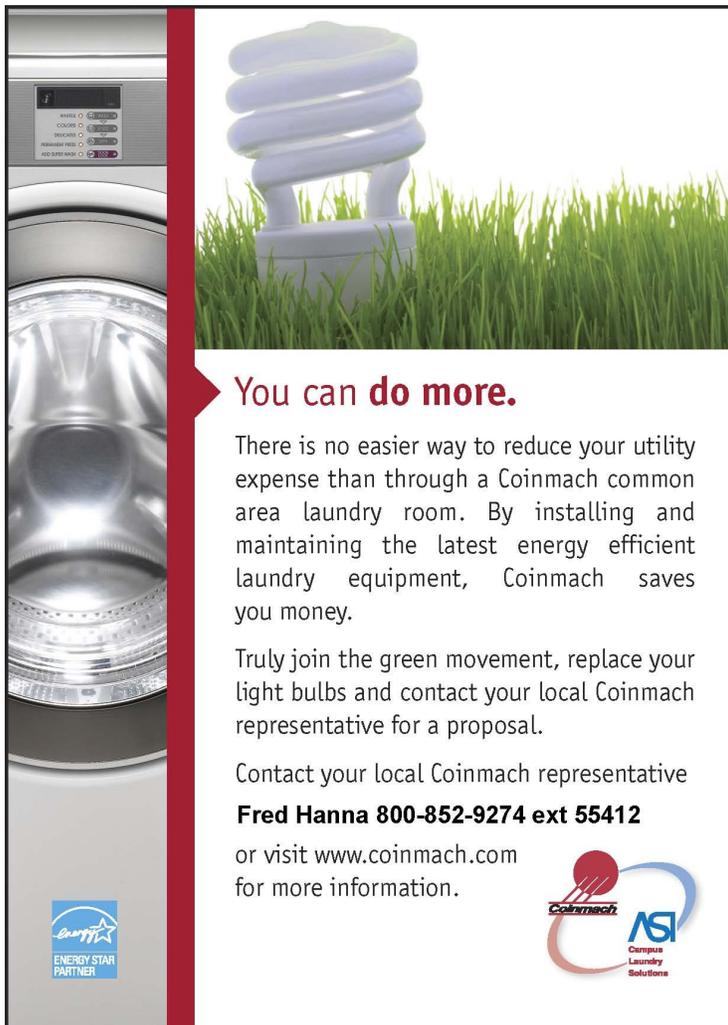


seems that such tactics are becoming the rule rather than the exception. And while all of these potential calamities were narrowly avoided, there is a cost to be constantly standing at the brink. It undermines the confidence of the markets, other nations and perhaps most importantly, the American consumer that our leaders have their act together and can get things done to bring the economy back around. All of these parties are important players in our eventual economic recovery (and the continued success of the apartment industry) and their confidence in our political system is critical.

Speaking of looming deadlines, the Joint Committee on Deficit Reduction (aka the "Supercommittee"), continues its deliberations towards reaching \$1.2 trillion to \$1.5 trillion in savings within the federal budget. It has been zipped lips thusfar from the members of the Committee (at least publicly) and no one is talking on the record about what potential deal may be coming together. Off the record and outside the lines, a deal on taxes in addition to cuts in federal spending still appear to be a possibility although no one is saying what that means. As for what is to be cut, foreign aid and funding for U.S. engagement around the world is at least one commonly mentioned item that is on the block. Those are small dollars, however, so there is a lot more that must be found to hit the goal. The clock is ticking and only a matter of weeks remain for the group to reach some consensus that can be put before Congress by year's end.

I will close with a request (I can't help myself but ask for something, can I?). NAA is currently engaged in an effort to promote the good work of our affiliates and members in the area of homelessness. If you've read your October issue of *units* magazine, you will see a cover story written by Lauren Boston of the NAA Communications staff about a couple of examples of this from around the country. It is a great piece that shows the creativity in our industry for addressing a particularly acute issue in this down economy. If you are part of a homelessness assistance program in your area, let us know by emailing Carole Roper at [carole@naahq.org](mailto:carole@naahq.org). Your good work helps us provide examples for others to follow and creates a positive narrative about owners, operators and managers of apartments.

As always, thanks for your attention. Have a great month! Greg.



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# October General Membership Meeting

Guest Speakers and Attendees at the very informative General Membership Meeting. Speakers were: Don Brunner (left), Jim Fink (below) and Karen Valvo (right).

Thank you all for attending.



## New Members:

### ACTIVES:

#### STRONG TOWER

Kevin W. Murphy  
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Email: strongtower-  
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## Events:

### NOVEMBER:



**3 - GLASStar Education Day** at the Kellogg Center in East Lansing. All day training on Thursday and 1/2 day on Friday. See page 3 for details.

**4 - GLASStar Awards Event.** Be a part of the Awards competition. Even if you did not enter come and see what it is all about. See page 1 and 7 for details.



**10 - Annual General Membership Meeting - Guest Speaker: Phil H. Power, President, The Center for Michigan - See page three for more information and nominees.**

### DECEMBER:

**8 - Holiday Award Event, 6 to 8 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 years event will include heavy hors d'oeuvre, 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.



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