



UPDATE

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

Volume 33, Issue 8 — August 2016

Always available at www.wa3hq.org

Amazing GLAStar Keynote — Coming in October



Customers stay loyal when the business they're working with creates an emotional connection. That's the message Patrick Henry, former Nashville songwriter and featured performer on the Sirius XM Radio Family Comedy Channels, wants his audience to take home with them.

Customer loyalty, Henry stresses, is fragile and customers will be loyal to those whom they are emotionally connected. "If you can make them feel, you can make them buy".

Growing up in the football town of Auburn, Alabama, Patrick saw firsthand how fans are made. His background, in part, led to the realization that engagement is the foundation for loyalty, and loyalty is the foundation for emotional and

financial buy-in.

Henry often says "we learn best when we are being entertained", which is why Patrick's audiences can look forward to humor, guitar playing, and original songs during his presentation "Becoming Remember-able". Many of the concepts you will hear can be found in his book *"The Pancake Principle: Seventeen Sticky Ways To Make Your Customers FLIP For You"* which can be found on Amazon.com. When not traveling, Patrick loves spending time with his wife Lesley and three children and trying to get his golf handicap under 20.



PATRICK HENRY
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One Day Workshop	\$129
Two Day Workshop	\$149
Awards Dinner (per person)	\$75
Non-Members add	\$30



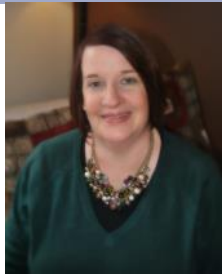
Attend both workshops and earn 9 Continuing Education Credits!

President's Message: by Kristine Siemieniak

It's hard to believe that it is already **AUGUST**. Where has the summer gone?

For me it has been a whirlwind and doesn't look like it is going to slow down anytime soon. I want to thank Smart Apartment Solutions for their sponsorship for July's Happy Hour at Brewery Becker in Brighton, it was great to see so many faces at this event. If you missed out on that one there is another Happy Hour coming on August 11th at Bill's Beer Garden in downtown Ann Arbor, I hope to see you there. I encourage everyone to take advantage of their membership and attend meeting and events. This association does tremendous things for our industry and you want to make sure that you are an active part of it!!!

I will have lots to tell you about next month. Alice and WA3 is hosting the Government Affairs Roundtable for NAA in Ann Arbor this year. Have a great month!!



EO Message: By Alice Ehn

Usually the Association activity slows down a bit in the summer months and the office gets the database updated and work on the newsletter and website increases. This summer however we are honored to host the Government Affairs Roundtable and Legal Symposium the last week of July. It is a two day event that allows all government affairs association professionals, landlord/tenant attorneys and rental housing association executives affiliated with NAA to come together and discuss rental housing legislative issues in a roundtable format to share best practices. The topics of conversation include Disparate Impact, Emotional Support Animal discussion, Refugee Resettlement, and Marijuana plus many more. Being a part of this group for 15 years has afforded our small association the opportunity to benefit from those that have had multiple issues in their areas and how to react to them.

As you can also see on page 7, the board of directors has started a new nonprofit association to give back to the rental housing community that has just been approved by the IRS. You can now make a donation to the Grace Outreach of Michigan and receive 100% charitable deduction for your giving. Please let us know if you want to make a donation or would like to take on a bigger role in giving back.

Here is hoping you all have a seamless turnover in August.



Did you know!!!!

ADMINISTRATIVE ASSISTANT POSITION AT THE WA3 OFFICE

POSITION OVERVIEW:

The Administrative Assistant position directly reports to the Executive Officer and performs administrative and office support activities. Duties may include reporting, fielding telephone calls, receiving and directing customers, word processing, and filing. Extensive software knowledge is required as well as internet research abilities, analytical and strong communication skills.

ESSENTIAL JOB FUNCTIONS:

- Answer and direct phone calls
- Organize and schedule meetings and appointments
- Maintain contact lists
- Produce and distribute correspondence memos, letters, faxes and forms
- Assist in the preparation of regularly scheduled reports
- Maintain a filing system
- Order office supplies
- Book travel arrangements
- Provide general support to visitors
- Proven admin or assistant experience
- Takes part in some meetings with committees
- Assures discreet handling of all business
- Ensures reports and publications are thoroughly analyzed for accuracy

REQUIREMENTS:

- Must enjoy public contact and demonstrate a friendly, outgoing, service oriented nature
- Must be flexible with a strong ability to multi-task
- Must be able to work with a volunteer committee structure
- Possess a desire to learn new skills
- Knowledge of office management systems and procedures
- Excellent time management skills and ability to multi-task and prioritize work
- Attention to detail and problem solving skills
- Excellent written and verbal communication skills
- Strong organizational and planning skills
- Proficiency in MS Office

Produced By: Washtenaw Area Apartment Association, 2008 S. State Street, Suite C, Ann Arbor, MI 48104
734/663-1200; FAX 734/821-0497 Email: info@wa3hq.org

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

2016 Directors:

- **Kristine Siemieniak**, *President*, Wilson White Company, 734-995-0600
- **Terri Neely**, *VP and Education Co-chair*, Cabrio Properties, 734-994-7374
- **Michelle Foley**, *Treasurer*, Mill Creek Town Houses, 734-971-1730
- **Melissa Gumenick**, *Secretary*, Oxford Property Management, 734-995-9200,

- **Michelle Milliken**, *Membership Chair*, Paul Davis Restoration, 734-930-0303
- **Jason Wilhoite**, *Marketing Chair*, PPG, 734-417-4758
- **Bennett Borsuk**, *Legislative Chair*, Cabrio Properties, 734-994-7374
- **Nikki Moodt**, The Hayman Company, 248-879-7777
- **Amy Khan**, *Program Chair*, Corner House Apartments, 734-216-5370

PMAM REPRESENTATIVES: Interim Representative, Kristine Siemieniak, Wilson White Company and Robert Carson, Continental Management

Property Mgmt. Assoc. of Michigan - Association Guidance, Denise McGinn, denise@pmamhq.com

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

On June 23, the Washtenaw Housing Alliance's (WHA) Housing Coordinators Network held a Landlord Breakfast & Appreciation Event at Washtenaw Community College's Morris Lawrence Building. Landlord and property management industry guests heard a panel discussion titled: "Securing the Bottom Line", which featured speakers from the Ann Arbor Housing Commission, Interfaith Hospitality Network at Alpha House, Michigan Ability Partners, and SOS Community Services. The Housing Coordinators Network also awarded the 2016 Golden Lease Award, which recognizes outstanding landlord and property management professionals for their generous commitment to housing the most vulnerable residents in our community. The 2016 recipients were Joel Barson of Avalon Housing and Matt Swope of Huron Heights Apartments.



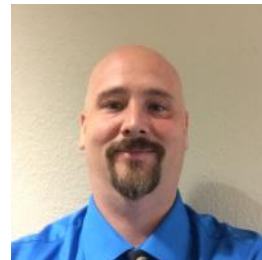
Name: **Michael White Jr.**
Company: **Lake Village of Ann Arbor**
Job Title: **Leasing Manager**
Years in the industry: **14**

What is the most recent designation that you have completed? **NALP**

What advantages do you have now that you have the designation? **New business cards**

Why was it important to you to complete this designation? **It was a personal achievement**

What advice could you give to those who are considering obtaining a designation? **It is worth the time and effort**



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Washington Update
Apartment Industry Advocates,

We've reached the mid-point of the second session of the 114th Congress, but in many ways it feels like the end of the session. Most of the heavy legislative lifting that can get done before the elec-

tions has been completed. The campaign for the White House and 435 public service jobs in the House and 34 in the Senate has taken every bit of oxygen in the room. There are only a handful of legislative days left in the year during which only the red-label tasks will get accomplished. There will, of course, be a flurry of legislative activity during the post-election "lame-duck" period before Congress adjourns sine die, but that almost feels like an entirely different legislative session since whatever happens is dependent upon the outcome of the election. Regardless, for the apartment housing industry this has been an incredible year for grassroots advocacy.

In March, NAA hosted another record-breaking Capitol Conference, drawing more than 700 attendees to Washington, D.C., to advocate on Section 8 Housing Choice Vouchers, Flood Insurance and Americans with Disabilities Act (ADA) litigation. More than 500 advocates went to Capitol Hill sharing our perspective and pressing our case for action in these areas. The work at the Capitol Conference and follow up grassroots outreach later in the spring has generated real results in all areas.

In July Congress passed and sent to the President's desk the "Housing Opportunity through Modernization Act." Top among this legislation's key components is a reform of the inspection process for apartment homes to be rented by someone using a Section 8 voucher. Now, units that have been inspected in the previous 24 months do not have to be inspected again before a voucher holder moves in. This will eliminate weeks of delay for low- and moderate-income families trying to find a home and thousands of dollars of lost revenue for apartment owners and operators.

Reform of the ADA litigation process also made significant progress during the first half of 2016. The "ADA Education and Reform Act of 2015" would address a growing trend of "drive-by" lawsuits against owners of commercial and residential real estate intended to generate fee settlements rather than address a genuine ADA design deficiency. The legislation preserves the goals of the ADA while providing owners 120 days to correct any deficiency before litigation can begin. Thanks to strong advocacy efforts, this bipartisan legislation passed out of the House Judiciary Committee with the support of Republicans and Democrats. This is a critical step that increases the chances of final action before the end of the year.

Finally, legislation to expand private market flood insurance coverage options is halfway towards passage by the Congress.

The "Flood Insurance Market Parity and Modernization Act" would help address the limited – and typically expensive – sources of flood coverage in the private marketplace. Most importantly, it would increase the protection of apartment communities across different markets and whenever it is needed. The bill passed the House of Representatives unanimously and is now in the hands of the Senate. Based on our experience with Section 8 voucher reform, such a strong bipartisan showing in the House dramatically increases our chances of positive action in the Senate.

As you can see, this year has been marked by strong advocacy performance by ourselves as advocates on reasonable, targeted and bipartisan policy initiatives. But our work is not over. There are many more policy concerns for us to tackle both this year and when the new Congress and Administration arrives in 2017.

And speaking of 2017: Make sure to mark your calendars for the 2017 Capitol Conference and Lobby Day on March 7 – 8. Our goal is to create another record-breaking event, bringing in more advocates to reach all 535 members of Congress. Registration opens in early November.

Thanks for reading. Talk with you next month.

Regards, *Greg*

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Stop City Increasing Taxes



Key Reasons Ypsilanti Should Vote “No” on August 2nd

- Ypsilanti taxpayers will see a 2.3-mill tax cut when the road millage expires this year.
- Ypsilanti’s roads again need repair, so an additional millage can be expected soon.
- The proposed new 2.3 Water Street millage will not be used repair roads or improve services, but will go toward paying down \$10 million in remaining debt from the City of Ypsilanti’s failed real-estate speculation on the Water Street brownfield 20 years ago.
- Ypsilanti property values are finally on the rise. Additional taxes will reverse this progress.
- If the Water Street millage and the other 2016 tax proposals pass, it will be 5.6 mills in new taxes in just 9 months. This does not include the nearly 8-mill increase in recent years to cover pension costs. That would be about 23% higher taxes just since 2012.
- Voters rejected proposed Water Street millages 2-to-1 in 2007 and 2012, and the City found ways to both maintain services and pay down the originally \$30-million Water Street debt.
- Ypsilanti City leaders promised to create a thriving retail area on the Water Street brownfield; instead, we have a single Family Dollar store sitting on the otherwise-vacant lot. The City promised a regional recreation center; instead, we got a \$1.2 million bridge that leads to a \$600,000 walking trail -- that was immediately closed due to hazardous soil contamination. Desperate, City Council recently approved up to \$750,000 in tax breaks to a developer.
- The same Ypsilanti City leaders are talking about plans for high-speed rail and a new railway stop in Ypsilanti; these plans also seem stalled.
- The leadership of the City of Ypsilanti made mistakes in the past, and its leadership today continues the pattern: namely, unwise investment of tax dollars in overly ambitious and unnecessary projects. If taxpayers cannot trust the City of Ypsilanti to make good use of current funds, why should we provide them more?



- **Don’t throw good money after bad!**
Vote “NO” on August 2nd!

<http://stopcityincreasingtaxes.com/>

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Higher taxes drive down property values and erode the tax base.

What are they thinking?!



Property taxes are regressive, driving up living costs for low- and moderate-income families who rent and pay non-homestead property tax rates.

Higher taxes discourage investment in the city.

The millage increase is unnecessary: property-tax revenues are climbing, and City Council continues to spend millions on non-essential projects.

This proposal is not about ensuring sound city finances; it is about freeing up money for hobbyhorse projects and tax breaks for developers.

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- Every New Property Professional Member:
You receive \$25 and 1 point for every 50 units the property professional member joins (For example: if they join 200 units - you will receive a \$100 referral fee and earn 4 points)

PLUS:

- Reach 5 points and receive a \$200 bonus on top of the referral fee
- Reach 10 points and receive an ADDITIONAL \$300
- Reach 15 points and receive an ADDITIONAL \$400
- Reach 20 points and receive an ADDITIONAL \$500

RULES:

- Contest and points accumulations start immediately through 12/31/16
- You must call the office and give the name/company of who you referred to the Association. Prospective new member MUST tell WAAA who referred them when they sign up
- Any person receiving \$600 or more in referral fees/bonus will receive a 1099 at the end of the year. Bonus/Fees will be paid only after new member has paid their dues.

REMEMBER!!!!!!

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FOR IMMEDIATE RELEASE

The Washtenaw Area Apartment Association announces **GRACE OUTREACH OF MICHIGAN**, a 501(C)(3) nonprofit designed to give back to our rental housing communities. The goal of Grace Outreach is to raise monies and resources for our residents in need, and ultimately to prevent some evictions that are costly to our members and a hardship for our residents.



The first initiative this year is to connect with the SOS Center and CORT furniture to give to one single-parent family a house of necessities to help them on their road to self-sufficiency. We need members to get involved, shop for the family (with a budget) and present the gifts on a given Saturday in November. Let us know if your community can spare some time and give back.

The value of a man resides in what he gives and not in what he is capable of receiving
- Albert Einstein

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Our first fundraiser and annual event will be **Grace's House Party** in the FALL at the home of Amy and Colin Khan. Watch for more information coming your way, and RSVP as there may be limited space.

We have T-shirts for sale at the office for \$25.00 each, with all proceeds going to the Grace Outreach of Michigan account to begin our community outreach and fundraising.



Please help get this new organization off the ground and join us in giving back.

**Unless someone like you cares a whole awful lot,
nothing is going to get better. It's not.**

— Dr. Seuss



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Contact Person

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734-417-4758
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New Members to Welcome

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Oak Forest Apartments

Katie Pelkey

300 Twin Oaks Dr, Monroe, MI 48162

Phone: 734-241-6700

Email: oakforestmgr@freg.com

Ocean Breeze Properties, LLC

Liora Rosen

2204 Packard, Ann Arbor, MI 48104

Phone: 734-645-2585

Email: oceanbreezeA2@gmail.com

Munro Property Management

Jeff Marriott

P.O. Box 166, Brighton, MI 48116

Phone: 810-224-2553

Email: munro.management@gmail.com

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August 2016

Monday	Tuesday	Wednesday	Thursday	Friday
1	2 PMAM Legislative PMAM Board of Directors	3	4	5
8	9 Legislative Committee	10 Office Closed	11 Office Closed After Hours Mixer - Bill's Beer Garden, Ann Arbor Sponsored by: Full House Marketing	12 Office Closed
15	16 Board of Directors Membership Committee Program Committee	17	18	19
22	23	24	25	26
29	30	31		

Moving Forward 2016

- *September 16 - Pub Crawl Downtown Ann Arbor*
- *September 22 - Appliance Repair Class with Wilmar*
- *October 11 - Ann Arbor Student Housing Fair*
- *October 12 - Reverse Trade Show and Euchre Night*
- *October 20 and 21 - GLAStar Education and Awards Gala*
- *October 26 - Membership 101 for those wanting to know more about membership benefits and new members*
- *October 27 - Real Estate Continuing Education for Property Management*
- *November 16 - PMAM Leadership Day*
- *November 17 - Annual General Membership Meeting*
- [THE DECEMBER HOLIDAY EVENT IS MOVING TO JANUARY 13TH AND BECOMING A NEW YEAR EVENT](#)

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