

FOR IMMEDIATE RELEASE

Contact: Paul R. Bergeron III
NAA Director of Communications
703/518-6141, Ext. 137 paul@naahq.org

Michigan Affiliate's Association Executive Kathy Vallie Named NAA PARAGON AE of the Year

June 27, 2009—Property Management Association of Michigan (PMAM) Association Executive Kathy Vallie was named National Apartment Association's (NAA) PARAGON Association Executive of the Year at the NAA Education Conference & Exposition at the Mandalay Bay Resort and Convention Center in Las Vegas.

The awards recognize the multifamily housing industry's top communities, executives, employees and affiliate programs.

Vallie has served as PMAM's Association Executive for the past 11 years and during that time has made a significant impact on lobbying the state about apartment-related issues, including leading the state to pass a housing inspection bill that would treat the apartment industry fairly. In 2008, after countless committee meetings, phone calls, letters and e-mails, her work translated into Public Act 408, which she estimates will save her members thousands of dollars each year.

Vallie led PMAM to host an advanced instructor training course while still remaining within budget for 2008 and secured a new location for the association's annual education conference and trade show, which drew a crowd despite the worst snow storm in years. Also this year, Vallie spearheaded the formation of a Northern Michigan association chapter--the third new association Vallie has ushered into NAA in the past 11 years.

With her guidance, PMAM also won PARAGON Awards for Government Affairs and Education.

In government affairs, Vallie spearheaded her association's efforts that led to the passage of Public Act 408. This shifted inspection resources to housing providers who put residents at risk, while rewarding community managers with solid safety records. To achieve this victory, state and local affiliates encouraged their members to participate in a grassroots effort to contact legislators by phone, fax and e-mail.

In education, Vallie helped PMAM's sixth annual GLAStar Education Conference exceeded its revenue goals and generated a profit of more than \$14,000. Of the 800 members invited to the event, 380 participated, a 50-person increase over 2007. PMAM distributed the majority of the conference profits to its four local chapters, based on the percentage of members who participated, thus ensuring the associations did not compete for education dollars. PMAM drew national speakers and crafted a well-rounded education program, which received outstanding member reviews.

NAA President Douglas Culkin, CAE, said, "As a strong national federation, an annual awards program is one of the most critical programs we provide. By sharing the following profiles on the winning individuals, communities and organizations, all members of our industry are able to see these models of excellence, and share in these best practices."

A list of all winners and details about each will appear in the September 2009 issue of *units* magazine.

About NAA: The National Apartment Association (NAA) is America's leading advocate for quality rental housing. Based in Arlington, Va., NAA's mission is to serve the interests of multifamily housing owners, managers, developers and suppliers and maintain a high level of professionalism in the multifamily housing industry to better serve the rental housing needs of the public. NAA is a federation of 165 state and local affiliates, comprised of more than 36,000 multifamily housing companies representing more than 5.7 million apartment homes throughout the United States and Canada. Members in good standing of any affiliated association are automatically considered members of NAA and entitled to NAA benefits.