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

Volume 32, Issue 2 — February 2015

My Quarter Turns - Thoughts from Tim



A wise man sat in an audience and cracked a joke. Everybody laughed like crazy. After a moment he cracked the same joke again. This time, less people laughed. He cracked the same joke again and again. When there was no laughter in the crowd, he smiled and said, "You can't laugh at the same joke again and again, so why do you keep crying over the same thing over and over again?"

I read this little tale recently and thought this is a great reminder to focus my energy and attention on things I have a say over or can control, instead of wasting my time and productivity on those things I have little or no control over. My first coach used to share that life will hand me the same lesson over and over again until I learn to deal with it. I've since added that life will also hand you the same person over and over again until you figure out a strategy to deal with them as well.

A great commitment for you this year is to finally get over whatever it is in your business and your life that you keep crying about both literally and figuratively. Instead, focus your energy on creating processes and strategies to get over or work around your perceived obstacles.

In the workplace, stop complaining about the people

and resources you do not have and start better utilizing those people and resources you do have. Time to start fixing the problem instead of fixing the blame.

I'm quite certain that anyone and everyone has situations and circumstances that would qualify as good reasons to get stuck, complain, not move forward, procrastinate on starting your goals or simply not set any goals.

A crucial, and often the primary or only, difference between those who accomplish amazing things and have massive success and everybody else is that those who achieve success do not allow those situations and circumstances to define them or keep them from moving forward.

Success is a choice you get to make every single day, so make the right choice.

Every time you catch yourself whining or complaining about something, ask yourself the following:

- Do I have any control over this person or event I am complaining about?
- If the answer is yes, then what is my plan or

Always available at www.wa3hq.org



strategy to get a better result?

- If the answer is no, then how much longer am I going to throw this pity party and waste my valuable time and energy focusing on something that is beyond my control?
- What is the lesson I seem to keep learning over and over again in my business or in my life?
- Is this the year I'm finally willing to commit to fixing the problem instead of the blame.
- Where am I going to eliminate a source of headache and stress for myself this week?

Tim Furlong

Dynamic, engaging, impactful, practical and entertaining are common descriptions of Tim and his presentation style. For almost two decades Tim has refined his techniques as a Speaker, Trainer, and Executive Coach to create maximum results for individuals and organizations committed to excellence in the hyper-accelerated era of modern business culture.

Tim's "Quarter Turns" Coaching Program enables leaders from every industry to identify small changes that have big impact on themselves and the organizations they serve. Follow Tim's blog at http://myauarterturns.com/blog/



President's Message: by Amy Khan

As we enter the 2nd month of 2015, I want to speak to all members about the importance of strong support for our legislative interests at all levels.

Locally we continue to work with the city to make sure that the implementation of the IPMC code is limited to safety issues concerning our residents and that past issues we have fought for are kept in place. WAAA has a local legislative fund that all



members can contribute too that will help us when the time comes that we need to hire counsel to represent our members interest in issues that effect all of us locally. Write your check today to "WA3 Legislative Fund". Unlike PAC contributions, this can be corporate or business funds.

In just a few days, on February 11th, property professionals and our business partners from around the state will come together in Lansing to meet with our state legislators face to face. If you have not signed up to attend this important day please contact Alice immediately so she can put you on a team and schedule an appointment for you. PMAM has several initiatives that are vital to the ongoing success of our industry here in Michigan. These face to face meetings help our legislators better understand the impact of there decisions on our lives. If you are unable to attend making a contribution no matter how small to the PMAM PAC is another way that you can help our industries voice be heard here in Michigan. To contribute to the State PAC, fill out the form on page 6

and write your personal contribution (no corporate funds please) to PMAM PAC and send to the office at 2008 S. State Street, Ann Arbor, MI 48104. We will get it to PMAM to help with our fair share

On a National level the NAA/NMHC Joint Capital Conference will take place in March and is free to attend for all members. I want to highly encourage all members to consider attending and for those members that are property owners, the capital conference is a must attend. I have attended several years and the information I gain and the meetings I attend have been invaluable to me and my fellow owners. Getting the opportunity to have your voice heard on Capital Hill is extremely important. If we don't take the time to speak up then we certainly will not be heard and our interests will not be considered when our legislators are voting on legislation that will impact all of us. Another way to have your voice heard is to donate to the NAA PAC, Alice will be attending the Capital Conference in March and it would be GREAT if she was able to stand up at the NAA Legislative Committee Meeting in DC and share that WAAA had already reached our fair share/goal amount of \$1070. This would tell our NAA Legislative Committee that our membership supports all the work that they do on our behalf to protect our interest in D.C. Please consider making your donations early this year so that the money can be put to use immediately.

Have a great February and I look forward to seeing everyone on the 19th at the General Membership meeting at Weber's Inn.



Office Message: By Alice Ehn and Melinda Kaus



So much is coming up over the next few months that it is making our heads spin. We are working to grow membership, there are designation classes starting, and the Trade Expo and Maintenance Mania is coming in March. Get your reservation in today on all these events and make sure you



get the most you can from your membership.

How can you help with our initiatives? Get involved. Below is a list of easy things to do that do not require meetings or committees.

Become an Ambassador. The Membership committee has established all the information you need to be an ambassador to a new

The success of your Association is dependent on strong involvement. We need your voice TODAY!!!!!!!!

member. Invite them to meetings or follow up over the course of one year to make sure our new members are welcomed.

- Donate to the PAC's. See Amy's message above.
- Talk to your Business Partners that you do business with that are not members and encourage them to call the office. A membership ask from you is WAY better than an ask from us. If each of you talked to and secured ONE new Business Partner, we would have 130 new vendors in our directory. JUST ONE!!!!!
- Tell your neighbor properties that are not members how great our search engine is for advertising their vacant units. Our members get 17% more leads than just being on Rentlinx alone. Tell them to join and they will have MORE LEADS.....
- Send interesting article ideas to the office for us to publish and everyone else can benefit from the newsletter.

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

2015 Directors:

- •Amy Khan, President, Corner House Apartments, 734-216-5370
- Kristine Siemieniak, VP and Program Chair, Wilson White Company, 734-995-0600
- •Michelle Foley, Secretary, Mill Creek Town Houses, 734-971-1730
- •Leslie Lemerand, Treasurer, 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
- •Christina Collings, Education Chair, Lockwood Management Company, 517-546-6567
- •Terri Neely, Newsletter and Philanthropy, Valley Ranch Apartments, 734-747-9050

PMAM REPRESENTATIVES: Melissa Seitz, Wilson White Company and Susan Horner, Timberland Partners

Property Mgmt. Assoc. of Michigan - Association Guidance, Denise McGinn, associationg93@aol.com

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

Sign up for a Marketing Package and get your business name out there all year long.

	5 Star Marketing		3 Star Marketing			1 Star Mar- keting Pack-		
Advertising Opportunity	Package	/alue	Package	V	alue	age	٧	alue
Attendance to 3 GMM	V	\$ 75	√	\$	75	√	\$	75
Trade Show Booth	$\sqrt{}$	\$ 265	$\sqrt{}$	\$	265			
Maintenance Mania Sponsorship	$\sqrt{}$	\$ 200						
Holiday Party Sponsorship	Drink Sponsor	\$ 350	Food Sponsor	\$	250	Game Sponsor	\$	150
Golf Outing includes 4 passes, 1 hole sponsorship and company logo on all flyers	V	\$ 600	V	\$	600			
Either Wine and Euchre Sponsor- ship, Education Sponsorship or Mixer (choice of one)						V	\$	100
Website banner ad	(banner ad for 12 consecutive mths plus en-	\$ 1,850	(banner ad for 6 consecutive mths plus enhanced	\$	950	(banner ad for 3 months plus enhanced	\$	500
Newsletter ad	12-1/4 page ads in newsletter plus 1 full page once	\$ 1,755	6 - 1/4 page ads every other month plus 1/2 page once	\$:	1,030	(6-1/8 page ads)	\$	450
Directory Ad	full page	\$ 275	1/2 page	\$	220	1/3 page	\$	170
Total Value		\$ 5,370		\$3	3,390		\$	1,445
Cost per package Quarterly installments	\$3,000 750		\$2,000 500			\$900 22 5		

Join an Interest Circle or Committee



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.

Ш	Ambassador Program - No meetings
	Inspection Task Force
	Interest Circle for Affordable Housing Provider
	Interest Circle for Business Partners
	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
П	Product and Service Council for Business Partners

Program Committee

Member 2 Member Discounts

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- 3. 10% off any emergency water mitigation* *off standard Xactimate billing rates

CONTACT MICHELLE MILLIKEN 734-930-0303

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CONTACT FRANK GENNACCARO-734-477-5980

COMMERCIAL MORTGAGE PROVIDER

- 1. No Application Fee
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Business Partner members that want to participate in this discount program and have a coupon on our website contact Melinda Kaus at 734-730-4331 or email to mkaus@wa3hq.org.



PMAM Legislative Update

PMAM Legislative Initiatives 2015

Real Estate Licensing: The Property Management Association of Michigan (PMAM) will again try to carve out the Real Estate Licensure Requirement for the rental housing industry with legislation in the 2015-2016 legislative session. PMAM's draft legislation would carve out the requirement that all third party managed properties must have a Real Estate Licensed person as the leasing agent and manager. It would keep the broker restriction but remove the 25 mile radius and assistant broker requirement for branch offices. No sponsor nor bill number has been assigned to this initiative.

Service of Process: Carried over from the 2013-2014 legislative session is the Service of Process bill HB 4025 that will be redrafted and reintroduced with new sponsors. This bill would provide a limit from being placed on the number of summary proceedings regarding evictions that could be filed or scheduled for a hearing at one time, allow for a copy of a summons and complaint, including a claim for money judgment to be served on the defendant if the summons was mailed to the defendant and either served by any methods provided in court rules for the service of process in civil action or after three attempts at personal service, the papers are attached to the dwelling unit.

Bed Bugs: Carried over from 2013-2014 session is SB 657 that would provide for the rules and responsibilities that are required in the instance of bed bug infestation.

Medical Marihuana: Again from last session, SB783 would allow the rental housing provider to prohibit the use of and growing of Medical Marijuana in the rental unit if it is stated in the lease to be prohibited. This bill would codify the attorney generals opinion offered after the general election vote that passed the Medical Marihuana proposal.



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2015 Calendar Meetings and Education to SAVE THE DATE and SPONSOR

February 11, 2015 Capitol Day in Lansing

Be a part of the legislative efforts by visiting your state representative to discuss rental housing issues

February 19, 2015 — Mayor's Lunch Weber's Inn General Membership Lunch

Join all members for this lunch with all invited Mayor's and Township Officials

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.

February 23 through 27 — CAM/CAS

Certified Apartment Manager and Certified Apartment Supplier class. February 23rd through 27th. New format. CAS candidates must take December Supplier Success online to qualify.

Cost to sponsor: \$100 per class. Get 3 minute presentation time.

March 4 , 2015 Trade Expo and Maintenance Mania Weber's Inn

All sign ups are on the new website

Trade Expo from 1:30 to 3:30 and Maintenance Mania 3:30 to 5:30 - Come for this FREE afternoon and find interesting new vendors for you to improve your bottom line and then cheer on your Maintenance Team for cash prizes and complimentary trip to the NAA June Conference competition for the overall MM 1st place Region III winner.

Sign Up HERE

Cost for booth space: \$265 member

Cost to sponsor mania game: \$200 per class.

April 16, 2015— Legislative Update Lunch With Mia McNeil, David Gregory and Greg Brown, Senior VP Government Affairs for NAA

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.

From March to May

CAMT — Hands on training for maintenance. March 10 to 13—Electrical March 25 and 26—Plumbing April 14 to 16 — HVAC May — Appliance Repair and Int/Ext Maintenance.

May 13 — Meet the Buyer/Reverse Trade Show At All About Furniture on Jackson Rd.

Come and meet those persons you have been wanting to get a meeting with but are too busy to meet with you. Or don't return your calls.

Real Estate Con Ed for Property management — April or October– qualifies for 6 CEC's for designations.

June 5—Annual Golf Outing at Ann Arbor Country Club.

After Hours Summer Mixers — June 11th, June23rd (<u>sponsored by Solar Contract Carpet</u>) and August 13th.

September 15th, 17th, 22nd and 1/2 day 24th NALP, National Apartment Leasing Professional Designation.

September 17, 2015- General Membership Networking Pub Crawl? (this event not confirmed)

October 8th and 9th - GLAStar Education and Awards Event. Lansing

October 15, 2015 - Wine and Euchre Night at All About Furniture

Lessons available...Super Fun Networking event

November 19, 2015 - Annual General Membership Lunch voting for 2016 Directors

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.

December 3, 2015 - Holiday Awards Evening at Aubree's for pool and shuffleboard

Print this page 5 for a list of all events scheduled this year

Go to www.wa3hq.org to confirm and sign up.

Why we need PAC's

- Do you have the time and expertise to call on all your local or state legislators?
- Do you have the time and expertise to read and understand the multitude of bill written and introduced in to the legislature each year? To monitor the local ordinances that are placed before your State and National Legislators City Councils?
- Do you have the stamina, patience, background and political talent to talk, talk, talk the position of the industry to all the elected officials?

Money voluntarily contributed to your PAC committees allows the experts to do the expert's job. It allows our representatives to attend political functions in support of candidates and legislators and allows direct contributions to campaigns for candidates endorsed by the industry.

Every year is a critical year. Your contribution makes it possible for your voice to be heard.

Like it or not, there is no way your interest will be protected if there is not an organized effort being made to do it.

Don't let this effort fall on the backs of a few - do your fair share today.

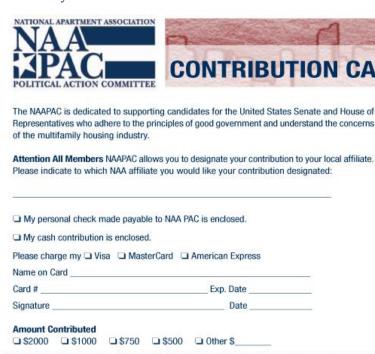


PMAM PAC PROPERTY MANAGEMENT Contribution Card

The PMAM PAC is dedicated to supporting candidates for the Michigan Senate and House of Representatives who adhere to the principles of good government and understand the concerns of the multifamily housing industry.

* Make your **personal check** payable to PMAM PAC – no corporate funds may be accepted under campaign finance law.

Name:			
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Work Stree	et address:		
State:	Zip:	Phone:	
Signature:			



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aggregate in excess of \$200 in a calendar year. Contributions to the NAAPAC are for political purposes. All contributions are voluntary. You may refuse to contribute without reprisal. Guidelines are merely suggestions and you may contribute

more or less than the guidelines suggest. NAAPAC will not favor or disadvantage anyone by reason of the amount contributed

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Correction and Picture from NOVA

PROPERTY PROFESSIONAL MEMBER Maple Village

Lori Decker

1221 S. Main St, Adrian, MI 49221

Phone: 517-263-9484

Email: maplevillage@1sthousing.com

BUSINESS PARTNER MEMBER American Parks Company

Chris Skinner

225 E. Virginia Pkwy, Suite 1, McKinney, Texas,

75069

Phone: 800-381-4491

Email: chris@americanparkscompany.com

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The NOVA Awards were announced last month in the January newsletter, and at that time, a picture from the

Holiday Award Event of Andrew Furman (erroneously reported as Andrew Purman) of Oakhaven Manor Retirement Community was unavailable. Pictured here is Andrew receiving his award when Melinda delivered the replacement awards to all the properties.



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What Happens in Vegas Shouldn't Stay in Vegas

By Tom Beaton, CPM, The Dolben Company 2015 National Apartment Association Chairman of the Board



With the exception of some of the goings-on at the highly popular networking events during the 2015 NAA Student Housing Conference & Exposition (http://shce-naa.naahq.org), February 17-18 at the ARIA Resort in Las Vegas, the education and insight into the

student housing business is designed to accompany you back to the office.

The next generation of students is coming soon to a campus near you with new technology, new needs and new ways of communicating. Are you prepared with the right amenities? Can you speak their language? Do you know how to find them and are they able to find you? Are you up to date on the latest trends to take your NOI to the next level?

Take advantage of thought-provoking breakout sessions on important student housing issues and learn from dynamic business leaders and speakers during the general sessions).

Awaiting you is actionable intelligence and turnkey solutions perfect for helping you achieve your personal and professional goals. Register today at http://shce-naa.naahq.org/registration-information/ and keep checking www.naahq.org/shc for schedule, housing and the latest announcements. And remember to use the official hashtag #NAAStudentConf to engage, discuss and follow the conference.

Post Your Jobs and Save Some Green

In recognition of NAAEI's new RPMCareers.org website and February' RPM Careers Month, receive 25 percent off any job posting package. Use promo code "rpmcareers" from now through Feb. 28, 2015 to receive your discount. Visit http://careers.naahq.org/employers to get started or email sales@apartmentcareers.com for more information.

Get Congress' Attention at the 2015 NAA Capitol Conference

How does the apartment industry get Congress's attention? With members like YOU attending the 2015 Capitol Conference on March 17–18 in Washington, D.C.

By being a part of NAA's annual advocacy and fly-in, attendees will gain knowledge on policy issues from speakers such as Former "Meet the Press" Host David Gregory. Then be briefed on the industry's key issues before embarking on the Capitol Hill to educate old and new members of Congress alike on the importance of apartments in addressing American's housing needs.

Whether you attend the Capitol Conference every March or have never participated before, this is your year to attend. In addition to David Gregory, don't miss out on: • Kickoff Speaker Platon, the world-renowned, award-winning photographer; • Six education sessions to hone your advocacy skills; • Issues message training to help you prepare for your day on Capitol Hill; and, • Our exciting new venue at the JW Marriott!

Visit the 2015 NAA Capitol Conference website at http://capitol-naa.naahq.org for more information. Register now and, as One Industry with One Voice, champion policies for the betterment of our industry.

*2015 NAA Spring Governance Meetings will take place prior to the 2015 NAA Capitol Conference

Four Reasons to Connect, Learn and Grow at the 2015 NAA Education Conference & Exposition

The 2015 NAA Education Conference & Exposition, June 24-27 at the Mandalay Bay Resort & Convention Center in Las Vegas, is the premier destination for rental housing professionals seeking to "Connect, Learn and Grow" in their personal and professional lives. Need a reason to attend? How about four?

Networking and idea exchange with like-minded professionals.
 More than 8,000 fellow rental housing professionals will be meeting.

- greeting and exchanging ideas on the issues you encounter every day. Not only will your peers be in attendance, you'll also have the opportunity to interact with some of the biggest names in the multifamily housing marketplace.
- With general and breakout sessions, the level of education at the NAA Education Conference & Exposition is unparalleled and best in class. Specifically crafted with the audience in mind, attendees will be engaged, entertained and educated, leaving the conference with tactical insight designed to create an edge in their market and increase their revenue streams. (Check out the entire lineup at http:// educonf.naahg.org/learn/)
- 3. Take a break from class and visit with leading-edge suppliers in the rental-housing marketplace. With more than 400 companies demonstrating the latest and greatest in technology, products and services, attendees will be streamlining operations quicker than you can say, "Where do I sign-up?"
- 4. And speaking of entertainment, the hardest-working man in show business, Jay Leno, is the Opening Keynote Speaker. NAA's reputation of bringing to the stage the biggest names in business and entertainment continues this Emmy Award-winning late-night TV host, bestselling children's book author and pioneering car builder and philanthropist, set to take the stage on Thursday, June 25 from 12:45 p.m. to 2:15 p.m.

Fortunately, registration is just a click away. Register prior to February 2nd to take advantage of the early bird rate and keep checking the 2015 NAA Education Conference & Exposition website for schedule, housing and the latest annuancements.



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Members....You now have the option to update all your information from your desk. Put in your WA3 issued username and password to go to the Member's Only page pictured right. (Business Partner Members.......As you can see both banner ads go to every page of the website....\$150 per month)

When there you can.....

- Change your Username/Password
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- Upload your logo, video or picture withthe enhanced listing (\$50)
- Pay your Bills
- Add a Coupon
- Add your Facebook account
- And Check your Registrations

You can go direct from your Member Page to the events to register and have your company membership information already filled in.

Don't Know Your Username? Click here:

STILL CAN'T GET IN?

Email <u>aliceehn@wa3hq.org</u> or <u>mkaus@wa3hq.org</u> and we can help



Washtenaw Area Apartment Association

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





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Password		
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March Calendar Preview

4 — Trade Show and Maintenance Mania - see page 10

10, 11 and 12 — CAMT— Certified Apartment Maintenance Technician Electrical Class



3/6/2014

3/6/2014

14 through 18 — NAA Capitol Conference, Washington DC

19 — WA3 Board of Directors Meeting

24 — PMAM Meeting Lansing

25 and 26 — CAMT Plumbing Class





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February 2015

Monday	Tuesday	Wednesday		Thursday		Friday	
2	3	4	5		6		
9	10 Membership Committee Legislative Committee	PROPERTY MANAGASSOCIATION OF MANAGASSOCIATION		12	13		
16 President's Day	17 Program Committee	18 Education Committee	19 BOD Meeting GMM Lunch Weber's Inn Mayor's and Elected Official			20	
23	24 PMAM Lansing	25	26	3	27		

CAM Class — Full Days all week

Trade Expo and Maintenance Mania - IT'S BACK

March 4, 2015
Weber's Inn, 3050 Jackson Rd, Ann Arbor
New format so all of you can come
Starting at 1:30 with an expanded Trade Show where you
can network with new vendors for your business
Maintenance Mania starts practice at 3:00 pm

This years event has been revamped to allow for less time out of the office and more time with your team. Come at 1:30 and visit with Business Partners that can help improve your bottom line. Win some prizes including three chances at \$100 cash prize for all in attendance.



Maintenance Mania (not just for maintenance....anyone can play and win..)

(Can you BEAT the President of WA3????)

Cash prizes—Sign up now

Overall National Qualifier prize — \$100 plus chance for a free NAA June Conference Trip

Second place NQ — \$50 — Third place NQ — \$25

All seven games have prizes 1st, 2nd and 3rd of \$25, \$15 and \$10 respectively.