



UPDATE

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

Volume 26, Issue 4 — May 2010

Always available at www.wa3hq.org

Top Three Tips for Utilizing Social Media in the Multifamily Industry

By: Christina Failla, RentGrow

Social media sites like Facebook, LinkedIn, and Twitter have really transformed the internet. These sites have allowed individuals (including renters) to go from being content consumers to content producers. How are our residents and prospective residents using social media? And what can apartment managers do to tap into and leverage these platforms?



Listen: What are people talking about?

Good or bad, social media sites allow users to voice their opinions and share information. These venues are an opportunity for you to gain insight into the thoughts of your residents and prospective residents. It is possible that your community is a topic of discussion in these public online forums. If so, it's advantageous to be in the know and to have a strategy for monitoring the online conversation.

Social media monitoring tools will help you track the social media content that is of value to you. Here are some free and easy-to-use tools you can use to monitor what is being said about your company and communities on the web.

Google - [Google Alerts](#) is a free tool that tracks online discussions related to specified keywords and provides you with email updates when those keywords appear on social media sites or online discussions. We recommend setting Google alerts for your property management company name, community names, and your website address. You can also create search strings such as "moving to (City, State)" to help you locate where prospects are starting discussions.

Twitter - Twitter enables its users to send and read messages known as "tweets." Tweets are brief posts and are delivered to the author's subscribers, known as followers. [Twitter Search](#) and [Tweet Scan](#) are helpful tools that allow you to search all Twitter posts. [TweetDeck](#) is a personal browser that allows you to re-

(Continued on page 2)

APARTMENTS.COM NATIONAL SURVEY REVEALS APARTMENT HUNTERS ARE REDUCING THEIR CARBON FOOTPRINT BY RECYCLING AND CONSERVING AT HOME

The Majority of Apartment Seekers Want to Live in an Apartment Community that Caters to the Sustainable Lifestyle They Prefer and More Than 25 Percent Will Pay More in Rent **By: Apartments.com**

CHICAGO (April 20, 2010) – Apartment seekers care about the environment and are turning toward "greener" lifestyles at their apartment communities. To celebrate Earth Day on April 22, 2010, Apartments.com surveyed more than 1,400 of its website visitors across the country to reveal whether or not the environment impacts how and where they choose to live. According to the survey results, 88 percent of respondents said the environment is an important issue, which is evident in the way they live and even search for and select an apartment.

Apartment dwellers are practicing what they preach when it comes to aligning their passion for the environment with the way they conduct their daily lives. The majority of Apartments.com visitors said they are doing their part to reduce their carbon footprints and ranked the top five ways they are going "green" in their apartments:

1. Turning off lights, computers and appliances when not in use (83.9%)
2. Running the dishwasher only with a full load (72.2%)
3. Recycling paper, plastic, glass, etc. (71.6%)
4. Using energy-efficient light bulbs (70.2%)
5. Purchasing "green" products (53.3%)

While protecting the environment may inspire apartment hunters to live sustainably, it does not dictate where they choose to live. In fact, 24 percent of survey respondents said they would rent an apartment that did not offer "green" amenities or programs and 58 percent are on the fence.

That said, the majority of respondents want to live in an apartment community that caters to their environmentally-friendly lifestyle. In fact, 89 percent of respondents said they would prefer to live at a "green" apartment community and more than 25 percent would pay more in rent to save money on energy costs.

Whether or not apartment hunters are willing to pay more to live at a "green" apartment, they are still searching for environmentally-friendly amenities and features during their apartment search, including energy-efficient windows and appliances, non-toxic paint, recycling programs and automated processes for paying rent, renewing a lease and placing maintenance requests.

Environmentally-friendly renters looking for additional ways to live a little "greener" in their apartment are encouraged to read the following tips from Apartments.com.

Close Vents When Not In Use.

Whether it's summer or winter, closing up vents in rooms that you don't spend a lot of time in is a smart way to cut back on electric costs. Why heat or cool a room that no one is in? Keep the door to the room that you're not heating or cooling closed. Closing up vents

(Continued on page 3)

President's Message:

Wow, we have seen a lot of activity on the listserve lately! One of the values of membership is the opportunity to network with our peers. The listserve allows us to do so immediately and draw responses from all types of properties. I want to thank everyone who jumps in and offers thoughts, encouragement, facts and advice. We are an industry that grows with shared knowledge and only a little curriculum. Remember when using the listserve your reply goes to everyone in the group.

Our education committee is working to offer education that fulfills your needs. Please check your newsletter or the WA3 website for classes that are coming locally. In June, NAA offers the Education Conference. This is an excellent opportunity to get 3 days of education from national speakers. There are education tracks for everything from Leasing to Maintenance to Independent Rental Owners to Executives with many in between. Keynote speakers with specific messages and a tradeshow that provides the opportunity to meet hundreds of vendors under one roof while checking out new trends in marketing, maintenance and management. This year the conference is being held June 24 through June 26 in New Orleans.

Written by: Melissa Seitz, President

EO Message By: Alice Ehn

In April, we invited Irica Solomon, from NAA and David Gregory and Mia McNeil, lobbyists for PMAM from Kelley Cawthorne to our General Membership Breakfast at Weber's. They were very informative about National and State Legislative issues and why you should get involved. (See page 6 for pictures)

There are many ways that you can get involved this year. One of them is contributing to the PAC. Do you realize that Scott Brown's Senate Race in Massachusetts cost 23 million? We asked at the GMM for your contribution to the National, State or Local PAC. Those who have contributed are listed on page 6.

Why contribute?

- It helps to protect your livelihood.
- It helps to elect qualified individuals who are willing to listen to the needs of the rental housing industry.
- It gives us visibility and demonstrates our desire to be involved in the political process.
- It gives us the opportunity to educate elected officials on the rental housing industry issues.

Through our PAC we can donate a more sizeable and meaningful contribution to help at all levels of government.

One of the other things you can do is go to the NAA website and sign up to provide grassroots help. In return for your help in contacting legislators and providing NAA with information, NAA will send you, via email, all the updates on what is happening.

Finally, you can help by joining others in our area to contact your State Legislators on May 5th Capitol Day in Lansing. Volunteer to visit with legislators all day long or come to a reception at Troppo's from 4 to 6 pm and meet and greet your legislators and others. **Now is the time to get involved!**

view all of your Twitter information in one place - you can quickly create columns to view updates of your followers, mentions of your tweets, saved searches and more. It also will inform you throughout the day of new tweets that are relevant to your business with a quick pop-up notification.

Participate: Contribute to conversations started by others. Once you set up the tools to listen to your target audience, the rule of thumb is to concentrate 80% of your social media outreach on participating in the discussions rather than simply promoting your company. If residents are talking about their experience at your property or with your staff, chime in with constructive commentary and let them know you care. Answer questions that you have expertise in, post content that you feel will be of interest to your audience, and get your subject matter experts involved in the conversation.

It's also important that you build relationships with other social media users. This will give you credibility and extend your reach. For instance, let's say you have 10 twitter followers and you send a tweet that links to an article about leasing. If each of those followers has 10 followers and they each forward your tweet to their group you've just increased your reach to 100. Your followers are more apt to forward (or retweet) your content if you've done the same for them. Participation translates to promotion!

Share: Engage in social media by sharing your content. You can enhance your resident loyalty and provide additional value to future tenants by providing them with information about your community through social media outlets such as Facebook. A Facebook page offers both current and future residents access to an online community that not only reflects the character of your properties, but offers valuable information. Your Facebook page is also a great vehicle for sharing your apartment community updates such as: pool opening and hours of operation, trick or treat hours, parking and snow emergency policies, etc. Local events can also be highlighted on your site such as theatrical productions, holiday gatherings, street festivals and farmers markets.

If you are new to social media, remember to start slow. Don't go out and sign up for a Facebook page, Twitter account, blog site, and a LinkedIn profile all in one day. Although most social media sites are free, the biggest cost is the time it takes to monitor and contribute to them. Pick the most strategic medium for you and start slow. You can ramp up as you gain experience and recognize where you are getting the most return on your efforts.

Christina Failla is the local sales consultant of RentGrow, Inc., the resident screening experts (www.rentgrow.com). She can be reached at faillac@rentgrow.com or call 800-736-8476 x 518.

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

2010 Directors:

- Melissa Seitz, *President*, Wilson White Company, 734-995-0600
- Terri Leirstein, *VP and Program Liaison*, McKinley at Golfside Lake, 434-1016
- Jamie Schmunk, *Treasurer*, Wilson White Company, 734-995-0600
- Mary Bates, *Secretary and Program* Windemere Park Apts, Habitat, 734-662-0330
- Jim Fink, *Legislative Chair*, Fink and Valvo, PLLC; 734-994-1077

PMAM REPRESENTATIVES: Paula Rote-Tigani, Madison Property Management 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

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

CHECK US OUT ON THE WEB: www.wa3hq.org

- Ed Streit, *Product and Service Council Chair*, Coinmach, 800-572-2421
- John O. Wade, *Legislative Co-Chair*, Investors Property Management, 734-662-8832
- Kelly O'Donnell, *Membership Chair*, Surovell Realty, 734-913-2683
- Terri Neely, *Education Chair*, Valley Ranch Apartments, 734-747-9050

Being Green con't:

(Continued from page 1)

in rooms that you don't spend a lot of time in is a smart way to cut back on electric costs.

Use Power Strips to Avoid "Phantom Load."

A phantom load is the energy sapped by appliances when they are plugged in but not turned on – accounting for 40% of the energy bill in the average home! Plug your appliances into power strips to turn off your TV, DVD, stereo, and cell phone charger in one fell swoop. If 10,000 people plug their cable boxes into power strips that are turned off when they are not watching TV, we'll save about \$300,000 per year.

Purify the Air.

No, we're not talking about plugging in those noisy and energy-sucking air purifiers. Instead get the right plants to do the dirty work naturally. One plant for every 10 square yards ought to do the trick. If 10,000 people unplugged their 24-hour electric air purifiers in favor of air-filtering plants, you could power a 29-story office building for a month.

Hang It Out to Dry.

Drying your freshly washed clothes on high heat not only uses a lot of energy, but it also drives the temperature in your apartment up, triggering the AC to work even harder during the summer. Shift your laundry routine to hanging your clothes out to dry on a clothing line or drying rack. Air drying your laundry conserves energy and saves money while eliminating static cling! Don't have a yard or a drying rack? No worries. You can hang garments from the shower rod.

As part of its monthly "What Renters Want" research series, Apartments.com surveys renters on various topics. For more information on these surveys or to receive a copy of additional survey results, please contact Tammy Kotula at tkotula@apartments.com.

This editorial was contributed by Apartments.com. Visit Apartment Living on Apartments.com (<http://living.apartments.com>) for everything you need to know about living in an apartment. Browse useful information on landlords, leases, budgeting, moving, gardening, decorating and more.



SERVING THE AREA SINCE 1959!

Big George's

- Knowledgeable Sales Staff
- Latest & Most current models
- Fast, Friendly, Employee Delivery
- Aggressive Pricing

SUPPORT LOCAL BUSINESS

For a quote call Kevin Coe 734.669.9510

Home Theater • Appliances • Fireplaces • Patio Furniture • Grills

2023 W. Stadium Blvd. Ann Arbor 734.669.9500

Hours: Mon-Fri 10-8 Sat 10-6 Sun 12-5

big-georges.com



HD SUPPLY
MULTIFAMILY SOLUTIONS



Support the Washtenaw Area Apartment Association



Special Discounted Prices Available from the Maintenance Mania® National Sponsors



Use Source Code **ZWA** on any purchase made from HD Supply during the month of **May**.

1.5% of all net qualifying purchases* during this period will be donated by HD Supply to local Maintenance Education Programs.

HD Supply will keep track of all your purchases and donate either 1.5% of all net qualifying purchases or a minimum contribution of \$1,500—whichever is greater!

Look out for the Brochure with Savings of up to 40%



*Net qualifying purchases are total purchases less returns, taxes, freight, and handling charges. Special Orders and Renovation purchases do not qualify for this program.

FINANCING
AS LOW AS
5.99%
FIXED*

GREAT LAKES LAUNDRY
COMMERCIAL SALES, INC.
SALES • LEASING • SERVICE • PARTS

FREE FOOD AND PRIZE DRAWINGS!

SERVICE SCHOOLS & SPRING OPEN HOUSE

SATURDAY, MAY 8, 2010 • 8:00 A.M. TO 3:00 P.M.

- FREE Service Schools
- See the Latest Energy Saving Equipment
- Huge Savings on Parts & Equipment
- Business Improvement Seminars
- Meet Industry Reps



SPACE IS LIMITED! CALL TODAY TO REGISTER!

1-888-492-0181

1987 LARCHWOOD DRIVE • TROY, MI

www.greatlakeslaundry.com

*Restrictions apply, must prequalify. Rate subject to change. Call for details.

Connect with NAA:



Register Now for the 2010 NAA Education Conference & Exposition

By Marc Rosenwasser, CAPS
2010 National Apartment Association
Chairman of the Board
Meadow Wood Property Company

Register Now for the 2010 NAA Education Conference & Exposition

NAA will deliver a great speaker lineup for the 2010 NAA Education Conference & Exposition, June 24-26, at the New Orleans Convention Center. It includes former President George W. Bush, Bill Taylor of Fast Company, Bruce Kimbrell of the Disney Institute and Emmy-nominated actor and comedian Kevin Nealon. Join your peers in New Orleans, where the multifamily housing industry will come together to collaborate and connect.

New Orleans' locals are a blend of cultures. The uplifting and lively music floats through the streets. The smell of the exotic and spicy food drifts down the French Quarter. The unique and colorful architecture drapes the scene as you walk. The sizzling nightlife teems with music, singing and dancing. The laid-back attitude is friendly and inviting to all.

New Orleans has so much charm and history, its people have a perfect saying that describes their way of life: "Laissez le bons temps rouler" or "Let the good times roll!" And just a footnote for visitors, the locals pronounce their city, "N'Ahlins."

Visit www.naahq.org/educonf/ to register and learn about new speakers and other events as they are announced.

Take Part in the NAAPAC 2010 Golf Challenge

Join NAA for a day in the sun with golf, friends, food and fun. The NAAPAC 2010 Golf Challenge is Wednesday, June 23, at the TPC Louisiana Golf Course in New Orleans. This year's Golf Challenge promises to be one of the industry's biggest networking and recreational events. Visit <http://bit.ly/aO1fG0> or the NAA Web site to register today. Contact NAA's Irica Solomon at 703/797-0633 or irica@naahq.org with questions.

Call for NAA Leadership Lyceum Applicants

NAA is seeking applicants for the Leadership Lyceum at



the 2010 NAA Education Conference & Exposition. The Leadership Lyceum works to identify and develop a well-informed and highly motivated group of emerging multifamily housing leaders with a strong commitment to the mission and strategic objectives of the NAA and its affiliated associations.

It is critical that each of us, as volunteer leaders and association professionals, take time to understand our federation. By doing so, we more effectively lead and govern our organization to provide education, legislative advocacy, and a variety of programs for our members and the rental housing industry.

To access the application, which indicates the updated tuition cost of \$395, visit www.naahq.org/memberonly/lyceum/Pages/Application.aspx.

NAAEI Offers Lunch-and-Learn Seminars

Are you looking for an inexpensive way to train your entire onsite team on such topics as bedbugs, Fair Housing or the impact of R-410A refrigerants on your budget? For only \$39 to \$69, you can bring together your managers, leasing consultants and maintenance technicians for a "Lunch and Learn" and provide employees with job aids and other resources. Visit <http://www.naahq.org/education/onlinelearning/> or e-mail NAA's Shana Treger at shana@naahq.org.

Did You Know?

The National Lease Program staff offers a free, informational Webinar on the last Wednesday of every month. Each Webinar features a 30-minute demonstration on how the lease program and Blue Moon integrate with existing property management software.

The next Webinar takes place on Wednesday, May 26, 2010. Visit www.naahq.org/resources/lease or contact Justin Barker at justin@naahq.org.

Washtenaw County Managers Only
July 15, 2010 Location: TBA -
Any Volunteers to host this event?
8:30 to 9:30 am

Your Canton Plumber:



Plumbing Professors Specializes in:

Residential, Commercial & Industrial Work

- Pipe Lining • Pipe Locating
- Spot Repairs • Pipe Cleaning
- Hydrojetting • Sewer Cleaning
- Color DVD Camera Inspection

NO ADDITIONAL CHARGES FOR NIGHTS, WEEKENDS, OR HOLIDAYS

NO OVERTIME CHARGES...EVER!

\$15.00 OFF
KEEP THIS COUPON IN CASE OF EMERGENCY
THIS COUPON NEVER EXPIRES.
On Your Next Plumbing, Sewer or Drain Problem.
Limit one coupon per client per call. No expiration date. Coupon cannot be applied to Dispatch Fee. Coupon not valid with any other offer or discount.

www.PlumbingProfessors.com

800-654-1300

City of Ann Arbor—Single Stream Recycling

- **What is single-stream recycling?**

Single-stream recycling allows all recyclables to be placed into one recycling bin, without separating papers and containers.

- **Why is single-stream recycling better?**

Ann Arbor's single-stream recycling is more convenient for customers, and will allow more plastics to be recycled. It diverts more waste from landfills, and is more cost-efficient to collect and process.

- **What new materials will be accepted?**

All plastic bottles and tubs (except #3/PVC and biodegradable plastics/PLA) will be added. Large bulky plastic items, such as laundry baskets and buckets will be accepted.

- **What materials will not be accepted?**

Polystyrene foam (Styrofoam™), #3 (PVC) plastics, biodegradable/PLA plastics, and plastic bags will not be accepted. Ceramics, porcelain, batteries, used motor oil and oil filters will no longer be accepted.

- **When will single-stream recycling begin in Ann Arbor?**

Single-stream recycling will begin on Monday, July 5, 2010 for residents and businesses. On that date you will be able to recycle all the additional plastics and other materials mentioned above. The new recycle carts will not arrive immediately for everyone. Please continue to use your existing recycling stacking bins until you have received your new cart. You will be able to blend all the recyclable materials in your existing stacking bins effective July 5, 2010.

- **Will I get a new recycling container?**

New, free recycling carts will be delivered to each residence over a 6-8 week period in July-August 2010 with approximately 1000 carts/day delivered along neighborhood routes. Businesses will be able to place all materials to be recycled in their current recycling carts and "papers only" recycling dumpsters. Apartment complexes will receive new or refurbished carts, depending on the age of the current containers.

- **Will all of my recyclables have to fit inside the cart?**

All materials to be recycled must be placed inside the cart, even materials that previously had to be placed outside the bins, such as cardboard. All materials to be recycled must fit inside the cart, or they will not be picked up for recycling.

- **What should I do with my old recycling bins?**

You may keep your old bins at no charge. Reuse of the old bins is the best option—for continuing to store recyclables or other items. Old recycling bins may be returned to Recycle Ann Arbor, at 2420 South Industrial Hwy., or to the Drop-Off Station, at 2950 E. Ellsworth for reuse. Anyone returning two or more bins to the Drop-Off Station will have the \$3.00 DOS entry fee waived for one-time. Residents may also place old bins into the new recycling carts for recycling (not reuse).

- **When will my recycling be picked up?**

Residential recycling will still be collected once per week, on the same day as trash collection. Business recycling will be collected once per week, or more as established by need.

- **Will the city be purchasing new trucks for single-stream collection?**

The City of Ann Arbor has purchased four bio-diesel hybrid vehicles with automated arms to lift and empty the new single-stream recycling carts. These vehicles use 25% less fuel.

- **Ann Arbor is partnering with RecycleBank. What is RecycleBank®?**

RecycleBank is a company that helps communities make the most of their recycling programs by offering rewards to residents who recycle. The RecycleBank program is offered in conjunction with single-stream recycling collection.

- **How does RecycleBank work?**

The new recycling carts have a tag that uses radio-frequency identification (RFID) technology to track how much is being recycled. Residents on each recycling route earn points based on how much material is recycled on the entire route. Points can be redeemed for rewards, such as discounts and offers from local and national businesses.

- **How do I collect my RecycleBank rewards?**

First you will have to set up your account. You will be mailed instructions on setting up your RecycleBank account after the recycling carts are delivered and before September 1, 2010. Once set up, you will be able to access your RecycleBank account online or via phone to check your points and shop for rewards. More than 1500 businesses participate in the RecycleBank rewards program, and many of Ann Arbor's RecycleBank rewards will be from locally-owned businesses. Typical RecycleBank rewards include discount coupons, 2-for-1 purchase options, cash value certificates, and gift cards. Participants may also choose to donate their points to RecycleBank's Green Schools initiative, which helps provide educational grants to local schools.

- **Will everyone participate in RecycleBank?**

The RecycleBank program initially will be available for single-family residences and duplexes. The city is working with RecycleBank to develop a new, innovative approach to allow businesses and apartment complexes to participate at a later date.

- **For more information please contact:**

City of Ann Arbor, 734.99.GREEN, www.a2gov.org/recycle, recycle@a2gov.org.

Recycle Ann Arbor, 734.662.6288, www.recycleannarbor.org, info@recycleannarbor.org.



You can do more.

There is no easier way to reduce your utility expense than through a Coinmach common area laundry room. By installing and maintaining the latest energy efficient laundry equipment, Coinmach saves you money.

Truly join the green movement, replace your light bulbs and contact your local Coinmach representative for a proposal.

Contact your local Coinmach representative

Fred Hanna 800-852-9274 ext 55412

or visit www.coinmach.com for more information.



SCI
Floor Covering, Inc.

*Call us for all your
floor covering needs.*

Marc Nelson

248-359-3500, Ext. 213

Fax: 248-359-3722 • Cell: 248-417-0751

mnelson@scifloorcovering.com

John Farmer

248-359-3500, Ext. 216 • Cell: 248-770-4318

jfarmer@scifloorcovering.com

21440 Melrose Ave., Southfield, MI 48075-5631



CONGRATULATIONS !!!
William Epps has achieved
his National Apartment
Leasing Professional
Designation from NAA.



Huge Thank Yous go to Irica Solomon,
Director of Public Affairs for NAA, and
David Gregory and Mia McNeil,
PMAM Lobbyists from Kelley Cawthorne for attending our
April GMM and traveling from



Washington DC
and Lansing
respectively.
Also, Thank you
to all those that
have contributed
to the PAC at
the various lev-
els to help elect
pro-housing offi-
cials



NAA PAC:

MELISSA SEITZ
ALICE EHN
RON WHITE
ED STREIT
FRED GRUBER
NICK CONTAXES
JOHN WADE



BETTER GOVT FUND AT

NAA: *(corp funds allowed here)*
WA3

PMAM PAC:

PAULA ROTE-TIGANI
KRISTINE SIEMIENIAK
DAVID GREGORY

TERRI LEIRSTEIN
TARA LEIRSTEIN
ED STREIT
JAMIE SCHMUNK
FRED GRUBER



LELAHNI WESSINGER
JOHN WADE
JIM FINK
MARK HANNAFORD



LANDLORD utility MANAGER



Landlord Utility Manager is
a **FREE** Web-based
service designed to help you
manage your electric and natural gas accounts. Log on today
at mydteenergy.com/business/landlord or call 1-800-482-8720 to
discover a simpler way to manage your DTE Energy utilities.

Your key to managing electric and natural gas services



DTE Energy®

May 14

Tiger Ball Game Outing vs. Boston

Comerica Park, \$35, includes bus and ticket, drinks and food on bus and fireworks.... Limited to 50

Sponsorships Available:

- Home Run Sponsorship: SOLD to
Commercial Cleaning Specialists
- Baseline Sponsorship SOLD to
Statewide Disaster Restoration
- Baseline Sponsorship SOLD to
ISC Services

1 Baseline Sponsorships available for \$100

All Baseline Sponsors get ... Sponsor Sign on the Bus, and name in all publications.

The sooner you become a sponsor the more you are in the spotlight



*Dirt and Grime...
Gone in no Time!*

*Tiger Game
Sponsors*

**ISC
SERVICES**

**STATEWIDE
DISASTER RESTORATION**

Insurance Repair Contractors

888-822-9500

Slash your energy costs

Save up to 40% with the
most energy-efficient washers available

- Top-load and Front-load models
- Electronic display & audit control
- Same day service

*Save money while
helping to preserve the environment*

Call Don Eckardt or
Scott Koss at 800.521.9938
for a no-obligation survey



New Members:

ASSOCIATES:

A Production Carpet Care

Anita Bycraft-Walker
2080 Whittaker, #133, Ypsilanti,
MI 48197
Phone: 734-547-0700
Email:
anita@apbuildingsolutions.com

United Bank & Trust

Tim Helber
2723 S. State St., Ann Arbor, MI
48104
Phone: 734-214-3807
Email: thelber@ubat.com

A2 Global Shipping & Moving

Chase Ingersoll
321 S. Main, #323B, Ann Arbor,
MI 48104
Phone: 888-260-3783
Email: in-
fo@A2GlobalShipping.com

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

Renewing Members: (as of 4/15/10)

ACTIVES:

Richard Austin
YKM Properties
Ridgewood Apartments

ASSOCIATES:

Apartments.com
Midwest Cabinet & Counter
Pest Arrest
Success On Site, Inc.

Dropped Members:

344 S. Ashley, LLC
Anderson Contracting and Renova-
tion
AVA Insurance Agency
DIY Real Estate
Fuller Heating
Image Sign
Marc Johns

Orion Construction
Patriot Heating and Cooling
Piper McCredie Agency
Rentals.com
Todd's Services
Top Shelf Cleaning
Unique Landscaping
Veolia Environmental Services

Members Support Members

**Golf Outing at the Links of Whitmore Lake
June 4 — All day event**

Sponsorships for holes, games, and raffle prizes.

Contact the office for more
information.

Price includes: Dinner, 18 holes of golf, cart,
driving range practice balls, and games on the
course.

Cost: \$85 per person, \$320 4some

Events:

MAY: 5 - Capitol Day in Lansing- Your opportunity to share with Legislators how your industry works and how the changes they are making will affect you and your industry. You know your business better than they do so you should come and inform them. Day long event talking to legislators and/or reception at Troppo's from 4 to 6 pm. Come all day or come to just the reception. Just let us know when you will be there.



14 - Tiger Ball Game outing vs. Boston. Tickets are \$35. Includes bus transportation, snacks and drinks on the bus leaving from Sears parking lot and Fireworks. 1 - \$100 baseline sponsorships still available. **Home Run Sponsorship is**



Commercial Cleaning Specialists and 2 - baseline sponsorships...Statewide Disaster Restoration and ISC Services.



19 - Legal Wednesday with Jim Fink and Karen Valvo of Fink and Valvo, PLLC. 9 to noon, Cost: \$49, at Cleary University. Potential Topics to include Evictions....7 day vs 30 day ...what triggers what, Marijuana Law, Breaking a Lease and Death on a

Property, Prep/cleaning fees, Local Ordinances

JUNE: 4 - Golf Outing at the Links of Whitmore Lake....See page 7 for more details.



JULY: 28 - Beach Party at Harbor Cove and Beach Club....5:30

to 8:00...Cost: Free, Food, Drinks, Kids Games, Beach.



solar contract carpet

For more than 30 years, Solar Contract Carpet has been a successful vendor to the multifamily housing industry by building strong customer relationships, furnishing quality products, and providing outstanding services.

We take pride in being reliable, cost effective and quality oriented – the kind of company with which customers want to do business.

- ▲ Installation Next Day
- ▲ Quality Control Field Inspectors
- ▲ Personalized Customer Service
- ▲ Emergency, Same-Day Service
- ▲ Expect More From Our Installers

(248) 352-4400 (734) 971-4400

www.solarcontractcarpet.com