



**JUNE
2011**

PROPERTY

The Official Publication of the Property Management Association of West Michigan

Covering the Greater Grand Rapids, Kalamazoo, Lakeshore and Northern Michigan Areas



PMAWM Online University

PMAWM has partnered with the National Apartment Association Education Institute (NAAEI) and CallSource to launch a universal online-based Learning Management System (LMS) that will be utilized across all NAA affiliates.

On this new system, you can sign up for PMAWM's in person courses and seminars, and take online courses 24 hours a day. These interactive online courses are designed to last about an hour. You can take any of the over 60 courses without leaving the office or home, and you are able to go at your own pace.

Some of the course topics offered includes:

- Customer Service for the Office Team
- Bed Bugs 101
- Multifamily Internet Sales and Marketing

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It is LIVE now - sign on today and take a class!

Join us on Facebook

Search for our Group on Facebook:

Property Management Association of West Michigan

Join our Group and get involved!

We have FUN stuff on facebook!

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Vendor Expo	Kristy Ter Haar (Chair) Charity Henkelman
General Membership Meetings/ Happy Hours	Angela Arista

EDITOR'S CORNER

We apologize for any incorrect information within the contents of these pages. Please notify us of any errors and we will make the corrections.

If you have any news to report from your business or community, drop us a line and we'll do our best to include it in the next edition of the newsletter. The deadline for submissions is the 15th of each month.

The Newsletter Committee

**PMA is offering the following
advertising opportunities
in the Monthly Newsletter, Directions:**

TYPE/SIZE	One Issue Cost	12 Issue Cost
Business Card	\$65	\$715
1/4 Page	\$109	\$1199
1/2 Page	\$197	\$2167
Full Page	\$313	\$3443
Inside Back	\$379	\$4169

Why give to the NAA PAC?



NAAPAC is important to NAA because, according to the Federal Election Campaign Act, trade associations such as NAA are prohibited from using their general treasury funds (membership dues or other revenue) to make contributions or expenditures in connection with federal elections.

NAAPAC is the only vehicle through which NAA and its members may participate together in the political process via contributions and expenditures on behalf of federal candidates.

Federal Issues that affect the Apartment and Property Management Industry:

- Affordable Housing issues - Section 8 Voucher Program Policy
- Environment & Energy Policy
- Bed Bug Policy
- Risk Management Policy
- Tax Policy

Please see the NAA PAC Pledge Form

The NAA PAC can not take funds from a Corporation.

Personal funds by cash, check or credit card are accepted.

Thank you for supporting the Apartment Industry

A portion of NAA PAC donations do come back to Michigan if we as a State meet our Fair Share.



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The Red Cross Responds to Spring Tornadoes, Storms, and Floods

Update as of May 19, 2011

The band of tornadoes, storms, and flooding that has hit since late March has left a trail of destruction across the South. The Red Cross has responded to tornadoes in Oklahoma, Arkansas, Mississippi, Alabama, Georgia, North Carolina, Virginia, Missouri, and Tennessee. This tornado outbreak has now broken the 1974 record for most tornadoes in the smallest period of time. And now the mighty Mississippi is overflowing its banks with record levels of flooding, only increasing the devastation and destruction of homes, farms, and businesses. More than 300 people have died and most of these areas have been declared states of emergency. As the local communities emerge to assess the damage, the Red Cross has been on the scene minutes after the disaster to provide relief and assistance.

- More than 7,900 Red Cross workers have been deployed to the South. We are prepared for prolonged feeding and shelter response, with more than 20 shelters ready to open if needed in Louisiana alone.
- Thousands of relief supplies have been moved into the area, including cots, blankets, comfort kits, and items for people with special needs.
- We are working closely with community partners and government to ensure workers, equipment, shelters, food and relief materials are in place as people evacuate from their homes.
- We have served more than 1.6 million meals and snacks to date;
- Opened more than 190 shelters and provided 16,000 overnight stays;
- Provided more than 35,000 health and mental health consultations;
- Deployed 700 emergency response and other vehicles.
- Those who have lost contact with their loved ones due to power and phone outages can leave message of their well-being through our Safe and Well website at any Red Cross shelter. The Red Cross is

prepared to provide services like these in a moment's notice, 24 hours a day and 7 days a week.

The need for emotional support in these states can't be underestimated. One of our volunteers who recently returned from Little Rock, AK shared the following:

"Since arriving last Monday, I have been working on casework for victims of the tornadoes in rural Arkansas. What I have learned is this: tornadoes are fickle. One house can be destroyed while a neighbor's home may only have a few shingles missing. Today we started on the flood relief work. I have heard many experienced Red Cross volunteers attest to the extreme difficulty in for working floods. They are dangerous. They are smelly. They are messy. They are just plain awful.

Today I met with dozens of clients all with the same story: the waters swept away their livelihoods. A seventy-eight year-old couple told us the horror of escaping the flash flooding through an open window and into a waiting neighbor's boat. The window was on the second floor of their home. Seventy-eight years old, and everything was ripped away from them. And if that wasn't enough, my next client was a middle-aged woman who, once again, lost everything in her home. In the past two years she has lost her husband to cancer, lost her son to a brain tumor, and rejoiced as her daughter survived an almost deadly car crash even though she is now an 18 year-old paraplegic. To top it all off, she lost her home last week. And yet, despite all the destruction, horror, angst, and terror, these people survive. The town has come together and started a recovery plan. Neighbors load up boats full of as many belonging as salvageable. No looting.

(continued on page 6)

PMA EVENTS & EDUCATION IN JUNE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
 CERTIFIED APARTMENT MANAGER	CAM & NALP NOW ONLINE AT naahq.org	 NATIONAL APARTMENT LEASING PROFESSIONAL™	1	2	3	4
5	6	7 PMAWM Board Meeting	8	9	10	11
12	13	14	15 GR RAPIDS "How To Create A GLAStar Award Entry Board"	16 KALAMAZOO HAPPY HOUR and "How To Create A GLAStar Award Entry Board"	17	18
19	20	21 PMAM Board Meeting	22	23 NAA Conference  NATIONAL APARTMENT ASSOCIATION EDUCATION CONFERENCE & EXPOSITION JUNE 23-25, 2011 LAS VEGAS, NEVADA LAS VEGAS	24 NAA Conference  NATIONAL APARTMENT ASSOCIATION EDUCATION CONFERENCE & EXPOSITION JUNE 23-25, 2011 LAS VEGAS, NEVADA LAS VEGAS	25 NAA Conference  NATIONAL APARTMENT ASSOCIATION EDUCATION CONFERENCE & EXPOSITION JUNE 23-25, 2011 LAS VEGAS, NEVADA LAS VEGAS
26	27	28	29	30		

Grand Rapids

7th - PMAWM Board Meeting

11:30 am - 12:30 pm at PMAWM Training Ctr,
2675 44th Street SW #303, Wyoming MI 49519

15th - How to Create a GLAStar Award Entry Board

10:00 am - 11:30 am

SPEAKER: Kathy Bartnick

at PMAWM Training Ctr, 2675 44th Street SW #303, Wyoming MI 49519

Cost: FREE

Certified Apartment Manager (CAM)

National Apartment Leasing Professional (NALP)

Both courses available online at www.naahq.org

Kalamazoo

16th - HAPPY HOUR and How to Create a GLAStar Award Entry Board

4:00 pm - 6:00 pm

SPEAKER: Kathy Bartnick

Food Dance, 401 East Michigan Avenue, Kalamazoo MI

Cost: \$15 (one drink ticket included)

Certified Apartment Manager (CAM)

National Apartment Leasing Professional (NALP)

Both courses available online at www.naahq.org

Lakeshore

Certified Apartment Manager (CAM)

National Apartment Leasing Professional (NALP)

Both courses available online at www.naahq.org

N. Michigan

Certified Apartment Manager (CAM)

National Apartment Leasing Professional (NALP)

Both courses available online at www.naahq.org

Lansing

21st - PMAM Board Meeting

DETAILED

(continued from page 6)

No crime. Just love and good friends. In the days to come, I am going to encounter hundreds of more clients like these. People who lost it all. Everything they have worked for in their lives simply washed away in an instant."

As communities band together to rebuild and return to normalcy, individuals and families are turning to the American Red Cross for the shelter, food and emergency assistance. The Red Cross estimates that it will spend

as much as \$31million responding to the disasters that occurred over the past several weeks. This amount does not include what will be spent for the Mississippi River flooding response, which is just beginning to take shape. With the mounting costs, we need all the help we can get from the American people. **Please help us continue to deliver these critical services. Thousands of people are depending on the Red Cross - depending on you.**

Every year the Red Cross spends an average of \$450 million on our Disaster Services program. Not only does it cover our direct services to our clients, but it also includes costs to maintain those things that help us provide

assistance to people in need. We have warehouses, disaster response vehicles, trained volunteers, computer systems and paid staff ready to respond year round. It is through the ongoing support of the public that we can continue to maintain these resources and be ready to respond when disaster strikes.

The Red Cross is doing everything we can to ensure that when families and individuals are affected by disaster, we are there. We cannot do it alone. **Help us continue this life saving work and make a donation today to American Red Cross Disaster Relief. Your donation is critical to providing a safe, warm and dry place to stay as well as food, emotional support and many other kinds of assistance- whenever and wherever disaster strikes.**

Thank you!

Experience the Best in West Michigan!

* * * Two Locations * * *

JENISON SHOWROOM Phone 616-669-6222 2243 Port Sheldon Rd Jenison, MI 49428	PORTAGE SHOWROOM Phone 269-978-1153 8324 Shaver Road Portage, MI 49024
--	--

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YES! I pledge to contribute to NAAPAC in 2011.

Amount Pledged for 2011:

_____ \$100 _____ \$500 _____ \$1,000 _____ \$2,500 _____ \$5,000 Other: \$ _____

Note: Political contributions to NAAPAC are not tax deductible for federal tax purposes

Designate my contribution to the following NAA Affiliate's Fund our Future Goal
Affiliate Name: _____

My personal check made payable to NAAPAC is enclosed

Please charge my: Visa MasterCard American Express

Name on Card: _____

Card Number: _____

Exp. Date: _____ Sec. Code: _____

I wish to sign up for the optional payment plan outlined below

Optional Payment Plan

I authorize NAAPAC to automatically deduct four (4) equal payments from my personal credit card. The first 25% will be deducted on the first business day after the pledge form is received. Subsequent charges will occur on the first business day of April, July, and October 2011.

I authorize NAAPAC to automatically deduct \$ _____ for _____ months from my personal credit card.

Name: _____ Occupation: _____

Company: _____

Address: _____

City, State Zip: _____

Phone: _____

Email: _____

Signature: _____ Date: _____

FAX PLEDGE FORM TO (703) 248-9440, ATTN: KATHLEEN YOUNGBLOOD
OR MAIL TO: National Apartment Association, ATTN: Kathleen Youngblood,
4300 Wilson Blvd., Suite 400, Arlington, VA 22203
For more information, contact Kathleen@naahq.org or (703) 797-0633

Federal law requires political committees to report the name, mailing address, occupation and name of employer for each individual whose contributions 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 or the decision whether to contribute.



2011 PMAWM Annual Golf Outing



Place: Orchard Hills Golf Course
714 125th Avenue in Shelbyville, MI

Date: July 20, 2011

Registration & Free putt for dough: 8am to 8:45am
Shot gun start at 9am

Golfers Package
\$75 per Golfer-Members \$95 per Non-Member

Includes 18 holes of golf, cart, lunch and raffle tickets for door prizes. Create your own foursome, or enter as an individual or twosome, and we'll place you with another group for the day!

Company Name: _____

Phone: _____

Golfer Name: _____

Golfer Name: _____

Golfer Name: _____

Golfer Name: _____

Mail payment to:
PMA of West Michigan
2675 44th Street SW, Suite 303
Wyoming, MI 49519

Fax form to 616-257-0398

Call to use credit card payment at
616-531-5243

No refunds on cancellation after July 8th

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How To Create A GLAStar Award Entry Board

**SAVE
THESE
DATES!**

- ★ Learn about the Judging Process
- ★ Nomination Letters
- ★ Reference Letters
- ★ How to Make a Winning Board!

**RSVP
TODAY!**

GRAND RAPIDS

WEDNESDAY June 15, 2011 10:00 am to 11:30 am
 PMA Training Center
 2675 44th Street SW, Ste. 303 in Wyoming, MI
 FREE TO ATTEND!

KALAMAZOO

THURSDAY June 16, 2011 4:00 pm to 6:00 pm
 at Food Dance, 401 East Michigan Avenue, Kalamazoo MI

HAPPY HOUR and GLAStar Award Entry Session

Cost: \$15 (one drink ticket included)
 Hors d'oeuvres will be served - Cash Bar will also be available

REGISTRATION

Company/Community: _____

Attendees Name(s): _____

Phone: _____ Email: _____

Location: (Grand Rapids or Kalamazoo) _____

Please fax this form to (616) 257-0398. Please call PMA of Michigan at (616) 531-5243 or
 Toll-free (866) 989-9800 with any questions.



Vendor Spotlight



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Copy Service Discounts

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PMAWM HAPPY HOUR! JUNE 16, 2011 4PM - 6PM

WHAT TO EXPECT?



GLAStar
Award
Entry Board
Presentation

By Kathy Bartnick

NETWORKING!

WHAT TO BRING?

Yourself and a friend from
the industry!

LOTS of Business Cards!

WHY ATTEND?

We all need a break

Share ideas with others in
the industry

You just may meet
someone you should be
doing business with but

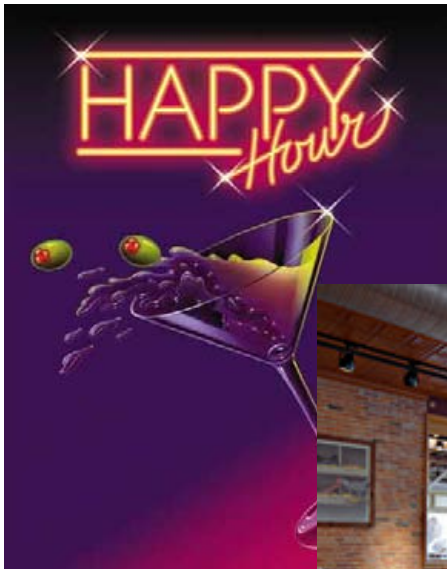
Food Dance

401 East Michigan Avenue
Kalamazoo MI

Cost: \$15

Hors d' oeuvres will be served
(One Drink Ticket Included) Cash Bar Available

RSVP in advance to info@pmawm.com
or 616.531.5243



Network the PMA Way!

Join us from 4 pm-6 pm and
unwind, relax and rub elbows
with your colleagues and
business partners in the industry!

We're all in this together, let's
help one another along the way!

**Members; the work
together...
...GROW together!**



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