



NATIONAL APARTMENT ASSOCIATION REGIONAL REPORT

REPORT FOCUS: MEMBERSHIP RECRUITMENT AND RETENTION

NOVEMBER 2010

REGION I

Virginia

Central Virginia Apartment Association

Affordable Housing – Housing Choice Voucher Program and LIHTC

This summer CVAA has focused on improving relationships with our local housing authority. While the Housing Choice Voucher program is well intended the inefficiencies in the process have resulted in landlords unwillingness to enter the program and unfortunate delays in housing availability for many. CVAA hopes by working with the housing authority we will open communications between landlords and the administrators of the programs so inefficiencies may be resolved in a more timely fashion so that landlords will not be afraid of participating in the program.

CVAA members are hopeful that in addition to our own efforts the NAA/NMHC joint legislative program will take an active position and propose regulatory and legislative reforms to address operational issues related to the Housing Choice Voucher program. CVAA members are also hopeful that NAA/NMHC will introduce legislation to eliminate the 2-person minimum wage household over-qualification problem that exists in the Low Income Housing Tax Credit program.

Virginia Apartment Management Association

Mandated Student Housing

In Virginia most public higher education institutions have a policy that states all students must live on campus their freshman year. This is designed to acclimate students to the university and “life on their own”. After that many students move off campus and find housing on their own. In recent years we have seen some universities in VA propose new on-campus housing be built to 1 - address issues of increased enrollment, and 2 – to respond to parents and the claimed desire for their children to live in campus controlled housing.

Longwood University had been a school in Virginia that was rapidly growing its enrollment. As they expanded their enrollment the private sector began to create off-campus housing. Feeling a need to create more on-campus housing for the new enrollment Longwood proposed adding 900 beds to campus. Those 900 beds turned into 2500 beds. Once created the school then mandated sophomore and juniors remain on campus. This policy forced two of the apartment communities built to sell with the purchaser being none other than Longwood University.

VAMA brought this issue to the attention of the Housing Commission and members of that commission were very startled to find that taxpayer supported universities were beginning to

compete with the private sector for student housing. With 2011 looming as the year VA public universities will reach their least affordable point in history, members of the commission were particularly startled to learn on-campus room and board was actually more expensive than off-campus room in board.

VAMA will continue to move this issue forward and is looking towards the development of a state policy that keeps VA higher educational institutions out of the housing business and focused on education.

Bed Bugs – Everyone’s Favorite Topic

In July VAMA partnered with the Virginia Department of Agriculture and Dr. Dini Miller of VA Tech in presenting seminars across the state aimed at bed bug education. To help apartment industry professionals in developing plans for bed bug control VAMA developed a comprehensive guidance paper on the topic that outlines not only control strategies, but concerns related to VA law and how landlord tenant codes interact with pest control strategies.

Pennsylvania

Apartment Association of Greater Philadelphia

AAGP Associate and Owner membership has increased in 2010 and we have exceeded our recruitment goals.

Our new strategies have been as follows:

Branding/Professional Appearance. AAGP has increased the professionalism of our new member prospect packet and our new member welcome packet by printing simple white folders with a look that is consistent with our annual directory, website and general branding.

New Web & Database. AAGP contracted with Affiniscape to implement a new database and website. We have streamlined the online sign-up procedure for both membership and events/classes. We made the “Join online” option and the “Print Application” option easier to find and placed them in multiple locations on the site.

Membership Applications. We cleaned up our printed membership applications and edited them to include more “How did you find us?” options for better tracking purposes.

Hot 10 List. AAGP started the year with a “Hot 10” prospect owner member list and contacted these prospects multiple times over the year. The list expanded during the year and is now up to about 25. AAGP plans to continue to correspond with these prospects, including inviting them to AAGP meetings and scheduling visits with membership committee members. So far 1 of the Hot 10 has joined (total units 1500).

Come Back Campaign. AAGP contacted 19 of our owner members who expired in the past 5 years and encourage them to come back. 2 members (total units 734) have come back on board so far.

In 2010 AAGP continued with these strategies from the past:

We are proactive with our new members. New members immediately receive an email acknowledgement that their application was received. Very shortly thereafter they receive their new member packet in the mail and additional follow-up.

We follow-up with our cancelled members with emails and a phone call for any members who choose not to renew. We try to determine the reason when people decide not to renew.

AAGP has maintained an active and dedicated membership committee. In addition to bringing in new members, the committee is active in following up with members who have not renewed.

AAGP continued to offer a full calendar of events, activities and meetings. AAGP tries to offer a wide variety of activities, events and meetings for our members, to keep members interested and coming back, including:

- Annual picnic, holiday party, ski trip

- President's Panel Membership Dinner Meeting in Feb.
- Casino Night Membership Dinner Meeting in Nov.
- Best in Apartment Living contest and annual awards banquet
- NAA designation classes (CAPS, CAS, NALP, CAMT, CAM)
- Weekly legislative updates
- Teleforums, webinars & online training through CallSource and Grace Hill
- Affordable training opportunities during the year (Fair Housing, EPA RRP Rule, R-410A)
- Golf league
- Golf Outing (always sells out)
- Committee involvement – Awards, Membership, Education, Trade Show, Helping Hands, Legislative
- Maintenance Mania
- Community outreach (Habitat Build, 5K Run for Habitat), and toy donations at our holiday party.
- Bagels & Business - free get-togethers for property staff
- Owner Luncheons
- Free trade show with 200+ booths
- Free education at trade show
- Complimentary Lease and Law Handbook for all new owner members
- Free "How to Work a Trade Show" session and a free "Selling to the Industry" panel.
- Associates' Council and spots for Associates on the AAGP Board.
- Sponsorship and advertising opportunities for vendors throughout the year
- Special access events for Platinum Sponsors (private reception with board and VIP room at holiday party)
- Complimentary rosters and membership directories for members.
- Online Coupon Corner with class discounts for members.

Washington, D.C.

| |
|---|
| <p>The Apartment and Office Association of Metropolitan Washington (AOBA) Metropolitan Washington (MD-DC-VA)</p> |
|---|

Membership

Dues collections are projected to surpass budget expectations.
 New member's stats have already exceeded budget for 2010.

Energy Efficiency Programs

AOBA'S new online resource for apartment residents ("Go Green for Good") was selected to receive a DC Ad Club "Addy Award."

As part of AOBA'S Energy Efficiency y Education program and to celebrate the 40th anniversary of Earth Day, eight member firms participated in Earth Day 2010: 40 days, 40 Ways to Take Action. As part of the initiative, AOBA launched two new Association awards; one to recognize a multifamily management company and one honoring a property representative.

A pilot project was launched in a DC rent control multi-family building with a goal is to reduce energy usage in the building by five percent during the months of June, July and August. While final calculations are not complete, over 60% of the residents participated. A final report will be shared with the membership shortly.

Energy Aggregation

The AOBA Alliance, Inc., AOBA'S energy aggregation subsidiary, chose Constellation NewEnergy as its new energy services supplier. For the past ten years, AOBA Alliance, Inc. has been assisting commercial customers in DC, Maryland and d Virginia in the procurement of competitive energy

service since the deregulation of electricity markets. Over this period, AOBA Alliance participation has grown to roughly 650 megawatts of peak load and nearly 3.0 billion kilowatt-hours of annual electricity. Through this new partnership, the AOBA Alliance has the potential to become Constellation NewEnergy's largest retail customer and will provide an array of energy services to non-residential electricity and natural gas users throughout the metro area.

Advocacy

AOBA won a major lawsuit against Prince George's County that challenged the County Executive's assertions that AOBA member properties were disproportionately burdening County public safety resources.

AOBA's efforts before the Public Service Commission resulted in a greatly reduced rate increase for Maryland members. **The MD PSC decision to significantly reduce Pepco's rate increase request by 75% is recognition of the successful arguments against the Company's proposal by AOBA.**

AOBA continues to provide its members with a robust advocacy effort in DC, MD and Virginia on all issues affecting multi-family properties.

Community Outreach

More than 85 volunteers cheered on students at this year's annual Special Olympics Challenge Day at James E. Duckworth School for children with disabilities. This year's fundraising efforts for the school yielded \$5,000 to purchase an awning for the school's playground.

Once again, AOBA members generously contributed to the AOBA Scholarship program providing financial, mentoring and internship support to Prince George's Community College students. Since its inception in 1996, 93 students have received scholarships.

Challenges

Efforts to enlist threshold levels of students to offer CAM and NALP training have not been successful.

REGION II

Massachusetts

| |
|---|
| Rental Housing Apartment Association |
|---|

The Rental Housing Association (RHA) of the Greater Boston Real Estate Board continues to enjoy membership growth assisted by the National Apartment Association's Lease program. In 2010, we benefited from six new companies, adding over 2,500 units who joined because of the lease. This membership growth is over and above unit count growth from our present NAA lease using members who added units during the year.

RHA's 10th annual tradeshow and expo also added to the membership numbers, as four new exhibitors chose to invest in membership in the association.

On November 18, 2010, we hold the RHA President's Awards where we will honor Jerry Rappaport, Jr. with the Industry Excellence Award and Senator Scott Brown with the Excellence in Public Service Award.

New Hampshire

Apartment Association of New Hampshire

Our biggest success this year has been to make an affiliation with the New Hampshire Property Owners Association to combine our efforts on lobbying the New Hampshire legislature. Our shared belief is that one voice, with the strength in numbers to back it up, will be more effective for us to be heard. Our biggest challenge is to grow membership in a state that typically doesn't have the national players participating in multifamily housing.

New Jersey

New Jersey Apartment Association

Thus far 2010 has been a year of challenges to the industry and the NJAA alike. In spite of the current economic conditions the NJAA is pleased with the growth in our membership involvement and attendance at our educational seminars.

In the future, we see our biggest challenge being the expansion of the valuable services we provide to our increasing membership as well as the constant struggles within the New Jersey regulatory environment.

We turn to the National Apartment Association for continued assistance in communicating the value of our industry, providing education to our membership and in some cases assistance with our regulatory issues.

Rhode Island

Rhode Island Apartment Association

Simply put, the biggest success of the RIAA (Rhode Island Apartment Association) this year has been its continued existence. Prior to the February 2010 installation of the current Board, there had been substantial discussions regarding the dissolution of RIAA. Until that time, there had been very few educational seminars, sporadic membership meetings, and little or no interest among current or prospective members.

An NAA representative (Valerie Hairston) had met with several of the founding RIAA members and Board members in 2009 regarding possible NAA assistance. Shortly thereafter, the core Board members made the collective decision to attempt to reinvigorate RIAA.

RIAA had a February meeting which was extremely well-attended and an excellent leasing seminar in March. April marked a relatively well-attended general membership meeting (featuring an address by U.S. Senator Jack Reed). In May, RIAA sponsored a property-tax abatement seminar which proved beneficial and helpful to several members. In July, RIAA held a lead-paint certification seminar.

This activity has led to some new membership application over the past several months.

Our biggest future challenge appears to be maintaining the momentum established in the early-part of 2010. The biggest part of maintaining this momentum appears to be widening the number of people who take an active role in the operation of RIAA.

Currently, a handful of Board members bear primary responsibility for any and all RIAA operations (including without limitation events, educational seminars, billing and accounting). Efforts to establish active committees (with the hope of spreading out the work and alleviating some of the

burden on a few Board members) has thus far been unsuccessful. RIAA also requires either increased administrative assistance or training of the current people working on RIAA administrative issues.

RIAA's last event was in July 2010. Currently, RIAA does not have any meetings or events scheduled, despite several members' inquiries regarding future events.

REGION III

Illinois

| |
|--|
| Chicagoland Apartment Association |
|--|

2010 has been a year of transition and infrastructure building. Two staff positions turned over giving us an opportunity to reconfigure roles. As with most mid-sized associations, our staff wears many hats. Roles have been defined as outward and inward. Membership, education and events roles are strongly supported by accounting, database and marketing staff. Outward facing staff members focus on strategic goals with their committees and the Board. CAA's inward facing staff focus is assisting on marketing, database, accounting and timely execution.

This year CAA worked on member retention and building strong collaborative growth partnerships. Our regular member retention exceeded budget however that was not the case with associate members. CAA made modest unit gains a reflection of the economy and a need for a stronger collaborative effort by staff, the Board and members.

Growth partnership building is moving forward. The idea is to work with members and outside organizations to extend our membership and education reach. CAA worked hard to move these partnerships forward in 2010

1. Chicago Housing Authority's Housing Choice Voucher programs works with 17,000 independent owners. In developing our relationship with CHA and their Owner's Excellence Program our goal is to be a designated training resource for the independent owners who in turn may also be source of membership growth. NAA and NAAEI has been a strong supporter of these efforts and CHA has made a commitment to use CAA/NAA as their education partner. Many details are still under discussion and both CAA and NAA continue to build this important relationship.
2. CAA is exploring ways to work more closely with Marcus and Millichap for membership growth and outreach. By educating their brokers on a regular about CAA's legislative and educational efforts their brokers will in turn educate their clients on the benefit of membership in CAA.
3. Other organization that CAA continues to work with includes Community Investment Corporation, Center for Neighborhood Technology, the Preservation Compact and Metropolitan Planning Council. All if these organizations provide services to property owners and our work with them builds on our credibility and outreach efforts. They are also proving to be good resources for our education programs.

The industry is beginning to stabilize and CAA senses that our 2010 work will begin to pay off in the coming years resulting in growth.

Indiana

Indiana Apartment Association

Retention: Although the economy has been challenging across the state throughout 2010, the Indiana Apartment Association increased direct membership resulting in a year-to-date increase of 1,740 units. Associate membership has improved by 6%, making the total number of 263 a historical record for this timeframe.

Recruitment: The “R & R Club” (Membership Committee – Recruitment & Retention) consists of fourteen individuals – both property management members and associate members – that volunteer their time to help recruit new members, as well as contact current members to ensure their satisfaction with their memberships. Eight direct member property management companies joined IAA this year, totaling 6,977 units; 46 new associate members joined IAA in 2010.

Overall Chapter membership has decreased to some extent. IAA is developing a marketing plan for 2011 to enhance recruiting efforts, both statewide and in the Indianapolis MSA. We have adopted “*Now Is the Time*” as our slogan for the campaign, referring both to the positive outlook for the apartment industry and the incredible work IAA accomplished relative to property tax caps for rental housing in Indiana. We have an effective recruiting platform moving into 2011.

The chapter plan will focus efforts in the Monroe County, Tippecanoe County and AASI (Evansville area) Apartment Associations, as well as continuing to expand the existing Councils in the South Bend and Jeffersonville/Clarksville/New Albany areas. Membership Committee volunteers will be recruited and developed, with assistance from IAA membership staff. The plan will include honing prospective member lists as well as making available promotional materials. A structured approach for contacting prospective members will be an integral part of the plan.

For associate membership, we promote our “Members Buy From Members” philosophy in a variety of ways: the logo is utilized on the Blue Books that we publish twice a year; on signage we take to events throughout the year and flashing stickers that we encourage members to wear. (The Blue Book is our desk reference guide of products and services, arranged in alpha order by category. All members providing that product or service are listed in the book.) We encourage our regular members to “go to the book” first when looking for vendors. IAA also maintains an online Associate Member Directory with hot links to members’ websites.



Membership Initiatives:

Rebuilding Lives – Rebuilding Lives is the philanthropic endeavor of the Indiana Apartment Association. In its second year, Rebuilding Lives has netted a total of \$13,266 in donations.

This year, Rebuilding Lives has assisted a total of 24 families, victims of disasters and living in apartment communities by donating \$2,750 in gift cards to help with their immediate needs.

The third annual “Bowling for Rebuilding” is scheduled for February 16, 2011. This event attracts nearly 300 members for an afternoon of networking and camaraderie for a charitable cause.



MISSION STATEMENT

“Rebuilding Lives” supports members of the Indiana Apartment Association throughout the state of Indiana by providing assistance to residents who have been affected by natural disasters.



YPM – Young Professionals in Multifamily -

The “YPM” was organized in 2010 as a networking group of future leaders in multifamily housing to share industry successes and challenges. The goal of this NEW networking group is for attendees to...

- * Meet other young professionals in the apartment industry
- * Make new friends with whom to share interests and ideas
- * Learn how to get more involved in IAA through committees, educational programs and attending the “fun” events

Over 60 “Young Pro’s” participated in the first YPM event in July, 2010; the second event was held October 14, and we had a great turnout. These future leaders in multifamily will be the new generation of IAA leadership.

Michigan

Property Management Association of West Michigan

Our Membership efforts for 2010 exceeded expectations and were surprisingly better than 2009.

Our State Association will have our Annual Awards and Education Event on November 4 & 5, 2010. Chairman of the Board Marc Rosenwasser will MC our awards. Our speakers include Anne Sadovsky, Doug Chasick, Mark Cukro and Brenda Asbury.

Washtenaw Area Apartment Association

Membership campaigns this year included direct mailing letter to previous members indicating “We want you back”. We lost many vendor members but maintained most of the management companies and IROs. We will begin next year with an increase in our referral fee to \$50 for the first three months of the year for members who bring other members.

Announcement

We will have our annual Holiday Award Ceremony on December 9th. It is an evening event where we thank all volunteers of the association and give out awards to our local members and have raffle prizes for everyone. We will be hosting an Education Trade Expo next year in February.

Ohio

Greater Cincinnati & Northern Kentucky Apartment Association

What has been your biggest success this year? Our State of the Industry meeting in February, Trade Show in March over 1500 in attendance and Golf Outing in June.

What do you see as your association's biggest challenge in the future? (1) Bed Bugs is still a major issue for all our owner/management companies and they are spending BIG dollars on getting rid of them. (2) Owners who have units in our market that are headquartered elsewhere who will NOT join. The Connor Group out of Dayton, Ohio. He is anti-association. I would love if the leadership of NAA would set up a meeting one on one with him. He has units in Dallas, Atlanta, North Carolina, Cincinnati, Northern Kentucky and Dayton.

How can NAA help? Other ancillary income ideas that the Association could benefit from while providing a much needed service to the owners/management companies.

Wisconsin

Apartment Owners and Managers Association of Milwaukee

Our biggest success this year has been the rejuvenation of AOMA's involvement with NAA as well as the increase in membership especially as it relates to larger owners. AOMA had the largest attendance of members at a NAA's convention since its inception.

Our biggest challenge is increasing actual property managers into the association.

NAA can help in initiating a volume discount for larger companies to entice their employees to join AOMA as well as NAA.

REGION IV

Georgia

Atlanta Apartment Association

The Atlanta Apartment Association's 2010 Membership Drive had a difficult but solid year while our community was in the midst of a down economy. The membership drive began in January and ended in April and had approximately 150 participants. The volunteers worked to renew current AAA members and recruit new members, and each participant was evaluated based on how they executed in those areas.

The committee performed exceptionally well in recruitment, and we were able to beat our campaign goal. We set our recruitment goal at 200 new members, and we brought in 267 during the drive – beating our goal by 67! Our yearly renewal goal was to attain 87% of dues billing, and we achieved that goal before the end of the year.

We implemented several new procedures that increased the productivity and results of the membership committee in 2010.

- AAA moved to a new database and website which helped us better market to our existing members and assist new members with an easier online application process.
- Due to a focus on training new leaders over the past few years, we now have an experienced group of committee leaders who have been able to continue our past success.
- Tracking of renewals and recruitment has evolved into an efficient system that enables our volunteers to access their results sooner and more accurately.

Finally, our team leaders had a tremendous year, and many of them will be returning to help lead our 2011 membership drive. Our goals for 2011 will remain the same, and we will strive to improve upon our great results from the 2010 campaign!

Events: This was a great year for AAA events, especially considering the economy.

- Our Vic Maslia PAC Golf Classic in April was a sellout, raising nearly \$69,000 for the Georgia Better Government Fund.
- The AAA Trade Show in May was our largest ever with a record number of booths sold and phenomenal attendance!
- Our AAA 101 classes for new members had great attendance and have been a huge success since we started them. They are led by volunteers from our welcoming committee who share their personal experience about getting involved with the Atlanta Apartment Association.

Community Service: AAA's commitment to the Atlanta Community Food Bank (ACFB) is in our 24th year and our members are as dedicated to the cause as ever.

The 2010 Can-Can Ball was one of the best ever, raising more than \$150,000 towards the AAA contribution to the ACFB.

The 2010 AAA Food-A-Thon finished up with a parade on October 22nd and the totals are staggering: Enough cash (\$591,000+) & food (278,000 pounds) was collected to provide more than 3.7 MILLION meals to the hungry in North Georgia!

South Carolina

Charleston Apartment Association

Membership: Our membership drive has secured 22 new members this year. We have also revamped our website. The new website will have direct link to our vendor partners and will include each company's logo.

Golf Tournament: The association's annual Charity Golf Tournament was held in September. The proceeds from the event will be given to the Carolina Youth Development Center, a local orphanage.

Legal Update: The Charleston Apartment Association was successful in working with members of the Charleston City Council to amend a proposed ordinance aimed at holding landlords criminally responsible for nuisances committed by residents.

The measure was drafted at the urging of “downtown Charleston homeowners” who allege absentee rental property owners aren’t doing enough to curb nuisances caused by neighboring renters, mostly college students. Home to several colleges and universities, including the College of Charleston, residents of Charleston are no strangers to town-and-gown issues. As introduced, landlords of properties upon which nuisance violations were generated would face misdemeanor charges. Further revisions included a “three-strike” provision, whereby landlords would face such charges only after receiving three nuisance notices. The measure has been deferred indefinitely.

The association was also successful in fighting a badly crafted immigration ordinance in the town of Summerville which would have been extremely detrimental to the industry.

Upcoming Events: The association will sponsor its Maintenance Mania competition on Tuesday, Nov. 19 at Waterfront Park. Our end of the year Oyster Roast will be held on Dec. 10.

Myrtle Beach Apartment Association

The Myrtle Beach area has truly had its ups and downs with the economy. We are just beginning to see some positive changes. We are proud as an association to have seen a growth in our membership as far as vendors. We are in the process of holding our 3rd Annual Maintenance Mania in Oct which will also include a trade show. This has proven quite successful in the past.

Our biggest challenge in the coming year will continue to be our struggle to get the properties to participate in our meetings. Everyone complains that they just don’t have the time to attend the meeting or help out with committees. We appreciate the assistance provided to us from the National Apartment Association, providing Blue Moon. This has helped with recruiting more properties. Now we just need some guidance in getting those property managers to get involved.

Upper State Apartment Association

The Upper State Apartment Association credits continued success and growth to a very involved membership. Our Board of Directors as well as several committees and volunteers help keep the wheels turning and inspire new ideas. Membership numbers are steadily growing with 114 community members (23,649 units = 73% saturation of total units in our area) and 96 vendor members. USAA has gained 29 new members this year to date.

The May golf tournament is our second largest annual fundraiser, with \$11,000 net profit earned (a \$2,000 increase over last year!) USAA’s largest annual event is the October trade show. Booth sales are very good and expected to sell out. We are planning for 51 exhibitors and 300 attendees. This year’s trade show has a “Back to the Basics” theme tied in with a coat drive to help our community. We’re proud to be able to “give back” through multiple events organized by our Crisis Outreach committee and donate proceeds to the American Red Cross and Mid-America’s Open Arms organization.

The USAA Education program offers classes to obtain all national designations as well as a wide variety of industry-specific classes to provide opportunities for members to earn their continuing education credits. This year we’ve increased the number of maintenance-themed certification classes including CPO, HVAC and R410A to meet the needs of all members. USAA is proud to be an approved Real Estate Education Provider by the SC Real Estate Commission.

Tennessee

Apartment Association of Greater Memphis

While we have seen the effects of the recession in our lower attendance at events, slower trade show booth sales and securing sponsorship dollars, AAGM membership has continued to grow. From July 2009 to July 2010, we've seen an 8% increase in total membership with the largest increase in management company members at 22%.

The biggest challenges we face are economically driven. Retention of current members and development of new members remain a primary focus for us as we continue to grow as an association. Increasing participation at events will be a challenge as members' budgets and staff continue to get cut in order to reduce costs.

Greater Nashville Apartment Association

On Saturday May 1st Nashville was hit by a 500-year flood. It was the single largest disaster to hit Middle Tennessee since the Civil War. Nashville had its highest rainfall totals since records began. The loss of lives and hundreds of people who lost their homes was devastating. There was billions of dollars in property damage. Many businesses and historical buildings were damaged or destroyed.

The Greater Nashville Apartment Association members banded together with their legendary "Volunteer Spirit". Members used personal boats to rescue apartment residents, served food to affected apartment community staff and residents, assisted with clean up, donated goods and money to the "Apartment Angel Tree" created with industry legend, Toni Blake, and served on city-wide flood relief committees in an effort to provide assistance to our residents and members.

The cleanup and restoration of our city continues on as we work, cry and celebrate together for what we would consider our biggest success in 2010.

Upcoming Events

Nashville Rescue Mission Community Service – November 24

"The Magic of the Season" Awards & Installation Banquet – December 4

Kings Daughter Day Care Community Service Christmas Party – December 17

Upcoming Education

Breakfast Club – November 16

REGION V

Kansas

Apartment Association of Greater Wichita

The AAGW is getting ready to launch a new website, powered by Memberclicks, that we are so excited about. The development time has been intense but it is a great product for the small association. We're anxious to get it out to our members.

We just completed our 2nd of 3 CAMT sessions. We have a class of 22 full designation students. We couldn't be more pleased. The students are enjoying the material as well as Pablo's delivery and our suppliers have really stepped up to sponsor breakfast each morning. Our Board elections are coming up in November and this class has actually spurred some of the students to get involved at the Board level.

Every other month we are hosting a "New Member Lunch". It has been a great way for new members to get to know a few of the key Board members and learn how to utilize the association before coming to an event. We continue to struggle in our education for the supplier members; helping them understand the purpose and how best to use the association.

Apartment Association of Kansas City

Biggest success has been our trade show. Huge number of booths as well as participants signed up to attend.

Biggest challenge is getting people to attend the dinner meetings/seminars.

Everyone is short on staff and education activities have been cut from several budgets.

Missouri

Greater Springfield Apartment and Housing Association

- Focused on membership retention and recruiting this year by making it easier to join the association online and to pay member dues and miscellaneous charges with a credit card;
- Extended an invitation by sending out multiple mailings, faxes and emails to guests who might be interested in finding out more about us. By coming to one of our educational meetings, they had a chance to check us out to see if it would be a good fit for them;
- Sent multiple mailings, emails and faxes to our current members to inform and remind them about meetings and events;
- Have been proactive in providing education to our members about bed bugs. Jerry Lesh of Republic Pest Control presented "The Upcoming Bed Bug Epidemic" during an evening meeting. He also wrote an article which we published in our newsletter.
- and, will hold our **30th Anniversary** Celebration on November 11.

Nebraska

Apartment Association of Greater Omaha and Lincoln

The Apartment Association of Greater Omaha and Lincoln (AAGOL) has had a busy summer and fall. We have hosted a networking social that recognized our current members and brought in 4 new supplier members. We just finished hosting our annual trade show. Our 6th annual show was extremely successful. We sold out of booths and joined 5 new supplier members. We have experienced an influx of interest as many of our area suppliers are finding membership a great avenue to attracting new clients. In addition, we have seen more suppliers from the region focusing on developing their position in the Omaha market.

We will be hosting our annual Stars of Excellence in December. This is the opportunity to recognize the outstanding work and efforts of our industry staffs. This year we opted to have a unique event, in that, we are hosting a Dinner & Theater evening. The event will include a specially written theater that will include audience participation and has generated a lot of interest, both from property and associate members. Following the dinner/theater we will hold the awards portion of

the program and are excited about all of the nominations we have received. We solicited sponsorships and are on the brink of offering the Dinner/Theater and Awards program free to all winners and a guest.

This past year we hosted Lunch and Learns as part of our education program. We scaled down our usual 2 1/2 hour education offering to be conducted over 1 1/2 hour lunch and it proved to be very successful. Our attendance jumped by 50%. We are researching continuing this effort in 2011 and also offering additional focus on maintenance issues.

We have also elected four new board members and are excited about our expansion of the supplier members to the board. The association board will be represented by folks from America First Properties, Pointe Management Company, Seldin Company, Maxx Properties, Lund Company, Pinnacle Group and TAB Properties; as well as Apartment Guide, Tenant Data and SERVPRO of Sarpy County. AAGOL is also looking to expand this year and add a Supplier's Council to our program.

We continue to track local legislative issues. Our Omaha city council is continually creating new ways to overcome the budget shortfall and has passed an ordinance that requires all maintenance work to be done by a licensed journeyman. Following several months of research, several companies are working to draft an exemption for multi-family sites and will be presenting that to the council soon. I understand that this issue is being faced by many other cities.

This report encapsulates our activities for 2010 and AAGOL is looking forward to 2011! Our hope is that all association's experience a great year!

Oklahoma

Apartment Association of Central Oklahoma

This year the Apartment Association of Central Oklahoma decided to hold a membership drive based on members referring new members. The response has been very positive, members who refer new members are entered into a drawing at the end of the year for a New Year's Eve getaway.

We will be holding our second Certified Apartment Manager training at the beginning of 2011 and are very excited to have Jackie Ramstedt as our teacher. Our annual awards banquet is coming up in December and people are really looking forward to this as the schedule of our awards ceremonies has been sporadic over the last several years.

Oklahoma has a new Meth Law on the books as of November 01, 2010 that we helped craft to better serve the people in the industry and are looking towards creating bed bug documentation and information also for our members and for the public was to be able to secure two national speakers for our members this year, Jackie Ramstedt and Lisa Trosien. We also are continuing our annual CAM and CAS classes, begun in 2009 for the first time in several years. The AACO has also hosted Certified Renovator Training for 66 students in the area. We look forward to providing quality education options for our members.

A challenge to the AACO is membership. With the state of the economy, some companies are choosing to either not join or current members are letting us know that they may not be able to renew in 2011 in order to save some money. We continue our recruiting efforts, with our marketing, member referrals, word of mouth and looking for new avenues to promote our name and organization to the community. We are increasing the amount of education and other benefits to our members and plan to join several local organizations such and the chambers of commerce to expand our outreach in addition to expanding our annual trade show to general public through an intensive marketing campaign.

The National Apartment Association has always been a great help to our Association in every area. Our hope is to utilize more fully the resources of NAA in the future.

Tulsa Apartment Association

The Tulsa Apartment Association did begin a membership drive in August of this year. Our goal was to reach out to prospective members in the area and let them know what TAA has to offer. We invited each of them to attend our luncheon meeting that month at the member rate. At that luncheon we had Kimberlee Berry of NAA as our keynote speaker. She spoke about the membership benefits of being a part of NAA, and we also had TAA Board members discuss the benefits of being a member. We also launched a new-member referral incentive in August. For each new member that a current TAA member refers they could potentially win up to \$100 in cash. We haven't seen a huge influx of new members, but we do reward the referral incentives at our monthly luncheon meetings so everyone is reminded each month to refer new members to TAA...and this will hopefully create buzz among our membership and increase the percentage of members doing business with members.

We just completed our Board Retreat and we are looking forward to getting our plans underway for 2011. Some of the new things we are discussing this year is having a CAS course and bringing in a couple national speakers.

And just around the corner, on Friday, November 5th we are hosting our annual Zenith Awards. We had to change venues this year because we had outgrown our previous location. This year we are going to have another record breaking year with over 800 in attendance! That is 150 more than we had last year. This is a great event for the Tulsa Apartment Industry because it allows us to put the spotlight on those who excel and who deserve recognition. From owner to porters, everyone has a fantastic time.

This holiday season we will be supporting Youth Services of Tulsa Transitional Living Program again. This is a great program for homeless young adults where they help get them back on their feet by providing them with a furnished apartment. Our Association collects donations of gently used or new household items and furniture to be used to furnish the Youth Services apartments. We will also be doing a canned food drive to benefit Youth Services as well. We are creating an apartment community competition, and the community that donates the most will receive an office lunch party courtesy of one of our Supplier members. Who doesn't like some friendly competition for a good cause?

REGION VI

New Mexico

Apartment Association of New Mexico

What has been your biggest success this year?

- Implementing new communications procedures, which in turn have increased registrations for education, luncheons and events.

What do you see as your association's biggest challenge in the future?

- We are changing software near the end of 2010. Our biggest challenge immediately will be managing two systems until all data is correctly transferred – and this in the middle of an event.
- Demonstrating the increased value we have brought to our association in 2010 in order to capture new and previously dropped members back in our membership.

Texas

Apartment Association of Greater Dallas

The Apartment Association of Greater Dallas started the 2010 Fall Membership Campaign "**The Great Race**" on Wednesday, September 1, 2010, and will continue through Tuesday, November 30, 2010. Our goal is to bring in *100 New Members*. During this 90-day membership drive, we're asking our current members of the AAGD to *recruit* new members.

"The Great Race" Membership Campaign is under the direction of **John Horan, Lincoln Property Company** 2010 Membership Co-Chairperson and **Kathy Gibbs, The Vendor Guide/VG Visuals** 2010 Membership Co-Chairperson.

Again this year, AAGD will re-invite businesses that at one time were members of the AAGD, but their membership is no longer active, for various reasons. We pulled a list of products & services members that were dropped or cancelled from the membership within the last twelve months and circulated this list to our membership recruiters.

We will be awarding cash prizes to the top recruiting race teams. Once again this year, 3 AAGD members may form a race team to recruit together. The top producing race team will receive \$1500.00, second place \$750.00, and third place, \$500.00.

Individual recruiters will receive \$50.00 for one (1) new member, \$175.00 for three (3) new members, \$400.00 for five (5) new members and \$600.00 for eight (8) new members.

We have set up an "on-line" registration form for team players to register their prospects at www.aagdallas.com. The 2010 Membership Campaign "**The Great Race**" standings and new member listings are featured on the AAGD site.

OTHER RETENTION ACTIVITIES

The Apartment Association of Greater Dallas announced a new Membership Awareness Campaign "**Members Supporting Members.**" We had a similar program back in the 90's called "**We Support Those Who Support Us**". Both programs have the same goal – making sure that all of our members understand the importance of mutual support for one another. The goals and objectives of the new campaign are:

We asked for a commitment from the **AAGD Board of Directors** and all of the **Owner/Management Company Members** to:

- Conduct business with products and services companies that are members of the AAGD.
- Make sure their managers conduct business with vendors that are members of the AAGD.
- Suggest AAGD membership to the vendors that are not currently members.
- Consider committing to a set number of staff and on-site employees to attend AAGD events.
- Conduct their business relationships with AAGD Products and Services Companies in an open and courteous manner.

We asked for a commitment from the **Products And Services Council** and all **AAGD Products & Services Companies** to:

- Support the AAGD through event sponsorships, trade show participation, advertising in Rooflines and the AAGD/AATC Metroplex Directory & Buyer's Guide.
- Support the Membership Awareness Campaign by assisting to disseminate the Membership Awareness Campaign information to owners, management companies, other products / services companies and to the apartment communities.
- Being a products and services member is not enough; they should participate and get involved on committees and other Association related activities.
- Recommend other AAGD products & services companies when conducting business.
- Be familiar with proper Association etiquette.

Membership Awareness Campaign Promotions

- AAGD featured the Membership Awareness Campaign photo on the cover of our **November 2010** Rooflines and an article introducing the Membership Awareness Campaign.
- The new Campaign Logo is featured on the AAGD website, in Rooflines, and will featured in the 2011 AAGD/AATC Metroplex Directory & Buyer's Guide. We're also looking at other promotional items including stickers, window decals and signs featuring the new Members Supporting Members logo.
- There are 1832 apartment communities affiliated with the Apartment Association of Greater Dallas. AAGD volunteers will disseminate Membership Awareness Campaign packets with valuable association information to each of these properties.

Apartment Association of the Panhandle

The Apartment Association of the Panhandle is currently in the middle of our annual membership recruitment campaign. We have selected 6 team captains and they are choosing their teammates. Each team that brings in a new member are given the opportunity to give a point to one of the other teams. The team that collects the most points will be required to participate in a challenge that is selected by the general membership. The general membership will be presented with three challenges and from these they will vote for a winning challenge. All members of the team, with the highest points will perform the challenge at the end of the drive during a monthly membership meeting. Our goal has always been to encourage members to recruit new members year round, not just during the drive. So, we have an ongoing membership prize. The first person to bring in 12 new members will win a 32" LCD TV. Our membership numbers have increased due to the highest renewal rate we have experienced in many years.

Apartment Association of Tarrant County

AATC has performed consistently above par in the midst of a simply terrible national economic environment. Year-to-date, we've attracted 125 new members. We've become far more aggressive with public-private partnership initiatives, including the creation of a pre-emptive crime prevention ordinance introduced into several area municipalities.

AATC continues to assert itself on local as well as federal PAC leader-boards, with over \$40,000 collected for and distributed to local and state political campaigns, as well as a \$62,000 collected jointly with AAGD from our recent Business Exchange for NAAs federal PAC account.

The Association's annual bowling tournament in Feb allowed us to make a \$23,000 contribution to help members of our homeless community and our annual toy drive, also co-hosted with our friends at AAGD, helped contribute over 20,000 new toys for area kids last Christmas. AATCs Divas Cup, our ladies-only golf tournament, added another \$10,000 to help fund a \$6,000 Residential Property Management scholarship at the University of North Texas, as well as several NAAEI designation program scholarships.

Our Trade Show and nationally-recognized ThinkLink conference realized impressive attendance and AATCs Leadership Lyceum program completed its 5th consecutive annual curriculum, helping infuse over 30 well-informed, highly-engaged industry professionals into the association's leadership family.

In addition, one of AATCs most impressive, as well as lasting initiatives is the creation of Megan's Care Team; a unique new association-focused benevolence program created to help us respond in more supportive ways to significant life-events that challenge individual members of the association's leadership team. Simply put, AATCs mission is to educate, advocate, network and inspire. Without a doubt, we've had a highly productive and rewarding year.

Austin Apartment Association

Membership Recruitment and Retention

The Fall Membership drive, AAA Membership Round Up, is currently underway (two month drive) with a goal of 35 new members. The committee divided into two groups – the Mavericks and the Renegades. There will be three prizes awarded at the end of the two month drive: winning team will get \$200 for a team happy hour; the winner of the most number of members recruited will receive \$400; and the member who recruits the most number of renewing members receives \$400. The next membership drive will be held January 15 – March 15 in conjunction with Texas Apartment Association's state membership drive.

Announcements:

November 12 is the deadline for all donations for our annual Food Drive with a goal of \$35,000. This will feed 1,000 + families in our community. December 14, Holiday Gala and Professional of the Year awards, which are held immediately prior to the Gala at the Austin Country Club.

Greater Longview Area Apartment Association

Biggest success this year--keeping money in the bank for the association to function.

Biggest challenge in the future--member retention; we have so many small owners & small vendors that it is hard for them to stay active with the association.

Membership recruitment & retention--we are working with the members by letting them split their dues payment in 1/2 so that they remain members--recruiting has been very difficult in my area because people just don't want to commit until they see a better economy.

Houston Apartment Association

Recruitment Boot Camp: held a lunch meeting to train volunteers who would like to become involved in recruiting & renewing members for HAA. We had two Go-Getter's as guest speakers to answer questions on recruitment.

Annual Membership Campaign:

We hold a three month membership drive to recruit new member companies and also to renew current members. Volunteers who would like to recruit are invited to attend lunch meetings and invite new, renewing & prospective members to attend. We also have phone-a-thons to get member companies to renew their membership. We give away cash as an incentive for our volunteers who recruit.

Go-Getter Club:

Promotes HAA membership, this club is a year round membership recruitment group made up of HAA member volunteers.

The Member Service Department provides the club with leads and promotional materials.

HAA's Product Service Council Program: Education programs for new & current members.

Example: Go for the Gold (This program is Free for all supplier members)

Program is designed to help supplier members learn how to make the most of membership.

Terry Jackson was the moderator and we had a panel of management & supplier members answering questions

Topics included: HAA's Education Conference & Expo, networking, marketing services & volunteering

Ambassador Club:

Volunteers assist HAA by visiting members and providing them with information about HAA's upcoming events and education programs. The Ambassador Club meets monthly to also exchange industry information.

New member orientations: Quarterly member orientations for new supplier members. HAA Staff answer questions regarding advertising/expo, general membership meetings, education programs/seminars and legislative/PR efforts.

Social Media Outreach: HAA is on Facebook, LinkedIn, and Twitter, promoting our events and membership.

Member Services Goals for 2011:

Establish an HAA company liaison program for owner members, this liaison would be responsible for their company participation at HAA.

Mentoring program for supplier members: Formalizing PSC/Ambassador Mentor Program

Member Open House: to be held in January, we will invite all members and committee chairs to discuss involvement on our committees.

Education Conference & Expo will be held on May 19, 2011 at the Reliant Center.

Lubbock Apartment Association

We kicked off our **Membership Drive** on October 13th in conjunction with our Education Conference.

The Education Conference had a sports theme so we formatted the drive kick-off the same way.

We appointed 6 team captains from the membership committee.

The captains, throughout the day "recruited" players.

During lunch the "draft" was made and teams were picked.

Our Teams, The Crush, The Blitz, Tight Ends, Hogs, Loose Screws and Playmakers

During lunch, the game started. The contest was to recruit a new member during lunch. The first team to do this won \$100 and had front row seats to see Jay Novacek, our keynote speaker for the Education Conference. The Blitz won the lunch competition.

As the drive continues, in November, results will be announced during the general membership luncheon and the team with the most new members will be awarded movie tickets.

Finally, at the awards luncheon in December, the winning team will be awarded a Shopping Spree of \$50 each to the local mall to do some Christmas shopping. Then the individual who recruited the most members will receive \$200.

As of October 25th, we have signed up 6 new members. The drive ends December 15th.

Additional Activities for Members:

We had a very successful **Reverse Trade Show** August, 12. We had 10 Owners represented and 25 Product Service members. The event was held at a local winery, where a wine tasting was held. It was very successful and raised \$2,500 for the PAC.

In September we had a **Tailgate** party to recognize all of our new members and thank all of our current members. The event was free for all. We took donations and held a raffle of some Texas Tech football tickets and raised \$600 for our Community Service projects.

Also on September we had a **Maintenance Appreciation luncheon**. This is a free luncheon for all of the maintenance technicians of our members. Where we thank them for all of their hard

work. We have tools donated from HD Supply, cash prizes and a grand prize of a big screen TV given away during the luncheon. It is very well attended and appreciated.

October kicks off our **Share the Warmth Coat Drive**. This is a community service event where we collect items of warmth and then distribute them during a city wide distribution day. This is the 4th year LAA has coordinated event and we have given away 6,000 items.

December is our **awards luncheon** and **Pictures with Santa**.

The rest of the year, we have a State of the City address in January, Installation Banquet in February, Maintenance Mania in March, Easter Egg hunt in April, Golf tournament in May, Street Dance in July and the start all over again.

REGION VII

Arizona

Arizona Multihousing Association

Recruitment:

- **The Arizona Multihousing Association** continued its major recruitment effort from prior years again in 2010 with our annual Membership Drive. In a 6 week period, the 2010 membership drive was successful with 15 teams participating. The team members brought in a total of 46 new members, 6507 new property units and more than \$33,000 in new dues revenue.
- **As incentive** for management companies to bring multiple properties into membership, we have continued to waive the processing application fees for all properties in which multiple applications/payment were submitted together. For some management companies, this saved hundreds of dollars in fees. *(This incentive does not apply during the annual membership drive).*

Retention:

- **The AMA has grown its AMC (Associate Member Council) meetings** to an average of over 100 attendees per meeting. The meeting is open to all AMA Associate members and allows members to socialize, network, gather and exchange business ideas amongst each other. A new feature to the meetings this year has been having the meetings hosted at an AMA member property-onsite. This allows the management company representative to explain their business practices, needs, requirements of vendors and a general "how to do business with us" overview in addition to showcasing one of their properties, including a property tour at the conclusion of each meeting.
- **Our mentoring program** has been successful and continues today. This program includes teaming up new members at our quarterly dinner meetings with established AMA members, providing instant new business contacts and a sense of belonging-right from the start. Our new members are introduced to their dinner mentors upon event registration and spend the entire evening getting to know their mentor and networking with their mentors' contacts. Mentorship also carries over into phone calls, advice, coffee meetings, etc. all designed to get new members acclimated to the multihousing industry, our association and how to use the AMA to help their business relationships.
- **Our monthly IROC luncheons** have changed locations in 2010. In addition to a larger, more accommodating facility we have multiple sponsors at each lunch, in a trade-show like setting. These sponsors cater to Independent rental owners with 1-100 units and attendance from our IROC members range from 50-75 attendees per meeting.

Announcements/Other Activities:

- **After months** of hard work and review with a task force and communication committee, the AMA rolled out its new look in September 2010. The AMA has a new logo as well as a brand new website at www.azama.org
- **The Arizona Multihousing Association** was the 2010 NAA PARAGON winner for the Government Affairs Award. This was for the efforts in defeating the proposal of rent tax in Tucson. The AMA created a "No Rent Tax" coalition and devised a grassroots outreach strategy through grassroots software, social media, a "No Rent Tax" website and a membership flier campaign. Efforts concluded with a public rally at the Council's primary public hearing, where the AMA provided transportation, food and sign-making materials for all rally attendees and gathered over 2,500 petition signatures from rent tax opponents. Over 700 renters protested and the proposed 2 percent rent tax was removed from the 2010 budget.
- **The AMA** just finished a pilot program partnered with SWHD implementing the Raising a Reader program-the first of its kind in the nation, focused to families living in North and Central Phoenix apartment communities. Raising A Reader is a nonprofit organization offering local agencies an evidence-based early literacy and parent engagement program that has demonstrated to improve the reading readiness skills of children. The success of this pilot program in the multihousing industry will bring expansion into communities in the entire metro phoenix area in the coming months.

REGION VIII

Colorado

Apartment Association of Metro Denver

Membership retention has been a serious focus for AAMD for a long time, and this year we are especially proud of the effort and results. This year we were able to renew 90.5% of our invoiced membership dues. Our 10 year average for renewal dues is 87.3%, but have never exceeded 90% until this year!

AAMD continues to retain over 150,000 apartment units in our membership from 425 industry owners and management companies; with another 425 suppliers added to the membership. Membership dues are approximately 38% of our total annual revenue.

With renewals- we start invoicing three months early. We invoice members every two to three weeks each time with a different marketing piece stressing the value of their membership. We send emails with the dues invoices attached to targeted members throughout the campaign. We use a calling center after the dues are due to let each member know they are late and need to pay to avoid a \$50 reinstatement fee. We print a list of our suppliers who have paid their dues in our magazine.

Some other strategies for retention have included an on-going coupon program for new members called "TLC", which represents Teach, Lead, and Connect. The TLC program is built to teach new members how to use the association and maximize their involvement in their first 18 months of membership. Significant discounts are offered to the new members through TLC Coupons each month, motivating them to participate and get connected... and exposed to the benefits and the other members right away.

Another focus has been our interactive New Member Orientations (Wine and Cheese events). Through these ongoing orientations we are giving new members the information and tools they need to immediately be successful at AAMD. We have a very honest and direct approach about

their membership being only a "ticket to the dance"... it's up to them on how active and successful they want to be once a member.

AAMD offers an ongoing incentive for members to recruit new members and earn \$50 in AAMD bucks for every member they bring into the Association. AAMD bucks can be used for anything except membership dues.

Our most recent membership campaign was driven by our Board of directors. A "Back in Black" theme was used to motivate leadership to recruit new members. At board meetings Red name plates were used for each individual until they recruited at least one member- at that point their name was switched back to black! We also give a lot of attention to those who bring in new members each month.

Other things we do for new members: They receive a welcome email the first week. They receive a new member packet in the mail the 2nd week. They receive a phone call from an Ambassador the first month. They are invited to a free "PowerLunch", our monthly networking meeting. Ambassadors receive points for getting their new members that they called to our wine and cheese events and our suppliers council meetings. This goes towards our Ambassador of the year award.

Apartment Association of Southern Colorado

AASC's meetings and events were quite successful, attracting over 1,600 attendees during our fiscal year 2010.

AASC trained over 100 people on the new EPA regulations.

The Association raised \$8,000 at our masquerade ball titled "Unmasking the Face of Homelessness", for Partners in Housing a low income housing provider and member of AASC. Our Board of Directors and Committee volunteers continue to be a strong with over 100 members volunteering each year.

We just completed a very successful Board Retreat at Emerald Valley Ranch with our new President, Shelly Kueker, owner of Abuzz Property Management!

Challenges this year include membership retention as we lost over \$22,000 in dues revenue due to Vendors not renewing last year. It continues to be a challenge to deliver high value in an effort to keep members.

REGION IX

Alabama

Greater Birmingham Apartment Association

The Greater Birmingham Apartment Association has had a focus on membership recruitment and retention this year.

For retention, we have simply had our membership committee call the member when their dues are up for renewal and thank them for their membership, encourage them to pay the invoice and invite them to the next Association meeting. It is a great way to make a personal connection to the Association, especially if they have not attended anything this year.

We have used our major events to help promote membership. For example, when a non-member signed up for our annual Trade Show, there was a non-member fee. However, I called each one

that signed up and offered them the opportunity to sign up for the Trade Show at a reduced price if they became members. This price was even lower than the regular member price for booths. We had 3 non-members take advantage of that offer and became members.

We also made our annual Reverse Trade Show a Members Only event this year. This caused several non-members to inquire about membership. We offered the non-members the opportunity to attend the Reverse Show for free if they became members before the event. We had one company that took advantage of this offer and became new members.

We have also been promoting the NAA Blue Moon Lease in our newsletter and with so many acquisitions in Birmingham this year, there have been several new members because their company wanted access to the lease.

Mobile Bay Area Apartment Association

We are **Maintenance Mania Maniacs** in Mobile, Alabama!! First ever for our area held on October 21st and it is the largest any affiliate in our state has produced. We are so excited and hope that we will have a finalist to send to Las Vegas!! Special thanks to the local, state and national representatives from HD Supply for their efforts on this outstanding event. We have outgrown our venue in year one and over doubled our goal for competitors.

We are also very proud of our work this entire year with St. Mary's Home which is a live-in facility for abused and neglected children ages 5 to 18 that have been placed for long term if not permanent care at the facility. This year the MBAAA has sponsored and seen to it that these children had Mardi Gras trinkets, Valentines and a Valentine party, Easter baskets, school supplies and backpacks, attended a Mobile Bay Bears Baseball game, and a University of South Alabama Football game. We are also sponsoring a very special Thanksgiving dinner for the children as well as the staff at the home. For the Christmas season we will be providing gifts, stockings and dinner as well as necessary personal hygiene items for the residents. We have found this partnership to be both beneficial to St. Mary's children and staff but also very rewarding for our entire membership who could not have been more generous!

Our new member recruitment and retention is strong. Several new members have joined our association stemming mostly from recruitment through the trade show and membership attained through use of the NAA lease. We will continue to seek input from our membership on topics and educational offerings that they want to see and act upon those requests if at all possible. The biggest challenge is budget cuts in education within many companies. We are combating that by showing the outstanding value of the programs and NAA is relentless in giving us the tools needed to do so.

Our annual awards ceremony will be held in conjunction with our installation of officers in December. *Manager, Asst. Manager, Leasing Agent and Vendor of the Year* will be awarded. We will also re-recognize our *Maintenance Persons of the Year* that was named at the Maintenance Mania event. We will also once again honor our fallen with the "*Lifetime Awards*" and the President will award the *Presidential Achievement Award*. We always look forward to this being a fabulous evening.

River Region Apartment Association

The RRAA has not had any membership campaigns, but has had several new members this year.

The RRAA has held many of its monthly membership meetings at no cost to our members. We have had sponsorship opportunities at each event which have taken care of the cost of the event.

In August we held our Maintenance Appreciation event. It was well attended and a great night for our maintenance staff.

Our trade show was held in October. We had 22 booths with 130 attending the event.

In December we will hold our Awards Banquet and 2011 Board Installation. This year the Adullum House is our charity beneficiary. A group of children from the Adullum House will be singing at our Banquet and will receive a check that night.

Florida

| |
|---|
| Apartment Association of Greater Orlando |
|---|

As many member companies struggle to remain profitable, the association has been challenged as well. AAGO's biggest challenges this year have been funding, funding and funding! Very few sponsorships, ad sales and other fundraising tasks have been easy this year as some of our members struggle with economic difficulties. Compounding the challenges of securing financial commitments, there has been a spike in delinquencies. Some members, for the first time ever, have decided membership may be expendable.

AAGO has responded accordingly, demonstrating the value of membership by offering more services to members, by reviewing and reducing expenses where practical, by offering flexible payment options and plans, and by creatively enhancing revenue wherever possible.

AAGO's membership campaign has included written, telephonic, personal and electronic communications. These efforts have been very successful in stabilizing membership during a time when it could have easily declined. A key part of the campaign has been creating new benefits and highlighting their value.

EVENTS: The Golden Key Awards and the AAGO Trade Show were successful despite challenging times. The value of these networking and motivational programs is recognized and appreciated by members.

EDUCATION: Education programs have been successful overall with the Spring CAM series and CAPS Express standing out. AAGO's new education subscription program, A-Pass, has been very successful in increasing participation in educational opportunities. While the program has not quite achieved its subscription goal, class attendance has nearly TRIPLED! On September 9th AAGO hosted its second annual leasing/marketing event, Lease-a-Palooza, where over 200 participants, dressed in concert attire, learned new techniques and were motivated to higher levels of achievement by national trainer Lisa Trosien. AAGO also co-hosted its second successful CAPS Express class with nationally-recognized apartment industry leader and educator Alex Jackiw.

GOVERNMENT AFFAIRS: AAGO was afforded the opportunity to be the first provider of fulltime government affairs services for the Florida Apartment Association (FAA). AAGO's Chip Tatum now serves as the FAA Government Affairs Director. AAGO recruited and acquired an additional employee, Heidi Broom to fill the local Government Affairs Director post. To demonstrate the value of this member benefit, staff quantified the cost savings to apartment communities that resulted from AAGO government affairs activities.

TECHNOLOGY: Other successes include the implementation of a new AMS with integrated web site through Affiniscape, ramping up of the LMS through Callsource, and sharing the MyRent Comps.com online market survey with other associations. While the AMS implementation has been challenging, primarily due to the time commitment and learning curves, the result is a much more technologically advanced database and the obvious benefits that come from integration of data. The Callsource LMS provides a great online presence for AAGO where members can access over 40

courses that compliment AAGO's classroom learning opportunities. The MyRentComps.com technology, developed by an AAGO member for the Orlando market, is now being shared with other apartment associations at no charge. It is an incredible new benefit of membership that is fully funded through online advertising and sponsorship. It is currently being implemented by most associations in Florida, and it can be used anywhere in the United States.

AAGO's focus going forward is to continue refining and redefining what we do, to optimize the value for our members.

Bay Area Apartment Association

Membership recruitment this year has been challenging due to the sluggish economy and the lack of new housing stock being built. BAAA posted a 7.3% attrition rate for our community members which was recovered in July and by year end could post a 3.5% increase over 2009. This will be the first year since 2007 that BAAA has been able to show a year end gain. The Associate membership has not fared as well. Attrition for 2010 was 22% due to the economic conditions facing the industry. Year end 2009 numbers were recovered in October and any year end increase is projected to be less than 2%. Properties that are in receivership generally did not renew this year and that concern still holds true for the 2011 renewal cycle just beginning.

Within the regular member category, new emphasis has been placed on developing and offering core educational training at no cost to the membership. In 2010, BAAA created Education Express that offers all members of record at the community level the opportunity to attend Education Express seminars at no cost.

The program is funded in part by a very simple Education Express sponsorship that is available to Associate members for \$100 or \$250 per year. This entitles them to attend the sessions at no cost and to mix and mingle with the community personnel in attendance. It has been well received and in 2011 BAAA will expand the program to include all seminars other than Designation programs at no cost to members. This is a powerful incentive for on-site employees to receive skills training and topical information at no cost.

As we enter the fourth quarter of 2010, occupancy is improving, concessions are becoming less of an issue and BAAA has added an outreach program to non-member independent owners to make them aware of all of the benefits NAA/FAA/BAAA offers. In 2011 the membership committee will specifically target IRO's and Student Housing properties as new prospects.

A strong emphasis on member benefits will be BAAA's focus in 2011. The inclusion of no cost educational programming and the full range of services, including the redesign of the BAAA website with a portal to market comps should be helpful in BAAA's recruiting efforts.

BAAA's Government Affairs Director, Jeff Rogo is another major asset which our members see as a real value to their businesses for both the Community and Associate members.

BAAA's annual Golf Tournament will be held on November 4 and the 16th Developer's Forum will be held on December 8. Both of these events offer ample networking possibilities and an opportunity to meet with peers and to learn more about various segments of the marketplace. This year's speakers will include representatives from the Land Brokerage, Capital Markets, Development, Transportation (new rail proposal), MF Design & Architecture, Affordable housing plus a market overview based on the latest market survey results. This program is one of the best attended and brings the senior management level of our association together for a day-long event.

Emerald Coast Apartment Association

Affiliate Membership

Emerald Coast Apartment Association's current membership is 44 Apartment Communities, 7935 units, 36 Vendor/Associate Members, 5 Management/Owner Members, and 1 Government Member. Our membership strategy includes personal visits to non-members and past member apartment communities. Our plans are to promote the benefits of membership and how membership is especially important during trying economic periods.

Upcoming Events

November General Meeting:

Our president will give us updates on what our success has been this year. We will also have our voting for new board members for 2011.

December General Meeting:

We will have our Holiday Party on December 3rd at Seville Quarter. We will also have our induction of our officers and board of directors as well as presenting awards to Manager, Assistant Manager and Maintenance person of the year.

First Coast Apartment Association

Membership Retention and Recruitment

Both membership retention and recruitment are always a priority for the First Coast Apartment Association. However, with FCAA's strong penetration in its market and no new construction planned, FCAA will focus on retention. Efforts currently in place include team visits (one associate member and one community member) to prospective members and to non-participating members who are likely to discontinue membership.

FCAA conducts an annual needs assessment via Survey Monkey to determine ways in which FCAA can better serve its members. On-site community, upper management, and associate (vendor) surveys are e-mailed to approximately 700 individuals. FCAA will use survey results to implement new programs and services that will, we hope, increase FCAA's membership retention rate and attract new members.

Other Activities

Over the past year, FCAA has worked with Jacksonville's Construction Trades Qualifying Board (CTQB) to revise the test for Jacksonville's Property Maintenance Craftsman (PMC) license. Test content was developed by electrical, mechanical, and plumbing contractors; was not based on an established curriculum; and did not accurately reflect the limited scope of work of the license. As a result, the pass rate was well below 50%, creating a shortage of PMCs in the area. With ANSI accreditation of the CAMT, FCAA was able to successfully lobby the CTQB to accept the CAMT as the testing component for the license. FCAA is proud to announce that 31 students completed the CAMT Cram in October and will qualify for the license, and one CAMT who moved to Jacksonville from North Carolina automatically qualified for the license.

South East Florida Apartment Association

Membership

Members are reported at 364 apartment communities (87,565 units). This represents an increase of approximately 29% from this time last year. There are 87 management companies represented. Associate members are reported at 160, an increase of 10 members from last year.

Membership Market Survey

Research indicates the tri-county area has approximately:

- 631 apartment communities (102,000 units) in Dade
- 500 apartment communities (81,000 units) in Broward
- 349 apartment communities (55,000 units) in West Palm

SEFAA membership represents approximately 37% of the total 238,000 units in all three counties. This represents an 11% increase from this time last year. The affiliate's five year membership goal is 170,000 units (70% market penetration).

Recruitment

This year's membership growth has been fueled by a number of contributing factors which includes establishing a membership development task force with the assistance of Marc Ross, NAA Membership Chair and Valerie Hairston, NAA Director of Membership & Affiliate Services. SEFAA and NAA are working on a joint membership development program. Other factors include management company executive outreach, national lease program, government affairs, market survey and member needs based educational seminars, online training and NAAEI designations.

Retention

SEFAA will be generating renewal notices in the fourth quarter with a focus on specific 2010 accomplishments benefiting members. Approximately 96% of members renewed during the last renewal cycle.

Marketing

The association launched two exciting recruitment campaigns:

- 15 for 12 Membership Recruitment (Dues Discount to Coincide with New Budget Year)
- Membership Referral Program (\$65 Education Voucher)

The association continues to explore new "out of the box" strategies to increase membership.

The association's website has been improved to focus more on membership value (WIIFM.) A robust online calendar and news release section keeps members informed.

The association combines a series of communication methods and volunteer support to promote benefits and participation.

A new membership brochure and welcome kit has been redesigned to promote the values of membership and engagement.

Membership committee volunteers have organized several free vendor sponsored membership mixers to promote the association in all three counties.

Upcoming Education & Events

- November 19, 2010 - Circle of Excellence Awards
- November 30, 2010 - January 21, 2011, Certificate for Apartment Maintenance Technicians (CAMT)
- December 9, 2010 - Holiday Mixer
- January 19, 2011 - Membership Meeting & Life Management Seminar
- February 17, 2011 - Maintenance Mania ® & Appreciation Dinner

Leadership

SEFAA's 2011 leadership will be installed during the awards ceremony on November 19, 2010, followed by a board planning retreat in early December.

Management

Gregory Brooks, Executive Director, wishes to thank the entire NAA\FAA\SEFAA network for

delivering relevant membership benefits. SEFAA leaders, volunteers, members and staff are dedicated to providing quality and affordable housing for residents and a return on investment for owners.

Southwest Florida Apartment Association

Membership for The Southwest Florida Apartment Association has remained at about the same level as years gone by. With about 25% of the market in foreclosure, we have struggled to maintain the members we have. We have added several IROs to our roster and the use of the National Lease has certainly been a benefit to retaining others. There are no new developments on the horizon, so retention of existing members is our priority. Our market contains a good many tax credit properties that we target with personal visits in hopes of adding them to our association. In addition, a needed increase in membership dues was postponed until 2012.

The 2010 year has been highlighted by the Golf Tournament in May and the Trade Show in August. We purposely invited non-members to participate in this early trade show and offered a discounted booth prices to smaller vendor members, resulting in a well rounded and larger group attendance. The Maintenance Mania event was combined with the 2009 trade show in October, but will be a stand-alone event for the affiliate on March 17, 2011.

Our small affiliate was honored to have Lawrence Berry speak at both our dinner meeting in September and a morning Leadership Workshop the following day. Attendance was small, but those that did attend felt it to be a very informative and enjoyable event.

To economize on membership mailings, our 2011 membership packets were sent out mid-October so that information regarding fourth quarter events could be included. We have a Membership Auction on November 18th and our WAVE Express Awards on December 4th. The WAVE of Distinction Awards were streamlined this year to be recognition awards in hopes of including more members in the process and to increase participation in the actual event itself. Called the WAVE Express Awards, members need only write an essay of 150+ words with their nominations and all nominees will be recognized at the December 4th program. We are very excited that the NAA Chairman of the Board, Marc Rosenwasser, will be our Master of Ceremonies again this year on December 4th.

Sun Coast Apartment Association

I would not say that we have a specific program for adding or retaining members. We try to offer beneficial educational programs, Annual Trade Show and Holiday Party and Silent Auction every year. We hope that through these programs our membership numbers will grow annually. Every year we also send both members and non-members a Membership Application, list of member benefits and an invoice in hopes to not only retain our current members but to add new members as well.

The past year we saw a small dip in membership but believe this is due to the economic struggles that all are enduring. We are hopeful that things will be on an upswing in 2011.

Tri-City Apartment Association

The Tri-City Apartment Association has been doing really well this year. The Board of Directors and Membership committee members have worked very hard on membership ideas. They truly have made the monthly meetings more enticing to both regular members and associate members. Membership is starting to build back up and there are definitely more attendees at the various association functions. It's been really good to see a diverse group of associate members show interest.

The 2011 planning meeting is coming up soon and the committee has some terrific ideas of how to build on an already successful calendar. We also will continue to offer the "15 for 12" program, which allows companies to get involved at the end of this year and still benefit all of next for just a "one year dues price".

In recent weeks, we definitely have started seeing more interest in the association and more inquiries about membership. The Board of Directors is determined to continue with brainstorming and coming up with different ideas to bring in new members.

One idea is to increase educational seminars offered throughout the year as well as offering NAA sponsored education such as CAM and NALP.

Another idea to bring in new members is also tied into the Annual Holiday & Awards program coming up in December. The committee is hand delivering invitations and nomination forms to all of the communities in the area and at the same time passing out membership information to those that are not currently members. The committee feels like this may be a way to encourage new membership because who doesn't want to be recognized in their industry for a 'job well done'!

Louisiana

Acadiana Apartment Association

Our biggest success this year has been just continuing serving our members and hopefully, expanding services that gave us a couple more members.

We are delighted with the huge Associates Display Night we had in March and we are looking forward to a very successful fundraiser October 27th, A Taste of Acadiana (6th Annual).

CAM will be offered to about 6 students beginning in September.

Our biggest fear at this point is the moratorium on the deep water drilling in the Gulf of Mexico as this will definitely hurt the population surge that we had enjoyed. Already, the rigs and companies are moving out of the Gulf and this means moves for other people, too, who are employed by these companies. This will be detrimental to the Association as the members will be looking to trim their budgets.

Another detriment is all the online industry classes that we would normally offer onsite through the association. This is hurting us. However, there is nothing like the interaction person to person (to me).

REGION X

California

The Apartment Association, California Southern Cities

Despite the current state of the economy, the Association has remained strong in membership and its ability to deliver services to its members. We have also achieved a number of legislative victories during these times, which include SB782, legislation relating to domestic violence and AB482, related to our ability to have credit checks run on our employees, which died on the Senate floor. AACSC is also the sponsor of SB1483, which extends the sunset clause of a 6 year law for another 10 years so the improvement districts, which are solely being used in Long Beach can be formed with the approval of the affected rental property owners by a 2/3 vote.

We had a very successful golf tournament and a percentage of the proceeds went to the Interval House, which is an agency the Association has supported for many years that assists battered women.

The Association has a number of challenges for the foreseeable future that include legislation related to our ability to install water submeters and bill our tenants. The Association recently had its very successful annual trade show, which had over 160 vendors participating, and various seminars related to the education of the members.

Also, just the fact that we are associated with a national organization increases our credibility. This ability to share information with our members is an invaluable tool. The opportunity to have representation on a national level is also very important.

The Apartment Association of Orange County

The Apartment Association of Orange County remains small but mighty in 2010. After 15 long years apart, we at the AAOC are delighted to have rejoined The National Apartment Association. This collaboration brought on a wave of changes as we had to adjust our dues structure, implement new procedures, and recreate all new marketing materials. In the midst of this, we also did a complete overhaul of our website, integrating our database in order to give members access to our services 24/7. Our event sector held steady this year with AAOC hosting a demanding yet successful 39th Annual Trade Show with over 120 booths sold and approximately 1000 attendees. Our most recent ventures include several new revenue generating possibilities including implementing online education as we begin a new partnership with Call Source.

The AAOC is proud to represent over 2,000 members, but unlike most State associations, over 50% of our members own 3 units or less. We are fighting a constant battle in the retention arena convincing our members they need us all of the time, not just some of the time.

