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Good Business • page 10



UPCOMING EVENTS

**CAA CHALLENGE CUP GOLF
OUTING**
AUG 7 • 9:00 AM - 6:00 PM
Delaware Golf Club
3329 Columbus Pike
Delaware, OH 43015

KAYAK FOR A CAUSE
AUG 26 • 10:00 AM - 2:00 PM
Adaptive Sports Connection
Center
6000 Harriot Rd.
Powell, OH 43065

Fun, Excitement Mix With Business at CAA Carnival Expo

On Wednesday, April 18 the CAA hosted the 2018 Central Ohio Multifamily Exposition at a new and exciting location, Cardinal Hall at the Ohio Expo Center. The larger, open space provided the almost 100 exhibitors more room to promote their products and services while talking with the over 400 Primary member attendees.

The Carnival theme allowed exhibitors to showcase their products and services in a fun variety of ways including, games, magicians, costumes and much more. The Expo places CAA Associate members at the forefront and allows them to put their best foot forward in displaying their wares. Associate Members perfectly demonstrate why 'doing business with Associate Members is good business' in a fun, lively atmosphere away from the daily grind.

Exhibitors had the opportunities to take advantage of additional event sponsorships during the show to attract attendees to their booths. All attendees started at the ABLE Roof Swag Booth to pick up their goody bag and Carnival Crawl cards, which, when completed was good for a \$5 Amazon gift card. From there, visitors traveled through the show floor playing games, posing for pictures and collecting their stamps. Once in the heart of the tradeshow attendees could stop at the Midway for a snack, a game or to charge their cell phones.

• EXPO CONTINUED ON PAGE 2

CAA 2018 Industry Forecast

Rob Vogt presented his 2018 Industry Forecast at the CAA Expo on April 18. Vogt noted some market highlights from 2017. Average rents have continued to increase although the rate is declining. Rents increased 3.4% in 2017 compared to 3.5% in 2016. As expected, overall vacancies inched up but only

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Joseph Tree Service

Protective Thermal Solutions
Rent Manager

RentPath

Royal Finish Inc.

The Sherwin Williams Company
Terminix Commercial

Trane

Valet Living

UPCOMING EDUCATION

HD SUPPLY: PLUMBING
AUG 14 • 9:00 AM - 12:00 PM
Instructed by Art Aros, HD
Supply

Most common plumbing
service requests; explains
complete plumbing system
from meter to drains;
installation, cleaning, safety
and diagnosis

HD SUPPLY: ELECTRICAL
AUG 14 • 1:00 PM - 4:00 PM
Instructed by Art Aros, HD
Supply

Overview of electricity; trace
the path of the electricity
from meter through the entire
structure; electrical safety;
panel & device service and
installation

**NATIONAL SPEAKER: HOW
TO BE THE BEST CHOICE...**
AUG 22 • 9:00 AM - 12:00 PM
National Speaker, Toni Blake
Shows your team how to
position your product at the top
of the market, attract the best
customer and the secrets to
persuasive presentations and
service. Designed to increase
your revenue, renewals and
revive your passion for success.

by 300 basis points (4.1% year-end 2017). Class B/C quality properties continue to perform well; their rent growth last year was 1.8% (compared to 2.6% in 2016). The pipeline remains well filled; although 2018 will provide insight into future trends. Vogt discussed the change in inventory vacancy rates and rents, asking rent by age of property, areawide rent performance and Class A and B/C property performance. Vogt drilled into performance by local submarkets and talked about the effects of construction absorption and vacancy.

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Brian Yeager, The Champion Companies



Join us for a family friendly day outside!
Enjoy kayaking, bocce, disc golf and a cookout to benefit the
Community Assistance Foundation

Sunday, August 26, 2018

10:00 am-2:00 pm

Adaptive Sports Connection Center
6000 Harriot Rd., Powell, OH 43065

\$20/adult & \$10/child 12 and under

To register visit www.caahq.com

Bring everyone!

I would encourage any member of the CAA to join us for a fun family event Kayak for a Cause. It's a lovely setting, great folks and a lot of fun while all for a good cause. Bring your kids, bring your dogs, bring your friends or just bring yourself and join us. Take advantage of this event to meet your industry colleagues in a fun and casual setting.

- Mike Lange, ABLE 444 Roof

Great food, great people, and tons of fun

Kayak For A Cause is one of the rare business networking events that you can bring your entire family to. My kids look forward to it every year. This industry is all about relationships and you will be hard pressed to find an event where you can build more meaningful relationships with decision makers and their families. There's great food, great people, and tons of fun activities for all ages. I really appreciate Dave Holzer and the CAA continuing to hold this event each year."

- Travis Smith, Valet Living

COLUMBUS APARTMENT ASSOCIATION STAFF

The Apartment Age is a quarterly publication of the Columbus Apartment Association. 1225 Dublin Road, Columbus OH, 43215, 614.488.2115 (p) 614.488.8526 (f)



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IOM
Associate Director



Emily Cunningham,
Membership &
Events Director



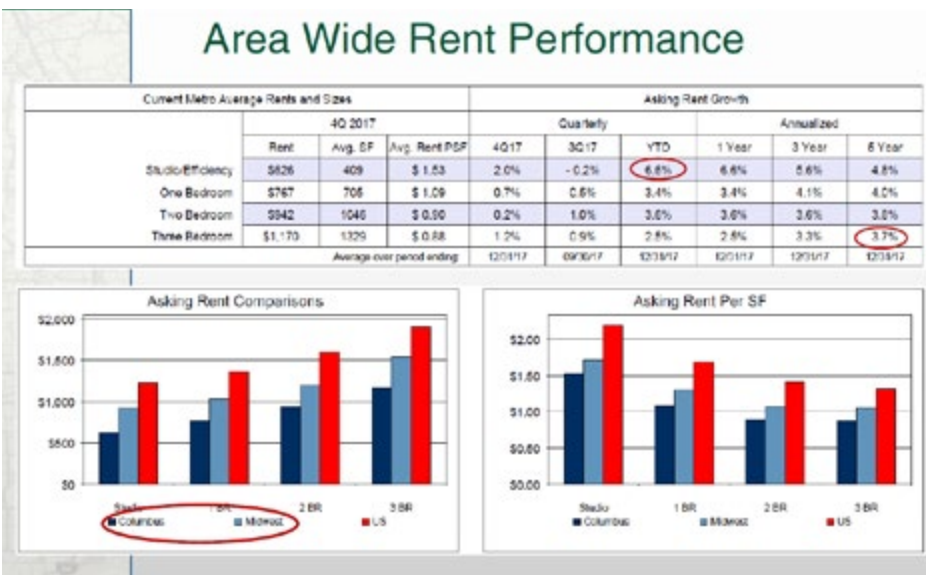
Kathi Wilson
Accounting Director

• EXPO CONTINUED FROM PAGE 1

Prior to the start of the show some took the opportunity to further their careers with the CAA education offerings available. Beginning at 10:00 National Speaker Rommel Anacan presented “Stop Yelling at Me” a blueprint for dealing with difficult people in various situations. Next, just prior to the show opening, Rob Vogt of Vogt Strategic Insights presented his annual Industry Forecast allowing members to see what the future of multifamily housing holds for Central Ohio. If you missed Rob’s presentation, you can download at the CAA Website at www.caahq.com. The Expo provides site staff through owners a day of fun away from the office and, maybe, win a prize or two all while conducting a bit of business. If you couldn’t attend this year’s expo visit the CAA Facebook page to see pictures of what you missed, then, be sure to look for information soon announcing the 2019 date which will include the popular Maintenance Mania.

• FORECAST CONTINUED FROM PAGE 1

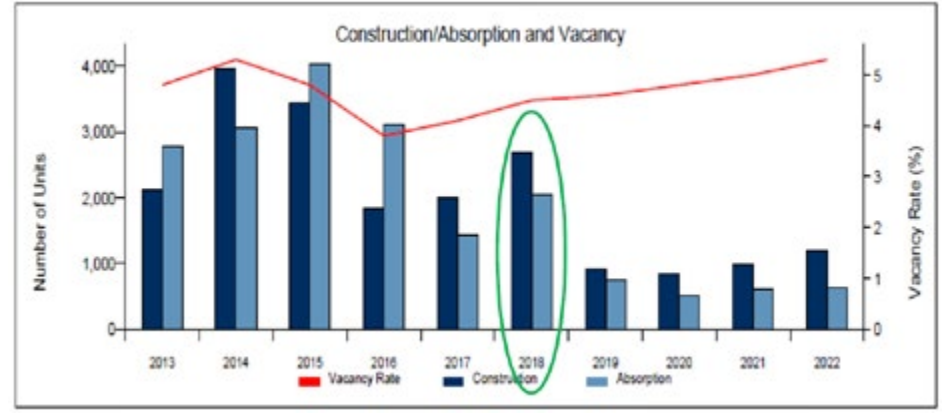
Better than expected employment growth is contributing to more Central Ohio household formations and is driving demand. Economist Bill LaFayette predicts the addition of 19,400 jobs this year. The fastest growing sectors are Construction and related trades (1,700), Transportation and Warehousing (1,900), and Leisure and Hospitality (2,100).



Between 2010 and 2017, Central Ohio added nearly 5,900 new renter households per year. Some of this growth was the fallout from the recession when foreclosed owner households transitioned (or were forced) to rent. Additional growth was the result of millennials moving from the basement. Future trends indicates somewhat slower renter formations but still robust. Between 2018 and 2023, we will add on average 3,600 new renter households per year.

Vogt discussed households that are cost overburdened. A household is cost overburdened when they pay 30% or more of their income to

housing costs. A household is severe cost overburdened when they pay 50% or more of their income to housing costs. Transportation costs will soon become a standard part of this measurement.



Vogt commented on unequal income growth, saying that the number of households earning \$150k+ was up 37% between 2000 and 2016, while middle income households increased by just 16%. The number of households earning less than \$15,000 grew by about 37%. Vogt went on the discuss attacking affordability, noting that Affordable housing targets households up to 60% Average Monthly Household Income (AMHI), Low-Income Housing Tax Credit Program. Low-Income is up to 50% of AMHI and Very Low-Income is up to 30% of AMHI. Workforce housing generally serves households with incomes at 60% to 80% of AMHI. Some define it as 60% to 100% of AMHI. Market-Rate housing generally serves households above 80% of AMHI. Vogt reviewed city affordable housing incentives, target income limits, and offered an affordable rent comparison.

In his market predictions for 2018, Vogt said that Reis forecast a 2017 vacancy rate of 4.0% and we ended up at 4.1%. Vogt Strategic Insights (VSI) forecast a vacancy rate of 4.5% in 2017, but we did not add as much to inventory (completions) as expected. Reis forecasts a 4.5% vacancy rate for year-end 2018. VSI expects vacancies to move up to 5.1%. Reis predicted a rent growth of 2.9% for 2017; we actually went up 3.4%. Reis predicts a rent growth of 2.8% for 2018.

Vogt enumerated some of his expectations for 2018. In spite of the construction, we aren’t overbuilding. Yet. The prime renter groups are remaining in rental housing in spite of the desire to buy a home. Home builders will be hard pressed to provide an affordable for-sale alternative to rental housing. Rental housing has emerged as the preferred housing choice. Affordable rental housing will grab the headlines in 2018. [Slides from the presentation are available on the CAA website.](#)

Mark Your Calendar!
2018
REVERSE RAFFLE
Charity Event
November 1, 2018

SAVE THE DATE **SEPTEMBER GENERAL MEETING**

September 13, 2018

The Nationwide & Ohio Farm Bureau
 4-H Center
 2201 Fred Taylor Dr
 Columbus, OH 43221

\$15; payment must be received before the event.
 Register at caahq.com

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A SUPPLIER
 who can help solve
MY TOUGHEST
PROBLEMS.”

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“Columbus” It’s Really Growing, Isn’t It?

Recently, I was in San Diego attending the National Apartment Association’s annual conference, Apartmentalize. It’s always an exciting event, thousands of people from all facets of the multifamily industry gather to learn, share experiences, socialize and advance their careers. As I moved from Associate Executive meetings, to our Regional meetings to various elements of the conference each new person I spoke with had one common theme upon learning I was from Columbus. “Wow, there’s a lot going on there. It’s really growing, isn’t it?”

Of course, it’s no secret in Columbus that we have had a ton of growth that doesn’t look like it’s ending in the next several months, but, to hear it from those who aren’t necessarily familiar with Columbus, those from the West and East coasts. Those from the northeast and southwest. We try to share with you all the good buzz that Columbus has been fortunate to receive over the past few years (did you hear, Columbus is the new favorite host city for the Women’s Final Four?), but, obviously, we’re biased. Turns out, others are taking note too.

Some had read the recent New York Post article about people from New York flocking to Columbus, others, had read articles in their own local papers by travel writers who were tasked with spending a weekend in Columbus to see what it had to offer and were pleasantly surprised and intrigued to learn more. While others had once called Ohio their home and were thrilled to learn of all of the growth and positive notoriety Columbus was receiving.

Regardless of how or why they were excited to talk about Columbus, one thing was certain, they were talking about Columbus. Our colleagues throughout the Midwest are trying to emulate our success. Those on the coasts are trying to figure out how to get their population to stay, why it is people are leaving their cities for our affordable, Midwestern lifestyle. It’s really not that hard to fathom. We have jobs, Amazon is bringing another 1500 in a distribution center

and we’re still in contention for the headquarters. Even if we’re an outlier, which many think we are, they’ve had to stop and think about why it is Columbus made the short list.

It’s being discovered that Columbus has a lot going for it. From arts, culture and fashion to sports, business and research. There was even one instance where, while grabbing a bite, one woman said, “Columbus, I hear they have a great food scene.” We have all of this and more. We have the friendly atmosphere that the Midwest is known for coupled with jobs, things to do, housing and more. Whatever it is you enjoy, Columbus likely has it.

There’s a new energy around Columbus, especially in the multifamily industry. It’s a place people want to be. We have been fortunate to have so many locally owned properties and management companies, but, with all of the news surrounding our city there are so many looking to become a part of it. It’s a trend we’ve been seeing for the last few years, companies coming from other parts of the country to purchase or build in Columbus to get in on the growth and be a part of it.

Personally, I can’t wait to see what’s in store in the next few years for our wonderful city, and I can’t wait to share it all with you, who have been there to inspire and create the blueprint for what Columbus can be.







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City Hall Flower Planting

Thanks to everyone who participated in the City Hall Flower Planting on May 25. Each year the CAA and our members help beautify the City by planting flowers around Columbus City Hall. CAA member Lowe’s Home Center generously provided the flowers and planting supplies.





JOIN US AT THE 2018 CAA GOLF OUTING!



**TUESDAY,
AUGUST 7, 2018**

9:00 AM SHOTGUN START



**3329 COLUMBUS PIKE
DELAWARE, OH 43015**

THANK YOU SPONSORS!

Tournament Sponsor



Beverage Hole Sponsors

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- Water Cart
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- Event Trophies
- 19th Hole Social Hour

**Foursomes \$725
Individual Players \$200**

Please note: All foursomes, individual players and sponsorships have a no-refund cancellation policy.

For more information about sponsorships visit www.caahq.com.



CAA EDUCATION

HD Supply: Plumbing Fundamentals

Aug 14 • 9:00 am - 12:00 pm • Free

Instructed by Art Aros, HD Supply

This 3 hour class covers the most common plumbing service request. We explain the plumbing system, from water meter, following the supply line into the building, to where the water comes out of the fixture, and down through the drain. We will also go over the installation of fixtures along with drain cleaning, safety, and problem diagnosis of toilets. Topics covered in this class include: correct water pressure; parts and operation of a water heater; replacement or repair of a vanity or kitchen sink & faucet; use of common plumbing tools; servicing, parts, and troubleshooting a toilet; proper techniques for servicing, cleaning and resetting a disposal; health concerns while making plumbing repairs; chemicals and their use in plumbing.

HD Supply: Electrical

Aug 14 • 1:00 pm - 4:00 pm • Free

Instructed by Art Aros, HD Supply

This 3 hour class is an overview of electricity and how it works. We trace the path of the electricity from the house meter through the entire structure. Topics covered include: safety, National Electrical Code awareness, OSHA awareness, electrical panel service, and common electrical device installation and troubleshooting. At the completion of this class students will be able to: define common electrical terms; Identify common uses of National Electrical Code; discuss and describe safe working techniques; describe common tests with a multimeter (voltage, amperage, and ohms) Explain the difference between AC and DC power; describe the need for a circuit; troubleshoot lighting and control; describe the proper installation of common residential electrical devices.

National Speaker

How to be the BEST CHOICE, not the cheapest choice!

Aug 22 • \$89; \$109 after Aug 8

National Speaker, Toni Blake

The most powerful statement you make about the value of your product is your price. Get that wrong, and you might attract the wrong customer, lose sales/leasing and leave money on the table. Correct price branding involves a series of carefully chosen marketing strategies and a clear understanding of the current economic cycles and a strong marketing approach in your sale/leasing strategies. This NOI altering event will show you and your team how to position your product at the top of the market, attract the best customer and the secrets to persuasive presentations and service. This program is designed with the intent to increase your revenue, renewals and revive your team's passion for success. Life is full of mind-altering experiences that generate the momentum we need to succeed.



NAA Certified Apartment Portfolio Supervisor (CAPS)

- Recruiting high-performing employees
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- Minimizing legal risk and liability
- Regulatory agency oversight of assisted housing
- Analyzing property performance data to inform action
- Management agreements
- Evaluating and reporting property performance using key performance indicators

Sep 18-21 • \$1,250

New Online Learning Platform Available!

NAA recently launched a new online learning platform, VISTO. Through Visto you can earn industry designations such as CAM, NALP and much more.

You can brush up on topics such as Business Etiquette and Dealing with Difficult People. In addition, if you miss the annual NAA Education Conference you can access materials online. Visit the site today to learn more.

www.gowithvisto.org

President's Series: Legislative/Election Update

September (TBA)

- Update on Ohio Executive and Legislative Office Races
- Update on Congressional Races
- Update on Local, State and Federal Legislation impacting multi-family housing.

You Got the Job! Now What? Leasing 101

Sep 25 • 9:00 am - 4:30 pm • \$99; \$79 before Sep 11 • 7 CEUs Available • Instructed by Lisa Schmidjell-Justice, DEI Communities Apartments 101 is a crash course for the apartment industry, teaching you all you need to know as on-site leasing team member to stand out and make things happen.

Fair Housing

Sep 26 • 9:00 am - 12:00 pm • \$99 • 3 CEUs Available

Instructed by Bill Willis, Willis Law Firm

Fair Housing is a great overview of fair housing laws and compliance regulations for the on-site and management level staff.

Maintenance 101

Sep 27 • 9:00 am - 4:30 pm • \$99; \$79 before Sep 13

We hire maintenance staff for their skill set, but maintenance is much more than knowing how to fix the problem. This course will talk about communication with residents and staff members, team work, budgeting – what's important to know, organization and scheduling for your property, preventative maintenance, capital improvements and asset protection, renewal retention and the role that maintenance plays. This course is designed for all types of maintenance personnel but for office staff as well.

Maintenance Ambassadors

Oct 9 • 9:00 am - 11:00 am • \$99; \$79 before Sep 26

Few people in your organization have as much interaction with your customers as your maintenance team. They become your ambassadors and can be the most trusted and visible employee at your property. However, most of their training is focused on technical skills – little time is spent on building relationships, understanding the value and importance of resident relationships, specific skills related to developing a loyal resident, what to do and say (or not say) when a resident is upset, and the power of referrals. While it is critical that the service is completed properly, it is also important to recognize each resident interaction as an opportunity to strengthen the relationship.

You're Doing the Job Now Go Further! Leasing 201

Oct 10 • 9:00 am - 4:30 pm • \$99; \$79 before Sep 26 • 7 CEUs Available

Instructed by Lisa Schmidjell-Justice, DEI Communities Understanding your budget, Market surveys and what they really mean, Delinquency regarding evictions, debits and credits and escrow accounts and evictions, shopping competition and how it helps you, renewals, closing reports, leasing conversion ratios, lease audits, some advanced marketing for renewals and resident retention, inspections, staff meetings, noise complaints, reviewing the lease.

SPECIAL OFFER

EARLY BIRD DISCOUNT

REGISTER IN ADVANCE FOR ADDITIONAL SAVINGS

GROUP DISCOUNT

4 for the price of 3

REGISTER 3 PEOPLE FOR ONE CLASS GET ONE FREE!

FROM THE PRESIDENT

The Power of Service

by David Holzer, CAA President

“Alone we can do so little. Together we can do so much,” - Helen Keller

This quote really does say it all, doesn't it? When we work together, we can accomplish so much. And, there are so many things to accomplish. Whether it be in our business or personal lives there's never a shortage of things that need to be done. But, don't you notice that they either get done faster or are much more pleasant when done with others?



One area where this is particularly true is when dedicating time to volunteer. This is something that is near and dear to me. Perhaps some of you know of my involvement in The Adaptive Sports Connection. The Adaptive Sports Connection is a local chapter of Disabled Sports USA and empowers children, adults, and veterans with disabilities through sports and wellness programs

In 2017 we provided 1,413 participants and 3,000 family members the opportunity to participate in 88 different sports and outdoor programs. Our programs include cycling, kayaking, water skiing, snow skiing and snowboarding, climbing, sailing to name a few. Our 420 volunteers donated 43,855 volunteer hours teaching and assisting participants to enjoy adventure sports.

The rewards one receives for volunteering and giving back are priceless. In working together we can help provide an experience for individuals they might not otherwise have. I find that I need that sense of service in my life. I enjoy the feeling I get from watching someone accomplish something new or something they thought they could no longer experience. There's nothing like it.

I do understand that not everyone has the time to volunteer, there are work obligations, family events and just life overall. But, I want to invite you to take advantage of the ways the CAA allows you to give back. One in particular is to invite you to experience our facility and everything it has to offer by attending this year's Kayak for a Cause event on Sunday, August 26th. We bring out the kayaks, stand up paddle boards, bocce, horseshoes and more. We fire up the grill and enjoy a day outside with friends and family. Yes, I said family. Bring your spouses and kids! And, the added bonus is all of the proceeds benefit the CAA Community Assistance Foundation. See, you're doing good while having fun!

Hopefully, I'll see everyone on August 26th. The details are on the CAA website. It's \$20 for adults and \$10 for kids 12 and under. Please consider joining us, you won't regret it!

NEW MEMBERS

Primary

Day Companies
Contact: Kacey Watts
kwatts@daycompanies.net

Miller Valentine group
Contact: Tonya Beckner
tonya.beckner@mvg.com

Main Street Renewal
Contact: Chad Kyle
ckyle@msrenewal.com

The REllis Group at Key Realty
Contact: Rob Ellis
Rob.ellis7@icloud.com

Associate

Anchor Security and Logistics
Contact: Scott Walker
scott@anchorsecuritylogistics.com

Cooperative Business Services
Contact: Leslie Biskner
lbiskner@cbscuso.com

Ikos Holdings
Contact: Blake Noecker
blake.noecker@ikoshq.com

SVN Wilson Commercial Group
Contact: Mike Rodriguez
mike.rodriguez@svn.com

DD Water Restoration
Contact: Rick Rasberg
rick@ddwaterrestoration.com

1969 2019

50th Anniversary

CAA

Look for Exciting Events and Celebrations Coming Your Way for 2019

BUSINESS EXCHANGE
CA

THURSDAY
NOVEMBER 8, 2018
10:00 am - 12:30 pm

J. Liu Worthington
6880 High St.,

LEGISLATIVE AND NATIONAL SCENE

Local

City of Columbus

A short term rental ordinance is being proposed by the City of Columbus. The Columbus Apartment Association and Columbus Realtors provided joint testimony at a public hearing opposing the provisions that would require registration and place a limit on the number of days per year non-owner occupied residences could be used for short term rental.

The provision for a short term rental excise tax, similar to the bed tax paid by hotels and motels, was not opposed.

Eviction Prevention

The Columbus Apartment Association is working with Columbus City Council to find innovative ways to assist households having financial problems from defaulting on their lease agreement.

This is a very timely and politically sensitive issue. The CAA is working diligently for solutions that do not involve mandatory registration and unit inspections.

CAA will keep members notified of progress on this issue. If you have any innovative ideas please email them to Laura Swanson at lswanson@caahq.com.

State

It's summertime and livin' is easy. Easy for the Ohio General Assembly because the sudden resignation of House Speaker Cliff Rosenberger. Speaker Rosenberger resigned suddenly and with little explanation beyond he is the subject of an FBI investigation.

The House Republicans had not been able to agree on a new Speaker, and under House rules, no legislation can be voted on until a new Speaker is elected. But on June 6, the House finally named Ryan Smith as the new Speaker of the House for the remainder of the term.

The vote saw the nomination of four members for the position:

- Rep. Ryan Smith (R-Bidwell) by Rep. Robert Cupp (R-Lima) and Rep. Tim Ginter (R-Salem)
- Rep. Andy Thompson (R-Marietta) by Rep. Christina Hagan

(R-Alliance) and Rep. Kristina Roegner (R-Hudson)

- Rep. Jim Hughes (R-Columbus) by Rep. Jay Edwards (R-Nelsonville) and Rep. Anthony DeVitis (R-Green)
- Minority Leader Fred Strahorn (D-Dayton) by Rep. Nick Celebrezze (D-Parma) and Rep. Emilia Sykes (D-Akron)

Rep. Smith has long been a leading contender to take over as Speaker next year, as former Speaker Rosenberger (who resigned in the wake of an FBI investigation) was set to retire at the end of this year due to term limits. His primary opponent is former Speaker of the House Larry Householder (R-Newark). Rep. Householder did not put his name forward for this vote, instead arguing for a term-limited placeholder Speaker to finish out the year and supporting Rep. Thompson's nomination, though he switched his vote to Hughes on the third ballot.

Under the Ohio Constitution, a successful candidate needed a majority of those voting (46) to win the Speaker's job. Due to the ongoing contention in the House Republican caucus, no candidate was able to garner that number of votes. Per House rules, after 10 votes in which no candidate garnered the constitutional minimum, the House proceeded to an 11th, final vote for the candidate with a plurality of the votes to declare a winner – Smith with 44 votes. Two Democrat members – Bernadine Kent (D-Columbus) and John Barnes (D-Cleveland) – joined the majority of the Republicans in voting for Rep. Smith. The Republican members that did not support Smith split their votes between Thompson and Hughes. The remaining Democratic members voted for Minority Leader Strahorn, except for Rep. Patmon who joined the Republican in voting for Rep. Hughes on the final vote. Seven members – Reps. Ashford, S. Huffman, Johnson, Keller, Reece, Slaby and Sweeney – were absent. The count on the final vote was: Smith (44), Strahorn (27), Thompson (13) and Hughes (7).

Rep. Smith was immediately sworn in by Justice Fischer of the Supreme Court. With a Speaker in place, the House can now resume official floor votes. There are two as needed House sessions scheduled for the remainder of the month and it is possible that the House will move forward with those sessions to make up for the time lost over the last weeks.

INDUSTRY UPDATES

More Boomers, Gen Xers Do Not Anticipate Buying a Home

UNITS Magazine May 2018

New research finds increasing preference for renting.

New research released in April by Freddie Mac Multifamily finds growing segments of the population—Baby Boomers and Generation Xers in particular—are showing less interest in owning a home. The latest “Profile of Today’s Renter” reveals that despite growing economic confidence among renters, affordability remains dominant in driving renter behavior.

Specifically, the spring profile finds a total of 67 percent of renters view renting as more affordable than owning a home, including 73 percent of Baby Boomers (aged 53-71). Similarly, 67 percent of renters who will continue renting say they will do so for financial reasons—up from 59 percent just two years ago.

The survey finds half (50 percent) of Baby Boomers currently renting do not anticipate buying a home in the future, up eight points from the previous profile taken six months ago. Of that half, 35 percent have no interest in owning, and 15 percent say they will never be able to afford it.

Similarly, 31 percent of Gen Xers (aged 38-52) expressed that sentiment, up from 28 percent from the previous Profile. Of those respondents, 19 percent lack interest and 12 percent say they will never be able to afford it.

“Perceptions of affordability and cost continue to play an outsized role in the choices of America’s renters, as they overwhelmingly see

renting as more affordable and the right choice for them – right now,” said David Brickman, Executive Vice President and Head of Freddie Mac Multifamily.

“Remarkably, half of Baby Boomers who rent do not anticipate owning a home in the future, with a growing number of Generation Xers following suit. Indeed, we are witnessing an historic shift in preference among older Americans, as they increasingly are choosing the size, convenience and affordability that renting offers over ownership.”

Affordability Concerns

Although the profile finds a growing number of renters believe their economic situation has improved compared to last summer, it also finds that cost is increasingly driving rental decisions. While 67 percent of renters stated they will continue renting for financial reasons, that number is significantly higher for Millennials (aged 21-37), jumping 15 points from 59 percent in 2016 to 74 percent.

Multifamily renters (versus single-family renters) expressing this view jumped 11 points—from 57 percent in 2016 to 68 percent today. And although this increase takes place in all geographic areas, urban renters are increasingly likely to continue renting for financial reasons.

As part of the profile, a companion survey conducted by GfK Custom Research was also released in April, finding that cost concerns play a major role in mobility and housing choices. The study shows a significant majority, 64 percent, of renters cite “price” as the most important

INDUSTRY UPDATES

factor when considering their next home, a theme consistent across all generational cohorts.

Only 36 percent cited location as the most important factor in choosing a home. In addition, this survey found that across generations, renters are more likely to perceive homeownership as less accessible than it was three years ago—with a plurality, 40 percent, sharing that view. Eighty-one percent of renters anticipate it would be difficult for them to buy a home, as compared to 38 percent who believe renting a home is difficult. Plans to continue renting remain relatively constant, with a majority (55 percent) of renters indicating they plan to continue doing so.

Rental Satisfaction

Rental satisfaction continues to run high. A significant and growing majority of renters – 66 percent – are satisfied with the overall rental experience, up from 60 percent in August 2017. Even among renters who have experienced a rent increase in the past two years, a growing number – 64 percent – stated they do not plan to move, up from 49 percent in August 2017. This includes a noteworthy 70 percent of Baby Boomers. The findings are consistent with a 2016 study of the 55-plus population, which found 63 percent of boomers prefer to age in place.

Additionally, a majority of renters— 54 percent—continue to believe that renting is a good choice for them now, including 71 percent of Millennials.

In addition to Boomers and Gen Xers, 31 percent of urban renters do not see homeownership in their future, up from 27 percent in August.

Renters in the West Facing Added Difficulty

The profile also shows renters living in the western United States face increasing issues related to affordability and the cost of living. Those living in the West feel the impact of rent increases more than other regions, with 64 percent saying they are now spending less on other essentials due to changes in their rent—which is at least nine points more than any other region. Additionally, renters living in the West perceive homeownership as more difficult to attain than other regions, with 51 percent believing homeownership is less accessible than three years ago.

Brickman added, “Renter satisfaction remains high, but the continued shortage of supply and growing demand means more renters are looking at cost than ever before. Although it’s clear that the demand for rental housing will continue for the foreseeable future, this survey is also a reminder of the important role we play in financing low-income and workforce housing across the United States.”

Survey Methodology

Freddie Mac’s custom renter research is based on a survey conducted online between Jan. 30 and Feb. 1 among 4,115 adults aged 18 and over, including 1,209 renters, by Harris Poll, on behalf of Freddie Mac, via its QuickQuery omnibus product. The previous survey was conducted between Aug. 28 and Aug. 30, 2017, among 4,459 adults and 1,342 renters using the same methodology.

Additionally, GfK Custom Research conducted an online survey of 2,600 homeowners and renters ages 18-71 using a blend of KnowledgePanel™ and opt-in samples. The survey was conducted Nov. 17 to Dec. 4, 2017. Figures were weighted to bring them in line with proportions of the population.

Additional details for both surveys, including charts, are on the Freddie Mac website.

How Not to Lose a Resident in the First 10 Days

By Priyanka Agarwal

First impressions are always the most lasting ones. Not taking care of these nine issues can ruin a resident’s early days at your community. A few days after a resident moves in to your community, the last thing you want them to write in a review is, “I had the worst leasing experience ever in an apartment” or “Do not move here, they don’t care about you once your name is on the lease” or “I would not recommend this place to my worst enemy.”

What causes a new resident to become frustrated with their home? Watch-out for these common complaints voiced by new residents in online reviews.

Hidden fees

Residents resent being slapped by “hidden fees” not communicated at the time of leasing. They sometimes claim that the leasing team did not explicitly mention the additional fees for features such as a paid parking spot, valet trash, utilities or maintenance, among other things.

Pest and mold infestation

No one wants to walk into an apartment home or even a room infested with pests or mold. Residents often echo that they feel “disgusted” by the “unacceptable living conditions” in their new home if they find roaches, bugs or rats. They hate seeing the bathroom covered with mold. Residents interpret this as management not “valuing” or “caring” about them.

Non-functioning appliances

Residents expect all appliances—from the oven lights to the kitchen exhaust to the microwave and the washer and dryer—to be in functional and well-maintained condition. They don’t want to find any with broken or missing pieces.

Apartment cleanliness

Residents become very frustrated when they walk into a dirty apartment with paint on the floors, shredded or stained carpet, smelly interiors, holes in walls or a stove splattered with food, among other things.

Plumbing issues

If the bathroom or the kitchen sink is dysfunctional, it poses a big problem for new residents. They don’t want to face any plumbing issues, such as the shower not working, no hot water or bathtub or sink drainage not working.

Air-conditioning not working

A big turn-off is when the air-conditioning or heating is not working properly in a new home. What makes matters worse is if their maintenance request to fix this issue is not resolved within the next few days or if there is no property communication about the repairs.

Exterior spaces not maintained

Residents also pay close attention to the cleanliness and maintenance of hallways and outdoor spaces. For instance, if the lights in the hallways are broken or if you are a gated community and the gates are not functioning properly, all of this takes away from the residents’ sense of safety in your community.

Unresolved maintenance requests

When a resident does place certain maintenance requests in the first few days, and if those requests are not completed as promised, this may drive them to post a negative review for your community.

Attitude of the leasing staff

Residents feel extremely let down if the leasing staff is not attentive to their requests or if they do not return their phone calls or emails. It is imperative for the office staff to handle residents, especially new residents, with kid gloves.

The best way to fix these issues is to be proactive and inspect, fix and communicate. Before move-in conduct a thorough inspection of the apartment and fix all issues. Communicate clearly with residents right from the start and through all stages of each service request. Additionally, be sure to have a preventive maintenance plan in place. You and your team need to do whatever it takes to avoid reading the following in a review about your apartment community from a new resident:

“How management didn’t catch any of these issues before leasing it to another tenant makes no sense. But, this place would get a five-star rating if certain individuals in management assisted residents properly and disclosed necessary and pertinent information to their future residents.”

Priyanka Agarwal is a public relations consultant for J Turner Research

ASSOCIATE ANGLE

Why a Day on the Course can be Good Business

By Dan Overmyer, Overmyer Hall Insurance

Throughout the year the CAA holds several events where Associate Members can get to know Primary Members. Typically, these are events where everyone comes together and we all mingle among the group talking to people here and there. It's a great way to get to talk to a bunch of people throughout the hour or two we're together. However, sometimes you just want a little more time with a potential client or a client and it's hard to find that at an event, or even in one's busy schedule. A great opportunity to take advantage of is the annual CAA Golf Outing. Too often we look at the event as a way to sponsor and have fun. But, another way to look at it is a way to get to know someone a bit better in a relaxed atmosphere. Each year, I purchase a foursome in the annual outing and I invite Primary Members. I get to spend the day getting to know them outside of a business atmosphere, where the pressure of a sale is removed and we're just out to have a good time and support a common cause, the CAA.

Often, I think this element of the event is overlooked. There's no doubt, the CAA Golf Outing is a fun event, and, at the end of the day it's great to come together and trade stories about the round, how you shot, the fun things each hole sponsor had, eat good food and wait with baited breath to find out the results and if Fritsche's team won again, or, if someone brought a ringer and unseated them for the year. But, it can also be a great way to thank a long-time client or get to know someone who may be a potential client someday.

The outing is a fun, casual way for you to build on existing relationships and to create new ones. Those you invite to play with you will have an enjoyable time and appreciate the opportunity to meet new people in the industry. I cannot encourage you enough to purchase a foursome at this year's CAA Golf Outing at the Golf Club of Delaware on August 7 and bring a colleague and some clients. You'll be happy to be out of the office and your clients will thank you for the experience.

2018 Associate Council

- | | |
|---|---|
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| Co-Chair - <i>Megan Batty</i>
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| <i>Nick Jasper</i>
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CORT |
| <i>Scott Lloyd</i>
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2018 General Meeting Calendar

September 13, 2018

The Nationwide & Ohio Farm Bureau 4-H Center
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Columbus, OH 43221



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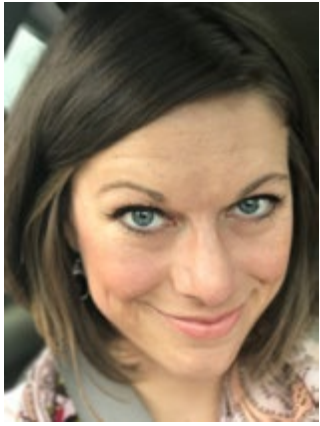
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MAINTENANCE PROFESSIONALS
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WHAT'S THE SCOOP?

Welcome New Membership and Events Director Emily Cunningham



Meet Emily, our new Membership and Events Director. She works with our CAA members to assist with any membership-related questions and CAA events. Emily believes in the power of communication and connection. People matter, and linking CAA members through our special events creates numerous opportunities to network with members.

Previous to CAA, Emily spent six years as a Family Readiness Program Assistant & Trainer with Family Readiness Programs within the Ohio Army National Guard. Through this position, she saw the value in educational programming and events that allow like-minded people to make a connection.

As a dedicated volunteer and believer in providing service to others, Emily shares her time between The Shane Center for Therapeutic Horsemanship, Ohio Military Kids & Ohio National Guard Youth Programs, and Adaptive Sport Connection Adventure Center. In addition to volunteering, she is very active with family and friends. Emily loves trying new activities to check off her bucket list and exploring places within the Greater Columbus community!

Champion Cares Golf Invitational in 15th Year



The Champion Cares Golf Invitational (CCGI) is celebrating its 15th Anniversary on August 10, 2018. The tournament's partner, the Champion Cares Foundation is the philanthropic initiative of The Champion Companies in Westerville. Three charities, Boys and Girls Clubs of Columbus, the Reeb Avenue Center, and the YWCA Family Center will be beneficiaries of this year's special anniversary event. To learn more, donate, or register to play, visit championcaresgolf.com.

CASTO to Host Annual Charity Golf Outing

CASTO will host its annual charity golf outing on Friday, July 20th at Royal American Links. Each year CASTO selects one charity beneficiary. This year's outing will benefit the American Diabetes Association.

Central Ohio Property Management Company Achieves Historic Milestone

It's no surprise that Columbus is in the midst of a residential development boom. According to an ApartmentList.com study, a whopping \$6.5 billion has been invested in multi-family construction projects in the Columbus Metro Area from 2000-2016. With this astonishing increase in development, there are many newcomers (and current players) in the local housing market. However, not many companies can say they've been able to accomplish what local property management company, Oakwood Management has.

Oakwood celebrated employee tenure during April in honor of National Residential Property Management Careers Month. Founded in 1970, Oakwood has created a loyal employee base with the current companywide tenure at over 1500 years. Four of those employees (John Wymer, President, Dana Moore, VP of Operations, Deborah Pizzurro, Regional Manager of New Construction, and Sandy Jones-Kidwell, Auditor) have been with Oakwood for 30 years or more.



John Wymer is a prime example of why Oakwood has so many long time employees. Starting in 1970 during his time in college, John began as a groundskeeper mowing grass and landscaping. He has since been in virtually every role that Oakwood has to offer and is not only President, but a property owner as well.

Dana Moore says, "I have stayed [with Oakwood] because I respect Oakwood's sincere concern that a resident's experience be a positive one and Oakwood knows how important home is."

Sandy Jones-Kidwell states, "I'm in my 38th year at Oakwood. I have worn many hats during my tenure and enjoyed wearing all of them! One of my greatest achievements are all the lasting friendships I have made over the years. And I thank Oakwood for that gift."

Oakwood celebrates their long term employees of 20 years or more every 3 years with an all-expenses paid Caribbean cruise as a way to thank them for being part of the company and growing as a team. Being team oriented is something in particular that Deborah Pizzurro has experienced during her time at Oakwood, saying "We are asked to be a part of the decision making process and rewarded for our efforts. I feel valued and respected and that's important."

Oakwood Management Company is recognized as one of Central Ohio's top property management organizations and is currently the largest local management company of apartment communities in the Columbus Ohio area. Incorporated in 1970, with less than a dozen employees, Oakwood has shown continual growth during the past 48 years.

Oakwood is proud to be consistently involved with lease up communities around Columbus, some of which include Franklinton's River and Rich, Hilliard's urban Landmark Lofts, and the smart-technology equipped Pointe at Polaris. Specializing in the operations of multi-family residential communities over 100 units in size, the current portfolio represents over 9.17 million square feet of income producing property.



RENTING FURNITURE MAKES SENSE IN SEVERAL DIFFERENT INSTANCES, SUCH AS:

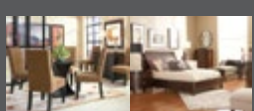
- You need a furnished residence.
- You have permanent furniture at another location that has not yet arrived.
- You are on a temporary assignment and need a furnished apartment for a short or long term period of time.
- You have suffered a loss due to flood or fire, and are in a temporary rental until repairs are made.

WHO RENTS FURNITURE?

- Temporary Job Assignments
- Military
- Traveling Nurses
- Change of Marital Status
- Company Expansions
- Professional Athletes
- Relocating Executives
- Home Stagers
- Owners of Rental Properties
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BWC UPDATES

Safety Update, Ohio BWC Library

NIOSH/CDC News

Occupational Asthma Mortality

The Centers for Disease Control and Prevention (CDC) issued a [report](#) estimating that 11 percent to 22 percent of asthma deaths in the U.S. may be due to occupational exposures. The CDC analyzed cause-of-death data from 1999-2016 for this study. Female workers in health care and male workers in the construction trades had the highest numbers of asthma-related deaths. This study shows the importance of management of asthma and increased need to manage and prevent exposures in industries with elevated asthma mortality.

New FACE Report Database

The Center for Construction Research and Training (CPWR) has developed a database of the National Institute of Occupational Safety and Health (NIOSH) Fatality Assessment and Control Evaluation (FACE) data for construction fatality reports since 1982. The database allows researchers to analyze data from these fatality reports for trends. Access to the database in a variety of formats is available on the [CPWR website](#). CPWR has used the database to publish two papers: [The construction FACE database - Codifying the NIOSH FACE reports](#) and [Fatal falls and PFAS use in the construction industry: Findings from the NIOSH FACE reports](#).

Report on Standing and Exertion at Work

While there are health risks with sitting all the time, there are also risks involved with jobs that expose workers to frequent exertion and standing. This [Morbidity and Mortality Weekly Report](#) describes the findings of analysis of data from the National Health Interview Survey. The survey suggested that the industries with the most frequent exertion and standing at work are the agriculture, forestry, fishing and hunting industry groups as well as the construction and extraction occupation

group. Approximately two thirds of all workers reported frequent standing at work.

OSHA News

OSHA Penalty Adjustment for 2018

In accordance with the Federal Civil Penalties Inflation Adjustment Improvements Act of 2015, the Occupational Safety and Health Administration (OSHA) adjusted [penalty rates](#) up 2 percent for 2018.

- Serious and Other-Than-Serious Posting Requirements are now \$12,934 per violation.
- Failure to Abate is now \$12,934 per day beyond the abatement date.
- And Willful or Repeated are now \$129,336 per violation.

New OSHA Fact Sheet

OSHA's new fact sheet, [Safety Walk-Arounds for Managers](#), provides suggestions for conducting inspections that can help you evaluate the effectiveness of your current safety and health efforts, and communicate directly with workers about job hazards. The document provides pre-inspection, on-site inspection and post-inspection activities to assist you with improving safety by fixing hazards at your place of business.

Tree Care Hazards Sheet

A new [publication](#) from OSHA shows five hazards of the tree care industry with risk factors, prevention tips and links to more information beyond the brief overview on the sheet.

Other News

Solar Panel Installation Safety

CPWR coordinated with researchers from University of Washington and Oregon State University to create a safety protocol document for the installation of rooftop solar panels in a prevention through design approach.

Columbus Recreation and Parks Summer Food Program

Go, Lunch! is a club where you can meet new friends to play and eat free lunch with all summer. Join us each day for another meal. Find a place nearby online. [GoLunch.club](#)




GO, BREAK!

Just because school's out, doesn't mean lunch has to be. Join us for free, nutritious meals all summer long!



GO, PLAY!

Enjoy the fresh air and outdoors while making friends before and after lunch.



GO, REFUEL!

Get your afternoon nutrition to help you take on summer.

Find a location near you on our website: [GoLunch.club](#)

WEBINAR WEDNESDAY TRAINING SERIES

Join industry thought leaders as they discuss a variety of topics in the largest premium webinar series in the industry.

NAAEI's Webinars provide the convenience of learning on the Internet while providing the opportunity and benefits of peer-to-peer interaction. Webinars are facilitated by industry experts and/or NAA members and contain topical information for apartment industry professionals.



Sound the Alarm. Save a Life. National Event

The one sure thing about weather in Ohio is that it can change quickly – and at this time of year, a severe thunderstorm or a tornado could be on the horizon. What can you do to keep the residents of your apartment building(s) safe if a tornado or a severe thunderstorm threatens?

For a Tornado

During any storm, listen to local news or a NOAA Weather Radio to stay up to date on tornado watches and warnings. Remember that a tornado watch means tornadoes are possible in and near the watch area. A tornado warning means a tornado has been sighted or indicated by weather radar. Know your community's warning system.



Be familiar with tornado danger signs: dark, often green clouds; a wall cloud; a cloud of debris; large hail; a funnel cloud; or a roaring noise. Do not wait until you see the tornado to seek shelter.

Residents of apartment buildings should pick a safe room where household members and pets may gather during a tornado. This should be either the basement, if your building has one, or an interior room on the lowest floor that doesn't have windows. They should know in advance which room will be their safe room.

Move or tie down anything that could become a projectile, such as lawn furniture, trash cans, or hanging plants.

People who are caught outdoors should seek shelter in a basement, shelter or sturdy building. If they cannot quickly walk to a shelter, they should immediately get into a vehicle, buckle the seat belt and try to drive to the closest sturdy shelter. If flying debris occurs while they are driving, they should pull over and park. They have the following options as a last resort:

- Stay in the car with the seat belt on. Put their heads down below the windows, covering their heads with their hands and a blanket if possible.
- If they can safely get noticeably lower than the level of the roadway, they should get out of their car and lie in that area, covering their heads with their hands.

Their choice should be driven by their specific circumstances

You can download the Red Cross tornado app or text: "GETNADO" to 90999. If you program the zip code of your building(s) into the app, you'll be alerted to severe thunderstorms and tornados in the vicinity, as well as near your own GPS location.

For a Severe Thunderstorm

Again, listen to a NOAA Weather radio for the latest weather news.

Don't use devices powered by electricity during a thunderstorm, and don't bathe, shower or use plumbing. Metal pipes and plumbing can conduct electricity if struck by lightning.

Postpone outdoor activities if thunderstorms are likely to occur. Many people struck by lightning are not in the area where it is raining. If you hear a thunderclap, lightning nearby, so take the appropriate precautions. The National Weather Service recommends staying inside

for at least 30 minutes after the last thunder clap. (Consult your local fire department if you are considering installing lightning rods.) Make a list of items to bring inside. Make trees and shrubbery more wind resistant by keeping them trimmed and removing damaged branches.

Your residents should:

Pick a safe place in their home for household members to gather during a thunderstorm. This should be a place where there are no windows, skylights, or glass doors, which could be broken by strong winds or hail and cause damage or injury.

They should learn how to position their bodies for maximum safety. This means crouching low to the ground on the balls of their feet, placing their hands on their knees and their heads between their knees. The goal is to minimize the body's surface area, and to minimize their contact with the ground. Lightning current often enters a victim through the ground rather than by a direct overhead strike.

People who are driving during a thunderstorm should try to get off the roadway safely and park. Stay in the vehicle and turn on the emergency flashers until the heavy rain ends. Avoid touching metal or other surfaces that conduct electricity inside and outside the vehicle. Never drive or walk through standing water.

This is just a sample of the severe weather safety information available from the Red Cross. For more information on how to deal with severe weather, see [Severe Weather Tips from the American Red Cross](#). You can also download emergency apps or text: "GETEMERGENCY" to 90999. More information on Red Cross apps is available at [American Red Cross Mobile Apps](#).

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YOUR ASSOCIATION, YOUR EVENTS, YOUR PHOTOS



Rommel Anacan presents at the CAA Expo



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Attendees Gather on the Midway



Members Walk the Show Floor

2018 CAA Expo



Members Visit Booths During the Tradeshow



Primary Members Chat with Vendors



TNT Services Booth Workers Take a Moment to Pose



Fire & Ice Booth Workers Chat During a Brief Lull

YOUR ASSOCIATION, YOUR EVENTS, YOUR PHOTOS



RentPath Booth Workers Stop to Pose for a Photo



Vendors Took Full Advantage of the Theme with Prizes and Games



Members Share a Laugh While Talking



Attendees hustle from booth to both on the Expo floor

2018 CAA Expo



Scott Dowling with ABLE 444-ROOF Embraces the Carnival Theme



A Busy Expo Floor Led to Many New Clients



Vendors Took Full Advantage of the Theme with Prizes and Games



Members Wait for Their Chance to Chat with Vendors and Win Prizes