



# BOARD REPORT

## REGIONAL REPORT

REPORT FOCUS: MEMBERSHIP RECRUITMENT AND RETENTION

NOVEMBER 2014

### REGION I

#### Pennsylvania

##### PAA-Central

We continue to focus our membership recruitment efforts on counties in Pennsylvania where no other PAA/NN affiliate have been active. As a result of this course of action, we have increased membership 200% over ten years with anticipated growth of another 20% over the next five years. Currently we have 58,539 units. Of course serving members in areas several hours away has been challenging, but even with a staff of only 2.5, we have managed to overcome this challenge. Our 2015 education schedule is very diverse. We offer roundtables, webinars, classroom programs, certification programs, NAA designations. Our course material caters to regional managers, property managers, leasing/marketing personnel, and maintenance supervisors and techs to various regions of Pennsylvania, including (1) Lehigh Valley in Northeast Pennsylvania, (2) State College in North Central Pennsylvania and (3) the Harrisburg-Lancaster area in South Central Pennsylvania. As you can see, outreaching has proven to be extremely successful. Our latest venture is applying to the PA Real Estate Commission to become a real estate school providing continuing education classes to our members holding Brokers and Sales licenses. Stay tuned for the outcome.

#### Washington, D.C.

##### The Apartment and Office Association of Metropolitan Washington (AOBA) Metropolitan Washington (MD-DC-VA)

AOBA is pleased to report that 2014 has been very successful, with 32 new multifamily members representing 15,999 units, joining our Association. We are excited to welcome these firms into our organization and we appreciate NAA's strong support!

In related news, to help engage and retain our growing membership base, AOBA has created a new position, *Manager of Member Engagement*. In September, Eliot Hubbell joined our staff in this new position. She will organize member orientations, maintain the database, serve as liaison to peer networks, support our "Rising Leaders" program and reach out to members to increase their engagement. Eliot may be reached at [ehubbell@aoba-metro.org](mailto:ehubbell@aoba-metro.org).

In June, we put together a new, brief "*By the Numbers*" summary that includes numbers on advocacy, education, events and membership. This easy-to-peruse piece was well-received by our members, and we will update key numbers for our "Year in Review" publication at year's end.

Also, on Nov. 6<sup>th</sup>, AOBA will host a first-time *Appreciation Breakfast for Volunteer Leaders* program to recognize and thank those who have stepped up to the plate for AOBA during 2014. Following a poll of our staff to determine which members have volunteered/ served on Committees/ supported our advocacy efforts, etc, we

invited 150+ members. We look forward to hosting members at a historic venue, with an expert speaker offering comments on “Leadership Matters.”

## **REGION II**

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### **Massachusetts**

#### **Rental Housing Association of the Greater Boston Real Estate Board**

The Rental Housing Association of the Greater Boston Real Estate Board continues to attract members new to the industry with the successful NextGen program which offers full member benefits at a deeply discounted rate, to individual with ten or fewer years of industry experience. In addition to the discounted membership, NextGen members also participate in education and networking events tailored to their demographic. Recent successful member retention efforts have included the vendor sponsored summer cookout, targeting our maintenance team members and their families. Ongoing programs include our Member Only Legal Hot Line, Member Advisories and Member Only monthly newsletter on decisions on and changes to Massachusetts Landlord Tenant Law.

### **New Jersey**

#### **New Jersey Apartment Association**

Since the last regional report, the NJAA has continued its focus on creating a comprehensive Membership platform. Through Membership Benefits Roadshows, having access to education throughout the state, and planning for continuing efforts in Trenton, the NJAA has seen several successes.

Membership has grown to over 189,000 units. Membership efforts continue to include attending industry events in the area and meeting with property level employees at regional “Benefit Roadshow” meetings. Continued efforts in the coming months will include new membership documents outlining the current and new member added benefits and discount programs, streamlined information on the njaa.com website, working with the Membership Committee and surveying all Associate Members in an effort to understand their reasons for retaining their membership and to reduce Associate member turn in 2015, and a New Member Reception held at our Annual Meeting. This is an event we are especially proud of as it is strictly for our new members in 2014, in celebration of their current and continuing membership. New this year, before the reception begins, will be a seminar for new members and prospect members to better understand what comes with their membership and how to take full advantage of everything available to them.

Our Annual PAC Reception has quickly become the marquee political event for rental housing providers and the multi-family industry. On October 7th, we held our Tenth Annual NJAA PAC Reception at the Crestmont Country Club. A crowd of members, PAC supporters, and friends joined us for lively discussion on major issues facing New Jersey and the multi-family industry. Our featured special guests included: Chief Political Correspondent of NJTV, Michael Aron, Assemblywoman L. Grace Spencer, and Assemblywoman Caroline Casagrande. As of Oct 7th we had raised over \$180,000 for our PAC. Michael Haydinger, Chair of NJAA PAC, is tireless in his fundraising efforts and the PAC Host Committee members should be recognized for their incredible generosity.

## **REGION III**

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### **Ohio**

#### **Greater Cincinnati & Northern Kentucky Apartment Association**

Membership Committee meets monthly to review new, dropped and renewals. Each volunteer will take a few names each month from the renewal list to call or email for retention. They will thank them for their continued membership, reminder of upcoming meetings and to call ask if they have any questions. We hold a new member orientation 2 -3 times a year as needed. We invite the Board of Directors and Associate Council with an Agenda of Membership Benefits. I have created an excel form with Existing Owners acquiring new units, to keep an ongoing target list of units to be accounted for when the community has completed construction or rehab to be completed. Another form is for Prospects acquiring new or rehab buildings as well. We started a new program where each existing member will receive an unlimited amount of \$25.00 Gift Cards if they help recruit a new member. On-site property managers can benefit from this with all of the vendors they work with that are not members. This will be advertised on the website, newsletter, during educational workshops and personal visits. Our annual Membership Drive will take place March – June 2015. Our theme will be Cincinnati Reds with the winning teams (9) people to attend a Reds game with a Luxury Suite sponsored by one of our members, Cincinnati Bell.

### **Wisconsin**

#### **Apartment Owners and Managers Association of Wisconsin**

AOMA of Wisconsin has seen close to a 14,000 unit increase since Oct. 2013. We are very proud of this accomplishment as of 6 or 7 years ago our total membership was less than 14,000 units. We have great educational programs that ranged from landlord/tenant law as well as reputation management. Our networking events included apartment tours that feature both new development and existing portfolios. We held our Third Annual Maintenance Mania event which included 60+ who participated in the competition and over 175 spectators. The Annual Trade Show was also part of the Maintenance Mania event. We held our annual awards event in which we had close to 60 submissions for both building excellence as well as individual awards. The Building Owners and Managers Association-Wisconsin and the Apartment Owners & Managers Association (BOMA-AOMA) announced The Office Building of the Year (TOBY) & Apartment Awards and installed the Officers and Directors for 2014-2015 at a banquet on Tuesday, September 16th at the Blue Mound Country Club.

## **REGION IV**

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### **South Carolina**

#### **Charleston Apartment Association**

The Charleston Apartment Association has experienced significant growth in membership in 2014 due to a number of proactive efforts and community awareness. A whopping 51 new members have joined over the past year representing 3,472 new units to the association's portfolio.

Once joined, member satisfaction and retention has also been a primary focus. 50% of new members attended the most recent new member orientation and most of them went on to join committees. Feedback from new members has been positive and right on target with the CAA's mission. In the fall of 2014, "Proud Member of the Charleston Apartment Association" window stickers, post-its and new pens were distributed among members.

Looking ahead, the CAA expects to conclude 2014 at record pace and strives to continue the momentum into 2015.

### **Myrtle Beach Apartment Association**

The Myrtle Beach Apartment Association will spend the 4th quarter reformulating our programs and membership committees in an effort to see participation and membership increase in 2015. We have spoken to members of other local associations such as the CAA and the WAA getting input on successful membership meetings/seminars as well as membership drives. It is our goal in 2015 to offer the CAMT as well as our largest ever vendor trade show and Maintenance Mania event.

## **Tennessee**

### **Apartment Association of Greater Memphis**

AAGM joined the NAA Co-branded Membership Growth Campaign in early 2014 and so far we've had 11 communities join from our "target" list (2,118 units) with 4 more communities (778 units) planning to join in January 2015. An area we hope to focus on more heavily in the upcoming year is the recruitment and retention of associate members. This will include brainstorming sessions with the Board and current associate members as well as a major overhaul of our sponsorship offerings.

Here are some of our successes we've experienced in our 10<sup>th</sup> year:

- An increase of about 20 people each month at the Membership meetings (compared to the previous 2 years' attendance)
- A NEW Career Center was launched in August
- Our Trade Show was a huge success—complete with a drum line, Leigh Anne Tuohy and a record-breaking crowd!

## **REGION V**

### **Tulsa Apartment Association**

The Tulsa Apartment Association just finished our annual Board Retreat and took advantage of NAA's help by having our Regional Liaison, Kevin Watkins, lead our Board through strategic planning.

During this planning process the Board identified several goals for the next two years, and one of those was to focus on acquiring new members and working on member retention. The Board identified that there is an opportunity for membership growth in the Tulsa surrounding areas, so over the next several months we will be working to identify potential members in these areas. After the assessment is complete they will look into possibly applying for assistance from the NAA Strategic Growth fund to help us in our efforts in acquiring new members.

We also know there is a tremendous potential for more supplier memberships if we can get our Board to take the lead and ask the vendors that they are currently doing business with to support the apartment industry (and them) by becoming a member of TAA. We will continue to promote this message with the rest of our membership and hopefully grow our supplier member list next year.

We have also continued our new-member referral incentive through this year. For each new member that a current TAA member refers they could potentially win up to \$100 in cash. By awarding this cash prize at our monthly luncheon meetings we are continuously reminding our members the importance of referring members, and the importance of doing business with fellow TAA members. This has really helped raise the awareness of doing business with members and we will continue to work on communicating this message.

And just around the corner, on Friday, November 21<sup>st</sup>, we are hosting our annual Zenith Awards at the Cox Business Center in downtown Tulsa. We are on track to have over 850 in attendance. We receive over 200 nominations this year, which is the most nominations we have ever received. We added some Rookie and Affordable Community categories that has helped increase our nominations this year. The Zenith Awards 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.

## REGION VI

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### Arkansas

#### Northwest Arkansas Apartment Association

We are having our trade show tomorrow the 21st of October. We provided a year's membership to those vendors that signed up for the show.

We will have our Christmas/awards at the beginning of December. We will also introduce our new board members at that time.

After the first of the year, we will have Kevin Watkins come do our board training to discuss how to get more involvement with the association to get our board excited and hopefully in the long term increase our numbers.

### New Mexico

#### Apartment Association of New Mexico

After last year's return of Riverstone Residential to our membership, we also earned back many of our rural communities through a commitment to the legislative and education activities geared specifically towards those areas.

We have increased our commitment to our members and potential members in the Las Cruces area. In addition to providing quarterly training, we have also implemented Manager Roundtables every other month. 3 successful events have taken place to date with another scheduled for November 11<sup>th</sup>. Supplier members have stepped up to provide lunch and property members have agreed to rotate as hosts of the event. We have started capturing non-members at these roundtables and are working on developing relationships to bring them into the membership.

The northern part of the state is our next area of focus, as we hope to schedule education classes and Manager Roundtables for members starting in 2015.

AANM has continued its work with the City of Albuquerque on the **Partnerships for Neighborhood Change** project. Teaming up with city staff and resident representatives, AANM's assignment it to provide resources and training for property owners in distressed neighborhoods. At the beginning of 2014, we used funds from the City to hire an intern to canvas the neighborhoods and collect information on the rental housing and respective owners. This did not prove to be as successful as we intended, so we have reorganized and will have a new action plan in place November 1<sup>st</sup>.

#### Announcements/Other Activities

On November 15<sup>th</sup>, AANM hosts its 3<sup>rd</sup> Casa Ball to raise money for our "Charity of Choice," Albuquerque Heading Home. Casa Ball Swing is a 40's celebrity dance competition where the votes are made by donations to the charity. Committee members, volunteer dancers and staff are all tasked to raise individual funds, plus the evening will feature a silent auction. We are using the mid-year membership growth challenge award (cruise for 2) as a raffle item to raise additional funds for our charity.

AANM hosts its annual meeting on December 9<sup>th</sup> and will install the newly elected 2015 Board of Directors at that time.

Despite an increase in use of the National Lease, AANM has lost revenue over the course of the year. At the beginning of 2014, we were persuaded to allow NAA to handle the billing of our Bluemoon clicks. The administrative fees surpassed the increase in revenue share and AANM is looking at a significant shortfall (\$3-5K) on income for 2014 in this area. The AANM Board of Directors and staff are evaluating the switch back to billing in house to avoid the fees.

## Texas

### **Apartment Association of Greater Dallas**

The Apartment Association of Greater Dallas is preparing for a new, exciting future at Midtown Office Center. The new Apartment Association of Greater Dallas Office and Education Foundation Training Center Midtown Office Center, 5728 LBJ Freeway, Suite #100, Dallas, TX 75240

The Building and What It Offers Our Membership: Space and State-of-the-Art Training Facilities

A new 10,000-square-foot plus, office space that will house offices for the AAGD staff and meeting rooms for education, training and other events. Additionally there will be an executive conference room offering space for smaller groups, seating 8 to 12. The new office space should accommodate all of our board, committee and task force meetings, all education classes, and a separate (no longer shared), CAMT facilities that will be occurring throughout the year. These new training rooms will also be available for room rental by AAGD members.

The training facilities will have three separate rooms. Parking for 140 cars will allow many AAGD classes, seminars, workshops and other events to be held at the new facility. The largest room, at 1,394 square feet, will hold up to 110 attendees in classroom-style seating. The smaller room, at 986 square feet, will include multiple computer workstations and seating for up to 60 people. Both rooms will have dropdown projection screens and state-of-the-art audiovisual equipment. We project at least 30 to 35 AAGD-related events per year occurring in the large room, including board meetings, and 100 or more sessions in the small room. We also hope to host room rentals by AAGD member companies during the first year, with that number increasing over time.

Our new logo



In addition to the move, AAGD is rolling out a brand-new logo. We felt that it was time to bring a more contemporary look to our brand. The “roofs” on the “AA” letters symbolize the multifamily industry’s commitment to providing quality housing for all.

### **Apartment Association of Tarrant County**

The Apartment Association of Tarrant County maintains a steady 2% growth rate, currently providing the association with 1,558 members who own, manage and or provide products and services to 183,813 apartment homes. In addition to membership, AATC and AAGD recently hosted its largest Business Exchange; bringing in \$103,000 for the NAA PAC. AATC recently kicked-off a new program year with its annual Lone Star Awards Leadership Celebration. Jodi Spurrell (Milestone) was installed as the association’s new president, Patti Thomas-Shaw (Capstone) is the new president-elect, Char McCurdy (Madera) is treasurer, Angi Pusateri (RentDebt) is vice-president PSC, Sherry Jordan-Aubrecht (LumaCorp) is Secretary, and Lisa Clark (Olympus) and Anthony Wonderly (Olympus) are serving as past-presidents. AATC is planning its annual ThinkLink conference and trade show on Nov 18 as well as busily soliciting contributions for the annual Toys-for-Tots campaign.

## Austin Apartment Association

Our membership is healthy and continues to grow in 2014. However, we have the potential to grow at a faster rate. Therefore, our focus has been on member recruitment and retention efforts through engagement of our existing members and by increasing valuable resources. The NAA Affiliate Assistance fund has assisted in these efforts greatly this year and we have seen an increase of total membership from 1,047 members/188,350 units in October 2013 to 1062 members/200,426 units in October 2014.

We have seen a decline in both our recruitment and retention efforts by our members. Based on membership statistics, member and committee feedback, and national association management trends, we have found that our members are becoming less engaged due to the following reasons:

- Lack of awareness about membership benefits for onsite personnel.
- Absence of owner or management company support.
- New members being overwhelmed and/or not knowing how to get involved.
- Lack of awareness within the community about the apartment association as an industry.
- Communications due to dynamics of a limited database system

Goal: To increase the value of membership through engagement and resources available to members. In return increase retention rates and recruitment efforts made by members. There is a direct correlation between members who recruit and/or renew their membership and their involvement within the association; the more engaged = higher perception of value = member retention & member recruitment. The following programs have been established or are slated to be established in 2014.

### **Young Professionals Group & Leasing Round-up Event**

To address the lack of awareness about member benefits for onsite personnel and newer employees to the apartment industry we have created a Young Professionals Group and the Leasing Round-up Event.

*Young Professionals Group:* A task force of YP's was established and they have determined a name, logo and activities to engage young professionals such as happy hours, community service opportunities, and Young Leaders speaker series. By educating onsites about the association and its offerings, we hope to expand our recruiting efforts and importance of members using members.

*Leasing Round Up Event:* To engage leasing professional / young professionals in educating them on professional development opportunities and general association awareness in an interactive format. Event is set up as an amazing race and each obstacle is related to learning about the association and its offerings.

### **Mentorship Program**

We have established a mentorship program for new supplier members to participate in for a 6 month period. We selected 12 seasoned vendor members mentor 12 new members who opted in to be mentored. We kicked off the mentorship program with a MentorMatch.com event. The format was in a "speed dating" format where the new members were able to meet each mentor for make a perfect match between mentor and mentee. The program is in its infancy; however we have seen the participation levels increase dramatically and expecting to see 100% retention with those new members involved with this program.

### **Communication Enhancement**

We are in the midst of converting over to the Weblink database system and website which will dramatically improve communications to our members.

### **Association Awareness**

- Manager meetings: We hosted 1 managers meeting with Steadfast Management and it was a great way to educate the managers one-on-one about using vendor members, education courses, and important legislative items the association is advocating on their behalf.
- Advertising & Promotional items: We are slated to have online advertisements to join the association released in November and December since online is the #1 way new members find out about the association. Additionally, it is timed to create interest prior to our membership drive in Jan/Feb
- Joined the Austin Chamber of Commerce to expand our network and presence within Austin.

### **Additional Resources**

- The Austin Community College & Goodwill of Central Texas partnership in creating training programs for maintenance and leasing careers has continued to be successful. This has turned into a member benefit for owners/management companies to save resources by coming to the association for new, pre-qualified

talent. Additionally, this program has served as an avenue for members who had not been involved previously to participate in job shadowing, as guest speakers, and guest instructors for this program.

- MyRental.com: We have partnered with MyRental.com to provide discounted background checks for our members. This has been a benefit utilized particularly for our IRO members.

### **Big Country Apartment Association**

The Big Country Apartment Association's Annual Awards Banquet and Celebration will be held on December 5th 2014 at the Fairway Oaks Country Club starting at 6:30 pm. We will be presenting the BCAA Excellence Awards for 2014 for Property of the Year, Product & Service Member of the Year, Manager of the Year, Maintenance Person of the Year and Industry Person of the Year.

The BCAA will be donating Thanksgiving Meal baskets for a number of families in our community as we did last year. The numbers are not in yet, but last year we assisted 30 families thanks to the generous donations and support of our membership!

We had a very successful Reverse Trade Show in September that brought together 30 different representatives of our membership for lunch and a couple of hours of networking.

### **Lubbock Apartment Association**

Our focus in 2014 continues to be retention and not necessarily adding new members.

As we continue to focus on retention we have gained in membership 49 new members and lost 37. As our membership grows we are still experiencing a loss that is greater than we want even though our membership is growing. In looking at who we have lost the majority are product service members and smaller owners. The smaller owners we have lost have typically sold their units and gotten out of multi-family. It seems that as the economy has grown the product service members are more busy and don't believe they need the membership to keep their business thriving. This is where we focused our efforts in trying to teach the value of membership.

One of our efforts with our product service members is custom designed sponsor packages. We try and determine, after conversations with the member, where their dollars would best be spent and then build a package around that dollar. We host Golf tournaments in May and October, Bowling tournament, Reverse Trade Show, Monthly committee meetings and Training events, all with our product service member's exposure in mind.

Another new project we started in 2014 was focusing on our Small Owners, those with 50 units or less. We wanted to find a way to involve this segment of our membership in our events and training and make sure they understand the value of membership. Our efforts focused on our September Education Conference. We created 3 sessions specifically for our smaller owners that covered evictions, screening and the new Click N lease program. We saw a consistent room full of small owners in these sessions and have already scheduled follow up courses. We believe this was a successful effort and will continue to bring things to the table for our small owners.

It's our belief that educating our members, specifically Product Service and Small Owners, on the value of membership will keep them involved and satisfied. In the end they will continue to renew their membership and will grow into successful businesses.

## **REGION VII**

### **Arizona**

#### **Arizona Multihousing Association**

The AMA's annual **Membership Drive**, held each year from February through April, brought in a total of **70 new members** this year, totaling **6,198 units**. We were able to bring in a high number of new members this year by

introducing a “Fall Awareness Drive” in October of 2013, preparing properties and management companies to factor AMA dues into their 2014 budgets. Staff and board members also partner each year in identifying all new units under construction throughout the state. This process is currently underway, and more than 10,000 new units have been identified for completion over the next 18 months.

#### **Associate Member Mentorship Program**

We have continued and refined our Associate Member Mentorship program. New Associate members are invited to our bi-monthly New Member Breakfast where they receive a brief tutorial on the multi-family housing industry in general and our association, in particular. They are also assigned a mentor to help them develop realistic long term goals for their membership and a 60 day plan of engagement to get them started. This program continues and has resulted in greater retention and member satisfaction.

#### **Members Supporting Members Program**

With over a dozen teams of two making regular site visits, our Members Supporting Members program continues to be a valuable tool to get on-site staff more engaged with the AMA. It is also proving to be a valuable source of information for the AMA in keeping track of the many changes in our marketplace. Response from both Regular and Associate members continues to be positive.

#### **Membership Ambassador**

In addition to our MSM teams visiting properties, we have a Membership Ambassador who visits member and prospective member properties on a regular basis. She updates on-site staff about AMA events, activities and programs and how to engage with the association. She also provides invaluable feedback to the AMA staff regarding the personnel changes, ownership and management transfers and a myriad of other topics best learned on-site.

#### **Patron Recognition Program**

The AMA introduced our Patron Recognition Program in October of 2011. This program is aimed at recognizing those Associate Member Companies that go “above and beyond” in their financial support of our organization. This is a tiered recognition system made up of Platinum, Gold and Silver levels where companies in these categories receive extra recognition on our website, newsletters, e-blasts and event sign-ups and sponsorships. This program continues to enhance the participation levels of our most active members while also serving as an incentive to other companies to increase their participation.

#### **Community Outreach**

AMA members continue to build on Community Outreach and fundraising activities for various charities. Almost \$100,000 was donated to Phoenix and Tucson charities last year, and our annual car raffle is currently underway, expected to raise more than \$10,000 alone.

## **Oregon**

### **Multifamily NW**

Multifamily NW does ongoing surveys to our members at 90 days, 9 months and upon an exit review to our members who have decided not to renew or are unsure. This gives us an idea of what is important to our members and what education may need to be communicated of upcoming opportunities for their continued involvement. We can also plan on reconnecting at a later point if they are unable to commit for one year, but are interested in rejoining at a later date. This survey process allows us to also reach out to new members and engage them in upcoming activities and ask questions of what they are looking for in their membership. We are in discussion of starting a membership drive as we lead into the new year in a little competition between members in bringing on a new member to the association.

#### **Upcoming opportunities for members:**

Fair Housing Fair: January 15<sup>th</sup>, 2015

Service Day- Rebuilding Together (groups of volunteers within multifamily industry that participate in improving homes in our community)

April 25, 2015

Apartment Community Excellence (ACE) awards- May 21, 2015

Spectrum Educational Conference & Trade Show- September 24, 2015

## Washington

### Washington Multi-Family Housing Association

The Washington Multi-Family Housing Association (WMFHA) held a successful formal Membership Drive Campaign this spring. Members were encouraged to recruit new members to the association. By referring companies or properties that joined WMFHA, members received cash rewards and Bonus Points. The Bonus Points winner received a check for \$500. New members received 25% off the regular dues prices and 15% off any event or education they attended in the next 6 months.

During this Membership Drive period, membership grew by 30 properties totaling 4,500 units. Membership has grown by more than 16,000 units and 100 members, a 14% growth rate, since October, 2013. We now exceed 130,000 units under membership.

Our industry awards celebration, Emerald Awards, grew from 250 nominations in 2013 to over 300 nominations this year and 750 attendees to 900 attendees for the gala dinner. Our Business Exchange Reverse Trade Show grew by 30% this year and was highly successful, according to our Industry Partner members. Our fall economic forecast luncheon continues to attract over 600 attendees. Our charity Chili Cook-Off event this month will raise more than \$14,000 for the Domestic Abuse Women's Network. The Apartment All-Stars make an appearance this month in Seattle as well.

We continue to look for ways to raise PAC funds to support political candidates with voting records favorable to the multifamily housing industry. We feel this will help us gain access and support during the next legislative session.

## REGION IX

## Alabama

### Greater Birmingham Apartment Association

#### **2015 GBAA Scheduled Events**

January 15, 2015 GBAA Board Meeting  
January 15, 2015 GBAA Membership Drive / Dinner Meeting  
February 12/13, 2015 AAA Expo & Conference at Cahaba Grand  
February 19, 2015 Board Meeting at Superior Grill  
February 19, 2015 "Cocktails & Conversation" Networking Social at Superior Grill  
March 19, 2015 GBAA Board Meeting at GBAHB  
March 19, 2015 Maintenance Mania at Rosewood Hall @ Soho Square  
April 16, 2015 GBAA Board Meeting  
April 16, 2015 Reverse Trade Show (location TBD)  
May 11, 2015 GBAA Golf Tournament at Riverchase Country Club  
May 2015 GBAA Beautification Nominations Due  
May 21, 2015 GBAA Board Meeting at Superior Grill  
May 21, 2015 "Cocktails & Conversation" Networking Social at Superior Grill  
June 2015 Beautification Awards Judging  
June 18, 2015 Educational "Lunch & Learn" w/ Speaker (location TBD)  
June 18, 2015 GBAA Board Meeting at GBAHB  
July 16, 2015 GBAA Board Meeting at WorkPlay  
July 16, 2015 GBAA Beautification Awards at WorkPlay  
August 8, 2015 11th Annual Cruising for King's Kids, Riders Harley-Davidson  
August 20, 2015 GBAA Board Meeting at GBAHB  
September 17, 2015 GBAA Trade Show (location TBD)  
September 24, 2015 GBAA Board Meeting at Superior Grill  
September 24, 2015 "Cocktails & Conversation" Networking Social at Superior Grill

October 15, 2015 GBAA Board Meeting at GBAHB  
October 15, 2015 GBAA Member Cook-Out and Fall Festival  
November 19, 2015 GBAA Board Meeting at GBAHB  
December 3, 2015 King's Home Kids Shopping & Holiday Wrapping  
December 10, 2015 Magic City Awards at Sloss Furnace

## **River Region Apartment Association**

We are having a Halloween Themed "Fall Ball" next week. This is a free event with prizes for the best costume. It's the first of its kind for RRAA, and registration is very strong. We opened sponsorship and attendance for nonmembers to recruit new prospects.

As always, we offer lots of education courses as well as social events.

## **Florida**

### **Bay Area Apartment Association**

BAAA began 2014 with 228 Associate Members and 123,482 units reported. Through the renewal season those numbers bottomed out at 183 Associates and 111,704 units. This was very disconcerting at first, but within a short period of time, the unit count improved to the current 121,833 level and the addition of several new Associate members to bring that total to 210 year to date.

BAAA has followed these numbers closely this year. There are over 6,000 units under construction or in final development at this time. Many of the new properties are just now finishing final inspection and receiving their Certificate of Occupancy. Until all phases of the new construction are completed, this will continue to have a negative impact on our membership numbers.

Sales of new properties are taking place daily, often before the communities are leased up and open for business.

It is hard to estimate what the potential upside/ downside will be when the additional impact of the many existing sales and transfers of third party management cycle is finalized.

At year end, BAAA expects to close the 2014 at a slightly higher unit count. The continued growth of the Florida Lease powered by Blue Moon© continues to be an important addition to our association. BAAA is one of the largest users in the state. Targeted marketing and good customer service is very important to sustain the revenue BAAA's receives to upgrade services and programs for our members.

The Membership Committee is currently offering the annual "15 for 12" membership promotion that is used to close 'end of the year' prospects. New members joining now through year end receive the balance of 2014 dues and all of 2015 dues for one price.

2014 has been an exciting and challenging year for the association. Under the leadership of BAAA President Cecilia Ford the Board of Directors has made a commitment to invest in quality leadership training and to develop strategic initiatives that will guide BAAA forward as the multi-family industry identifies and finds the right solutions to the challenges of the changing business models in today's global economy.

BAAA is fortunate to have multiple generations of dedicated industry professionals. Leadership training, focused governance and mastering technology will guide BAAA's young and energetic Officers and Directors as the new BAAA culture becomes the benchmark for growth.

Heightened community involvement along with a strong alliance with the Florida Apartment Association and the National Apartment Association will lead the way to creating a sustainable, green environment that is beneficial to our owners, members and residents.

"The best thing about the future is that it comes only one day at a time" - *Abraham Lincoln*

## **Space Coast Apartment Association**

At this time The SCAA has 80 Community Members or 16,553 total units. This is the highest membership we have ever had on record. We believe these numbers can be attributed to several factors, Florida Lease Program, changing our Events Calendar by offering more relevant events and the word is getting out that we are growing and creating an even better Association.

We currently have 36 Associate Vendor Members. This number seems to be the "norm". One of our goals for 2015 is to increase the number of Associate Vendor Members. We will reach out to anyone that has expressed an interest in the past and work along AAGO's Membership Team.

We had our first dues increase this year since 2008. This increase was well received by all.

### **OFFICER CHANGE:**

Our 2014 President, Lisa Wagner stepped down over the summer months as she had a job change. Our Vice President, Karen Mitchell gladly accepted the position through December 31, 2014. Karen has been doing a great job and has helped us establish our first Budget.

### **EVENTS:**

All of our events to date, have been well attended. This has always been an area of struggle for us so we are pleased to see the numbers increase. We have started handing out Class Surveys at the end of larger events to see what our audience loves or doesn't love so much. We hope to continue with the surveys and hope that it will continue to strengthen us.

Our September Trade Show was a success! We sold 31 out of the 32 booths we had available. So, we sold 2 more than the previous year.

2013 Trade Show Financials: \$11,741.00 income, \$6,603.96 expenses TOTAL INCOME: \$5137.04

2014 Trade Show Financials: \$13,275.00 income, \$6,756.62 expenses TOTAL INCOME: \$6518.38

We netted \$1731.34 in increased income at our show this year despite the increased venue/food costs.

We have (2) gentlemen participating in FAA's Maintenance Mania for this first time this year.

Our Annual Holiday Party is December 3rd.

## **Louisiana**

## **Acadiana Apartment Association**

We shall be working in early 2015 to have a recruitment and retention campaign in action.

July 23, 2014 - 10th Annual Taste of Acadiana Fundraiser to benefit the Council on Aging's Home Delivered Meals Program and the Acadiana Apartment Association. Will be presenting the LCOA a \$4,000 or thereabouts check in November.

September 24 and 25th, AAA hosted the Apartment Association of LA Fall Conference/largest attendance in years. We are so proud of this and of Tammy Sponge, AAL & AAGNO AE who put this together. Apartment All Stars were present, a trade show and also, Brittany Labbie, member of AAA and BRAA was installed as AAL President for 2015-2016.

November 21, 2014, will be presenting to the owner/members or whoever wishes to attend a Bed Bug Seminar for new employees in particular.

Working on Elite Awards/Christmas Party for December 11, 2014, final activity for the year.

## REGION X

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### California

#### **Apartment Association of Greater Los Angeles**

The Apartment Association of Greater Los Angeles' biggest success this year was most likely our Annual State Legislator Breakfast which is always one of the best events of the year; however, this year attracted more members than ever in its eight year existence.

AAGLA also successfully applied and was awarded a \$150,000 grant through UCLA and the HHS Department to disseminate anti-smoking information to apartment owners, managers, and targeted tenants.

AAGLA has added at 6,000 units over the last six months!!

We would like to improve our Trade Show. Its audience needs to grow and evolve to include all types of apartment owners - not just one sector of the industry. The same challenge lies in the engagement of the vendor who serves primarily large companies.

We would also like to expand and grow our Products and Services Council (PSC).

NAA can help by reaching out to the National Suppliers Council (NSC) and the vendors who have traditionally not partnered with associations which are considered to be more for the "Mom and Pop" owner. AAGLA and other associations like ours are slowly building a new member class of large corporate members - primarily due to the National Lease Program. This growth would be accelerated if our large vendors would encourage their clients to join the NAA affiliate.

A majority of the NAA's National Suppliers Council members have not joined our PSC. NAA can help by encouraging (or mandating) that NSC members join all of their local affiliate PSCs.

We are pleased to welcome NAA President Doug Culkin to our annual Holiday Party and Installation Dinner on December 5, 2014

#### **The Apartment Association of Orange County**

Membership Recruitment:

- New Owner Campaign-Direct mail to new owners of rental properties

Membership Retention:

- MAG Campaign-Direct mail to members who have dropped without response asking "Did you miss us?" along with a current issue of magazine
- REnew Campaign-Encouraging members to REnew early, REduce waste & REceive credit to use on valuable member services such as resident screening or educational seminars
- Ongoing-Emails and Calls made 2-3x a month once past due on their dues

Announcements/Events:

- AAOC's Holiday Reception & Award Presentation w/ Toys for Tots on December 16, 2014 from 6-8pm in Anaheim, CA (AAOC members only)
- AAOC's Rental Housing Roundup Trade Show on March 12, 2015 from 8:30am-4pm at the OC Fair & Event Center located in Costa Mesa, CA

## **North Valley Property Owners Association**

The North Valley Property Owners Association is working on the following events coming up soon; November 12th Fair Housing Workshop, November 20th 2015 Law Updates, Monthly Luncheons in our Redding Ca area, December 10th Installation and Awards Ceremony, and on January 14th our 6th Annual Trade Show.

NVPOA is also working on mailing out postcards to nonmembers in our Shasta County territory and just developed a plan to work with the NAA marketing campaign. We are also in the process of converting to an AMS sytem with Weblink and hopefully will receive two grants from the National Apartment Association to help further grow our Association and territory.