



THE CORPORATE LADDER WORTH CLIMBING



Is your company's corporate ladder worth climbing? The April General Membership Meeting guest speaker Rick Arquilla of Roto-Rooter Services Company asks that you check your "corporate ego" at the door and take an objective look at how you are doing on the qualitative components of your company that will yield maximum quantitative results!

Roto-Rooter recently had the good fortune to do an episode of the CBS Emmy-nominated hit new television series Undercover Boss. Mr. Arquilla took this

once in a lifetime opportunity to see his company, not as COO, but as Hank Denman, an unemployed lawn care technician looking for work. Not everyone gets the chance to go undercover, but Rick will share with you invaluable lessons learned that can be put to good use in your organization. Key issues covered include:

- How do companies get and keep talent?
- Start thinking about how to beat your competition, not what your customers want!
- Tactical execution vs. strategic planning
- Reinvent yourself before it's too late!

Rick Arquilla is the president and chief operating officer of Roto-Rooter Services Company, North America's largest provider of plumbing repair and drain services. He is based at Roto-Rooter's corporate headquarters in downtown Cincinnati, Ohio.

In 1989, Arquilla joined Roto-Rooter Services Company as vice president of the company's Central Region, a position he held during one of the company's most dramatic periods of growth. In

1996, Arquilla was promoted to senior vice president of operations. Three years later, in 1999, he was promoted to his current position of president and chief operating officer. He oversees the operations side of Roto-Rooter's service business and spends much of his time at branch locations working with general and regional managers to ensure that Roto-Rooter is providing top quality plumbing and drain service.



Rick Arquilla, president and COO of Roto-Rooter Services Co., with Darrell Walker on Undercover Boss

Each week, UNDERCOVER BOSS follows a different executive as they leave the comfort of their corner office for an undercover mission to examine the inner workings of their companies. While working alongside their employees, they see the effects that their decisions have on others, where the problems lie within their organizations and get an up-close look at both the good and the bad while discovering the unsung heroes who make their companies run.

The April General Membership Meeting will be held Tuesday, April 19, 2011, at the Syndicate in Newport, Kentucky. Networking begins at 5:30 and cost per person is \$25. To make your reservation, call 859.581.5990 or watch your mail for the registration form. 📧

GCNKAA GIVES AWAY \$1000 AT ANNUAL TRADE SHOW

Congratulations to **Marilyn Wofford of Greystar Management**, **Lisa Penrod of Buckingham Cos.** and **Marianne King of Capital Investment Group** for winning, respectively, the \$500, \$300 and \$200 cash prizes at the 2011 GCNKAA Trade Show on Thursday, March 10, at Receptions Banquet Facility in Fairfield, Ohio.

A crowd of 800 people attended the annual trade show which featured 91 exhibitors displaying their product or service. A big thank you to all our sponsors and exhibitors who made this event a huge success and we hope to see you back in 2012!

For complete details, photos and other highlights, see the insert inside this newsletter. 📧



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SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

<h1 style="font-size: 4em; letter-spacing: 0.5em;">APRIL</h1>						<p>1 <i>Apartment Advantage</i> Deadline, 5 pm</p> <p>Night with The Cincinnati Cyclones, 6:30 pm</p>	2
3	4	5	6	7 CAM Property Maintenance, 3 pm CAM Risk Management, 5 pm Owners Roundtable, 5:30 pm	8	9	
10	11	12 Legislative Committee, 8:30 am Canned Good Committee, 11 am Associate Council, 12 pm	13 Membership Committee, 9 am Education Committee, 9 am	14 Pool School, 9 am	15	16	
17	18	19 Executive Committee, 7:45 am Board of Directors, 8:30 am General Membership Meeting, 5:30 pm	20 Lessons From The Lunchbox: Section 8, 11:30 am	21	22	23	
24	25	26 CAMT HVAC Maintenance I, 8:30 am Golf Committee, 12 pm	27 CAMT HVAC Maintenance II, 8:30 am	28 Outreach Board Meeting, 8:30 am	29	30	

COMING UP IN MAY...

- 2 *Apartment Advantage* deadline, 5 pm
- 10 Legislative Committee, 8:30 am;
Canned Good Committee, 11 am;
Associate Council, 12 pm
- 11 Membership Committee, 9 am;
Education Committee, 9 am
- 17 Executive Committee, 7:45 am;
Board of Directors, 8:30 am;
General Membership Meeting, 5:30 pm
- 26 Outreach Board Meeting, 8:30 am
- 31 Golf Committee Meeting, 12 pm



<h1 style="font-size: 3em; font-family: cursive;">MAY</h1>						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Apartment Advantage is a monthly publication of the Greater Cincinnati Northern Kentucky Apartment Association, 525 W. 5th St., Suite 105, Covington, KY 41011; phone (859) 581-5990; fax (859) 581-5993; Contact the NAA at 703-518-6141, or call 1-800-421-1221 for the NAA Hotline for Handicapped Accessible Properties. For up-to-date information check out our web site: www.gcnkaa.org.

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Apartment Association of N. KY merged with GCNKA



Office Hours:
Monday Through Friday
8:30 am to 5:00 pm

Ad deadlines are the first of the month for the next month's issue. Placement of articles and ads is limited to pre-set space and dimensions of the *Apartment Advantage*. Submissions may or may not be used and placement is at the discretion of the editor.

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ADVERTISING RATES 2011

The following advertising rates are for one time insertions only. A six month contract receives a 10% discount and a full year contract receives a 25% discount.

Business Card	\$79
Quarter Page	\$139
Half Page	\$259
Full Page	\$399
Inside Back	\$459
Back Cover	\$499

Ad rates are for black and white only. Spot color is an additional \$150 per month. Call the office for a quote if you are interested in full color.

ADVERTISING DEADLINES

May 2011	April 1, 2011
June 2011	May 2, 2011
July 2011	June 1, 2011
August 2011	July 1, 2011
September 2011	August 1, 2011
October 2011	September 1, 2011
November 2011	October 3, 2011
December 2011	November 1, 2011
January 2012	December 1, 2011
February 2012	January 2, 2012
March 2012	February 1, 2012
April 2012	March 1, 2012

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Across the Board



This section contains articles and information concerning the Board of Directors and Association policies.

A MESSAGE FROM THE PRESIDENT

By *Jeff March, President*



Jeff March
BRG Apartments

If you didn't get a chance to attend the Trade Show on March 10 at Receptions Banquet Facility in Fairfield, you missed out on a fantastic evening with great booths, lots of fabulous industry information and terrific networking opportunities. I want to thank the Associate Council and their leadership for another incredible Trade Show!

On March 12 through the 16, Mark Franks, Charles Tassell and I attended the National Apartment Association Capitol Conference in Washington, D.C. This was an excellent opportunity to learn about the issues that confront our industry nationally and to lobby our legislators on Capitol Hill. I thought I would share with you the four core issues that we were briefed on and that we shared with the seven legislative offices that we visited. They were: Balanced Housing Policy, Housing Finance Reform (related to Freddie Mac, Fannie Mae and FHA), Energy Policy (provide incentives, not mandates), and Bed Bugs!

On March 16, which was Lobby Day on Capitol Hill, Charles, Don Brunner of Towne Properties and I visited our legislators. This trip was highlighted by our visits with Representative Geoff

Davis and Representative Rand Paul of Kentucky, Senate Minority Leader Mitch McConnell, and Ohio Representatives Jean Schmidt and Steve Chabot. We also visited the offices of House Majority Leader John Boehner and Senator Rob Portman and we had the opportunity to witness Senator Portman's first speech on the Senate floor which was very exciting.

This experience was rewarding and it taught me two important lessons. First, we are extremely fortunate to have Mark Franks as our Association Executive as he is well known and widely respected in the industry, and Charles Tassell is an excellent representative for our association as we navigate the many important legislative issues that confront our industry. Second, it is critically important that we involve ourselves in educating those that make policy since it was very clear to me how little is truly understood about the issues that impact the multifamily industry. If we don't educate them, then they will not make informed policy decisions. I encourage all members to get active with Charles and the Legislative Committee on apartment industry issues.

In February, we held an owner forum on tax credit properties and had a nice networking opportunity with some good conversation. Invitations have gone out for a small owner roundtable that will be held at GCNKAA on April 7. Cindy Mincks and I look forward to hosting this event and please contact the association office with any questions.

We have some tremendous activities and events upcoming. At the April 19 General Membership Meeting at the Syndicate in Newport, Rick Arquillo, president and COO of Roto Rooter Services Company, will be highlighting the evening and sharing his experience on the CBS hit television show Undercover Boss. There is still time to get involved with "Oink for Outreach" and the Flying Pig Marathon on May 1. Also, the May 17 GMM at the Syndicate will prove to be an informative evening as we feature an Owners Panel that will discuss important apartment industry topics. We will hear from **Bob Wahlke of Towne Properties, Joe Fullenkamp of Legacy Management, Jim Fenwick of Miller Valentine Group and Dobbs Ackermann of the Ackermann Group**. Please put these dates on your calendar as you will not want to miss these terrific events. 🍷

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Brain Power



FAIR PLAY: EDUCATE YOUR ON-SITE MANAGERS

By *The Fair Housing Institute*

Many housing providers send their leasing professionals and managers to fair housing training because it's good business to do so. We like to remind our readers it's also a good business practice to train your maintenance employees on the types of Fair Housing issues that may arise. Here are examples of the kinds of fair housing cases that involve maintenance employees.

EXAMPLE 1

An employee doesn't like a particular resident and so avoids doing work in her apartment. Later, the resident files a fair housing complaint against the apartment community. Among the allegations she makes in the complaint is that her maintenance requests are often responded to later than other people because of her race.

EXAMPLE 2

A maintenance employee who is "too friendly" offends a female

resident. He appears to go out of his way to be around her building in the afternoons. He also makes comments about her appearance and suggests that they go out for a drink sometime. Although the maintenance employee's actions may not be illegal, they are not good business. The resident could add these allegations of sexual harassment to complicate a fair housing complaint about other issues.

EXAMPLE 3

A resident asks a maintenance employee to perform several modifications to his apartment that the resident says are needed because of his disability. The maintenance employee tells the resident he's done similar work for another resident and instructs the resident to put in a work request but is told by the office staff that the resident will need to have the work done by a contractor and will be expected to pay for the work. The resident is angry because he thinks he's being treated differently than the resident who had



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- Inside the Apartment Business
- People, Projects and Profits

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- HVAC Maintenance and Repair - April 26 and April 27, 2011
- Electrical Maintenance and Repair - September 23, 2011
- Plumbing Maintenance and Repair - September 24 and September 25, 2011
- Appliance Maintenance and Repair - October 25 and October 26, 2011
- Interior and Exterior Maintenance - October 27, 2011

Watch your mail for more information as we approach this course. For individual course descriptions, please visit www.genkaa.org or call the Apartment Association offices at 859.581.5990.

All classes must be completed in a 2 year period in order to become certified. Test is administered upon completion of full course. Designation requires working in the apartment industry for at least 12 months, successfully completing the seven modules and meeting all examination requirements. Classes will be held from 8:30 am to 5 pm on the date listed above in the Apartment Association /CORT Training Center in Covington, Kentucky. Call Viann at the GCNKAA offices to get registered.



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the work done by the maintenance employee.

Each of these situations can be defended and are probably not going to be found to be a violation of the Fair Housing Act. However, each of these situations could have been handled better, possibly avoiding the resulting fair housing case.

Maintenance staff should share in training concerning the importance of fair, equal and professional treatment by employees. Although the maintenance employees don't need the detailed information concerning the Fair Housing issues involved with processing applications and making selection decisions, they do need to understand how their actions can result in a Fair Housing problem.

EDUCATE MAINTENANCE STAFF ABOUT ACCOMMODATION REQUESTS

As shown in example 3, maintenance staff may receive reasonable accommodation requests because of their direct contact with residents and need to be educated in how to respond to such requests. Residents may discuss their needs for reasonable accommodations or modifications with maintenance employees prior to mentioning their needs to anyone in leasing or management. For example, if a maintenance employee is in a resident's apartment fixing the sink, the resident may tell the employee that she is having difficulty using her shower and needs a grab bar installed as soon as possible. Understandably, a maintenance employee wanting to be helpful may offer to immediately take care of it without even mentioning it to the office staff.

Management should have a reasonable accommodations/modifications policy in effect describing the appropriate process that this type of request should follow. The first question is whether this request by the resident is merely a work order or a request

for a modification because of the resident's disability. If this is a request because of a disability, then the next question is who pays for this modification. Many management companies of market rate/conventional properties have a policy that management will install and pay for a modification that costs less than a specific amount (i.e. \$200). If so, then this request would merely need to be put in writing and completed.

GET IT IN WRITING

The important part of the process is getting the documentation of the request and keeping a record that the modification was completed. The process should require the resident to put the request in writing, either in the form of a work request or on a reasonable accommodations request form.

When an accommodation request is communicated to a maintenance employee, he needs to inform the office of the request so the office can follow up.

There are a large number of possible requests for reasonable accommodations. Through role-playing and in-house training, maintenance employees should be educated to recognize the kinds of requests that may be related to disabilities and give the proper response. Obviously, it's better to be prepared for the inevitable accommodation request and ensure that maintenance employees will respond appropriately than to wait for a costly mistake.

This article contains the opinions of the author and is offered for educational purposes only. FHI is not engaged in the practice of law and cannot render legal advice. Nothing contained in this article is intended as legal advice or to provide answers to a specific fact situation. ☪

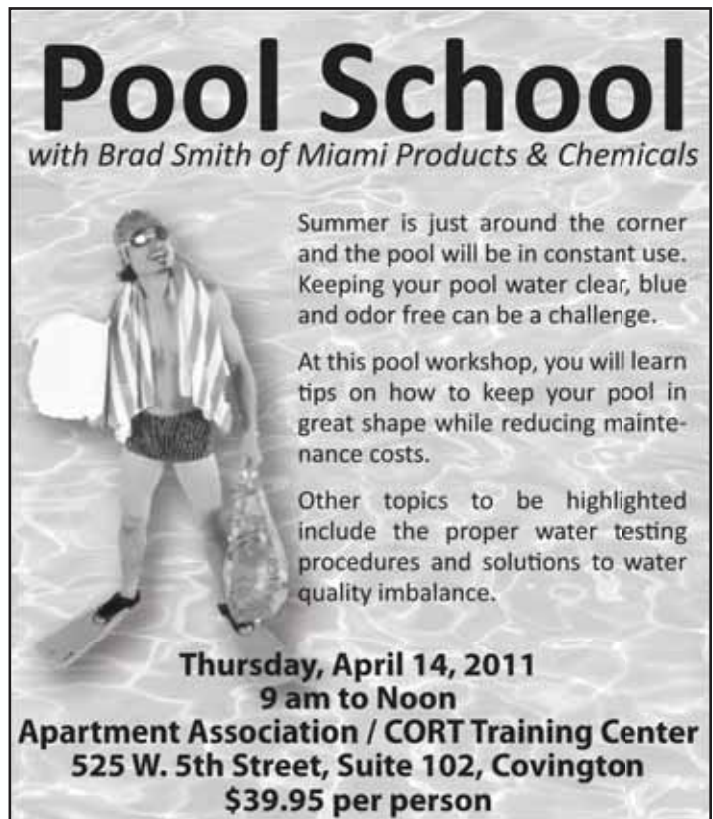
Reprinted courtesy of AOA News and Buyers Guide



Section 8 and Fair Housing

A Lesson From The Lunchbox Seminar

**Wednesday, April 20, 2011
11:30 am to 1:00 pm
Apartment Association /
CORT Training Center
525 West Fifth Street, Covington
\$25 per person includes lunch**



Pool School

with Brad Smith of Miami Products & Chemicals

Summer is just around the corner and the pool will be in constant use. Keeping your pool water clear, blue and odor free can be a challenge.

At this pool workshop, you will learn tips on how to keep your pool in great shape while reducing maintenance costs.

Other topics to be highlighted include the proper water testing procedures and solutions to water quality imbalance.

**Thursday, April 14, 2011
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You can also contact Stephanie Cooper at 513.768.8196 or scooper@enquirer.com.

Sources: 1-3 Scarborough Market Study, 2008; 4 Omniture Site Catalyst average page views, unique visitors, and visits May, June, July 2010; 5 Apartments.com Research Study, Frank N. Magid Associates; Yahoo! Proprietary and Confidential. ©2010 All Rights Reserved

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Government & Housing Legalities



This heading deals with housing & legal issues within the Governmental structure.

LEGISLATIVE UPDATE

By Charles Tassell, Director of Governmental Affairs



The Constitution is not an instrument for the government to restrain the people, it is an instrument for the people to restrain the government.

-Patrick Henry

While there are a number of bills and projects being worked on, outside of Newport, Kentucky, things are actually relatively quiet. I guess that means it's

about to storm!

The Greater Cincinnati Northern Kentucky Apartment Association was in the process of due diligence on a possible lawsuit with the City of Newport over their ridiculous money grab in the form of an inspection ordinance – however, when they showed their true colors and doubled the fee to fix their budget the week of March 14th, they showed the true intent of the ordinance. Needless to say, the association filed suit on behalf of owners, and the residents who would eventually have to shoulder the bill in the form of increased housing costs. More to come...

Be sure to check out the President's article regarding the National Apartment Association Capitol Conference from March

12 through March 16. The trip to DC was quite beneficial with numerous meetings delving into the subjects of GSE reform (Fannie Mae & Freddie Mac), balanced housing policy, energy issues and of course, bedbugs. Representative Schmidt has introduced a bill on the subject of bedbugs and will be providing more information on the subject in future editions.

At the state level, Kentucky has closed session – real part time legislators. The value of that cannot be over-emphasized. In Ohio, sessions are just gearing up and preparing for a battle royale over the budget. In addition, some ghosts are coming back: domestic violence, CO and smoke detectors, as well as the enabling legislation for ODH to manage the EPA's RRP (lead) program. This promises to be a very interesting year.

One final issue note, we are working with SD1 on the classification of multi-family properties. If you have thoughts on how to best track water rates for generating sewer bills, please drop me a line.

And as always, please consider supporting your local Political Action Committee (PAC). These funds go to support those who support our industry on a local, state and federal level. If you want to make a donation to the Ohio or Kentucky PAC, please contact me at charles@gcnkaa.org for contribution guidelines. ☺

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Our House



This heading contains membership, staff, committee information and events.

THE MEMBERSHIP UPDATE

By Patty Braun, Director of Membership



If you are a property owner with 100 units or less this article will benefit you in many ways. The GCNKAA is always looking for ways to increase the benefits you receive through membership with the Association. We have recently joined together with American Rental Property Owners and Landlords Association (ARPOLA) to help you save more, make more and worry less.

ARPOLA is a professional association representing independent rental property owners and landlords of single family homes and small apartment communities. In the United States over 90% of rental property is owned by individuals. ARPOLA desires to organize all these owners into a highly respected force in our industry and one of the largest buying groups in the entire country.

Benefits with ARPOLA include Lowes discount program, free legal forms and notices, insurance program, investigative tenant screening, education and training, master asset protection plan, on-line credit card processing and much, much more.

If you did not receive your ARPOLA username and password with the initial email that we sent out back in January please contact Patty Braun at patty@gcnkaa.org.

Information is power...ARPOLA will help you become more effective, efficient and profitable rental property owner. Visit www.ARPOLA.org today.

And finally, I wanted to thank the Membership Committee for all their efforts to date with the 2011 Membership Drive. If you look on pages 10 and 11 of this newsletter, you will see all the new members for this month alone. This is a new record with more to follow next month. Let's keep it up! 🍀

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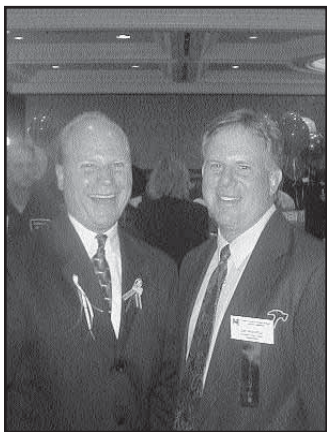
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LuLu Properties

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Orleans Development

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William Sontag Co.

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ASSOCIATE

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Business: Accountants

Commercial Fitness Solutions

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Del-Monde Inc.

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(800) 455.8977
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Business: Plumbing Supplies

Dogwood Building Supply

Mary Kathryn Thompson
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Business: Cabinets, Lighting

Dr. Pepper Snapple Group

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Home Details

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L&M Lawn Care

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Business: Grounds Maintenance

Leon Supply

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Men of Valor Cleaning

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Business: General Contracting

Minol USA

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Business: Water Conservation, Energy

ProSource

Melissa Schneider
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Cincinnati, OH 4524
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Business: Coper, Digital Imaging

R. Campbell Roofing

Richard Campbell
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Miamisburg, OH 45342
(937) 866.9821
Business: Roofing

Super Shine

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 Business: Cleaning Services

US Bank

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 Business: Commercial Lending/Banking

Wells Fargo

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 Business: Insurance Services

TruGreen Lawn Care

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 Business: Lawn Care

The Utilities Group

Michael Catanzaro
 11260 Chester Road Ste. 540
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 michael@tugmgmt.com
 Business: Energy Conservation

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Tom McDermott
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 (800) 866.1144
 thomas.mcdermott@yardi.com
 Business: Software



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 Summit Housing Partners334.954.4458

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Connect With NAA

It's Not Too Late to Plan for April, Fair Housing Month

By Michael E. Gorman, CAPS, CPM, CCIM
2011 National Apartment Association Chairman of the Board
Rose Property Group



If you are looking for Fair Housing programming for your employees, your local apartment association will likely offer Fair Housing training during April, Fair Housing Month. The NAA Education Institute and the Institute of Real Estate Management have developed "Fair Housing and Beyond!", an online course with real-life video scenarios that require critical thinking skills and prudent decision making. This course sells for \$79 per person, but NAAEI also offers

group pricing, which makes it affordable for an apartment company to offer this course to every onsite employee. Contact maureen@naahq.org for group pricing.

To learn about other online training programs that the NAAEI offers, go to www.naahq.org/education/onlinelearning. You will find webinars; a new, video-based online Integrated Pest Management course; and NAAEI's newly released National Apartment Leasing Professional (NALP) course, which is very affordable when purchased by the module. The eight modules are available for \$39 each.

Register Now for NAA's Education Conference And Save \$150

Don't miss out on being part of the largest conference in the multifamily housing industry. Register by June 9 and save \$150 off of your registration fees. The NAA Education Conference & Exposition offers more than 40 education sessions and Thought Leaders in 13 tracks, as well as keynote speakers including former Secretary of State Condoleezza Rice and best-selling author Dan Pink. Attendees can find more than 700 booths on the trade show floor and great networking opportunities, such as the NSC-sponsored Opening Party to be held at The Beach at Mandalay Bay. Lock in your discount and secure your access to the premier event in the multifamily housing industry. Visit www.naahq.org/educonf.

Save Money With Group Registrations

Additional discounts of up to \$125 per person are available for groups registering five or more attendees for the NAA Education Conference. To stretch your company's training budget even further, combine your company's training with the NAA Education Conference to provide the ultimate education experience for your employees. NAA will assist companies in the planning process by helping to secure meeting space, vendors, and top-notch speakers.

Government Affairs Unveils Two New State and Local Issue Pages

NAA Government Affairs has just unveiled two new issue categories on its new State & Local Issues site: Inspections and Licensing. These new sections contain model documents developed by NAA Government Affairs staff and a healthy collection of affiliate materials. Visit www.naahq.org/governmentaffairs/statelocal/Inspections for examples of model registration ordinances and anti-inspection ordinance campaign strategies; then check out www.naahq.org/governmentaffairs/statelocal/Licensing for statutory reviews and model requirements for property managers, leasing agents and maintenance staff.

Missouri State Senate Considers NAA-Drafted Submetering Bill

In legislation introduced Feb. 14, the Missouri State Senate would grant Missouri's apartment owners the authority to bill residents separately for water and sewer usage. Under the bill, owners would be permitted to calculate charges to residents for usage of both utilities by employing either a mathematical formula or submetering technology. The legislation was introduced after the apartment industry won a major victory when the Missouri Public Service Commission decided to "stay" any action in a lawsuit threatening to bar Missouri apartment communities from using submetering or ratio utility billing systems (RUBS) to bill residents.

HELP GCNKAA RAISE FUNDS FOR EDUCATIONAL PROGRAMS; MAINTENANCE MANIA GIVES BACK!

HD Supply is committed to the ongoing education of the multifamily housing industry maintenance professional. As the Presenting Sponsor of Maintenance Mania, they are offering the Greater Cincinnati Northern Kentucky Apartment Association - in return for our participation in the program - the chance to earn \$1500 or more for our maintenance education programs.

HERE IS HOW TO HELP THE GCNKAA

- Order specially priced products in the brochure that was mailed out by HD Supply (pictured center of this article) and **save up to 30%**, or purchase from the full line catalog.
- Make sure you order your products during our 4 week promotional period - **MARCH 15, 2011 THROUGH APRIL 15, 2011.**
- Use the 3 digit source code printed in the yellow box on the catalog that was mailed to you or refer to **SOURCE CODE GCK** when ordering. Using this source code ensures you will receive the promotional pricing offered by the national

sponsors in the mailed brochure and allows HD Supply to track all qualifying purchases.

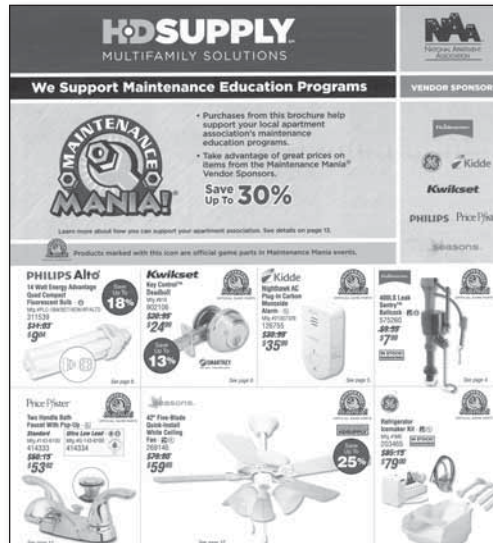
- Place your orders with HD Supply by calling 1.800.431.3000 or by going online at hdsupplysolutions.com.

HD Supply will contribute to the GCNKAA the greater of 1.5% of all net qualifying purchases or \$1500. Net qualifying purchases are total purchases less returns, taxes and freight. Special order and renovation purchases do not qualify for this program.

Help HD Supply give back to the GCNKAA educational programs by taking advantage of the specially priced items offered by the Maintenance Mania National Sponsors.

For more information on this program, contact the local HD Supply representative, Rick Holste at 513.478.8896 or email richard.holste@hdsupply.com, or Michele Klusman at the GCNKAA office (859.581.5990).

And be sure to watch for the return of Maintenance Mania to the Cincinnati area in August 2011!



THE ASSOCIATE SPOTLIGHT

Tri-Web Restoration

Fires can be devastating but the truth is that once the fire is out the damage has just begun. Often times the smoke and soot from the fire do far more damage than the blaze from the fire. In the wake of a fire that has covered buildings with smoke and soot damage, it's important to begin clean up as soon as possible in order to prevent permanent damage or discoloration from soot residue.

The IICRC provides the following tips for fire victims facing clean up:

- Practice safety first. Use a dust mask (like painters use) and gloves as you work.
- Ventilate the building. Place a box fan in an open window to draw the air and dust out.
- Clean from top to bottom. Start with the ceilings, walls and fixtures, and work your way down to the contents of the room, then to the floor.
- Vacuum floors and upholstery. Make sure your vacuum cleaner has a high efficiency filter. Otherwise, you risk blowing soot back into the air.
- Some draperies, clothing and machine-washable items may be laundered. Use a mild alkaline cleaner to neutralize the acid in the soot. Fine clothing should be dry cleaned.
- Most exterior walls (brick, stone, wood, paint, siding) and eaves can be cleaned by spraying with a detergent, agitating soot with a soft-bristled brush, pressure washing from bottom to top, then rinsing from top to bottom.
- If the damage and residue are heavy, it may be best to hire a professional to thoroughly restore your home and belongings. Check with your insurance company to see if smoke damage from outdoor sources is covered by your policy.
- If the fire has warped or distorted the structure, consult a licensed general contractor.

Professional restoration technicians know that damage increases and restoration costs escalate the longer neutralization, corrosion control and cleaning is delayed. When homeowners prolong restoration, they extend the effects brought on by the smoke exposure. The following is a timeline of the effects of fire and smoke on a home.

WITHIN MINUTES: Acid soot residues cause plastics to yellow; small appliances located close to the source of combustion discolor; highly porous materials (marble, alabaster) discolor permanently.

WITHIN HOURS: Acid residues stain grout in bathrooms; fiberglass bath fixtures may yellow; uncoated metals tarnish, counter tops may yellow; finishes on appliances, particularly refrigerators, may yellow; furniture finishes may discolor.

WITHIN DAYS: In time, acid residues cause painted walls to yellow permanently; metal corrodes, pits and rusts; wood furniture requires refinishing; vinyl flooring requires refinishing or replacement; clothing becomes soot stained; upholstery stains permanently.

WITHIN WEEKS: Restoration costs escalate tremendously. Synthetic carpet fibers may yellow or discolor permanently; silver plate is corroded permanently; glass, crystal, china may require replacement due to severe etching and pitting caused by prolonged exposure to acid soot residues.

Cleaning up soot residue must be done as quickly as possible. During combustion, soot residue and volatile vapors are carried by rising and expanding air to surfaces throughout a structure, and are deposited. This process occurs repeatedly until combustion ends, with soot residue building up on surfaces layer by layer. By the time restoration technicians arrive, lacquer-like soot residue may be quite difficult to dissolve and remove.

In addition to removing residue, ridding your building of its smoky odor is necessary. Professionals use this four-step process to remove odors:

- Remove the source of the odor, as possible, including unsalvageable debris that contributes to odor generation and recontamination of cleaned and deodorized areas.
- Clean salvageable surfaces and items to physically remove odor-causing residue.
- Chase remaining odor with an odor counteractant. In the case of smoke, create a deodorizing fog or gas that seeks out and combines with odor-causing substances.
- Seal salvageable surfaces that are inaccessible or slightly scorched, not only for aesthetic purposes, but primarily to encapsulate odor and prevent progressive recontamination.

Understanding the effects of a fire can help building owners evaluate the damage. By learning more about residue clean-up and deodorization after a fire, you can minimize the need for costly repair. Fire and smoke restoration experts can help you return your building to a "pre-loss" condition. ☂

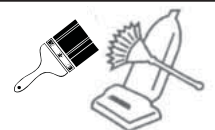


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Upcoming Events

Cincinnati Cyclones Outing	April 1
CAM Property Maintenance	April 7
Owners Roundtable	April 7
Pool School	April 14
April General Membership Meeting	April 19
Lessons From The Lunchbox: Section 8	April 20
CAMT HVAC Maintenance & Repair I	April 26
CAMT HVAC Maintenance & Repair II	April 27
May General Membership Meeting	May 17
Annual Spring Golf Outing	June 16
Day At The Races	July 15
Maintenance Mania	August 17
CAMT Electrical	September 23
CAMT Plumbing 1	September 24
CAMT Plumbing 2	September 25
Fall Golf Outing	September 27
Officer Elections and GMM	October 18
CAMT Appliance Repair	October 25
CAMT Appliance Repair II	October 26
CAMT Interior/Exterior Mtce.	October 27
Reverse Trade Show	November 8
Holiday Cheers Auction	December 8



LETTER FROM THE PRESIDENT

By *Marc Cameron*



Marc Cameron
AAO President

Our Mission Statement... "To provide basic needs and emergency assistance to families and individuals in crisis."

Spring is in the air! Birds, flowers and opportunities to volunteer!

The Apartment Association Outreach needs your help on Thursday, April 28, from 12 pm to 6 pm. Our group will be assisting in the set-up of the Flying Pig Race Expo at the Duke Energy Convention Center. The AAO receives a significant payment for providing volunteers to this event. Several Greater Cincinnati Northern Kentucky Apartment Association members have already volunteered to let a large number of associates join on a "Paid Charitable time" by the employer. We encourage all of our business unit leaders to do the same! Please contact the staff or me for more info.

We will also be working on another community service project later this summer, designed to incorporate our kids into the world of community service and to demonstrate the real-life needs of the underprivileged segment of our population. Stay tuned for more details as the AAO works with a new program to defeat hunger!

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Speaking of hunger... Thanks to those apartment communities which recently participated in canned food drives: Nantucket Apartments, Steeplechase Apartments, Walnut Creek Apartments, Fieldstone Apartments, Pine Ridge Apartments and Montana Valley Apartments. These food drives directly affect food pantries in the local neighborhood of the apartment community hosting the drive. Our team of volunteers is more than happy to work with any GCNKAA member, vendor or community which is interested in hosting a canned food drive. Please contact us to sign up!! Or if you would like to get involved on the Canned Good Committee, please contact the committee chairperson, Laura Dickhaus of JP Flooring at 513.346.4300. The committee meets on the 2nd Tuesday of each month at 11 am and is open for anyone to attend.

As always, I welcome your comments and suggestions. Please feel free to reach me at mcameron@hartkes.com or 513-519-7872. Thanks for all you do!



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