



UPDATE

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

Volume 34, Issue 3 — March 2017

Always available at www.wa3hq.org

EDUCATION TRADE EXPO AND MAINTENANCE MANIA — INCLUDES FAIR HOUSING TRAINING

CARNIVAL

MARCH 15, 2017

REGISTRATION OPEN

SCHEDULE OF EVENTS:

- **10:00 TO 11:30 - FAIR HOUSING TRAINING** —
Cost: \$42.00 [Click HERE to REGISTER](#)
- **11:30 TO 1:30 - LUNCH AND TRADE EXPO
CARNIVAL** Cost: FREE
- **1:30 TO 2:00 - SILLY AWARDS**...Nominate your staff now
- **2:00 TO 3:00 - FREE BREAK OUT CLASSES**

While maintenance goes and practices for mania, the WA3 is offering two break-out classes. You can attend either:

Social Marketing with MLive and The Hayman Company OR
Legislative Update & Economic Forecast with Matt Miller and Kevin Dillon.

See page 3 for particulars on the Education

- **3:00 TO 5:00 - FREE MAINTENANCE MANIA**

NEW THIS YEAR — SILLY NOVA AWARDS

**Nominate
your staff
[HERE](#)**

Nominate your staff or yourself for a Silly Nova Awards.....Send an email to novawards@gmail.com for entry with the name of the award in the subject line with an example/story of why you think they deserve this award. Dead-line to nominate is March 1.

1. **The Clown Award** – for the most spontaneous worker
2. **The Duct Tape Award** – for being able to fix just about anything
3. **The Early Bird Award** – for being the first into the office
4. **Grandma's Dumpling Award** – for being the most comforting in the office
5. **Little Miss Sunshine** – most sunny worker

6. **Spammie Award** – for excellence in forwarding emails
7. **Dewey Decimal Award** – for being the most organized
8. **Bermuda Triangle Award** – for the desk where things go in and never come out
9. **Fox News Award** – for being able to provide the latest breaking news
10. **Head in the Sand** – for having no idea what is going on around the office.

President's Message: by Michelle Foley

It is with much sadness that I have to announce that Terri Neely has resigned from the association's Board of Directors and role as president effective February 16, 2017. She has decided to take on a new endeavor of opening a music school with her husband in Grass Lake where they reside. We wish them both success on this new venture.

As a result of her departure I have been asked to be the interim President of the board. I am excited for the opportunity, although it is much sooner than I had anticipated. There also is now an open board seat. To have an even representation on the board we would like an independent rental owner to take this seat. If you have interest in joining the board, please contact either myself or Alice.

My vision for this year is to continue to promote membership growth and participation. Mark your calendars for the Trade Expo and Maintenance Mania on March 15, 2017. There is awesome education in the morning and break-out panels in the afternoon. It's always a fun time. I hope to see everyone there.



Office Message: By Alice Ehn and Jenelle Franklin

The Education Trade Expo this year is going to be an amazing event with an emphasis on EDUCATION. The Fair Housing Training first thing in the morning is totally affordable at only \$42 per person and you will get your annual Fair Housing Certificate in only 90 minutes of time.

Then stick around for the **FREE** Lunch and Trade Expo where you can find vendors for your business. Some of our new vendors have booths so come and check them out.

After that, while the Maintenance Persons go to practice at the Maintenance Mania stations, you can attend either the **FREE** Leasing/Marketing class that will teach you about social media and how to make the most of getting your name out there (including the nuances of SnapChat) OR a **FREE** Economic and Legislative prediction for 2017. If you understand



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

2017 Directors:

- Michelle Foley, Interim President, Mill Creek Town Houses, 734-971-1730
- Kristin Lewis, Secretary, Village Place Apartments, 734-379-1120
- Kim Thompson, Treasurer, Oxford Property Management, 734-995-9200
- Michelle Milliken, Membership, Paul Davis Restoration, 734-930-0303
- Jason Wilhoite, Marketing, PPG, 734-417-4758

PMAM REPRESENTATIVES: 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

Help grow the
Association!!
Like Us
on
Facebook



“Our lives begin to end the day we become silent about things that matter.”

— Martin Luther King, Jr.

where the economy and legislation is going you can better plan your business for 2017. **GET SIGNED UP TODAY!** Missing this amazing event is just not an option. If you were to attend only one association event a year, this should be it. And **MOST OF IT IS FREE.**

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Fair Housing Training Panel — Starts at 10:00 am

Jim Gromer, Attorney for Continental Management and Paletz Law Firm

Improve your knowledge and learn what's new in Fair Housing in only **90 minutes** — **Cost \$42** and receive your annual certificate

Social Marketing Breakout

Starts after Tradeshow

Join industry experts from MLive and The Hayman Company about:

- **SnapChat**
- **Instagram**
- **Facebook**
- **Twitter**

Learn from those in the marketing world trenches.
Free Breakout when you attend the Trade show.

Legislative Update and Economic Forecast

Join **Matt Miller, Attorney with Swistak and Levin and Legislative Chair of PMAM** and **Kevin Dillion, Managing Director for investment Apartment Sales at Berkadia**

Look into the Crystal Ball for 2017
Free Breakout Education when you attend the tradeshow.



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General Membership Meeting Lunch – February 16



Jim asks, "Did You..."

1. Fill out all requested info on form?
2. Make all necessary copies of form?
3. File the form and filing fee with the clerk?
4. Have the form served on the defendant?
5. Keep one copy for yourself?"

Attorney Jim Fink presented Small Claims Court Training following lunch at Weber's Inn.

THANK YOU,
MR. JIM FINK



Jim Fink, attorney at Fink & Fink, PLLC, explained to a packed house how to file in small claims court, where the claims collected total a maximum of \$5,500 and cases proceed without an attorney.



Associate of the Year:
Megan Orser, Smart
Apartment Solutions

Committee members
received their
2016 Appreciation
Certificates



Committee Chair
Awards
Lisa Perschke,
Membership
Kathleen Began -
Miller, Education



Kristine Siemieniak, Wilson
White Company, receives
Board President Plaque

Are you Putting in the Time?



With permission by: Tim Furlong

Recently I was able to take a long weekend in Florida- which is a must during the winter if you happen to live in my home state of Michigan. As I was relaxing and unplugging from the matrix in my chair on the beach I noticed a young man setting up some cones in the sand preparing to do some speed and agility drills.

I had recently watched a program on ESPN that showed the various drills used at the upcoming NFL combines that teams and coaches used to evaluate talent for the spring draft. The times and feats of strength that are measured during these drills can make the difference between being considered for the draft, or quite possibly not being drafted at all.

I immediately recognized this young man's drill as one used to measure the ability of a wide receiver. Trust me when I tell you that completing one of these drills at the speed and skill of this young man would be enough exercise for most of us in an entire day.

I watched this young man, barefoot in the sand, run the various drills over and over again. With the sun beating down and no one to cheer him on he kept at it again and again working so hard to make those slight improvements that could mean the difference between success and failure.

What really struck me was that there was no one else there with him. No coach or trainer. No other friend or teammate. No parent, grandparent or relative, just this lone young man driven with a mission and a purpose.

I was so impressed with his discipline to keep going and to give each drill his complete effort and focus. He never once dogged it, or simply went through the motions. Every effort was concentrated and on-purpose and the only person holding him accountable to that standard was himself.

I started thinking about the organizations that I serve and wondered what type of effort that the individuals working for these organizations were willing to put forth. What skills are they practicing to perfect and improve upon, and how are they measuring their success.

The organizations that request my services are willing to invest in their people which demonstrates their level of commitment to them. Yet I wonder at times what we as individuals are doing to invest in ourselves? Are we putting in the time required to perfect our craft, learn a new skill or create value in ways not written in a job description?

Most importantly ask yourself am I willing to put in the long and lonely hours necessary to be successful. Can I hold myself accountable to a high standard, especially when no one is watching or there is no one there cheering me on?

One thing I've learned over the years is there is no such thing as an over-night success. In my experience success only comes through years of hard work, sweat, dedication, and perseverance. In a day of instant gratification it was truly inspiring to see someone willing to work so hard for a goal that may never come to fruition.

I've always believed that having a goal is important, but the achievement of the goal isn't what truly matters, it's the person we get to become in pursuit of the goal that makes all the difference. This I believe will serve this young athlete whether he makes the roster of an NFL team or not.

On my way back up to the hotel I thanked this young man. He glanced up at me with a confused smile, having no clue why he'd just been thanked and then quietly went back to his drills. Unknowingly he had reminded me that success comes from a willingness to set up your cones in the sand, remove your shoes, and quietly, with no fanfare, all by yourself, get down to the business of perfecting your business.

Thought for the Week:

Everybody wants to be famous, but nobody wants to do the work. At the end of the day, you put all the work in and eventually it'll pay off. It could be in a year, it could be in 30 years. – Kevin Hart



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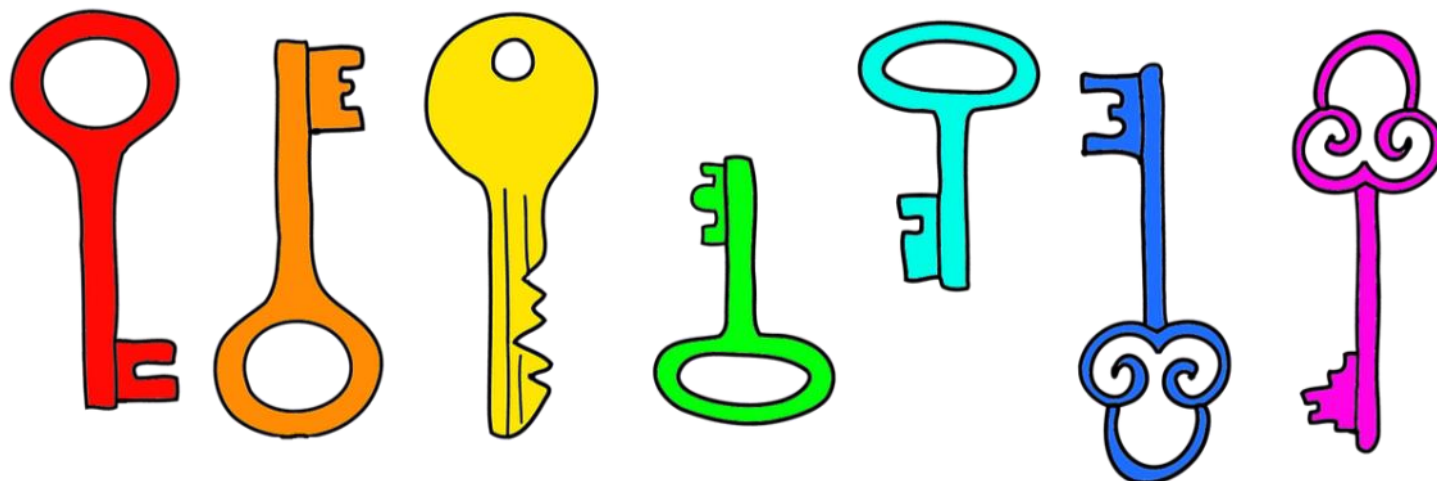
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“Action is the foundational key to all success.”

- Pablo Picasso

Make you, your company, and your skill set known to other members by attending Events, Meetings and Education sessions.

You hold the key to your success in our association.



Click to see our upcoming events!

Unlock your advertising potential with our 2017 Marketing Opportunity Kit:

- ♦ Select Events and Education days that relate specifically to your services
- ♦ Choose a Star Package for most cost savings
- ♦ Customize your Sponsorship package
- ♦ Ala carte sponsorships are available
- ♦ Industry Professionals should be seeing your businesses **CONSTANTLY** to ensure they remember your **COMPANY**

Washtenaw Area Apartment Association
2008 State St. Suite C
Ann Arbor, MI 48104

December 2016
Volume 1, Issue 1



2017 Marketing Opportunity Kit

A look ahead-Sponsorships for 2017

This next year has much to offer!

We will be hosting several events for our members. We will focus on education, legislation, and networking; bringing our property professionals and business partners together.

Use this opportunity to select your sponsorship and advertising packages in advance. In doing so, you will benefit by:

- ⇒ Selecting your preferred event sponsorships, and confirming your attendance before event admittance and advertising sell out.
- ⇒ Spend wisely and maximize your dollars with early selections.

A La Cart Marketing Opportunities:

Board Installation Bar	\$	350.00	Beach Party Speed Boat	\$	300.00
Board Installation Catering	\$	250.00	Beach Party Pontoon	\$	200.00
Board Installation Entertainment	\$	150.00	Beach Party Paddle Board	\$	150.00
Board Installation Raffle	\$	100.00	Apartment Crawl	\$	150.00
Golf Outing Bloody Mary Cocktail	\$	200.00	Pub Crawl	\$	200.00
Golf Outing Tee off	\$	200.00	Wine and Euchre Sponsor	\$	300.00
Golf Outing Hole Sponsor	\$	180.00	Reverse Trade Show Sponsor	\$	300.00
Golf Outing Dinner Sponsor	\$	300.00	Education Class Sponsorship	\$	200.00
Golf Outing Beverage	\$	300.00			
Golf Outing Game sponsor	\$	50.00	Banner Ad on the website	per month	\$ 150.00
Golf Outing Turn Sponsor	\$	300.00	Ad in Newsletter	Various Rates	
Golf Outing Contest Sponsor	\$	225.00	Enhanced Listing on web		\$60.00
Education Sponsor at Trade Expo	\$	200.00	GMM Sponsorship		\$ 175.00
Lunch Sponsor at Trade Expo	\$	350.00			
Maintenance Mania Game Spon-	\$	50.00			
Maintenance Mania Cocktail	\$	250.00			
Trade Expo Booth Space	\$	275.00			

Click above to download a copy from our website!

Share your voice with Congress

[Advocacy365 app](#), your personal assistant on Lobby Day (and the rest of the year).

World-renowned presidential historian and Pulitzer Prize-winning author [Doris Kearns Goodwin](#) will keynote the Capitol Conference with her take on leadership lessons from American presidents.

This year's [Lobby Day issues](#) are:

- **Tax Reform:** Any proposed reforms must promote economic growth and investment in rental housing without unfairly burdening apartment owners and residents relative to other asset classes.
- **National Flood Insurance Program Reauthorization:** Congress must prevent disruption in the marketplace and pass a long-term reauthorization before the government's backstop expires on Sept. 30, 2017.
- **Americans with Disabilities Act Reform:** Provide a business owner with the opportunity to cure an alleged deficiency prior to the initiation of a "drive-by" lawsuit.

NAAEI credential holders can earn continuing education credits (CECs) for participation:

- Three CECs for attending Capitol Conference activities on March 7 from 12:45 – 4:30 p.m.
- Two CECs for participating in Lobby Day on March 8.

For the apartment industry to have a voice on Capitol Hill, it's critically important that all NAA members actively participate in the 2017 [NAA Capitol Conference and Lobby Day](#).

The Spring Governance meeting will precede the Capitol Conference from March 5 through 7.



[Contribute to NAAPAC now!](#)

Great job, let's keep our energy going!

\$266.80 contributions still needed for our Fair Share for 2017!
Online or Mail-in Form
Available now!

WHY DOES PAC MATTER?

One of the most important actions you can take to positively influence the policy making process in Washington DC or Lansing is to invest in the NAA and PMAM Political Action Committee. A strong PAC is the key to your voice being heard on any Capitol Hill. The NAA and PMAM PAC's support pro-rental housing candidates and engage with lawmakers and agency officials on legislation and regulations that affect your business.

Invest your personal dollars today.

HEAR FROM
INDUSTRY
LEADERS

WA3:
106 %

Mid-Michigan:
45%

Detroit:
33%

2016 NAA PAC
Fair Share Contributions
Percent Fulfilled— MI

West Michigan:
98%

The PAC has been a defender of the industry since its inception in 1977 and has since worked tirelessly to help elect pro-industry candidates to the United States House and Senate. Federal law requires that all contributions made to the PAC must be made by personal check or credit card, partnership and sole proprietor contributions are accepted as well. Corporate contributions are prohibited.

- March 5 to 8, NAA Capitol Conference
- March 15, Enhanced Education Trade Expo and Maintenance Mania including Fair Housing Training
- March 22 and 23, CAMT continued
- April 6, National Apartment Housing Day.
- April 13, 18, 20 and 25 — In person NALP starts joint with DMAA and PMAMM
- April 18 to 20, CAMT continued
- April 20, Apartment Crawl
- May 16 and 17, PMAM Lyceum
- May 16 and 17, CAMT continued
- May 18, GMM Lunch
- May 20, Grace's House Party
- June 2, Golf Outing
- June 6 to 8, CAMT continued
- June 21 to 24, NAA Education Conference in Atlanta
- July 20, WA3 Family Beach Party
- August 4, GLAStar Award Deadline
- September 21, Pub Crawl
- October 12 and 13, GLAStar Education and Awards
- October 18, Ann Arbor Student Housing Fair
- October 19, Reverse Trade Show and Wine and Euchre Night
- October 26, Real Estate Continuing Ed for Property Professionals
- November 6 to 9, NAA Assembly of Delegates
- November 16, Annual GMM



HERE'S HOW IT WORKS:

- Every New Business Partner Member (Vendor) who joins: You receive \$25 cash or Association Bucks and 1 point
- Every New Property Professional Member: You receive \$25 cash or Association Bucks 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 or Association Bucks 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 12/31/17
- 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/Association Bucks will be paid only after new member has paid their dues.
- Association Bucks are good for General Membership Meetings, Events, or Locally sponsored Education classes.

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PMAM Leadership Lyceum

We are seeking to identify and develop a well-informed and highly motivated group of emerging leaders with a strong commitment to the mission and strategic objectives of PMAM and its affiliated associations.

Two Day Association Leadership Training

May 16 & 17, 2017 from 8:30 to 5:00 each day.

Program Costs

Association Endorsed Candidate.....\$299
General Enrollment.....\$599

Location

Holiday Inn Express
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Requirements to complete Program:

- Complete two-day training course
- Attend PMAM Leadership Day
- Attend Capitol Day
- Active membership on at least one committee
- Attend PMAM Legislative Committee meeting
- Attend GLAStar Education Day
- Attend GLAStar Gala
- Attend at least 6 general membership meetings
- Attend a PMAM board meeting
- Attend 3 home chapter special event
- Sign a commitment letter
- Attend 2 education programs at the locals
- Attend one of the NAA conferences
- Attend a PMAM board meeting

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Credit Bureau of Ypsilanti, Inc	Xfinity Communities

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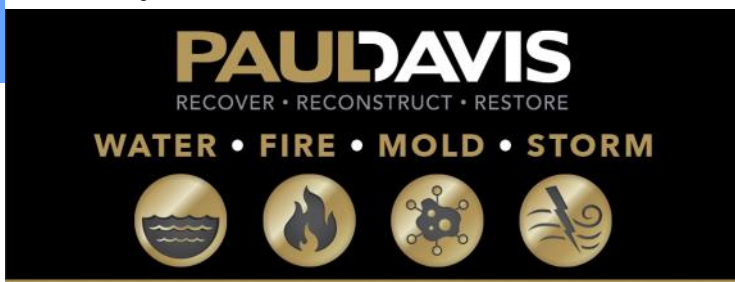
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Contact Person

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learn more

March 2017

Monday	Tuesday	Wednesday	Thursday	Friday
		1	2	3
6	7	8	9 <i>Education Committee BOD Program Committee</i>	10
NAA Capitol Conference				
13	14 <i>Membership Committee Legislative Committee</i>	15 <i>EDUCATION TRADE EXPO AND MM – SEE PAGE 1 AND 3 FOR DETAILS</i>		16 17
20	21 <i>Program Committee</i>	22 <i>CAMT Continues - One class pricing Plumbing Maintenance</i>	23	24
27	28 <i>PMAM Legislative PMAM BOD</i>	Join a Committee in 2017		

Judges needed for Maintenance Mania

Check out how it
works [here](#) and come
join your staff
for this fun after-
noon. 2 drinks per
person included

Don't have time to serve on a committee? Join an interest circle. Receive information targeted to the information you want to hear about. Whether you are part of the Livingston County group or Independent Rental Owners. If they get together, you can hear about it and join. Specific information for specific interests.

Go to the Member's Only section of wa3hq.org and put in your username and password. (Don't know your username and password?? (There is a button for that too). Click on the STAY INFORMED link and select what you are interested in. You can pick more than one. You can join a committee...even if you just have 1 hour per month. Every committee has one time things that can be done to help out. If you join a committee the chair will contact you to find a task that fits your schedule. Below is a list of committees and circles. Get involved to day and help move the association forward.

- ☐ Inspection Task Force
- ☐ Interest Circle for Affordable Housing Providers
- ☐ Interest Circle for Legislation and Advocacy
- ☐ Interest Circle for Livingston County
- ☐ Interest Circle for Maintenance Issues
- ☐ Interest Circle of Owners of Rental Housing
- ☐ Education Committee
- ☐ Legislative Committee
- ☐ Marketing the Association to the community
- ☐ Membership Committee
- ☐ Newsletter Committee
- ☐ Product and Service Council for Business Partners
- ☐ Program Committee
- ☐ Senior Circle