



# THE UPDATE

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

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## The Power in a Moment

By: Terri Norvell



**"Moment by moment you create the momentum of your life."**

**Terri Norvell**

I admit it. I'm a Type A, multi-tasking, high-energy driver! I like change and I like moving forward. So often, I find myself swept up in the busyness of life, the demands of my work and the

needs of my family. It was a big Ah-Ha for me when I started noticing the Moments in a day rather than charging full speed ahead!

Why was it an Ah-Ha? Consider that there's power in a Moment. Everything can change in a Moment. Everything can evolve in a Moment. A life can be lived, or even defined in a Moment. Many of our fondest, most cherished memories are recalled as Moments in time. When you remember a meaningful memory, aren't the specific Moments of the circumstance what you recall?

Moments come in many ways. They can be experienced as extraordinary feelings complete with a poignant realization. I love these! Some moments offer an inspiration that defies words when everything seems to coalesce. Other moments evoke a powerful, yet sublime response that brings tears to my eyes. My Moments include noticing the breathtaking brilliance of the Rockies at sunrise (I've actually pulled my car off the road to savor the magnificence), watching my goalie son do a butterfly glove



## PMAM 2006 Recap and 2007 Outlook:

By David Gregory, Lobbyist with Kelley Cawthorne, Inc.

### PMAM SUCCESSFULLY AMENDS CABLE COMPETITION ACT.

In 2006 the Legislature passed a state cable competition or video franchising bill (2006 PA 480). The Act allows telcos to provide cable services under a single state franchise rather than requiring them to seek franchises with individual cities, villages and townships as is required of incumbent cable providers.

PMAM adopted the following set of principles on the bill.

- PMAM supports increased choice for its residents;
- PMAM opposes forced access by any provider without the consent of the property owner; and
- PMAM opposes any ban or limitation on existing and future exclusive marketing agreements between providers and owner/managers.

As a direct result of contacts by PMAM and Kelley Cawthorne, the bill was amended to recognize the ability of private building owners/managers to control access to private rights-of-way and to enter into exclusive marketing/service agreements with the provider of its choice. Prior Michigan law was silent on the issue of forced access by any provider. However, this issue has national significance as two (2) states currently mandate video access for telcos and eighteen (18) states require video access for cable operators. Upholding private property rights in this area is a major victory for the property management industry.

**PMAM ESTABLISHES LEAD ROLE IN LICENSING ISSUE.** In 2006, the Michigan Housing Council ("the MHC") an association of affordable housing professionals, approached PMAM regarding a draft

bill to require a specialty license for leasing professionals as an alternative to licensure as a real estate agent or broker. The MHC believes there is widespread non-compliance with existing law and that the remedy is a new license category with separate testing and educational components. PMAM's board took the position that no bill should move forward without industry consensus. PMAM further took the position that only property managers with the authority to negotiate a lease should be required to be licensed in any event. The MHC subsequently sought the

## WA3 Calendar Briefs:

- March 20th - General Membership Wine Tasting Event—Lake Village of Ann Arbor—5:30 to 7:30
- April—General Membership Breakfast at Weber's Inn with David Gregory, Lobbyist for PMAM and Cheryl Buol, RVP for NAA Region III.



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*Kelly O'Donnell*



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## Published By:

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**[www.wa3hq.org](http://www.wa3hq.org)**

## Deadline:

15th of the month for next month's publication.  
Submit all materials to  
Alice Ehn, Executive Officer

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## PMAM

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### National Apartment Association

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703/518-6141, FAX 703/248-9440  
[www.naahq.org](http://www.naahq.org)

## President's Message:

**By Tom Clark**

Well, winter is here. For a while, it looked like we might get by with a mild year. How fast it can change! Last month's main event for the association was the Education Trade Expo and Maintenance Mania at Weber's on February 6<sup>th</sup> (see pictures on page 7)

The morning portion of the event featured Michael Finney, President and CEO of SPARK. He gave a presentation about what SPARK is and defined the goals his organization hopes to meet. He is one of the community leaders identified to formulate a response to the recent Pfizer news and he spoke on the impact of this news and how SPARK is involved in bringing new jobs to the local area. He offered insight on the potential economic impact on the business community SPARKS actions hope to ignite.

The afternoon was reserved for the trade show portion with a strong turn out from our vendor associate members, who gave away many great prizes. The new maintenance mania activity, supplied by the Home Depot Supply, was added this year. This activity consisted of many games that offered prizes and a chance to compete in the national championship with others around the country.

Thank you to all for supporting this event to make this possible. The many committees of the association would welcome new input and participation if anyone has interest. Please contact the association office at (734)663-1200 for more information. See you all at the March Wine Tasting Event.

## EO Message

**By: Alice J. Ehn**

A huge thank you goes to The Home Depot Supply and all the local sponsors for the wonderful help in bringing the National Competition of Maintenance Mania to the Washtenaw Area and our local Trade Expo. We have sent three teams times on to NAA for consideration in the National Competition at the NAA Education Conference and Exposition in Las Vegas Nevada the last week in June. Congratulations to all the winners listed below. Any suggestions to make next years event better??? Contact the office at info@wa3hq.org. Thank you also to all the volunteers that made this event a success.

### And the Winners are: (in order of placement)

- ♣ **Blind Tool ID:** Josh Hertler, JJ Schechter, and Garrett Fritz
- ♣ **Disposer Installation:** Garrett Fritz, Travis Fitch, and Mary Arno
- ♣ **Faucet Installation:** Anthony Gabriel, Art Purcell, and Josh Hertler
- ♣ **Light bulb Installation:** Jim Botkins, Garrett Fritz, and JJ Schechter
- ♣ **Lockset Installation:** Michelle Miranda, Anthony Gabriel, and Travis Fitch
- ♣ **Smoke Alarm Installation:** Timothy Irvine, Michelle Miranda, and Christopher Gillyard
- ♣ **Racecar Competition:** Eugene Blocker, Jim Steinke, and Doug Burke
- ♣ **Best Use of Maintenance Supplies:** Doug Burke
- ♣ **People's Choice Award:** Michelle Miranda and Anthony Gabriel
- ♣ **National Championship Qualifiers:** 1st Place: Garret Fritz and Todd Peterson from River Drive Apartments, Wilson White Company; 2nd Place: Josh Hertler and Jim Botkins from Windemere Park Apartments, Habitat Management; and 3rd Place: Anthony Gabriel and Michelle Miranda from Park Place/Hillcrest, McKinley

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save, and creating works of art with my daughter on Saturday mornings.

Sometimes these Moments seem to appear all by themselves, yet with awareness and practice you can create Moments. When I allow myself to slow down and stop looking past the Moment in front of me - I can be present to savor the feelings. It's really a simple process. Throughout the day notice, feel and experience what is going on around you. Consciously slow down, breath and simply notice.

How about you? What are some of your Moments? What Moments have defined your life? Today and throughout this New Year seize your Moments. Consider starting a Moments Log in a notebook or a Word doc to jot your Moments down throughout the day. It's gratifying to review the list at the end of the day or month - all of those Moments create the momentum in your life. They are powerful!

Terri Norvell is a national speaker, trainer and author. Discover how the NEW Inner Prize programs work like magic in assisting your team to achieve results. Call Terri at 303-439-0077 or send an email to [terri@theinnerprize.com](mailto:terri@theinnerprize.com).



# Getting to Know your Board: Kelly O'Donnell, Program Chair



**Property Manager, Edward Surovell Realtors**

• *How long have you been a member of the WA3?:* **8 years**

• *What is the most rewarding part of your position with WA3? I really enjoy being able to meet all the members and the opportunity to make a difference in our community*

• *What has been your most memorable moment with the WA3? Being asked to serve on the Board. Once I became a board member I became more comfortable in the association and have learned*

many great things. I have met so many great people that I would have never had the opportunity to if I had not become an active member of the association. I strongly encourage all members to become involved. Not only will you meet great people but you will make a difference.

• *What is your favorite quote or saying? You can please some of the people some of the time, but you can't please all of the people all of the time - Abraham Lincoln*

• *What other activities, groups are you apart of? Chair of the Program Committee, member of the Ann Arbor Board of Realtors, member of IREM*

• *What three words best describe your personality? Dependable, Caring and Funny*

• *What has been the best piece of advice given to you and by whom? Never stop trying - My Dad*

• *What other activities do you like to do for fun? I enjoy being in the company of good friends and family, reading, boating, walking my dog and gardening*

• *What keeps you up at night? Worrying about my vacancies. Wondering if I am doing enough to try and get them occupied.*

• *What is your pet peeve? People who immediately call back on their cell phone because they see your number, instead of waiting to see if a message was left.*



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### AIMS NEWS:

#### NEW REGULATIONS REQUIRE APARTMENT OWNERS TO TRANSLATE DOCUMENTS

On January 22, the U.S. Department of Housing and Urban Development (HUD) issued final regulations clarifying the obligation of property owners who receive any federal assistance, including the Section 8 program, to accommodate people with limited English proficiency (LEP). The rules, which NAA/NMHC continue to strenuously oppose, will become effective February 21 and effectively require covered owners to translate a broad array of "vital" documents in multiple languages, such as resident applications, leases, lease attachment applications, facility rules, facility regulations, termination/eviction notices and more. They also require verbal translations of these documents for those who do not read in their native language.

The HUD guidance is intended to comply with a 2000 Executive Order noting the need for federal agencies to comply with Title VI of the 1964 Civil Rights Act by ensuring that people with LEP have meaningful access to their programs and activities. NAA/NMHC opposed draft LEP rules when HUD first issued them in late 2003, noting that the Department's attempt to shift responsibility for translating documents to owners is impractical and expensive and threatens the uniform system of HUD-adopted model lease forms by requiring owners to create their own translations of them. NAA/NMHC are asking the HUD Secretary to stop the rule from moving forward. We argue that HUD should bear the burden of translating basic program documents, especially since HUD created many of these "model" documents in the first place. In addition, we note that owners should not bear responsibility for assuring the competency of translators and interpreters. The HUD form and our original comments are posted at [www.naaHQ.org/governance/affairs/Issues/](http://www.naaHQ.org/governance/affairs/Issues/).

**Note: The effective date has been moved to March 7, 2007. NAA is working to get this resolved.**

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# View from National: NAAEI and PARAGON



## NAA Education Institute to Launch Online Courses in May 2007

*By Dave Watkins, CAPS  
2007 National Apartment Association Chairman of the Board  
Greystar Management Services*

The NAA Education Institute continues to make great strides with curriculum development. Rio Salado College, a distance learning community college in the Maricopa (AZ) Community College system, will launch its offering of online Residential Property Management Certificate Programs in partnership with NAAEI. This program will award college credits for NAAEI's designation courses. NAAEI's goal is to attract new people to the industry, in this case, community college students seeking college credits and career development training online. Rio Salado will encourage course completers to contact their local NAA affiliates to secure the industry designation by completing "bridge requirements" through their local NAA affiliates. Affiliates will then have the opportunity to offer job placement assistance with their member companies.

### NAA PARAGON Awards Program Calls for Entries

The NAA PARAGON Awards program, which recognizes the excellence and leadership that defines the rental housing industry, welcomes entries for the 2007 competition. NAA encourages all NAA-affiliated apartment associations to nominate industry professionals, communities and designates who are our industry's Models of Excellence. PARAGON Award winners will be recognized at the NAA PARAGON Awards Ceremony June 30, 2007, at the NAA Education Conference & Exposition in Las Vegas. Visit [www.naahq.org](http://www.naahq.org) or e-mail NAA's Karen Goggin at [karen@naahq.org](mailto:karen@naahq.org).

### Discount Deadline Approaches for Education Conference

Register by April 7 and receive a \$75 discount on the full registration fee for the 2007 NAA Education Conference & Exposition June 28-30 at Mandalay Bay Resort & Convention Center in Las Vegas. Group discounts are also available. This year's conference includes more than 45 education sessions and the country's largest exposition. Details on hotel rooms, speakers and the schedule are available at [www.naahq.org/educonf](http://www.naahq.org/educonf).

### Advanced Instructor Training Well Attended

Nearly 100 instructors have completed Advanced Instructor Training (AIT). NAAEI expects to double that number with five additional offerings scheduled for this year: San Diego, Feb. 27 through March 1; Texas, March 27 through 29; Florida, April 3 through 5; North Carolina, June 5 through 7; and Colorado, Oct. 24 through 26. NAAEI is exploring the need to create a basic instructor training program that will focus on successful instruction of NAA designation courses, in the spirit of continuous improvement of student learning experiences.

### New E-Mail for NAAEI Education Department

To enhance customer service, NAAEI now has a designated moderator to answer questions about education products. Please e-mail [education@naahq.org](mailto:education@naahq.org) with your questions and comments. Please also note that NAAEI can be reached at its new phone number, 703/248-9570, and new fax number, 703/837-9346.

### You're Invited to NAA's Capitol Conference

With the recent change in power in Congress, there has never been a greater need for NAA members to create and strengthen bonds with their members of Congress. The ideal opportunity to do so is during NAA's annual Capitol Conference, March 11-14 in Arlington, Va. See [www.naahq.org](http://www.naahq.org) for details.

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# PMAM 2006 Recap and 2007 Outlook (con't):

(Continued from page 1)

introduction of a leasing professional bill (HB 6554) despite the lack of industry consensus on the issue. The grass roots opposition to the bill by regional members led to its being killed in committee. This episode underscores the need for industry consensus. Accordingly, PMAM has convened a series of industry meetings which have led to a tentative agreement to seek the introduction of model legislative language from the Institute for Real Estate Management ("IREM"). Again, PMAM has played a key role in mediating this sometimes controversial issue between various industry groups and established itself as the leading legislative voice on property management issue.

**PMAM SUCESSFULLY AMENDS LANDLORD-SELF REPAIR BILL TO INCLUDE PROPERTY MANAGERS.** Rep. John Pastor introduced HB 4171 to authorize reimbursement in court cases for self-performed landlord repairs to damaged rental property. PMAM and Kelley Cawthorne successfully amended the bill in the House to include repairs performed by property managers. The bill became 2006 PA 147.

**PMAM SUCCESSFULLY AMENDS COMMERCIAL RE-DEVELOPMENT BILL TO INCLUDE MULTI-FAMILY HOUSING.** PMAM also successfully amended a Rep. Pastor bill which would for the first time include multi-family units under the commercial redevelopment act, an act which provides for property tax abatements under certain circumstances. The bill became a public act in 2006.

**PMAM LOBBYING KILLS UNFAVORABLE BILL WHICH THREATENS PROPERTY AND CONTRACT RIGHTS.** In 2006 Sen. Valde Garcia introduced SB 808 which would allow victims of domestic violence to terminate a lease unilaterally. The bill as introduced was extremely unfair to the legitimate interests of property owners and managers and goes far beyond any bill on the subject passed in another state. PMAM and Kelley Cawthorne persuaded the bill sponsor that the bill did not adequately balance the many interests involved and that other states, such as Colorado, had recently done so. The sponsor agreed not to pursue the bill but has informed us that he intends to re-introduce the bill in 2007. We will again seek to have Colorado-type safeguards put into the bill if he decides to proceed forward.

**AT-RISK PROPERTY PROTECTION ACT/INSPECTION REFORM STALLS IN HOUSE; REMAINS AN ISSUE FOR 2007-08 SESSION.** A major accomplishment in 2005 was the passage of inspection reform or the At-Risk Property Protection

Act (HB 4473) out of the House Local Government Committee. However, the bill stalled on the House floor due to concerns by the bill sponsor. PMAM remains committed to this issue but is also mindful of that the current political and fiscal situation in Michigan makes its passage more difficult. PMAM intends to proceed forward with a revamped bill and a new sponsor in 2007.

**2007 OUTLOOK.** The political dynamic in Michigan has changed with the Democrats regaining control of the House. The Republicans maintain the majority in the Senate and Governor Granholm, a Democrat, was re-elected by a wide margin. We expect major issues in 2007 to include a replacement for the Single Business Tax, set to expire in December. We also expect the State's fiscal crisis which includes the SBT expiration (\$2B in annual revenue) and a current year deficit of approximately \$900 Million to dominate the legislative calendar for the entire year. We also anticipate a serious proposal to extend the sales tax to services and possibly even rental payments. However, we anticipate an exemption for so-called "b-to-b" transactions such as a property management fee paid by a corporate owner to a corporate property management company.

The fiscal difficulties being faced by local governments may require some re-thinking of strategy on local inspection reform but it remains a viable issue. In general, we look for increased "pro-consumer" or "pro-renter" bills to come from a Democrat-controlled House with a renewed emphasis on fair housing issues.

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# Associate Spotlight: Kelter - Alliant Insurance

## Tips for the Importance of Renter's Insurance

Are you aware that approximately 90% of the 35 million apartment units in the United States are currently occupied by residents who are uninsured. If you don't mandate that your residents carry renter's insurance to cover their negligent actions, you can be left paying for the renter-caused damages, which can range from thousands to hundreds of thousands of dollars or more. Furthermore, if you file a claim with your insurance company, it can adversely impact your loss ratios resulting in increased premiums.

However, there are a couple ways of insulating yourself from this eventuality. *One way is to simply insist that your tenants carry renter's coverage.* However, insisting on coverage does not necessarily guarantee compliance. Another more powerful and foolproof tool is called *renters liability insurance* which has emerged recently to provide apartment owners with protection for **them** against such losses. Here are some key facts about renters liability insurance:

- Renters liability insurance's low monthly premium is **added to residents' monthly rent**, which ensures that the policy is maintained by the resident. The policy cannot be cancelled autonomously by the resident.
- It **costs the owner nothing** and is surprisingly inexpensive for the resident.
- **Benefits are paid in the following priority: the owner; non-negligent resident(s) if affected by the loss, and the negligent, covered resident.** Renters liability insurance typically covers damage as a result of fire, smoke, explosion, accidental water discharge or overflow, and accidental sewer backup caused by resident negligence.
- Depending on the provider, **coverage is up to \$100,000.**

For more information on renters liability insurance and how it can protect both you and your residents at no cost to you, contact Bill Theile, Assistant Vice President of Alliant Insurance Services, Inc. at (248) 205-2921 or via email at [btheile@alliantinsurance.com](mailto:btheile@alliantinsurance.com).



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# Education Trade Expo



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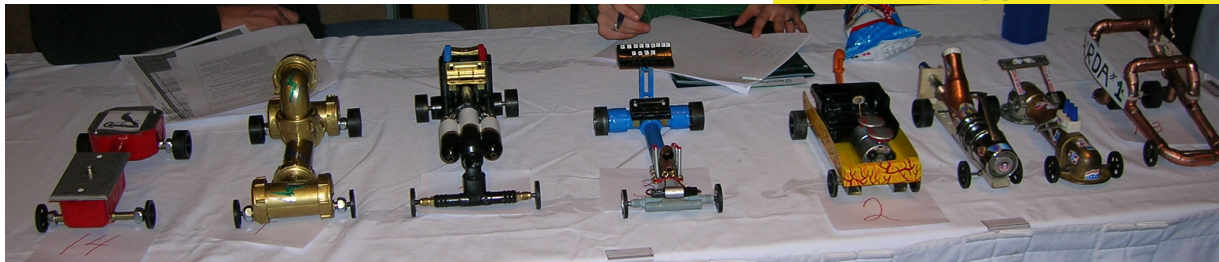
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## Events:

### MARCH:

**11th thru 14th - NAA Capital Conference in Washington DC**

**20th - General Membership Wine Tasting Event**, Lake Village of Ann Arbor, 5:30 to 7:30 pm, Cost: \$20



**22nd - CAM Class Re-scheduled**, Cost: \$675/\$800, Class one includes Community Analysis and Risk Management, 9 to 5 pm, Hidden Valley Clubhouse.

**27th - Property Management Association of Michigan Legislative Committee Meeting and Board of Directors Meeting**, Lansing, 8:00 am at Quality Inn and Suites off of Saginaw Highway



**29th - CAM 2**, Course work to be announced, Hidden Valley Clubhouse, 9 to 5.

**30th - Product and Service Council Meeting**, 9:30 am, Lake Village of Ann Arbor, Open to all Vendor Members to formulate ideas to increase Business Relationships and Vendor exposure.

### APRIL:



**3rd and 4th - NALP**, Hidden Valley Clubhouse, Cost: \$375/500, 9:00 to 5:00 each day.



**5th - CAM 3**

**11th - HVAC Certification**

**12th - CAM 4**

**17th - General Membership Breakfast**, Weber's Inn, 3050 Jackson Rd., Cost: \$20, Speaker: David Gregory, Lobbyist for PMAM with updates on Legislative activity in Lansing and initiatives by PMAM to change legislation. Also, Cheryl Buol, Regional Vice President (RVP) for NAA Region III with information from the March Capital Conference and October NAA RVP meeting.

**19th and 20th - NALP**, Hidden Valley Club, 1 1/2 days of class.

**24th - PMAM Board of Director and Legislative Committee Meetings.**

**25th - Manager's Only**, Valley Ranch Apartments, 8:30 to 9:30, No charge. For Manager's and Assistant Managers to come and discuss rental housing issues.



**26th - CAM 5**, Hidden Valley Clubhouse



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