



DELIVERING EXCEPTIONAL CUSTOMER SERVICE: SEPTEMBER SEMINAR AND MEETING SPONSORED BY CORT



Beware of the latest syndrome that is popping up everywhere in our country. It's real and it's affecting millions of business professionals everywhere! It's highly contagious and in a matter of days entire companies are falling vic-

tim! It is growing at an alarming speed!

Join Patty Morgan-Seager at our **General Membership Dinner Meeting on September 20 at the Newport Syndicate beginning at 5:30 pm** for this humorous, yet informational keynote to determine whether or not you too, are suffering from this affliction! Cost is \$30 per person.

Patty Morgan-Seager, President of Seager Marketing, is a personable and thought provoking national speaker with over 20 years of marketing, sales, leasing and training expertise. She is best known for her genuine enthusiasm and unique ability to inspire her clients to rethink the way they have always done things. She incorporates real world scenarios and strategies in an informational, yet humorous setting. i

OWN YOUR AWESOME: DELIVERING EXCEPTIONAL CUSTOMER SERVICE!

Exceptional customer service is the key to creating a successful organization during any economic time, but especially during our current challenging economic times. In today's highly competitive world, the difference between good service and exceptional service is initiative - the ability and most importantly, the willingness to provide each customer with an experience they appreciate and are not expecting. Customers today have more choices, greater demands and higher expectations. It's no wonder we sometimes feel overwhelmed at the daunting task of providing truly exceptional customer service. Attend this highly interactive, fun session and discover:

- The number one reason 80% of customers surveyed in a recent online poll gave when asked why they stopped doing business with a company
- The top 6 expectations of today's customer
- 5 steps to implement that deliver amazing service
- The one thing that provokes the strongest positive reaction when customers hear it
- The all new Q-Tip strategy to initiate exceptional service
- What Gumby has to do with exceptional service
- How to create value for your customers without spending more money

Get ready to learn fresh, new customer service skills, participate in your own attitude makeover, get a dose of inspiration, improve your customer and employee retention all while increasing your bottom line! ***This session is geared toward both Primary and Associate members!***

Delivering Exceptional Customer Service with Patty Morgan-Seager is Tuesday, September 20, from 2:30 pm to 5:30 pm at the Newport Syndicate. Cost of seminar is \$30 per person or attend the seminar AND General Membership Dinner Meeting for a combined price of \$50 per person. Thanks to CORT for sponsoring this event and one lucky participant will win new living room furniture...just for attending! See inside for registration information. i

WALDEN PONDS HOSTS FALL OUTING

The Fall Golf Outing Benefiting the Better Government Fund is Tuesday, September 27, at Walden Ponds Golf Course. This legislative fundraiser depends on our members for sponsorships and foursomes.

The Greater Cincinnati Northern Kentucky Apartment Association will use all net proceeds from this outing to meet our commitments to the National Apartment Association, Kentucky Apartment Association and the Ohio Apartment Association government funds as well as provide financial backing for Charles Tassell, GCNCAA Director of Governmental Affairs, and the legislative committee's political needs.

If you would like to support our legislative efforts through a sponsorship (from \$100 to \$300) or reserving a foursome for \$595, call the Apartment Association offices or see inside this newsletter. i

CHAD BERNHARDT DEFENDS MANIA TITLE

Congratulations once again to **Chad Bernhardt with PLK Communities** on winning the 2011 GCNCAA Maintenance Mania presented by HD Supply. This is the fifth year that Chad has won our local



competition and he has previously qualified for the national competition. Completing the top three competitors were **Kevin Tye of BRG Apartments** and **David Sickman of Sundance Property Management**. For individual game winners and highlights please see inside this newsletter. i



Does the mission seem impossible?

Permakil Pest Control

THE MULTI-FAMILY
PEST MANAGEMENT
EXPERTS

Employment opportunities available
for quality conscious individuals.





email: ehardebeck@permakil.com or rhardebeck@permakil.com
fax: (859) 431-5620

Ohio (513) 621-3028

Kentucky (859) 431-5611

... What's Happening? ...

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
 				1 Apartment Advantage Deadline, 5 pm	2	3
				4	5	6
11	12	13 Legislative Committee, 8:30 am Canned Good Committee, 11 am Associate Council, 12 pm	14 Membership Committee, 9 am Education Committee, 9 am	15 NALP: Legal Aspects, 9 am	16 Owners Round Table, 9 am	17
18	19	20 Executive Comm., 7:45 am Board of Directors, 8:30 am Exceptional Customer Srv., 2:30 General Membership Dinner Mtg., 5:30 pm	21	22 Outreach Board Meeting, 8:30 am NALP: Leasing Interview, 9 am	23	24
25	26	27 Golf Outing Benefiting The Better Government Fund, 10:30 am	28	29 NALP: Telephone Techniques, 9 am	30	

COMING UP IN OCTOBER...

- 3 Apartment Advantage deadline, 5 pm
- 6 NALP Leasing and The Internet, 9 am
- 11 Legislative Committee, 8:30 am; CAM Management For Residential Issues, 9 am; Canned Good Committee, 11 am; Associate Council, 12 pm
- 12 Membership Committee, 9 am; Education Committee, 9 am; CAM Financial Management, 9am
- 13 NALP Leasing Demonstrations and Resolving Objections, 9 am
- 18 Executive Committee, 7:45 am; Board of Directors, 8:30 am; General Membership Dinner Meeting, 5 pm
- 19 CAM Marketing, 9 am
- 20 CAM Legal Responsibilities, 9 am; NALP Rental Policies and Procedures, 9 am
- 21 Fair Housing Seminar, 9 am
- 25 CAM Human Resource Management, 9 am
- 26 CAM Property Maintenance, 9 am; CAM Risk Management, 9 am
- 27 Outreach Board Meeting, 8:30 am; CAM Fair Housing, 9 am

OCTOBER							
							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.

2011 OFFICERS

- Jeff March**, BRG Apartments
President
- Maria Stanton**, Miller Valentine Group
Vice President
- Cindy Mincks**, Epic Rental Properties
Treasurer
- Chris Kohnen**, Ackermann Group
Secretary
- Brian Fullenkamp**, Legacy Management
Immediate Past President

2011 PARLIAMENTARIAN

Jeffrey Greenberger, Katz, Greenberger & Norton

2011 DIRECTORS

- Mark Arnold, Royal Finish
- Chris Batteiger, CORT
- Karen Brunner, The Apartment Guide
- Bruce Forrester, Cornerstone Realty Corp
- Erick Grossl, Towne Properties
- Rusty Lykes, Hills Communities
- Adam Martin, Buckingham Cos.
- Jim Mischell, Cincinnati Coin Laundry
- Glen Panoushek, Nexus PM
- Mary Lou Reeves, JRK Properties
- Gary Sanzone, Mutual Investments

PAST PRESIDENTS

- 2010...Brian Fullenkamp
- 2009...Brian Hendy, CPM
- 2008...Brian Hendy, CPM
- 2007...Becky Alejandrino, CPM
- 2006...Marc Cameron, CPM
- 2005...Marc Cameron, CPM
- 2004...Gary Sanzone, CPM, CAPS, CAM, NALP
- 2003...Gary Sanzone, CPM, CAPS, CAM, NALP
- 2002...Jim Ruh
- 2001...Jay Ingram, CPM
- 2000...Roy Wergers
- 1999...Roy Wergers
- 1998...Robert J. Wahlke, CAPS
- 1997...Terry Sievers
- 1997...Dave Lockard
- 1996...Jim Cohen, CPM
- 1995...Jim Ruh
- 1994...Mark Robinson
- 1993...David Noll
- 1992...Bernie Wessels **
- 1992...Jerry A. Moliqie, CPM, CAPS **
- 1991...Jay O. Ingram, Jr., CPM
- 1990...Ronald Bommer
- 1989...John Cobey
- 1988...Robert J. Wahlke, CAPS
- 1987...Robert J. Wahlke, CAPS
- 1986...Charles Berling
- 1985...Joseph Fullenkamp, CAPS
- 1984...John Stalnaker
- 1983...Jerry A. Moliqie, CPM, CAPS
- 1982...Harry Fath

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.

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

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
May 2012.....	April 2, 2012
June 2012.....	May 1, 2012
July 2012.....	June 1, 2012
August 2012.....	July 2, 2012
September 2012.....	August 1, 2012

ADVERTISERS' INDEX

Apartment Guide	IBC
Cincinnati Coin Laundry	7
Classic Cleaning and Painting.....	14
CORT	3
CRG Residential.....	13
Energy Alliances	BC
For Rent Magazine.....	16
GE Appliances.....	12
Great Lakes Laundry.....	15
Holt Construction.....	16
Jetz Laundry Systems.....	9
Lake Doctors	9
Landen Digital Publishing.....	8
McSwain Carpets	16
Molloy Roofing	3
Permakil	IFC
R. Campbell Roofing.....	15
Rental Guide.....	7
Ron Johnson Woodworking.....	14
Roto Rooter Services Co.....	14
Royal Finish	8

ASSOCIATION STAFF

- Mark K. Franks, Executive Vice President
- Rebecca McLean, Assistant Vice President
- Michele Klusman, Director of Communications,
Education & Programs; **Apartment Advantage** Editor
- Charles Tassell, Director of Governmental Affairs
- Patty Braun, Director of Membership
- Viann Goins, Education Coordinator
- Stephanie Gaines, Administrative Assistant

©2011 Greater Cincinnati Northern Kentucky Apartment Association
Printing by Landen Digital Publishing

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

On August 23, we had a terrific turnout of maintenance professionals who competed at NAA Maintenance Mania Presented by HD Supply for the chance to match their skills against industry peers across the country. There were eight timed events, and I would like to recognize the top three finishers for their outstanding performance. Once again, the winner was **Chad Bernhardt of PLK Communities** with a combined time of 2 minutes 19.8 seconds. Chad has competed multiple times on the national stage and I

congratulate him on another fine performance and for the manner with which he has represented PLK Communities, the Greater Cincinnati Northern Kentucky Apartment Association and our industry. In second place was **Kevin Tye of BRG Apartments** (2:33.9) and in third was **David Sickman of Sundance Property Management** (2:35.4). This was a wonderful evening with high energy, fun spirited competition and it was a great way to highlight the tremendous skills of all our maintenance professionals. I also want to thank Rick Holste and his entire team at HD Supply for a magnificent job in coordinating and presenting Maintenance Mania.

Please mark your calendars for September 20! Patty Morgan Seager, an outstanding industry speaker and educator, will conduct an afternoon Exceptional Customer Service Seminar and follow it up by speaking at our General Membership Dinner Meeting that evening. This is truly a treat for our Association that you will not want to miss! I want to thank Mark Robertson and Chris Batteiger as well as CORT for sponsoring these events and making them possible. And there is MORE – CORT will also raffle off a **BRAND NEW LIVING ROOM SET** to one lucky attendee so sign up now. Thank you CORT!

Also in September, get ready for the Fall Golf Outing which will be held on the 27 at Walden Ponds Golf Course in Hamilton, Ohio. This fun outing benefits the Better Government Fund, which supports our commitments to the National Apartment Association, the Kentucky Apartment Association and the Ohio Apartment Association as well as provides financial support for the legislative efforts of our excellent Director of Governmental Affairs, Charles Tassell. The Golf Committee, co-chaired by **Helena Thrasher of McSwain Carpets, Chris Kohlen of The Ackermann Group, Tony Krebs of Hills Communities and Doug Schmitt of BRG Apartments**, is doing an amazing job fulfilling commitments so please assist their efforts by calling the GCNKAA office today to sign up to play golf or provide a level of sponsorship. This is a great way for all the new members of our Association to meet new people and to have a great time too!

Finally, remember to mark your calendar for the October 18 General Membership Dinner Meeting which will feature our annual election. The deadline to fill out a Nomination Application is September 9 and we welcome participation by all our members. On November 8, we will hold the second annual Reverse Trade Show. This was wildly successful last year and we expect it to grow substantially this year.

GCNKAA has many wonderful opportunities for you and your associates to pursue personal growth, to give back to your industry, to network with other professionals and to have fun. Please take advantage of your membership, check us out on line at www.gcnkaa.org and be sure to join us for one or all of the above. I look forward to seeing you at one of our events soon! i



**Cort Furniture
Makes Every Room
A Living Room.**



Our quality furniture can turn your bare apartment into the perfect home in no time. No matter what your style or budget, Cort Furniture Rental has what you need to get comfortable. Plus, our *personal service guarantee* means you'll be absolutely satisfied.

7400 Squire Court
West Chester

CORT
FURNITURE RENTAL

(513) 777-6104

Suddenly, We'll Make Your Place A Home.™

MOLLOY ROOFING CO.
RESIDENTIAL & COMMERCIAL

ROOFING BUDGET ASSISTANCE – ROOF MAINTENANCE
REPAIRS – ROOFING & GUTTER REPLACEMENT

513-791-7400

11099 DEERFIELD ROAD, BLUE ASH, OHIO

Serving Greater Cincinnati Since 1900

GREATER CINCINNATI AND NORTHERN KENTUCKY APARTMENT ASSOCIATION BOARD OF DIRECTORS - NOMINATION APPLICATION

The 2011 Nominating Committee will submit the names of candidates to serve on the GCNKAA Board of Directors for the 2012-2014 Term. (According to the GCNKAA bylaws Article I Section 2.a. Member Membership is open to any person, firm or corporation that subscribes to the Code of Ethics of the Association and who is engaged in the business of construction, ownership and/or management of multi-family housing for sale or rent.) **We currently have 4 seats that are up for re-election. All applications must be received in the GCNKAA office by 5:00 pm, Friday, September 9, 2011. If you are interested in pursuing a seat on the Board of Directors, please submit this application to the GCNKAA offices.** If you have any questions, please call Mark Franks at the Association office at 859.581.5990.

General Information:

Name: _____
Company Name: _____
Street Address: _____
City: _____ State: _____ Zip: _____
Phone Number: _____ Fax: _____ e-mail: _____

Experience:

Are you currently serving on any other Committees? _____
If yes, please list name(s) of the organization(s): _____
Any organizations or associations you are currently affiliated with or have been affiliated with in the past: _____

Additional Information:

Why are you interested in serving on the Board?

What do you see as the major local and state issues that affect our industry?

List any skills or experience you possess that you feel would be beneficial to the Board:

Signature _____ **Date:** _____

Greater Cincinnati and Northern Kentucky Apartment Association
525 W. Fifth Street, Ste. 105 • Covington, KY 41011
Phone 859.581.5990 • Fax 859.581.5993

Article VII Government. Section 5. In the event a member of the Board of Directors should be absent three consecutive times, or four times in a calendar year from regularly stated meetings of the Board of Directors, or three times in a calendar year from general membership meetings, it shall be considered as a resignation from the Board of Directors unless a valid excuse is presented to and accepted by the Board at the following regularly scheduled Board Meeting. All Board Members must sit on a committee and report to the Board of Directors as necessary.

Brain Power



ONLINE EDUCATION KEEPS FOCUS ON NEW HIRE LEASING SUITE FOR SEPTEMBER

Be sure to take advantage of the **New Hire Leasing Suite**, which is once again this month's featured group of online education seminars. Each of these 4 classes can be accessed for the discounted price of \$49 or take all four for \$196. To access these online courses, visit www.gcnkaa.org and click on the Education tab. But hurry! After September 30, these courses will return to their original pricing schedule.

WELCOME TO MULTIFAMILY HOUSING

This class is designed for new employees with no prior experience in the multifamily industry.

- Why are first impressions important?
- Make your first impression memorable
- The five P's of the perfect property prescription
- Why residents move
- What your residents really want

OVERCOMING LEASING PITFALLS

Turn leasing opportunities into sales.

- Identify two main ingredients that encourage customers to buy.
- Create and increase traffic.

- Identify objections and turn them into sales opportunities.
- Personalize closing strategies.

THE ART OF THE TOUR

Setting the appointment is just the beginning. How you conduct your on-site tour determines whether you close your prospect.

- Why is the tour critical to your leasing success?
- What to include in the tour and why.
- Discover the key to sales and how to execute this knowledge.
- Appeal to a customer's senses during the tour.
- What role does each team member play in the tour?

THE BASICS OF FAIR HOUSING

This gives onsite, multi-site and home office employees basic working knowledge of Fair Housing laws.

- Federal and local Fair Housing laws and how they apply to our industry.
- Defining discrimination and avoiding illegally discriminating in the workplace.
- Best practices for Fair Housing compliance and how to avoid common pitfalls. i

Enhance your professional growth in the apartment industry by becoming a **Certified Apartment Manager (CAM)** and take your career to the next level. CAM training helps you manage your apartment community and team more effectively.

Increase your effectiveness by enhancing your knowledge of the multifamily housing industry and the career you have chosen. The CAM curriculum is designed to maximize the experience of the on-site professional and clear the path for growth and recognition. In class, you will gain a new understanding of the challenges you frequently face. At the same time, you will have a new opportunity to share your experiences as a multifamily industry professional with other dedicated peers, establishing valuable contacts for the future and increasing your own experience level.

CAM Training includes:

- Management of Residential Issues - Tuesday, October 11
- Financial Management - Wednesday, October 12
- Marketing and Community Analysis - Wednesday, October 19
- Legal Responsibilities - Thursday, October 20
- Human Resource Management - Tuesday, October 25
- Property Maintenance - Wednesday, October 26 (9 am to 11 am)
- Risk Management - Wednesday, October 26 (12 pm to 4 pm)
- Fair Housing - Thursday, October 27

You're already a Success. Become a Certified Success.

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 passing score on test and satisfactory result on Community Analysis. Cost per module is \$95 for members (\$190 for non-members). For complete nine-module course, including all class materials and test fees, cost per person is \$689 (\$1378 for non-members). Reservations and fees are due two weeks in advance of class. All classes are from 9 am to 4 pm in the Apartment Association /CORT Training Center in Covington, Kentucky. Call Viann at the GCNKAA offices to get registered.



A designation for apartment management professionals.



Government & Housing Legalities



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

LEGISLATIVE UPDATE

By Charles Tassell, Director of Governmental Affairs



Quote of the Month: Compromise is the Virtue of the Unprincipled

While Newport fails to understand the need to settle the suit in order to avoid litigation in the case of Apartment Association vs. City of Newport, other cities are willing to work together on addressing the issues. The City of Bellevue is working on addressing concerns and is meeting with us to see how we can best

handle the problems. Covington has even come back to the series of programs developed by the Taskforce and has shown renewed interest in something being initiated.

On the Ohio side, the City of St. Bernard has quietly passed a registration and inspection program that will go into place in October. After meeting with them and explaining alternatives as well pointing out the problem with requiring registration, we came to a level of understanding that there may be some better options. We will be getting together to discuss modifications, which they are open to considering.

More pressure may be coming to pass an Ohio bill requiring the Ohio Health Department to take over the EPA's Renovate

Right Program. The Environmental Protection Agency has just recently filed against a Michigan window company for not passing out pamphlets and charged them \$50,000 in fees and fines. There are reports of EPA inspectors in Indiana, Illinois and Michigan. Getting the Ohio bill passed will limit the fees charged and change the process to a much less hostile government entity.

Speaking off hostile government action: HUD has come out with a new "Notice" that does not require any feedback. In fact, it somewhat precludes feedback. The notice places ALL responsibility of Bedbugs on the landlords, precludes eviction as an option for a problem bedbug resident and requires owners to sign a statement of "complete eradication" whenever a bedbug control effort is undertaken. The National Apartment Association (NAA) and the National Multi-Housing Council (NMHC) are working with GCNCAA on addressing the serious concerns raised by owners. The HUD notice would apply to any property accepting HUD funds – possibly even Section 8 vouchers! Be sure to watch for more on this topic to come...

Finally, if you have an eviction in Clermont County, be sure to check with your attorney as language requirements have changed due to a certain Judge Zuk who has decided to legislate from the bench how eviction notice should be written. i



Your Key to Success

Enhance your professional growth in the apartment industry by becoming a National Apartment Leasing Professional (NALP) and take your career to the next level. NALP training helps you lease apartments, satisfy your residents and increase your resident retention.

The National Apartment Association Education Institute (NAAEI) offers this nationally-recognized designation to apartment industry professionals who have at least six months of experience and who are looking to advance their career in apartment management

Keys to Success in Leasing - **September 8, 2011**

Legal Aspects* - **September 15, 2011** (9 am - 4 pm)

The Leasing Interview and Qualifying Residents - **September 22, 2011**

Telephone Presentations - **September 29, 2011**

Leasing & The Internet - **October 6, 2011**

Leasing Demonstrations and Resolving Objections* - **October 13** (9 am - 4 pm)

Rental Policies and Procedures - **October 20, 2011**

Single modules are \$60 each (\$120 for non-members). Cost for full course and designation is \$379 for members (\$758 for non-members). All classes are at the Apartment Association office on the dates listed. Classes run from 9 am to noon except as noted. In order to become designated, all classes must be completed in a one-year time period. Cumulative test is administered after completion of all modules and a 10-15 minute oral Market Survey will be scheduled after completion of all classwork.*

Call Viann at the GCNCAA or visit www.gcnkaa.org for more details!

Check out our web page at
www.gcnkaa.org.

Calendar of Events • Contests
Articles of Interest • Much, Much More

Advertising opportunities
also available.

Support our Association!

Cincinnati Coin Laundry does the Dirty Work...

...you enjoy the profits



Jim Mitchell
John Gruen
513.542.9800
www.ccoin.com

Serving Ohio, Kentucky and Indiana

- The Best Laundry Company for YOU!
- Full Accountability
- Energy-Star Utility Saving Machines
- We Buy Your Old Equipment
- Local Service Since 1957
- Response Within 24 Hours

 **Cincinnati
Coin Laundry**
513-542-9800 | 800-777-9274



*Need an apartment? Let us be your guide.
Toll Free (866) 931-APTS*

Tuesday, September 20, 2011
2:30 pm to 5:30 pm | Newport Syndicate

EXCEPTIONAL CUSTOMER SERVICE



Learn fresh customer
service skills...

Get an attitude
makeover...



Get a dose of
inspiration...



Improve your
customer retention...



Increase your
bottom line!

See insert inside this newsletter to register or visit www.gcnkaa.org!

Our House



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

GCNKAA CIRCLE OF LEADERS

The Membership Committee is introducing the Circle of Leaders for property managers and we want your participation!

As a property manager you have an important role in your Apartment Association, local community, staff and residents. We are pulling together a forum of property managers in each area of town to meet monthly or bi-monthly for a small group discussion on topics in the apartment industry that you experience on a daily basis. Being a part of the Circle of Leaders in your area of town will help you keep abreast of apartment industry related topics, share your fresh ideas with each other as well as attending GCNKAA general membership dinner meetings and events. To keep this convenient for all attending we have broken this down to each area of town: North, Northeast, East, West, Northwest, Central and Northern Kentucky.

We are kicking the Circle of Leaders off in the north area of town on Thursday, October 13, from 8:15 am through 9:30 am. Reginna Bray from The Landings at Beckett Ridge with Hills Communities has graciously agreed to be the North Leader and host the meeting at her clubhouse. The topic of discussion will be "Ideas on Organizing Social Media Leads." Space is limited and reservations will be required. Look for your invitation and email coming soon.

If you are a manager interested in taking on a leadership role in the Apartment Association Circle of Leaders group in your area of town, please call Patty Braun at the Association office at 859.581.5990

or Renee Young at The Apartment Guide at 513.621.7300.

WHO IS A PART OF THE CIRCLE OF LEADERS?

This is a group of property managers in a specified area of town who meet and discuss apartment industry related topics.

WHAT IS THE CIRCLE OF LEADERS?

This is a group of property managers who will contribute their time to share valuable information from their property management experience and education. An industry related topic will be discussed at each meeting.

WHEN WILL THE CIRCLE OF LEADERS MEET?

The group will decide if they meet monthly or bi-monthly, usually the 2nd or 3rd Thursday of each month from 8:15 am – 9:30 am.

WHERE WILL THE CIRCLE OF LEADERS MEET?

We ask that each manager take a part and offer to host a meeting at your office or clubhouse.

WHY WILL THE CIRCLE OF LEADERS MEET?

This will provide a forum for property managers to come together and network to share best practices. i

513.683.5181

8976 Columbia Rd. ★ Loveland, OH 45140
www.landendigital.com

Landen Digital Publishing

PRINTING OF:

Business Stationery
Carbonless Forms
Newsletters/Brochures
Directories/Notepads
Specialty Items



OTHER SERVICES:

Typesetting/Design
Digital Color Copying
High Speed B/W Copying
Advertising
Bindery

Landen Digital
Publishing
Full Service Printer

Call us for a quote on
your next project!



The Experts in Counter Top, Cabinet,
Appliance, and Porcelain
Resurfacing.

ROYAL
FINISH Inc.

Your Leading Resurfacing and Rehab Specialists

Known For:

- Quality
- Dependability
- Courteous & Friendly Service
- Fume Abatement Programs
- Uniformed Technicians
- Price Competitiveness
- Warrantied Work
- Environmentally Friendly Service
- Fully Insured Status
- Workers' Comp Insurance
- Trade Show Exhibitor
- Active Member of Apartment Associations

Serving
Cincinnati
Columbus
Cleveland
Dayton
Indianapolis
Dallas
Houston
Denver

Serving you since 1990.

1-888-737-1010

Or visit www.royalfinish.com

Now accepting all major credit cards



THE ASSOCIATE SPOTLIGHT

CincySavers.com: Lease4Less

Lease4Less is a new take on an online apartment rental guide. Hosted by cincysavers.com – Cincinnati’s premiere savings site – and Hubbard Interactive, communities listed on Lease4Less have the opportunity to market to a loyal readership who love finding good deals and love sharing them with friends. Besides cincysavers.com, Lease4Less is also often advertised on Hubbard Interactive’s on-air cluster – Q102, B-105, Rewind 94.9 and 97.3 The Wolf.

The rental guide is featured on cincysavers.com’s home page and clicks through to an interactive map of the Greater Cincinnati area. From there, apartment seekers can click on the region they are interested in searching – West, North, North Central, Central, Northeast, East, Northern Kentucky and Downtown. Once an area is chosen, all available communities are shown, including number of bedrooms available, appliances, pet allowances and starting rates. Clicking on a specific community takes the visitor to a page with more complete information, including the website, address, phone number and hours of the rental office, more information on amenities, a brief description and photos and floor plans. Plus, communities have the opportunity to offer a new money saving coupon each month to people who use Lease4Less to find their new home, keeping cincysavers.com’s deal-searching readers interested.

BENEFITS OF LISTING ON LEASE4LESS

Communities are easy to find and are marketed on a site that gets more than 100,000 unique visitors each month. The visitors to cincysavers.com are looking for great deals, so the opportunity to

offer a coupon like half off the first month’s rent or no application fee on each property further draws their attention and influences their decision to rent from communities listed on Lease4Less.

And, Lease4Less is easy to use. Users see only the options they want to see based on location, and property information is all listed on a single page, making it easy to find the things that are most important to renters – be it price, amenities, floor plans or whether dogs are allowed.

As a growing site, Lease4Less has seen significant success since its launch in January 2011. Bob Kohlman, Vice President of Operations and Construction of BRG Apartments, says, “ Our traffic and rental activity has increased steadily since January of 2011 – a direct result of our advertising on cincysavers.com. For example, we had 361 site visits in January, 492 in February and 507 in March of 2011. As you can see from the numbers, Lease4Less is working.” i

If you would like to be in the Associate Spotlight, submit a half page article about your company to michele@gcnkaa.org. Spotlights will be published in the order they are received and only when space permits in the monthly newsletter. Publisher reserves the right to edit content or to decline submission due to improper content. Member must be in good standing to be considered for inclusion.



Pond and Lake Management

- ✓ Aquatic Weed & Algae Control
- ✓ Fountains and Floating Decorative Aerators
- ✓ Game Fish and Grass Carp Stocking
- ✓ Water Testing and Consulting Services
- ✓ Friendly, Professional Service
- ✓ Trained and Certified Aquatic Technicians
- ✓ Free Estimates & Competitive Pricing

We offer custom programs within your budget!

Ask About Our Discounts!

The Lake Doctors, Inc.
1-866-774-5253
www.lakedoctors.com
Ohio@lakedoctors.com

Laundry Matters.*



Jetz pays attention to the details that so many competitors overlook. When you sign with Jetz, you'll sign on with partner who is dedicated to making sure your machines deliver and your laundrygoers are taken care of. For Jetz, it's matching cutting-edge technology with exceptional customer-focused service.



www.jetzservice.com

*** We make loads of difference.** Call Tom Chapman at (800) 622-1489 or email tchapman@jetzservice.com for more information.

AUGUST 2011 NEW MEMBERS

PRIMARY

Barrett & Stokely Inc.

Lisa Swanson
3755 E. 82nd Street, Suite 300
Indianapolis, IN 46240
(317) 845-4171
lswanson@barrettandstokely.com

PMR Companies

Dan Musinski
963-965 Baxter Avenue
Louisville, KY 40204
(502) 412-0010
dmusinski@pmrcompanies.com

ASSOCIATE

Heyman Law

D. Andrew Heyman
1212 Sycamore Street, Suite 36
Cincinnati, OH 45202
(513) 421-4000
dah@heymanlaw.com
Business: Legal Representative

Red Carpet Floor Care Inc.

Brian Blaney
4485 Margo Lane
Burlington, KY 41005
(859) 912-9784
brian@redcarpetfloorcare.com
Business: Carpet Cleaning



MAINTENANCE MANIA WINNERS

Congratulations to all the maintenance technicians who competed in the GCNKAA 2011 Maintenance Mania competition presented by HD Supply on Tuesday, August 23. Here is the final list of winners.

DUAL FLUSH

1st PlaceChad Bernhardt, PLK Communities
2nd Place.....David Spach, Nexus PM
3rd Place.....Mark Simon-Rogers, Ackermann Grp.

APPLIANCE REPAIR

1st PlaceChad Bernhardt, PLK Communities
2nd Place...David Sickman, Sundance Prop. Mgmt.
3rd Place.....Ben Knoepfel, Towne Properties

FIRE AND CO SAFETY

1st Place Kevin Tye, BRG Apartments
2nd Place.....Chad Bernhardt, PLK Communities
3rd Place..... Dave Garber, Towne Properties

KEY CONTROL DEADBOLT

1st PlaceChad Bernhardt, PLK Communities
2nd Place..... John Trent, PLK Communities
3rd Place..... Kevin Tye, BRG Apartments

FAUCET REPAIR

1st Place Kevin Tye, BRG Apartments
2nd Place.....Aaron Burmeister, BRG Apartments
3rd Place.....Chad Bernhardt, PLK Communities

LAMP AND BALLAST

1st PlaceMark Simon-Rogers, Ackermann Grp.
2nd Place.....Chad Bernhardt, PLK Communities
3rd Place....David Sickman, Sundance Prop. Mgmt.

CEILING FAN

1st PlaceDavid Sickman, Sundance Prop. Mgmt.
2nd Place.....Chad Bernhardt, PLK Communities
3rd Place.....Aaron Burmeister, BRG Apartments

RACECAR COMPETITION

1st PlaceBen Knoepfel, Towne Properties
2nd Place.....Aaron Burmeister, BRG Apartments
3rd Place..... Dave Garber, Towne Properties

OVERALL COMPETITION

1st PlaceChad Bernhardt, PLK Communities
2nd Place..... Kevin Tye, BRG Apartments
3rd Place....David Sickman, Sundance Prop. Mgmt.



10 YEARS

Grandin Properties

5 YEARS

Albert Banks & Associates

1 YEAR

Falcon Crest Rentals
HB Apartments
Meng Megs
Loth, Inc.

National Heating and Air Conditioning
Patriot Restoration
Royalty Companies



Legacy Partners' 1600 Vine Named NAA PARAGON Community of the Year

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



NAA recognized 1600 Vine for Best Community of the Year during its Education Conference & Exposition in Las Vegas in June. Located in Hollywood, Calif., 1600 Hundred Vine was also awarded a PARAGON for the Best Community Less than 5 Years Old and Over 150 Units. The PARAGON awards recognize the multifamily housing industry's

top communities, executives, employees and affiliate programs. A list of all winners and details about each will appear in the September 2011 issue of *units* magazine.

is installed. The 2011 Assembly of Delegates meeting will be held at the Intercontinental Buckhead Atlanta. Contact Diane Bombard at Diane@naahq.org or 703/797-0621.

Save The Dates!

Save the Dates for the 2012 NAA Student Housing Conference, to be held Feb. 29 to March 2, 2012, at the Wynn Las Vegas. The 2012 NAA Education Conference & Exposition will be held June 28-30, 2012, in Boston.

Make sure to visit the NAA website in the coming weeks for information regarding keynote speakers, breakout education sessions, registration, hotel information and more.

Visit <http://www.naahq.org> for details.

NAA Income & Expenses Survey Released

NAA's annual Survey of Income & Expenses includes an executive summary, detailed data, reports and charts about rental communities. The executive summary appeared in the August 2011 issue of *units* magazine and full results will be made available on a CD for purchase in early September. Contact NAA's Valerie Hairston at valerie@naahq.org to order your advance copy.

Attention Independent Rental Owners

The new Independent Rental Owner Professional (IROP) designation program is offered to the rental owner who manages their personally held multifamily property or properties. The independent rental owners who take the IROP course will learn the many business practices of professional property managers and can now earn the IROP designation and certificate after completing the course of study and passing the online exam.

Visit <http://www.naahq.org/IROP>.

Assembly of Delegates to Meet in November

The Assembly of Delegates (AOD) is NAA's largest business meeting of the year, where all NAA and NAAEI Boards, Committees and Task Forces meet and the new incoming volunteer leadership

Online Resource Center Expands

You can now share even more of your affiliate's resources thanks to recent improvements made to the NAA Community Site & Online Resource Center <http://community.naahq.org/>.

YouTube videos, Webinars, audio files and other large file types can now be shared in the Online Resource Center, in addition to traditional formatted documents.

Participate in NAAPAC

The success of NAAPAC starts with you. For information on ways to hold a fundraising event, please contact NAA's Kathleen Youngblood at Kathleen@naahq.org or 703/797-0633.

Prepare for SHCM Exam Online

Affordable housing management professionals can now prepare to earn their Specialist in Housing Credit Management (SHCM) certification by studying online.

This convenient and affordable Webinar-based study method is based on the National Affordable Housing Management Association's (NAHMA) "Practical Guide to Tax Credit Housing Management" workbook. Participants will receive course materials in pdf format.

Register at <http://www.naahq.org/onlinelearning>.



APARTMENT ASSOCIATION OUTREACH SEEKS NEW BOARD MEMBERS

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

The Apartment Association Outreach (AAO), a non-profit 501 C3 organization is seeking applicants for a Board of Directors vacancy. This non-profit charitable organization was sponsored in 1991 by the Greater Cincinnati Northern Kentucky Apartment Association and is run by volunteers. The primary focus of the AAO is rent assistance, canned food distribution and community projects which benefit all ages. If interested in the position contact the AAO office at 859.581.5990 to obtain an application: <http://gcnkoutreach.org/contact/boardofdirectorsapplication>

AAO SUPPORTS SANDWICH SHOP

You know, I never really knew how homeless or poor people lived. I always thought the exact opposite of what they are: lazy, bad and people that don't want jobs. But when you get to meet them and hand them food, they are the nicest thankful people you will ever meet. And today at the St. John's shelter I got to see the other side of poor and homeless people. They always said to have a blessed day and whenever you handed them food, you would put a smile on their face. And another sad thing is that there were kids about 5 years old walking around by themselves and coming to the sandwich window.



They would take all they could get. The program really taught me that I should be thankful of everything that I have. Altogether, the crew Carol Cotrill, Greg Cotrill, Sherri Walker, Kellie Davis, Betty Bohlinger and myself created 400 sandwiches. A turkey sandwich and a peanut butter and jelly sandwich. Also another important person that came to help was Mr. Peter Klekamp and his 2 sons. So I hope my story inspired you to be thankful for what you have and don't judge people until you know the full view of them. And you should think about volunteering sometime.

Sincerely,
Brooke Walker, Aged 10



expect answers at 463Kb per second

GE has made a large investment in communications technology. On the job site, your GE sales manager can order parts as well as check inventory levels, availability, and shipping status. Your GE sales manager and service techs are there for you, because they know responding to your requests in a timely manner keeps you on schedule. And that means getting answers now.

For more information on GE appliances, please call 866.251.1753.

For additional information on GE appliances, contact GE Area Sales Manager Stella Goodwin at 513.336.7636. Fax: 513.336.0171.



imagination at work

More builders were familiar with GE, and used GE, than any other brand.
Builder Magazine, 2005 Brand Use study



In Greater Cincinnati and Northern Kentucky

Quality Construction with Built-In Value

- ▲ Full-Service General Contractor
- ▲ Comprehensive Project Management
- ▲ Complete Interior Renovations
- ▲ Exterior Construction Services
 - Roofing
 - Siding
 - Gutters
 - Windows and Doors
- ▲ Exterior Evaluation Services
- ▲ Exterior Maintenance Programs

With Offices In
Indianapolis
Chicago
Mid-Atlantic Region

1-888-575-3661

www.CRGresidential.com



The Multifamily Construction Experts

World-Class Talent. Expert Craftsmanship.
Rapid Response. Surety.

AND WE'RE READY TO BID YOUR NEXT JOB



follow the
GCNKAA on

facebook

Upcoming Events



NALP Keys to Success	September 8
NALP Legal Aspects	September 15
Owners Round Table	September 16
Fall Education Event	September 20
September General Membership Dinner Meeting	September 20
NALP Leasing Interview	September 22
Fall Golf Outing	September 27
NALP Telephone Presentations	September 29
NALP Leasing & The Internet	October 6
CAM Management For Resident Issues	October 11
CAM Financial Management	October 12
NALP Leasing Demonstrations	October 13
Officer Elections and GMM	October 18
CAM Marketing	October 19
CAM Legal Responsibilities	October 20
NALP Rental Policies & Procedures	October 20
Fair Housing Seminar	October 21
CAM Human Resource Mgmt.	October 25
CAM Property Management	October 26
CAM Risk Management	October 26
CAM Fair Housing	October 27
Reverse Trade Show	November 8
Holiday Cheers Auction	December 8

Cabinet Components

Doors and Drawer Fronts \$10.00 Drawer Boxes \$15.00

"Setting Standards Worldwide in the Cabinet Component Industry"

- Build to your specifications
- Free Samples
- No Minimums
- 1 Week Lead Time
- Many Wood Grains and Colors Available

Phone (513) 405-2111

Fax (513) 553-5601

CEO

JASON JOHNSON

RON JOHNSON Woodworking

3056 Pond Run Road • New Richmond, OH 45157

www.affordablecabinetdoors.com

Bonded, Insured
and BWC



Classic Cleaning and Painting

Complete Facility Maintenance

Family owned & operated
Established 1994

GCNKAA Members
(513) 304-7399

Roto-Rooter does more than clear stopped up drains.

Sure, we still clear drains, but Roto-Rooter also provides complete repair and replacement plumbing service for property managers!

- Sewer and drain cleaning
- High-velocity water jetting
- Water heater service and replacement
- Video camera line inspection
- Full service plumbing repairs and replacement
- Backflow testing and repairs
- Excavation and pipe replacement
- Water main repairs

Call

(513) 830-5134

- Discounted rates for Apartment Association members
- No extra charge for nights, weekends or holidays
- Rapid response 24x7x365
- Free estimates



Master Plumber License #13152

Roto-Rooter Plumbing and Drain Cleaning Services



NAA Maintenance Mania

Presented by HD Supply

GAME SPONSORS

BRG Apartments
CORT
Energy Alliances
Hills Communities
JP Flooring
Maple Oaks Apts./Ackermann Group
National Heating and Air
Royal Finish

TROPHY SPONSORS

Easy Pro Property Service
Outdoor Furniture Restoration
Roto Rooter Services Co.

SHIRT SPONSORS

Fath Properties
Jetz Laundry Systems

FOOD SPONSORS

The Apartment Guide
Apartments For Rent Magazine
The Brickman Group
Cincinnati Coin Laundry
McSwain Carpets
Molloy Roofing
Rental Guide Magazine
Servpro of NW Cincinnati
Wallick Hendy Properties



EXPERIENCE THE GREAT LAKES
DIFFERENCE.
SUPERIOR PRODUCTS. SUPERIOR SERVICE.



SAVE UP TO
60%
ON ENERGY COSTS
CALL TODAY!

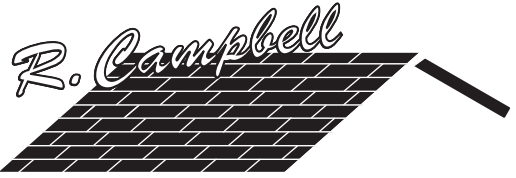
Ask about our Laundry Room
Management Programs
USED EQUIPMENT AVAILABLE

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



1-888-877-4382
www.greatlakeslaundry.com

FLAT ROOF SPECIALISTS



**CONSTRUCTION
SOLUTIONS, INC.**

5897 Soldiers Home Rd. • Miamisburg

Family Owned - 3rd Generation

Residential • Commercial

WE WORK ALL YEAR ROUND

Built Up Roofs • Shingles • Rubber & Gavel Roofs
Metal Roofs • Aluminum Or Galvanized
Flat Roofs Changed To Sloped Roofs • Cedar Wood Shingles
Repairs • Reroofing • Existing Roof Taken Off • Siding
Gutters & Downspouts

Insured For Your Protection • FHA and VA Inspections
Bonded & Licensed

Call Today For A Free Estimate
937-866-1371

www.rcampbellconstructionsolutions.com

Save
the Date

REVERSE TRADE SHOW

Turning the tables on property management

November 8, 2011
8:00 am to 10:30 am
Newport Syndicate

GCNKAA Mission



*To be a united voice
working toward the
betterment of multi
family housing*

525 West Fifth Street, Suite 105
Covington, KY 41011
859.581.5990 859.581.5993 gcnkaa.org

McSwain
Carpets & Floors

Floor Covering Sales
& Installation

Specializing in Property Management

- Next Day Installation
- Competitive Pricing
- Professional Installation
- Knowledgeable Sales Team
- Superior Customer Service



Scan for more info

513.772.7847 • McSwainCarpets.com

For Rent Media Solutions

Quality Distribution

513.469.8818



For Rent Magazine® Distribution Locations

AmeriStop FoodMart

SUBWAY

HOTEL & MOTEL PROGRAM

IGA

BIG LOTS!

Anderson
TOWNE CENTER

EASTGATE MALL

Cincinnati MALL

ANDERSON TOWNE CENTER

FULMERS®

Apartments
For Rent

Serving Greater Cincinnati & Surrounding Counties
Including N. Kentucky & Greater Dayton

- Hospitals • Universities • Major Employers • Convention Centers
- Real Estate Offices • Outdoor Boxes • Convenience Stores • Restaurants

Multiple Marketing Needs.

Multiple Solutions

Hey don't worry.
They just hired
Holt.

Multi-talented in multi-family.

- Fire, Wind and Water Restoration
- Roofing
- Siding and Window Replacement
- Exterior Paint
- Interior Renovation
- Miscellaneous Repair
- 24-Hour Emergency Service

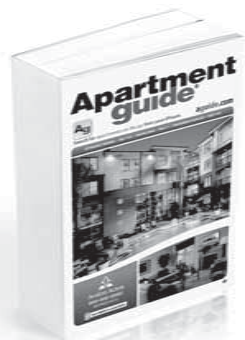
HOLT
Construction Group

Offices in Indianapolis, Columbus,
Cincinnati and Lansing

1.888.884.HOLT (4658)
www.holtconstruction.com

More Advertising Value for Your Bottom Line

**We Bring
It All Together
Under One Roof**



Integrated Online, Print and Mobile
Solutions Put You at Renters' Fingertips
Anytime, Anywhere.

Call the Apartment Guide today for more information...
(513) 621-7300

Apartment Guide, ApartmentGuide.com and Rentals.com are trademarks and/or registered trademarks of PRIMEDIA Inc. iPhone is a trademark of Apple Inc. Other company and product names may be trademarks of their respective owners. © PRIMEDIA Inc. 2009. All rights reserved. 7/10/09

Run With the Leaders!

Integrlys Energy Services, Inc.

A Fortune 500 Company (NYSE: TEG)

Fortune® Magazine has recognized the Integrlys family of companies among the "Most Admired Energy Companies in America" in 2010, 2009, 2007, and 2006.

150-year History in the Energy Business

Integrlys Energy Group's corporate history dates all the way back to 1855 and includes a company that was among the original Dow 30 industrials.

Energy Alliances, Inc.

Locally Owned Since 1985

We have been managing energy costs for clients in southern Ohio for over 25 years, and we can help manage your costs too! We can guide you in making the best decisions for your community, business or organization.

513-794-5555
800-735-0359

Greater Cincinnati & Northern Kentucky Apartment Association Member since 1986



Your Partners in
Community Aggregation
Commercial & Industrial
Energy Supply



energyalliances.com
integrlysenergy.com

Greater Cincinnati Northern Kentucky

Apartment Association

525 W. 5th Street, Suite 105

Covington, KY 41011



Route to:

___ Leasing Manager

___ Community Manager

___ Property Manager

___ Maintenance Personnel

POSTMASTER: DATED MATERIAL. PLEASE DO NOT DELAY.

PRST STD
U.S. Postage
PAID
Mansfield, OH
Permit #40