



UPDATE

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

Volume 32, Issue 10 — October 2015

Always available at www.wa3hq.org

October and Beyond.....

Property Tour with Congressman Tim Walberg (R-7)

Friday, October 2nd - 3:30 to 4:30 pm
Location: Maple Village Apartments,
1221 S. Main Street, Adrian MI

All members that live and vote in Congressman Tim Walberg's 7th District are invited to this event

Ann Arbor Student Housing Fair

Thursday, October 8th
11:00 am to 3:00 pm
Location: University of Michigan
Union Rogel Ballroom.

Cost: 6 foot tables at \$100 per member/
\$600 nonmember

Hoarding and Mental Illness Instructor: Jim Gromer

Wednesday, October 14 - 9 to noon
Location: Lakeshore Village Apartments,
2812 Ontario Ct, Howell, MI

Cost: \$39 member/\$69 nonmember

Wine and Euchre Night

October 15th - 5:30 to 7:30 pm
At All About Furniture, 5301 Jackson Rd,
Ann Arbor, MI

Sponsorships Still available:
Wine Sponsorship — \$250
Euchre Sponsorship — \$150
Food Sponsorship — \$100
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October 22nd thru 28th plus November 4
Location to Be Announced

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Real Estate Con Ed for the Property Management Industry

Tuesday, October 20th - 9:00 to 4:00 pm
Location: Kapnick Insurance Office,
1201 Briarwood Circle, Ann Arbor, MI
Cost: \$65 member/\$95 nonmember

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Doug Chasick - April 2016 - Education Keynote

Education Trade Expo and MM 2016

April 21, 2016 — Weber's Inn
11:30 to 5:30

Keynote: Doug Chasick
Topic: The Care and Feeding
of an Attitude of Gratitude
Followed by.....Lunch on the
Trade Show Floor



Cost for Education:

\$25 member/ \$55 nonmember

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Booth Space Cost:

\$265 member/\$465 nonmember

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**Get ready for Maintenance
Mania to win CASH
Every game pays**

President's Message: by Amy Khan

Once upon a time there was the Acme Bucket Company. Since there was no indoor plumbing, they sold a lot of buckets to carry water and business boomed. Sadly, indoor plumbing came along and people did not need buckets to carry water and Acme Bucket Company went out of business. The reason they went out of business is that Acme Bucket did not realize what business they were in. Acme thought that they were in the bucket making business when in fact, they were in the water carrying business. When indoor plumbing became a thing, they should have started making pipe.

As property managers and owners we wear many hats and have many titles for our employees. Maintenance, cleaners, painters, grounds, bookkeepers, and office managers are but a few titles. If you ask any one of these positions what their main job is, you will get a variety of answers. Acme Bucket reminds us that the main job of every one of the staff is leasing apartments. Weather it is the president or the entry level grounds person, everything we do, all decisions that are made by every staff member, should



Office Message: By Alice Ehn and Melinda Kaus

As you can see by the front page of this newsletter we have a ton going on at the association this month and moving forward. Make sure that you take advantage of everything the association is offering and be the best that you can be in your chosen career. Remember, you are members at the local, state and national level and there are benefits at all levels for you to take advantage of.

To update everyone on the negotiations with the City of Ann Arbor on the turnover trash pickup and new IPMC code work. The legislative committee continues its negotiations to get an extra dumpster pick up service for the campus community during turnover. The City of Ann Arbor solid waste department needs to know from all owners and managers that own dumpsters in this area...."if you needed an extra tip of your dumpster this past season and didn't get it". We are trying to identify all dumpsters owned by our members, (and your neighbors that are not members) that need the extra tip during the week due to trash wielding. Please call or email the office and let us know. We will be following up with those we do not hear from.

The IPMC code discussions are complete and the combined document is at the City attorney's office for review. There will be public input sessions scheduled that you will be welcome to come to in the next few months. We will keep you informed on how the process is going. We have asked that the Early Lease Signing Ordinance



consider its impact on leasing. If the impact is not positive, take pause and reconsider. Remember, we are in the business of leasing apartments. Without that one simple piece of the puzzle, there is nothing else.

As you reflect on your business practices, remember that the training of your staff is paramount to leasing apartment for everyone. If you don't have a trained staff, or if you yourself are not trained, your potential to give bad experiences increases. And in the new market place of more and more rental housing available, you really need to make sure your at the top of your game. Take a look at the calendar and encourage your staff to get the most out of their membership with the events and education coming up. Our new marketing campaign of "Rent from A Member" will help everyone in their number one goal of leasing apartments. *Have a great October....Amy*

NETWORKING

is the single most powerful marketing tactic to accelerate and sustain success for any individual or organization! –

Adam Small

Ultimately, it's not about who you know ... but WHO KNOWS YOU!!

NOT be added back into the new IPMC but that is not a done deal yet.

This Friday, the Washtenaw Area Apartment Association and the Property Management Association of Mid-Michigan are teaming up to offer Congressman Tim Walberg a tour of one of our member properties in his District 7. It is at Maple Village Apartments in Adrian and all who call Rep. Walberg their own are welcome to come and meet their legislator. Many Citizens think of politics as entertainment (think Trump). Everyone must remember that democracy is a participatory sport. What happens matters to our daily lives and as citizens, we must thoroughly educate ourselves on the issues and cast our votes accordingly. Forming relationships with your legislators is the best way to utilize the association for your grassroots efforts. This is the heart of your membership. If you have the ability to vote in the 7th district, make your way to Adrian and meet the incumbent District 7 Representative. You owe it to yourself to know who he is and if he is supportive of your business issues.

Finally, take note of the wonderful opportunity next year to get an education from National Speaker Doug Chasick for only \$25 with a discount if you sign up by Leap Year Day (February 29th in case you don't know when that is). And we are offering a Leap Year discount for Vendors on booth space. We are counting on our members to encourage their maintenance staff to play in the maintenance games and potentially earn a free trip to the NAA June Conference and Education Expo national competition next year in San Francisco, CA. Get engaged today with the association. You will find the membership benefits worth the effort to advance your career.

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

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1st Annual Pub Crawl



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Fall Outlook: Presidential Race and Congressional Issues



Gregory Brown, Senior Vice President of Government Affairs, and his staff, track and report on state and local government trends across the country.

Visit <http://www.naahq.org/learn/government-affairs/federal-state-local-issues> for more information.

Apartment Industry Colleagues,

The "summer of Trump" has come to a close, so now we will see whether or not "the Donald" can continue his dominance of the GOP presidential field into the fall. He continues to poll well with a commanding lead over everyone else, but there are more

debates coming and he has shown some difficulty in responding to questions of policy, especially on foreign affairs issues. Style-over-substance only carries a candidate so far before he or she must show some ability to tackle the issues. Look what happened to 2012 front-runner Rick Perry when he couldn't remember the name of one federal agency. I suspect the mortar fire will increase on Mr. Trump during the next debate as the other candidates all recognize they have to bring him down to have any chance of winning. Also watch the performance of Carly Fiorina who was the winner of the first "happy hour" debate last month. Now that CNN has refined its selected process for the debates, Ms. Fiorina gets to participate in the prime time contest.

On the Democratic side, Hillary Clinton's campaign is in trouble as the email server scandal (pretty boring by D.C. standards, by the way) lingers. Mrs. Clinton cannot find the right tone to deal with this issue and her standing in the polls is going in the wrong direction. Moreover, too many people think she is untrustworthy. At the same time, Bernie Sanders continues to draw record crowds and poll very strongly with primary voters. The new x-factor is Vice President Joe Biden who is no stranger to Democratic Presidential primaries (1988, 2008), has a strong base of support among Democrats, but does not really seem excited about running. It has been a tough year for the Vice President and his family so one can understand the hurdle he must get over to commit to run.

In the House of Representatives the fall months will have more than the Presidential contest as backdrop. There is also the small matter of the attempt by a group of House Republicans to oust John Boehner (R-Ohio) as Speaker. Discontent with Mr. Boehner among the conservative ranks is not new as evidenced by the 25 House GOP members who voted against his election for Speaker back in January. What is different is taking the aggressive step of actually filing a motion to formally strip him of his rank. While that motion did not require a vote, the consensus is that a vote will take place at some point this fall. That vote will be impacted by what the Speaker does on pending legislative business, including the federal budget, efforts to defund Planned Parenthood and his support for a government shutdown if it comes to that. As many Washington observers have pointed out, even if someone is elected to replace Boehner, the President will still have the veto pen for another 15 months. What will change in the calculus on these issues? *(written prior to Boehner's resignation)*

One of the biggest issues in front of Congress is the Iran nuclear agreement negotiated by the President and several other western European countries. Congress argued quite strenuously months ago that they should have a say in whether that agreement goes forward so they passed the Iran Nuclear Agreement Review Act of 2015 by a vote of 98 to 1 in the Senate and 400 to 25 in the House. Under the terms of this agreement, the Congress would be voting on legislation to disapprove the agreement rather than approving it. This process illustrates what some would call a cynical and others would characterize as a pragmatic way to govern. Here is how it works.

To pass legislation requires 218 votes in the House and effectively 60 votes in the Senate (see "cloture"). Using a vote to disapprove versus approve the Iran agreement is not relevant in the House where the majority rules but is very relevant in the Senate. That 60-vote threshold lowered the number of votes needed to defeat the disapproval legislation, kill the overall effort in Congress and protect the Iran deal to 41. Had the vote

been to approve the agreement, supporters would have needed 60 votes. And, indeed that is what occurred with a 58 to 42 vote blocking consideration of the agreement and paving the way for its implementation. Even if the 60-vote threshold was met and the bill passed, the President would have vetoed it and the Senate would then have needed 67 votes to override or, put another way, supporters would have needed 34 votes to sustain the President's veto and allow the agreement to go forward. In short, the process was arguably tilted to defeat efforts to stop the agreement from moving forward.

Again, Congress voted almost unanimously on setting up this process. Why? Obviously, no one is on the record stating that the fix was in but, according to Norm Ornstein, a long-time observer and scholar of Congress at the American Enterprise Institute, once the Administration made the deal with the other nations and had the endorsement of the United Nation's Security Council, opposing it would make Congress and the U.S. look bad. More broadly, Ornstein noted, there is a long tradition in both Republican and Democrat Congresses of allowing members to vote no without affecting the ultimate policy outcome. Another example where this is used is with the federal debt ceiling. No one wants the nation to default on its debt so the process is set up to allow members of Congress to voice their opinion, vote against increasing the debt but not damage the country in the process.

As Otto Von Bismarck said, "Laws are like sausages, it is better not to see them being made."

As always, thanks for reading. Talk with you next month.

Regards, Greg

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by Dave Lindahl

Employee training is a subject that all property managers have to address. Without it, employees go their own way. Things tend towards chaos in the absence of the order that employee training lays down. Spend some time on the aspect of the business and you will see good results from it.

Ethics training is not only required, it also gives employees a framework around which to build their job concept. If managers know the accepted practices relating to employment, they will deal with workers fairly. If executives know the ins and outs of advertising and marketing ethics, they will attract suitable customers to their properties.

Everyone employed in your enterprise should know how to handle a conflict of interest situation. Environmental issues affect every worker from the CEO to the person who cleans the clubhouse. The ethics you encourage can only be expected if they are taught in a constructive way.

Add humor to your employee training sessions. This makes the day more pleasant and memorable. You can get CD's of silly songs about training that will break the ice. In the days ahead, you will hear your employees humming these songs, or even singing as they work. All that means is that your employee training has gone over well and your workers and leasing agents will remember it for a long time to come.

If you want to really shake things up, you can have a corporate retreat. At this function, you can spend time on training. You can make it unforgettable by hiring an improve group to entertain in a way that blends in with your training theme.

There is a company called Trainers Warehouse that provides training products to use in your sessions. One thing you can get from them is music. The music you get there will be legal to use at your function without paying any royalties. This can add a nice soundtrack to your training meeting.

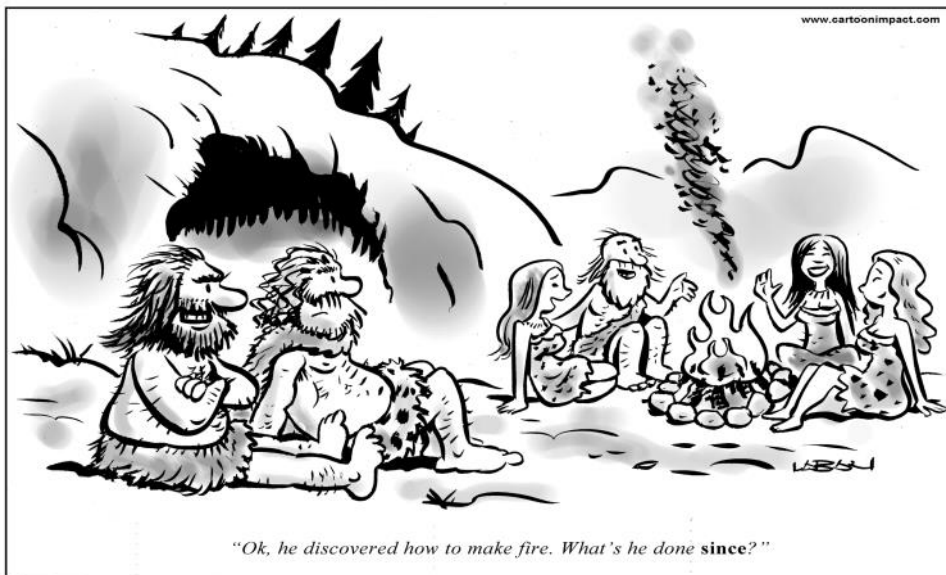
It is always important to teach employees to take pride in the property. You can tell them this all day long. Until you find a way to make it real to them, they just will not get it. You may have to make a game of it to spark their enthusiasm.

Competition often drives people to find something in themselves that they never knew was there before that. Models always have to be available for customers to view. The hope is that they will be spotless and leave a good impression. This is not always the case.

If your leasing agents are losing interest in the appearance of the model apartment or condo, do something to liven them up. Make a contest. Do this by having a manager go through the model and mess up as many things as possible.

Send in the agents to find the problems. The person who finds the most wins. By the time you all clean up the apartment to be shown again, your agents are excited about it again.

After all, getting your agents and other employees excited is a part of what employee training is all about. When they know how to handle complex situations, your properties will prosper. Consider what you can do to make employee training better.



About the Author

David Lindahl, also known as the "Apartment King" has been successfully investing in single family homes and apartments for the last 10 years. David regularly shares his secrets and experience on the same stage as Tony Robbins, Robert Kiyosaki, and Donald Trump! If you would like some free information, please go to <http://www.davesoffer.com/ezine/>

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Building Your Brand?

A Starbucks just opened up right down the street from my house and while I realize this is not an earth-shattering or uncommon event, it's still for me very exciting. I love Starbucks.

Several years ago I wrote an article and asked myself just why I loved going to Starbucks. After all, it's more expensive than other coffee houses, and since back then it wasn't near my house, I usually had to drive out of my way to get there.

In the article I decided that I chose Starbucks not because of the coffee, but because of the experience. I felt better when I left Starbucks than when I did when I got there. When you look at the success of Starbucks over the years, clearly I'm not the only person that feels this way. From a business perspective, that's a pretty big deal when it comes to building a successful brand.

You are building your own personal Brand as we speak. The question I have for you is- If you were out shopping would you choose to buy your own brand? Have you ever thought about the experience you create for people that you come into contact with through the course of your day?

Think about all the emails, phone calls, texts, and face to face interactions. Ask yourself, as a result of these experiences that people have with you, do they tend to leave feeling better or worse?

We all have a client or someone in our organization that when we see their caller id or an email that we literally have a negative physical reaction, almost sick to our stomach feeling. How would you describe this person's brand? Are you that person for someone in your own organization? How do you think people would describe your brand?

Every interaction we have during the course of our day has the ability to build our brand in the way we want, or slowly destroy and devalue our brand, and believe it or not that choice is ours to make.

Starbucks has built an amazing brand, and so can you if you pay attention to the lessons this organization has taught us. Here are a few.

1. Create a language and coach people on how to communicate with you. Starbucks has created a language unique to their organization. Tall, Grande, Vente, Trenta, Frappachino, you get the idea. In order to get what you want, you have to learn the language. Have you coached those around you the language to be effective with you, or are you expecting them to figure it out on their own?
2. Listen to your customers and your team. When Starbucks felt

their message and brand was being warped and convoluted they did something few retailers would ever have done... They shut down every store in the country for an entire half-day training. This was a bold statement not only to customers, but to their entire organization that what they do and what they stand for actually matters. Are you listening to those around you, have you stayed true to your mission and your values? Would anyone know what they are if you asked them?

3. Learn and use a person's first name. Sound simple but how often are you doing it. At Starbucks they usually ask your first name, write it down on the cup and say it out loud when it's ready. Let's face it, most everyone's favorite word in any language is their own name.

Building an amazing brand that people will respond to takes time and a focused effort. The thing to recognize is that you are slowly building your own personal brand whether you are focused on it or not. Everything you do in the course of your days, weeks and months goes into building that Brand and you can choose it, or it can be chosen for you. Make a good choice and start building a brand that you can be proud of.

In a few weeks, I am releasing my first book, My Quarter Turns. Inside I dedicate a whole section to asking you strategic questions about who you are, who your company is, and how you can inspire and engage your customers for more success and growth. Stay tuned, I'll share all the details ASAP.



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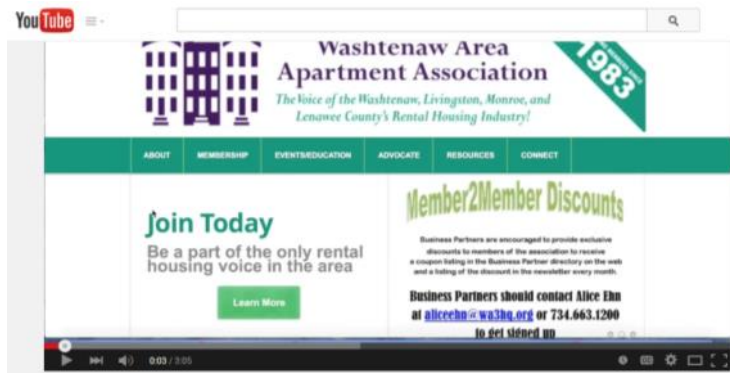
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Refrigerator Replacement Program for Apartments



Habitat for Humanity of Huron Valley in partnership with DTE Energy, has recently expanded its refrigerator

replacement program to include multi-family units! By replacing old, inefficient refrigerators, your tenants will save over \$150 per year in utility costs. The new refrigerator is provided at no cost to you or the qualifying family.

These new refrigerator are EnergyStar™ qualified, white, full-sized (18 cubic foot), top-freezer models manufactured by Frigidaire or Whirlpool, depending on availability. Refrigerators are delivered by Lowes, or The Home Depot, directly to each unit in the complex.

When the new refrigerator is delivered, the old unit will be removed for proper disposal. Removed units are evacuated of any hazardous materials, de-manufactured and recycled into raw materials for re-use, reducing the environmental impact of the replacement.

Habitat will work closely with property managers to identify



eligible households, gather necessary information for the program, and provide convenient delivery and removal of the units.



Eligibility for the program is based on the following criteria:

- Household must meet income guidelines in the chart below
- Manufacture date of existing refrigerator must be December 2000 or before, as confirmed using model and serial number
- DTE electric account must be in the tenant's name (business accounts or accounts in the name of the property management company are ineligible)

Learn more about the program and how to enroll your property by visiting our website or contacting Habitat for Humanity of Huron Valley directly!

website: www.habitatrefrigerator.org

email: ref@h4h.org

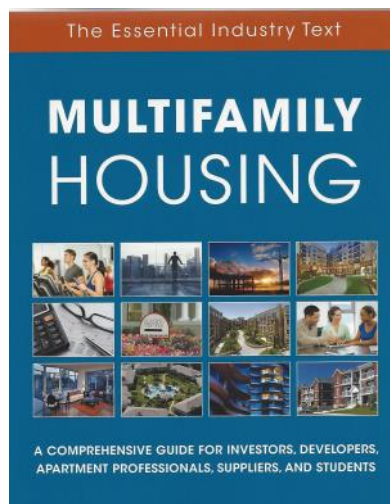
phone: 734.358.8100

Household Size	1	2	3	4	5	6	7	8
Maximum Annual Income	\$46,100	\$52,650	\$59,250	\$65,800	\$71,100	\$76,350	\$81,600	\$86,900

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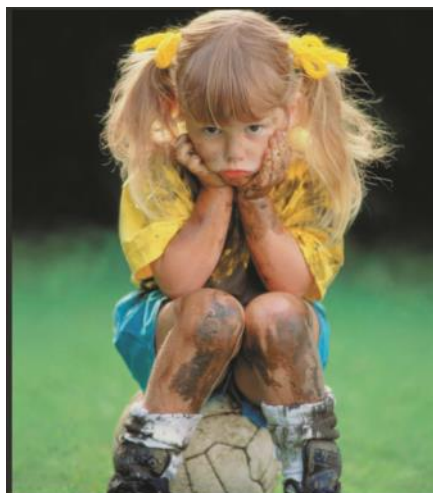
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Coinmach's Quality Services help residents clean over 1,000,000 loads of laundry each and every day.
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October 2015

Monday	Tuesday	Wednesday	Thursday	Friday
			1 Marketing Meeting	2 Property Tour with Representative Walberg District 7
5	6	7	8	9
		14	GLAStar Education and Award Banquet in Lansing Keynote: Alex Sheen – “Because I said so”	
			Student Housing Fair	
12 <small>On Columbus Day, head straight for a great time!</small> 	13 Membership Committee Legislative Committee	Hoarding Class with Jim Gromer In Howell	15 Wine and Euchre Night Register HERE Board of Directors Education Committee	16
19	20 Real Estate Con ED for PM Register HERE Program Committee	21	22	23
			CAM STARTS	
26	27	28	29	30
CAM Continues				
	PMAM Lansing	FALL PREVIEW		

- October 2 - [Property Tour with Representative Tim Walberg](#) at Maple Village Apartments in Adrian, MI. Open to all members and their guests.
- October 8th and 9th - GLAStar Education and Awards Event Lansing
- October 8th — [Ann Arbor Student Housing Fair](#) at University of Michigan Union
- October 14th — [HOARDING 101 with Jim Gromer](#)
- October 15, 2015 - [Wine and Euchre Night](#) at All About Furniture Lessons available...Super Fun Networking event
- October 20 - [Real Estate Con Ed for Property Management](#) — qualifies for 6 CEC's for designations and 6 CEC's for your Michigan State Real Estate License Annual Requirement

- October 22 thru 28, 2015 - [CAM designation Class](#) Become a certified Success!!!!
- November 12, 2015 - [Annual General Membership Lunch voting for 2016 Directors](#)

Speaker: Frank Mauke - Senior Manager of Communications for NAA and Social Media Guru



Topic: Let's get Digital, How to win Friends (or clients) and Influence people [Click for July UNITS Video](#)

Cost to sponsor: \$150 per meeting. Get 5 minute presentation, name in all publications and links in newsletter, logo tent cards on all tables, and exclusive rights to dispense literature. Sponsorship Available

- December 3, 2015 - [Holiday Awards Evening](#) at Aubree's for pool and shuffleboard

2015 GLAStar Education Conference & Awards

Thursday & Friday, October 8 - 9, 2015

Kellogg Center, East Lansing

Featuring National Speakers:

Richard George, Alex Jackiw, Patty Morgan-Seager, Todd Hignite
and Keynote Speaker Alex Sheen



To Reserve Your Tickets:

Register at pmamhq.com

**Register and Pay by September 8th
and Save \$10 Off Workshop Ticket!**

Enter Promo Code: EARLY

For Questions, call 517-721-1293 or
e-mail info@pmamhq.com

\$109	One Day Workshop
\$129	Two Day Workshop
\$60	Awards Dinner Only (per person)
\$169	One Day Workshop and Awards Dinner
\$189	Two Day Workshop and Awards Dinner

Attend both workshops and earn 6 Continuing Education Credits!

GLAStar Schedule - NEW Golf Outing this year

Thursday

- ◆ 8:15 to 9:00 am — Breakfast Buffet and Welcome
- ◆ 9:15 to Noon — Sessions One and Two
- ◆ Noon to 1:00 — Lunch
- ◆ 1:00 to 2:15 — Session Three
- ◆ 2:30 to 4:00 — Keynote with Alex Sheen
Because I said I would
- ◆ 4:00 to 6:00 — Cocktail Networking Reception



Friday

- ◆ 8:45 to 9:15 — Coffee Only—Breakfast on your own
- ◆ 9:15 to Noon — Session 5 and 6
- ◆ Noon — Lunch on your own
- ◆ **12:30 pm — NEW THIS YEAR**
Golf at Lansing Country Club, (includes lunch) Cost: \$75 per person
- ◆ 5:30 — VIP PAC Reception (\$50 personal funds)
- ◆ 6:30 — Cocktails - drink tickets available for advance purchase
- ◆ 7:15 — GLAStar Award Dinner

Keynote Speaker:

Alex Sheen

Learn how to make promises
to better you
and humanity



because
I said
I would.

2015 GLAStar Education and Award Conference