

Increased Housing Costs and Stagnant Incomes: A Double Whammy for Women



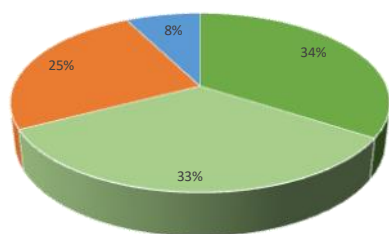
By: Paula Munger,
NAA's Director
of Research and
Analysis.

No one would deny that the lack of affordable housing in the United States is a serious problem. Housing affordability is all over the headlines, as is the gender pay gap; but when you couple them together with some basic demographic information, the stark economic inequality for women becomes even more evident.

Between 2009 and 2014, the U.S. Census Bureau reports that more than a million unmarried female-headed households were started in rental units, representing 25% of all new renter families

households over that time. The Census defines "family" as at least one member of the household who is related to the head of household by birth, marriage- or adoption; "single" includes those never married, divorced, separated or widowed. In 2014 (most recent data available), nearly 70% of total female-headed rental units housed children.

New Renter Households, 2009-2014

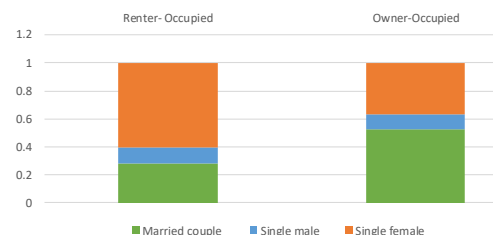


■ Married-couple family ■ Single-person households
■ Single female with family ■ Single male with family

The largest growing age cohort in this demographic are in the 65-plus-category. These are women who are caring for other family members, including their grandchildren, some of whom must rely on fixed incomes.

Looking further into income levels, an astounding 41% of all families that live below the poverty level are headed by single females who rent; and 61% of renter households living below the poverty line are led by women.

Families Living Below the Poverty Line



(Continued on page 7)



GLAStar Education
Keynote
Patrick Henry
VIDEO INVITE
Click HERE



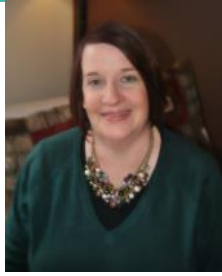
President's Message: by Kristine Siemieniak

So I thought once we hit September things would slow down and turnover would be behind us. But it looks like October is going to be just as busy! The Association has a lot going on in October.

On October 6th, there is the Landlord-Tenant Law review instructed by Fink and Fink Law. Then on October 11th the Ann Arbor Student Housing Fair for all Landlords to showcase their houses and apartments takes place at the Rogel Ballroom at the University of Michigan Union. On October 12th there are back to back events of the Reverse Trade Show and the Wine & Euchre night. Be sure to come to these two events to support the association and have fun. The Wine and Euchre Night is free to all out members.

Finally, the PMAM is again giving us an amazing education opportunity October 20th & 21st with the GLAStar Education and Awards Event at the Kellogg Center in East Lansing (GO GREEN). I would like to thank all of our sponsors for these events as we could not be able to do any of them without you. If you are not signed up for any of these events, do so now on our website, get involved!!

I hope that in November things slow down, but I am not holding my breath. Hope everyone has a great month and I hope to see everyone at some of the events this month. You can always refer to page 10 of this newsletter for a calendar of events that you can print and give to your staff.



Office Message: By Alice Ehn and Jenelle Franklin

On September 20th, Governor Snyder signed bills legalizing and regulating medical marijuana edibles and dispensaries. The three bills that passed are HB 4209 that would regulate the growing and transporting of the drug, HB 4210 that allows for the manufacture and use of marijuana infused products by a qualified patient and HB 4827 establishes a tracking system. What did not get passed was the PMAM initiated bill SB 72 that would codify the attorney general opinion allowing rental housing providers to restrict growing and smoking of marijuana in a rental setting if the language is inserted in the lease.

Since the legislature is in their Lansing offices very limited in October, Mia McNeil, PMAM's lobbyist has asked that we engage our members in helping get this important legislation passed by visiting key legislators of the house while they are campaigning in their districts. Any of our members that can help with this effort by writing letters or by attending visits with me, please call today and let me know of your availability.



Message from Your Membership Chair

Dear Fellow Member:

As your Membership Chairperson, I am writing to seek your help. It is important that we continue to grow our Association and we need your assistance. Each of us has connections and relationships with other apartment communities and businesses that could also benefit from being a member of the Association.

We simply ask that you reach out and encourage them to join WAAA . Your influence and recommendation could make all the difference!

We would like to reward your efforts and kicked off a Membership Drive Contest a few months ago with great cash prizes for each new member you bring into the Association. Attached is a flyer that outlines the contest and the incentives. I challenge **each member** to bring in **ONE new member** in 2016. Just **one** new member from each of us, would allow us to reach our goals and strengthen our Association, which benefits us all!

I thank you for your membership and support!

Michelle Milliken
See next page for particulars on
the Membership Drive.
CHALLENGE — JUST ONE

If this legislation does not pass this year, it will be dismissed and will need to be introduced next year. With the election coming up, and not really knowing what the make up of the state house will be next year, it is critical to make your voice heard now.

That being said, PMAM is launching a new benefit for you to make it easier to get engaged in the legislative process this week. The new product is called **VOTER VOICE**. We will have Peter Fromknecht, the Manager for Grass Roots Advocacy for NAA at our Annual General Membership Meeting November 17th at Weber's Inn from 11:30 to 1:00 to share with you how it works and how to get signed up for it. We wanted to mention it early here because the launch of this product will be the first week in October to help get your voices heard for the SB 72 initiative. Please watch for this information in your inbox and get signed up to help. To learn more come to the General Membership Lunch in November.



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, Tracy Kaechele - tracy@pmamhq.com

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

Membership Drive Contest



HERE'S HOW IT WORKS:

- Every New Business Partner Member (Vendor) who joins:
You receive \$25 bonus and 1 point
- 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.



**SHERWIN
WILLIAMS®**

**DIGITAL MARKETERS
THAT WEREN'T BORN
LAST NIGHT.**



Contact: Rachel Zeichman
rzeichman@mlive.com | 734.478.4673

learn more >

Member Service Announcement

HOARDING
TASK FORCE
Of Washtenaw County

Understanding Hoarding Behavior in Older Adults

A program targeted for home health providers, senior housing staff, social workers, and family members.

- Understand the basics of hoarding
- Learn ways to help people reduce clutter
- Develop sensitivity towards hoarding problems
- Recognize legal and housing implications of hoarding
- Explore cognitive tools to "let go" of belongings

Thursday, November 3rd, 2016

Breakfast & Registration 8:30am

Conference 9-4:30pm

•Lunch Included•

Summit on the Park
46000 Summit Parkway
Canton, MI 48188

PROGRAM COST:

\$60

Options of paying by check or PayPal

REGISTER- Starting August 1st

by going to

http://htfwashtenaw.org/continuing_education_opportunity

5.5 continuing education credits for social workers from MI-CEC

THE PLUMBING EXPERTS



DYNAMIC DRAINS LLC
PLUMBING & SEWER SERVICE

Now Offering Trenchless Sewer Replacement

Call Today For Your Free Pipe Bursting Estimate.

Residential & Commercial Plumbing & Sewer Service

- | | |
|--------------------------------|------------------------------------|
| ➤ Sewer & Drain Cleaning | ➤ Frozen Water Lines |
| ➤ Sewer Line Camera Inspection | ➤ Water Service Lines |
| ➤ Garbage Disposal | ➤ Sinks & Faucets |
| ➤ Sump Pump & Back Up Systems | ➤ Tub & Showers |
| ➤ Water Heater | ➤ Kohler Toilets |
| ➤ Root-X | ➤ Broken Line Repairs |
| ➤ Hydro Jetting | ➤ Licensed Master Plumber on Staff |

24 HOURS A DAY ♦ 7 DAYS A WEEK

Licensed & Insured with over 15 years experience, serving Washtenaw, Livingston and Monroe counties. License #8004206

Upfront Flat Rate Pricing, With No Hidden Costs!



(734) 215-5811

www.DynamicDrains.com

Designed especially for you, the Property Management Professional





Topics are relevant to the Multi-Family industry rather than real estate as a whole.

**If you have your CAM, NALP or CAPS designation or SHCM certification
this class will fulfill your Continuing Education Credits!**

Even if you don't hold a Real Estate license, we encourage you to attend this valuable
education session as a Property Management Professional.

Instructor: David Soule, KMG Prestige

**Contact the PMAM affiliate in your area to sign up for your Continued Education credits.
Lunch will be served at all locations!**

Local Affiliate	Date, Time and Location of class	Association Contact Information
	October 27, 2016 9 am – 4 pm Kapnick Insurance Training Center 1201 Briarwood Circle Ann Arbor, MI 48104 \$65 Members \$95 Non-members	Alice Ehn, Executive Officer (734) 663-1200 Email: info@wa3hq.org Website: www.wa3hq.org
	October 7, 2016 9 am – 4:30 pm Troy Community Center 3179 Livernois Troy, MI 48083 \$75 Members \$99 Non-members	Danielle Trosen, Association Executive (248) 594-9803 Email: info@dmaa.net Website: www.dmaa.net
	October 14, 2016 9 am – 4 pm Crowne Plaza Lansing West 925 South Creyts Road Lansing, MI 48917 \$65 Members \$95 Non-members	Emilee Turner, Association Executive (517) 281-0815 Email: info@pmamm.com Website: www.pmamm.com
	September 16, 2016 9 am – 4 pm PMAWM (New Office) 1760 44th Street SW, Suite 7 Wyoming, MI 49519 \$65 Members \$95 Non-members	Christina Baragar, Association Executive (616) 531-5243 or toll-free (866) 989-9800 Email: info@pmawm.com Website: www.pmawm.com

Sponsored by:

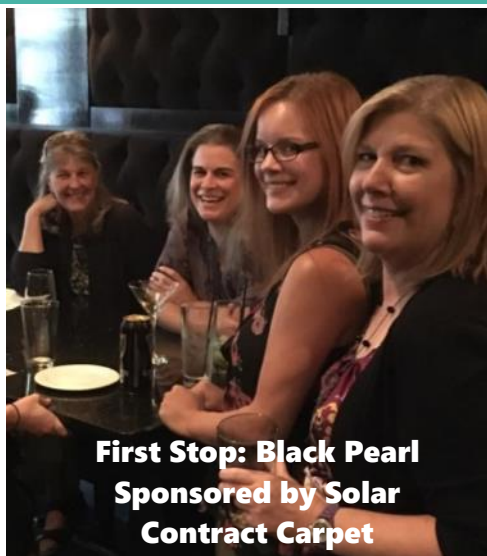


**You must bring your pocket identification
card to receive credit for these classes.**

PAUL DAVIS
RECOVER • RECONSTRUCT • RESTORE
WATER, FIRE, OR STORM DAMAGE?
WHEN THE UNEXPECTED OCCURS, CALL PAUL!
Water & flood cleanup • Fire & smoke damage restoration
Emergency board-up & tarping • Mold removal
Residential and Commercial • Outstanding customer service
800-550-4042
www.RestorationAnnArbor.com



**Help grow the
Association!!
Like Us on Facebook**



**First Stop: Black Pearl
Sponsored by Solar
Contract Carpet**



**Second Stop: Pretzel Bell
Sponsored by Synergy Fiber**



**Final Stop: Conor O'Neills — Sponsored
by Fuller Creative Services**



YUM - Car Bombs



BRINGING IT ALL TOGETHER For Your Multi-Family Needs

The PPG PITTSBURGH PAINTS®, PPG PORTER PAINTS®, & GLIDDEN PROFESSIONAL® Stores are being combined to form the new PPG PAINTS™. Now, as a national network of PPG Paints Stores, we better serve the multi-family industry with a broad product line, industry expertise & jobsite delivery. Visit ppgpaints.com

The PPG Paints brand is available at more than 2,400 company-owned stores and independent dealers nationwide.

Ann Arbor
3820 Plaza Dr.
Ann Arbor, MI 48108
734-665-6241

Jackson
167 West North St.
Jackson, MI 49202
517-784-6138

Canton
42573 Ford Rd.
Canton, MI 48187
734-981-9520

Contact Person
Jason Wilhoite
734-417-4758
wilhoite@ppg.com



Glidden Professional, PPG Pittsburgh Paints and PPG Porter Paints are registered trademarks of PPG Architectural Finishes, Inc. PPG Paints is a trademark of PPG Industries Ohio, Inc. © 2015 PPG Industries, Inc. All Rights Reserved.

EXPERIENCE THE GREAT LAKES
DIFFERENCE
SUPERIOR PRODUCTS. SUPERIOR SERVICE.

**SAVE UP TO
60%
ON ENERGY COSTS
CALL TODAY!**

**Industry Leading Energy-Efficient
Equipment for Your Laundry Room.
ASK ABOUT USED EQUIPMENT**

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

(888) 492-0181
www.greatlakeslaundry.com

RED CARPET SERVICE

Press Release: Reverse Trade Show to BENEFIT 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.

HOW CAN YOU HELP???????

Suppliers: Click on "[Register](#)" to sign up. Each person that is attending will pay \$100 donation that is 100% deductible as a charitable contribution to "Grace Outreach of Michigan".

Property Management Companies: Key decision makers are being asked to give a total of 1.5 hours of time talking to suppliers about their products and how they can help you. **THAT'S IT. JUST A LITTLE TIME.** Please commit to help this worthy cause by calling the office at 734-663-1200. If you cannot make the full 1.5 hours we would be happy to schedule you for less. Let us know if your community can spare some time and give back.

We would like to thank **RECYCLE ANN ARBOR** for including us in their "change round up" campaign to encourage their shoppers to place extra change in a designated container to benefit GO from September to December. Head over to **Recycle Ann Arbor** to help them help Grace. Or purchase a t-shirt with the order blank to the right. Or you can join the group to give back to

"There is not a man of us who does not at times need a helping hand to be stretched out to him, and then shame upon him who will not stretch out the helping hand to his brother."
— *Theodore Roosevelt*



Grace Outreach T-shirt Order Form

Cost per shirt: \$25.00
100% Deductible
TIN: 81-1416950

Name of Person	Quantity Ordered	Indicate S. M. L, XL	Price each	Total

Total Enclosed

Make Check payable to :
Grace Outreach of Michigan

Send to :
2008 S. State Street, Ste C
Ann Arbor, MI 48104

Donor Name and Address:

2016

GLAStar Education Conference & Awards

Thursday & Friday, October 20-21, 2016

Kellogg Center, East Lansing

Featuring National Speakers:

Amy Kosnikowski Dilisio, Ercell Charles, Steve Ockerbloom and Sandy Borg
And Keynote Speaker Patrick Henry

To Reserve Your Tickets:

Register at pmamhq.com

For Questions, call
517-721-1293

or e-mail
info@pmamhq.com

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

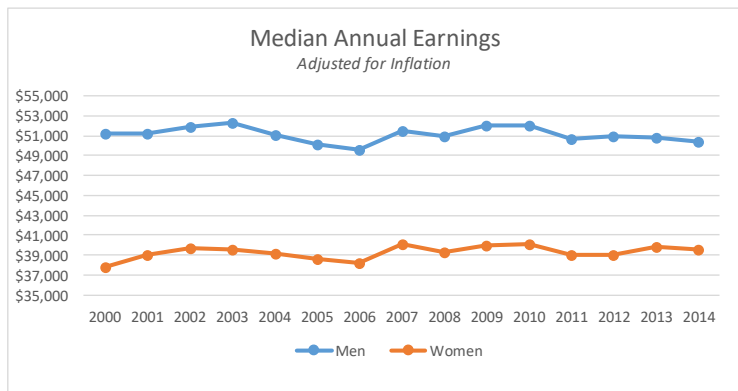


Attend both workshops and earn 9 Continuing Education Credits!

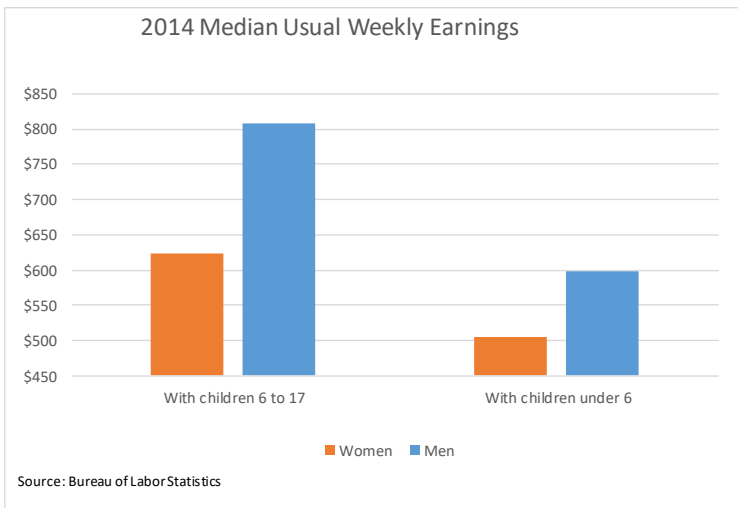
Double Whammy (con't)

(Continued from page 1)

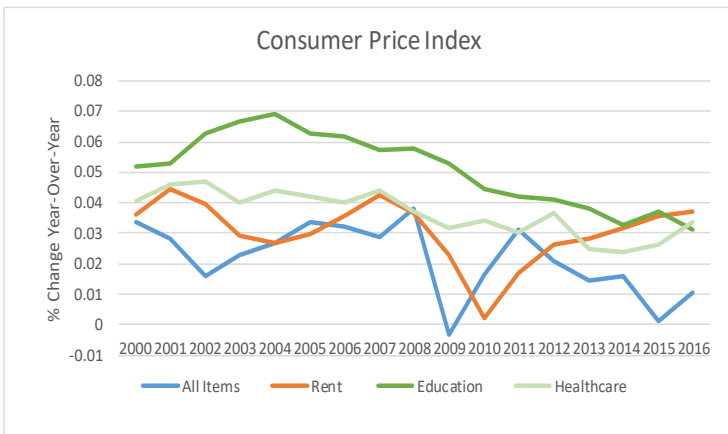
When adjusted for inflation, both men's and women's incomes have barely budged in recent years, and have fallen since 2007. Although the gender pay gap has narrowed over time, it has recently leveled off, but there is still a long way to go. In 2014, women made 78.6 cents to men's \$1.



If a woman is unmarried and has children between the ages of 6 and 17, the pay gap widens further.



While the rate of inflation (Consumer Price Index) has been just about non-existent post-Recession, when broken down into various components, the increased costs are troubling. Since 2012, rent, education- and healthcare costs are all rising faster than the sum of all the components of the CPI; precisely how these working mothers with 6-17 year-olds are spending their hard-earned incomes. Triple whammy?



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!!

See page 10 for a Calendar to help you get involved

FURNITURE FLEXIBILITY FOR YOUR LIFE

Tens of thousands of people every year make CORT the most trusted source for their temporary furniture solutions such as:

- Moving for a new job
- Landing a temporary assignment
- Heading off to school
- Making a fresh start

Furniture • Housewares • Home Accessories • Electronics

Rental Showroom & Clearance Center

28241 Mound Road
Warren, MI 48095
248.449.7560

cort.com

©2016 CORT. A Berkshire Hathaway Company.

CORT

LIVE. WORK. CELEBRATE.™

Wilmar®

Our Focus Is Your Advantage.

Expert Solutions from the Nation's Leading Supplier

Exclusively Serving
Multifamily

Next-Day Delivery
on Thousands of
MRO Products

Experienced
Field Sales
Professionals

Specializing
Upgrades/Renovations
HVAC
LED Lighting
Cabinets & Countertops

For more information:

Brik Pardo, Regional Sales Manager

734.845.8243 or brik.pardo@wilmar.com

Member2Member Discounts

ANDERSON PAINT COMPANY

One complimentary 5 gallon bucket of primer or paint for WA3 members each year.

Contact Number: 734-971-0868

COMMERCIAL MORTGAGE PROVIDER

734-476-3851

1. No Application Fee 2. 10% discount on brokerage fee

FULLER CREATIVE SERVICES

Fuller Creative Services offers a full community photo session for \$250 (regularly \$350); includes up to 50 interior/exterior/grands/amenities photos. Additional photography discounts available for Rental Homes starting at only \$99 per property. Contact Fuller Creative Services for more details: (734) 626-7501 or fullercreativeservices@gmail.com

HALEY MECHANICAL

TRY US IN YOUR HOME, USE US IN YOUR BUSINESS
\$30 off any service or repair in your home: Furnace, A/C Plumbing or Electrical. Call to find out how we can help you at your business. 734-424-9170 www.haleymechnical.com

PAUL DAVIS RESTORATION & REMODELING

734-930-0303

www.restorationannarbor.com

Call today for your **FREE** mold inspection

Business Partner members that want to participate in this discount program to be listed here and have a coupon on our website, contact Alice Ehn at 734-663-200 or info@wa3hq.org

Click [HERE](#) to go to coupons on website

New Members to Welcome

PROPERTY PROFESSIONAL MEMBERS

City Place Ann Arbor

Robbyn Crooks

425 S. 5th Ave, 2A, Ann Arbor, MI 48104

Phone: 734-794-3311

Email: robbyn@campusvillage.com

Keys Management

Martin Nyrkkanen

740 Packard Rd, Ann Arbor, MI 48104

Phone: 734-564-2125

Email: keysmgmt@comcast.net

Strong Future Homes

Andrew Kneffel

928 W. Michigan, Ypsilanti, MI 48197

Phone: 734-547-5117

Email: stongfuture@kmgprestige.com

BUSINESS PARTNER MEMBERS

360 Paint Ann Arbor

Chris Ring

2723 S. State Street, Ste 150, Ann Arbor, MI 48104

Phone: 734-845-8029

Email: cring@360painting.com

Bio-One Detroit

Martel Williams

23205 Gratiot Ave, #270, Eastpointe, MI 48021

Phone: 586-663-8766

Email: info@bioonedetroit.com

*Not since soap and water
has there been
a better combination.*

COINMACH • MAC-GRAY • ASI CAMPUS LAUNDRY
SDI LAUNDRY SOLUTIONS • APPLIANCE WAREHOUSE

Our family of companies have come together to simplify your laundry solutions. Our customers know that better laundry solutions equal improved resident experience. And that's not only good for business – it just makes life easy.

Simplify your laundry solutions today!

Donald Burke
(800) 852-9274 x55416
donaldb@cscsw.com
cscsw.com

CSC
SERVICEWORKS
Making life easy

MEMBERSHIP 101

STRATEGIES FOR SUCCESS

October 26 from 4:00 to 5:00 pm at
Woodland Mews Super Cool
Clubhouse

All NEW members automatically get signed up for Membership 101 to learn to get the most from their membership dollars

Any ESTABLISHED members that don't know all the benefits they are missing out on, are also welcome

to come....Just sign up online.

It is FREE to anyone and light snacks and drinks are served



Get the Apartment Association Website on Your Home Screen

iPhone

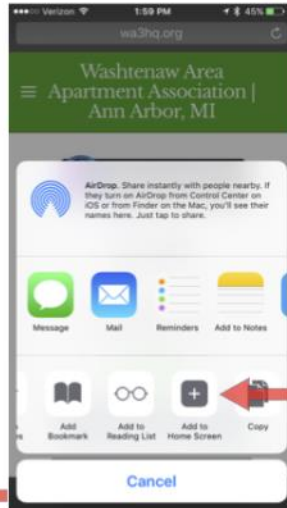
Step 1

Point your browser on your mobile device to www.wa3hq.com and select the double square icon at the far right



Step 2

Select the "Add to Home Screen" icon



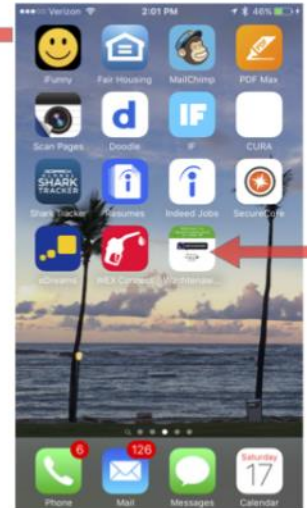
Step 3

Here you are able to make changes to the name, if not click "Add" in the upper right hand corner



Step 4

Your WAAA website is now saved as an app on your mobile device



**DID
YOU
KNOW?**

You can keep
connected on the
go by adding the
WAAA website to
your mobile
device!



Washtenaw Area
Apartment Association

(734) 663-1200

www.wa3hq.com

Android

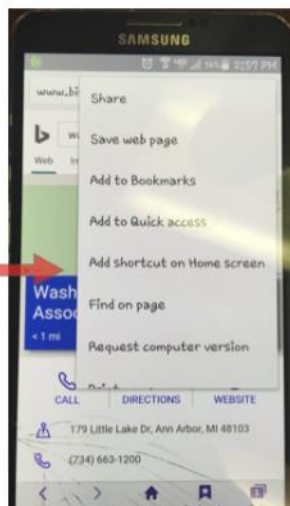
Step 1

Point your browser on your mobile device to www.wa3hq.com



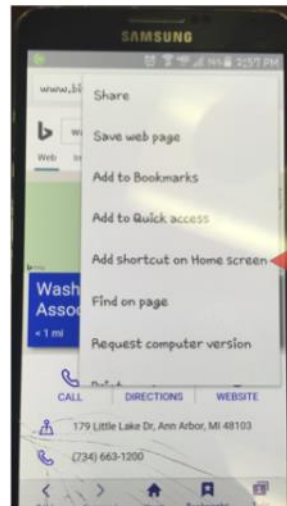
Step 2

Select the "More" in the upper right hand corner



Step 3

Select "Add shortcut to home screen" from drop down




Step 4

Your WAAA website is now saved as an app on your mobile device



October 2016

Monday		Tuesday	Wednesday	Thursday	Friday
					1
3	4	5 Education Committee	6 Program Committee Landlord Tenant Law Review Instructor: Jim Fink - 1/2 Day		7
10 	11 Legislative Committee A2 Student Housing Fair	12 Board of Directors Reverse Trade Show Wine and Euchre Night		13	14
17	18 Membership Committee	19	20 	21 Storm water rate meeting - A2 	
24	25 PMAM BOD PMAM Legislative	26 Membership 101	27 Real Estate Continuing Education for Property Management	28	

Moving Forward 2016

- November 16 - PMAM Leadership Day in Lansing at Urban Beat
- November 17 - Annual General Membership Lunch at Weber's Inn
- **The DECEMBER HOLIDAY AWARDS EVENT is moving to JANUARY 20TH and will be a Prohibition Casino Award Event at Cobblestone Farms**
SAVE THE DATE!!!!
Spouses and Costumes Encouraged



SOLAR CONTRACT CARPET

FOR MORE THAN 40 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

BRK®

THE PROFESSIONAL STANDARD



It's the Law

It's up to you to ensure your properties are compliant with your local and state laws concerning smoke and carbon monoxide (CO) protection.



7 Year Switch

Most CO alarms historically had a lifespan of 5-7 years, depending on the age of your property, alarms that were installed during construction are likely now due for replacement.



SC9120LBL Smoke & Carbon Monoxide Alarm

- 2 in 1 Protection
- End of Life Signal
- Perfect Mount - allows for easy alignment of alarm



CO5120BN Carbon Monoxide Alarm

- Latching alarm indicator, remembers which unit initiated an alarm
- End of life signal



**BRK'S NEWEST ALARMS HAVE 10 YEAR
WARRANTY & 10 YEAR BATTERY LIFE.**

Be Safe, Replace

www.brkelectronics.com