



WHAT'S INSIDE?

FROM THE PRESIDENT

CAA Expo Decades on Display • page 4

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UPCOMING EVENTS

MAY GENERAL MEETING

Insight 2050

MAY 9 • 11:30 AM - 1:00 PM

Strongwater Food & Spirits
401 W. Town St.
Columbus, OH 43215

CAA BUSINESS EXCHANGE

MAY 22 • 10:30 AM - 1:00 PM

1400 Food Labs
1400 Dublin Road
Columbus, Ohio 43215

UPCOMING EDUCATION

EXPO EDUCATION

THE PRICE IS ALWAYS RIGHT

APR 17 • 11:00 AM - 1:00 PM

National Speaker, Kate Good

When the price is not right for your property, you know it – but do you know what to do about it? Find out at this entertaining mash-up of game show and marketing gamesmanship. Join game show Kate as she presents a solid strategy for maximizing your property's income.

YOU GOT THE JOB! NOW WHAT? LEASING 101

APR 23 • 9:00 AM - 4:30 PM

Instructed by Lisa Schmidjell-Justice, Haley Residential
7 CEUs Available

Leasing 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.

BED BUGS 101

APR 24 • 9:00 AM - 12:00 PM

Instructed by Bill Willis, Willis Law Firm

The science of bed bugs and Integrated Pest Management. Management challenges, treatment options and results. Discussion of resources available.

Disco Fever, 80's Hair Bands, 90's Grunge Celebrate Decades at the 2019 CAA Expo

The Central Ohio Multifamily Exposition is the best way for everyone in the multifamily industry to learn about all of the new and current industry trends in one stop shopping. This year the CAA will return to the larger venue of Kasich Hall on the grounds of the Ohio Expo Center, but, we'll have the entire Hall as we showcase Maintenance Techs in Maintenance Mania. Join us from 1:00 – 5:00 on April 17 for all of the fun and excitement on display. If you're a property owner, manager, leasing associate or maintenance tech you'll easily find something to take away from this year's tradeshow. In addition, you can learn all about the value of your property with National Speaker Kate Good in *The Price is Always Right*.

All through the day there will be several ways to win prizes, meet vendors who are sharing their latest and greatest products and services and enjoy the day with your industry colleagues. The CAA Expo allows you to explore practical, cost effective solutions to new and everyday issues. And, you can learn about new products and services in an interactive format instead of through reading material or at your desk. You don't have to have an immediate need, the Expo is a great way to build resources to draw on when a future need may arise. You will walk away with knowledge that will impact the way you do your job now and that will benefit your long-term career goals.

When you attend the Expo you are able to leave your daily routine at the office. You will be able to meet people who can help you advance your property and your career. Bring information on your upcoming projects and find out what the experts in each field can offer you. You will save valuable time by meeting with all of your vendors in one place since they'll all

be there ready to work with you and learn about your property and projects. Several vendors use this as an opportunity to display new or exclusive products and services. Learn on site about new tools and tips to run your properties more efficiently or build curb appeal. The Expo also provides a great resource in utilizing industry colleagues. Talk with those who also work in the industry and see what is working or what experiences you can draw on that have worked in their communities.

You will also have the chance to learn before the Expo even gets started. The CAA is hosting National Speaker Kate Good. Ms. Good will present "*The Price is Always Right*." Relive Kate's experiences as a contestant on this classic shopper's duel over dollars, and take away sensible lessons that apply to successful pricing strategies in our industry as well. When the price is not right for your property, you know it - but, do you know what to do about it? Find out at this entertaining mash-up of game show and marketing gamesmanship. Kate made it to the "showcase showdown" during her appearance on the show; so clearly, this woman knows her pricing strategies. Once you determine the right price, you have to sell it. Join game show Kate as she presents a solid strategy for maximizing your property's income. This year, right in the middle of the Expo floor we're highlighting Maintenance Technicians in Maintenance Mania. At 2:30 come cheer on those competing to win cash prizes and a trip to Denver to compete at the National Apartment Association finals. The atmosphere will be electric as competitors vie for the fastest time!

If all of that is not enough, you don't want to miss the prizes. You will have chances throughout the day to win prizes, and, just for attending you could walk away with a \$5 gift card if you complete the Platinum Record crawl card during the tradeshow. And, stay through the end and you could win the grand prize valued at \$500!

The Expo is offering many new and exciting opportunities this year. You won't want to miss out!



Members at the 2018 CAA Expo



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EXPO EDUCATION

the PRICE is always Right



April 17
11:00 am -1:00 pm
Ohio Expo Center
Kasich Hall

National Speaker
Kate Good

Yes, we do mean the TV game show. Relive Kate's experiences as a contestant on this classic shopper's duel over dollars, and take away sensible lessons that apply to successful pricing strategies in our industry as well. When the price is not right for your property, you know it – but do you know what to do about it? Find out at this entertaining mash-up of game show and marketing gamesmanship. Kate made it to the "showcase showdown" during her appearance on the show; so clearly, this woman knows her pricing strategies. Once you determine the right price, you have to sell it. Join game show Kate as she presents a solid strategy for maximizing your property's income.

About Kate Good

Kate Good has been leasing apartments her entire adult life. She quickly gained recognition from her employer, Trammell Crow, as the number one leasing consultant by leasing 52 apartments and closing 48 renewals in one month! Her expertise and enthusiasm took her up the ladder in the corporate world until 15 years ago, she decided to start her own business as a professional speaker and marketing solutions expert.

Kate has shared her innovative ideas with many organizations, including Apartment Associations in 53 cities, and national conventions such as 18 presentations at The National Apartment Association Annual Convention, 24 appearances at the Multi-Family Brainstorming Sessions, 10 presentations at the International Builders Show, and is an eight time presenter at the Multi-Housing World Annual Convention. She consistently receives the highest marks possible for her content, presentation style and audience involvement. Her presentations have been described as "enthusiastic," "cutting-edge," and "quality information." Each year she is proud to share her depth of knowledge with over 20,000 industry professionals.

What sets Kate apart from other speakers is her career commitment of always working on site. For 14 years Kate consulted with companies across the United States and Canada to create game changing leasing and marketing programs for new construction and distressed communities. In 2012, Kate joined forces with Hunington Properties to create Hunington Residential which is the multifamily development and management arm of this firm. Kate serves as a Development Partner and Senior Vice

EXPO Quick Facts

Wednesday April 17, 2019 • 1:00-5:00 pm
OHIO EXPO CENTER • KASICH HALL

The Central Ohio Multifamily Exposition is the CAA's annual tradeshow and conference and is the largest multifamily industry show in Central Ohio.

President Operations. Her first community, Vargas on the Lake in Houston, TX, broke ground in the third quarter of 2013. Three additional apartment communities started development in the summer of 2014.

Twelve years ago, Kate joined three of the industry's top speakers to form The Apartment All Stars, an educational tour delivering high energy events in association with local Apartment Associations. The team has now grown to seven and expanded to offer private events for individual companies and Webinars.

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FROM THE PRESIDENT

CAA Expo: Decades on Display

by David Holzer, CAA President

By now you've heard, the CAA is celebrating its 50th Anniversary this year, you've even heard it from me already in previous issues of the Age. The year-long celebration is going to officially kick into high gear at this year's Expo on April 17th at Kasich Hall from 1:00 – 5:00. Over 90 CAA vendors will be fully embracing the history of the last 50 years.



Decades and celebrating the past are going to play a large part in what you'll see as Associate Members put their products and services on full display. 1969 was a pivotal year in society, the moon landing, Woodstock, the founding of the Columbus Apartment Association. Bell bottoms and tie-dye led the fashion trends, personally, I can't wait to see which members show up embracing their inner flower child.

The 70's continued to be an influential time for America and the CAA. Watergate, the Iran Hostage Crisis and the energy crisis dominated headlines. Billy Jean beat Bobby, Walt Disney World opened and Jaws was a blockbuster. At the CAA notable members, 1970 Oakwood Management was incorporated, Roger C. Perry & Co. would be founded and FABCO became the first company in the United States to offer background checks specifically for the multi-family housing industry.

The beginning of the technology boom started in the 80's. The computer was Time's Man of the year, Motorola introduces the first mobile phone,

The Simpsons debuted and the Berlin Wall fell. In the multifamily housing industry we embraced the new craze with that computer, room sized printers with spools of paper that took hours to print and we began to phase out the microfiche machine.

The speed at which we needed to embrace technology was just compounded in the 90's. The internet becomes a mainstay changing our personal and professional lives forever. Google, the iMac, Napster, Ebay. And, the world met a boy named Harry Potter. The CAA celebrated the first group of Hall of Fame inductees in 1994. In 1996 the CAA Associate Council was created. In 1997 Pat Igoe was elected the first female CAA President and created the CAA Community Assistance Foundation. The CAA began managing the Ohio Apartment Association and the Midwest Affordable Housing Management Association.

We all survived Y2K and the world becomes smaller in the new Millennium. With the invention of social media and GPS we're meeting people and going places that didn't seem feasible before. The multifamily housing industry continues to adjust, credit card rent payments, Facebook reviews, new marketing, a new generation of employees and a new generation of leaders at the CAA. In 2001 Rebecca Perry Damsen became the first second generation CAA President (and in 2019 the first second generation Hall of Fame member). The CAA began management of the Ohio Housing Council, introduced a group purchasing program. New members continue to be inducted into the CAA Hall of Fame and the association continues to grow into the future.

Part of that growth is on display at this year's Expo as we have more booth in more space than ever. I can't wait to see what our pieces of memorabilia our vendors bring out to highlight past decades and times in the multifamily housing industry. I know we'll all be entertained. I hope you'll all join me on April 17th.

May 22
CAA Business Exchange
 10:30 am - 1:00 pm
 1400 Food Labs
 1400 Dublin Road
 Columbus, OH 43215

UPCOMING GENERAL MEETINGS

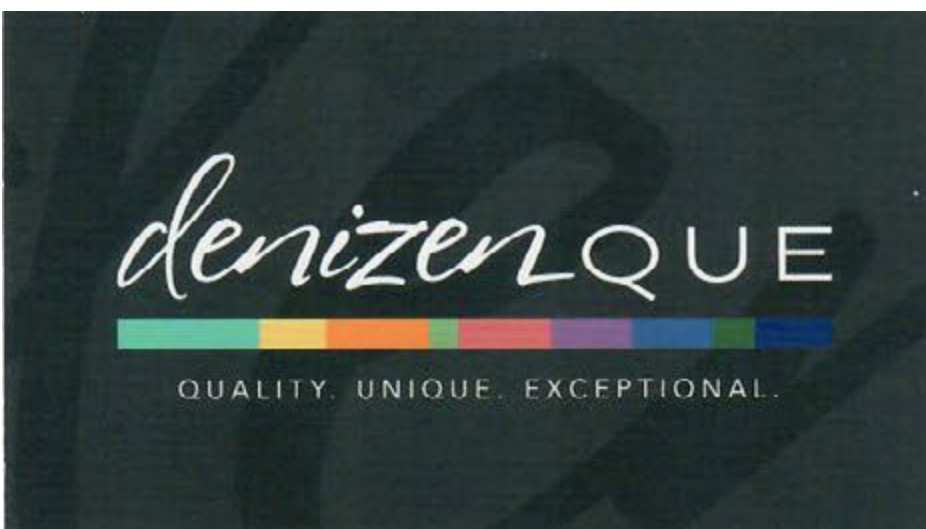
May 9 • Insight 2050
 11:30 am - 1:00 pm
 Strongwater Food & Spirits
 401 W. Town St.
 Columbus, OH 43215

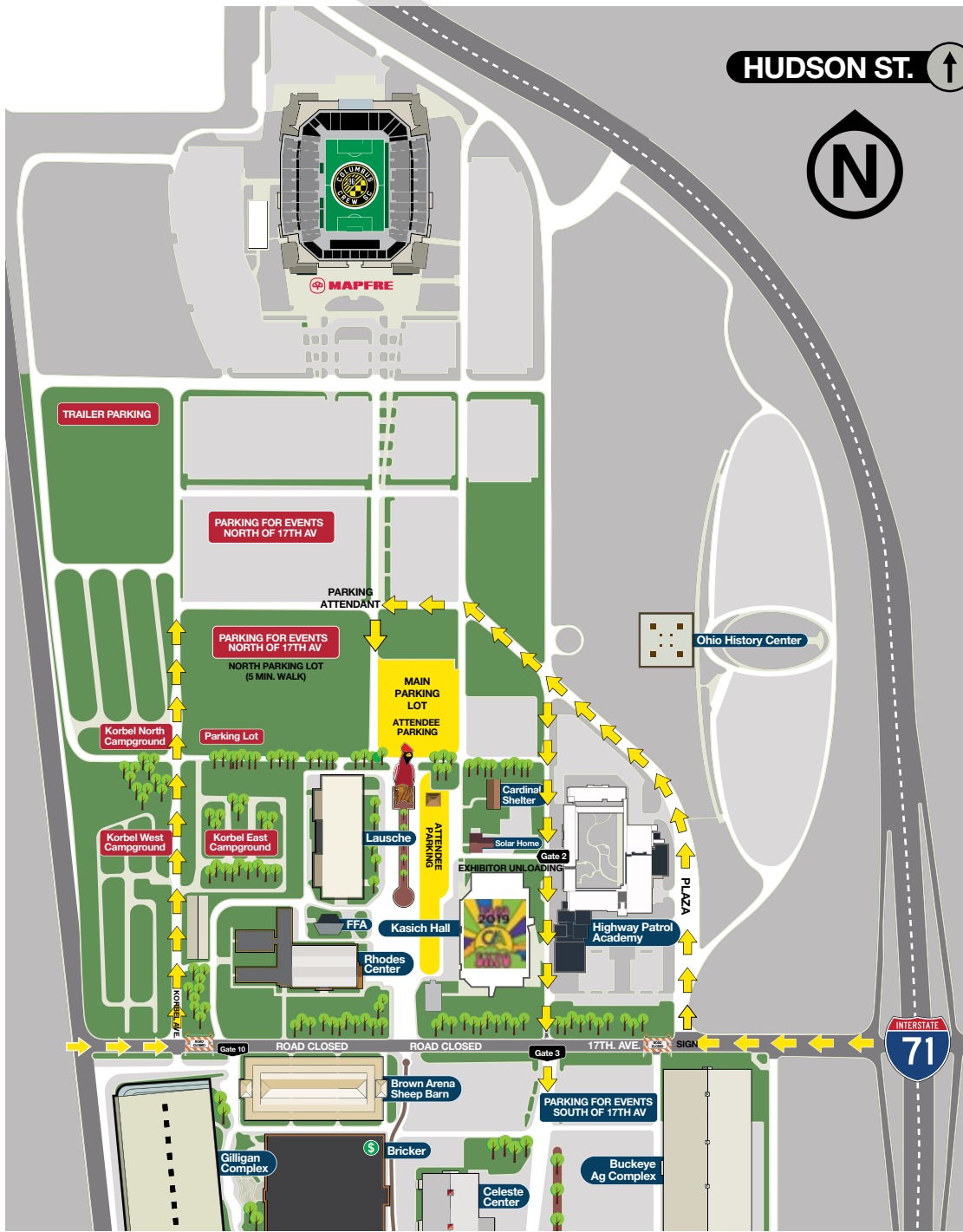
Sep 12
 11:30 am - 1:00 pm
 Top Golf
 2000 Ikea Way
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PARKING INFORMATION

For Exhibitors:

Print your parking pass to receive FREE parking!

If you do not have a parking pass provided by the CAA, parking is \$5 per car. Parking passes will be emailed to attendees in advance.

Please note: If you leave the lot and return, you will have to pay an additional \$5.

Directions

Coming from 17th Avenue exit on 71, exit the highway and turn left on to 17th Avenue

Turn Right at the large directional sign that says 2019 CAA Expo

Follow road and make a left (look for CAA Exhibitor unloading signs) to access the road which leads to Gate 2

Gate 2 is where exhibitors can unload in the back of Kasich Hall; loading docks are also located here

After unloading, cars must be moved to the back of Main Parking Lot or in the North Parking Lot; **DO NOT** return to 17th Avenue as the road will be closed

Overflow parking will be in the North Parking Lot. It is a 5 minute walk from the North Parking Lot to Kasich Hall

For Attendees:

Print your parking pass to receive FREE parking!

If you do not have a parking pass provided by the CAA, parking is \$5 per car. Parking passes will be emailed to attendees in advance.

Please note: If you leave the lot and return, you will have to pay an additional \$5.

Directions

Coming from 17th Avenue exit on 71, exit the highway and turn left on to 17th Avenue

Turn Right at the large directional sign that says 2019 CAA Expo

Follow this road to stop at the parking attendant booth

Gate 1 is the Main Parking Lot for Kasich Hall

If the Main Parking Lot is full, overflow parking is available at the North Parking Lot; **DO NOT** return to 17th Avenue as the road will be closed

It is a 5 minute walk from the North Parking Lot to Kasich Hall

EXPO PARKING

Don't forget your parking pass! SAVE \$5!

Print and bring your complimentary parking pass, sponsored by The Habegger Corporation.

Parking passes are available at www.caahq.com. If you do not have a parking pass, parking cost is \$5 per car.

Please note each parking pass is good for only one entry and one car.



"Being an active member of the CAA and attending the annual tradeshow for almost three decades has offered AmRent many benefits. Branding exposure, enjoyable interactions with customers and the opportunity to engage new business partnerships are just a few! We also value sharing our expertise to a wide audience of industry professionals."

Linda Richer
AmRent

"The CAA Expo is one of favorite events to take part in. There is great energy and we see and talk to customers we work with all year," commented Scott Lloyd, Business Development for The Waterworks. "In addition, we have discovered that it is a great way to get in front on new customers as well. For instance, at the 2018 show, our Heating & Cooling Division, The Comfortworks, received many leads and new business that we continue to this day. A great investment!"

Jean Nemeti & Scott Lloyd
The Waterworks and The Comfortworks



Laura's Expo Video Blog CAA Expo Highlights!



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Mark your calendar! CAA Business Exchange

May 22, 2019
10:30 am - 1:00 pm
1400 Food Labs
1400 Dublin Road · Columbus OH 43215

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April 17, 2019

Ohio Expo Center • Kasich Hall

2:30pm - 4:30pm

WINNER GETS \$500 CASH PRIZE!

MAINTENANCE MANIA!

WHO: All CAA Maintenance Technicians

COST: FREE for maintenance technicians

WHAT: Compete against maintenance techs in a series of seven maintenance related challenge games. Each competitor will also build a race car from maintenance products ahead of the event to race down a 32 foot long track.

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THE GAMES:

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Frigidaire Icemaker Installation

Kidde Fire & Carbon Monoxide Safety Installation

Kwikset Key Control Deadbolt Test

SmartBurner Heating Element Installation

Smart Comfort Air Conditioner Repair

THE DERBY CAR RACE

Build your own race car from maintenance products with wheels provided by the CAA

WATCH THE VIDEO!

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CAA EDUCATION

You Got the Job! Now What? Leasing 101

Apr 23 • 9:00 am - 4:30 pm • \$79; \$99 after Apr 8 • 7 CEUs Available
 Instructed by Lisa Schmidjell-Justice, Haley Residential
 Leasing 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.

Bed Bugs 101

Apr 24 • 9:00 am - 12:00 pm • \$79; \$99 after Apr 9
 Instructed by Bill Willis, Willis Law Firm
 The science of bed bugs and Integrated Pest Management. Management challenges, treatment options and results. Discussion of resources available.

Fair Housing

Apr 25 • 9:00 am - 12:00 pm • \$79; \$99 after Apr 10 • 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.

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

May 4 • 9:00 am - 4:30 pm • \$79; \$99 after Apr 29 • 7 CEUs Available
 Instructed by Lisa Schmidjell-Justice, Haley Residential
 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.

Marketing on a Dime

May 16 • 9:00 am - 12:00 pm • \$79; \$99 after May 1
 Instructed by Lisa Schmidjell-Justice, Haley Residential
 • Ideas to capture prospects and renewals
 • Inside and Outside marketing on a budget

HD Supply: Make Ready Maintenance

May 21 • 9:00-12:00 pm • Free
 Instructed by Art Aros, HD Supply
 • Accountability, documentation, and organizing the process
 • Scheduling contractors and timely completion
 • Final inspection and follow up


HD Supply: Water Heater Gas & Electric

May 21 • 1:00-4:00 pm • Free
 Instructed by Art Aros, HD Supply
 • Electric and gas water heating systems
 • Common repairs
 • Preventative maintenance

Contact the CAA at 614-488-2115 or caa@caahq.com to register!


Registration policy: Seating is limited. Cancellations are required five days in advance. Substitutions are accepted. No shows will be billed.

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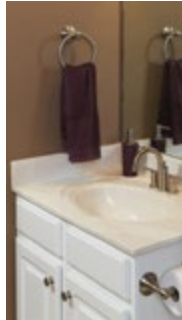


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ASSOCIATE ANGLE

Trade Show Tips for the Expo

By Christina Mollenhoff, Ferguson Supply, CAA Expo Workgroup Chair

As you prepare for the CAA Expo at Kasich Hall on April 17, 2019, the Expo Workgroup wanted to remind you of a few tips and tricks for you to be able to maximize your time and have a successful day.

- There is a convenient vendor unloading area located in the back of the building so there is no need to lug your heavy booth equipment. We are asking that all vendors take only a maximum of 30 minutes to unload their materials as vehicles will need to be moved to the overflow North Parking Lot once unloading is done.
- The Expo is from 1-5 p.m. There will be decade themed snacks around the lounge areas, as well as food counters in the lobby with a wide variety of food options available for purchase.
- Expand your network with exposure to new accounts. The Expo attracts over 400 attendees from all over the Central Ohio area. Treat attendees like a "V.I.P." to ensure a great time at your booth.
- Nothing beats face time with a potential client. Define your goals for the event and make sure to follow up with potential clients once the tradeshow is over. Trade show exhibiting is a "snap shot" opportunity to advertise your company name, market your company ideas and products and close sales, so the importance of these events becomes very obvious.
- Networking with other CAA Associate members is something that you may not immediately realize the advantage of, but learning the tips and tools of the trade from seasoned exhibitors can be incredibly useful.
- The educational break-out sessions can benefit Associate members too. National speaker Kate Good is presenting "The Price is Always Right," where she'll work with members to evaluate the value of their property, time and services.
- Do you have something that's unique in the market? A new product? The CAA Expo is the perfect, convenient opportunity to showcase what you have to offer to many potential clients in the course of a few hours. These attendees are looking for new products and services- impress them with what you have to offer!
- Your competitors will be there, shouldn't you? Don't miss the opportunity to participate in this important annual event.
- Don't forget to encourage attendees to print their free parking pass before the Expo. Parking is \$5 per car for exhibitors.
- The user friendly floor plan makes it easier for attendees to stop by every booth. The 10x10 booths and ample space in the floorplan will make it easy for exhibitors and attendees to navigate the tradeshow. Remember to tell clients what your booth number is beforehand so they can stop by.
- Shorter tradeshow hours means a more focused time on the floor with potential clients. Make the most of it! Make sure you staff your booth for the entire length of the tradeshow and do not tear down early.
- We are offering the chance to receive a \$5 Amazon giftcard to those attendees that complete their Platinum Record crawl card. Don't forget to let your clients know what fun things will be happening at the tradeshow. And, this year, participants can be entered to win a Grand Prize valued at \$500!
- New this year, we're hosting Maintenance Mania right in the middle of the action. Don't forget to cheer on the hard working Maintenance Techs as they compete to be the fastest and win cash prizes and possibly even a trip to Denver!

Enjoy yourself at this year's CAA Expo at Kasich Hall! Thanks for being an exhibitor and let's have a great tradeshow!



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| <i>Damien Cassell</i> Tidwell Group | <i>Christina Mollenhoff</i> Ferguson Facilities Supply |
| <i>James Glass</i> Terminix | <i>Dan Overmyer</i> Overmyer Hall Associates |
| <i>Trisha Hendrickson</i> Chadwell Supply | <i>Linda Richer</i> AmRent, Inc. |
| <i>Matt Huggins</i> FABCO | <i>Travis Smith</i> Valet Living |
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LEGISLATIVE UPDATE

by Steven Gladman,
Senior Policy Analyst

Local

Elections for Primaries and Ballot Issues will be held May 7.

The City of Columbus will not have a Primary Election for Mayor or City Council. Mayor Ginther does not have an opponent and City Council races have eight candidates for four seats. No Council Primary is required unless more than two people per contested seat are certified to run.

The four incumbent council members who are seeking to retain their seats are:

Elizabeth Brown
Shayla Favor

Rob Dorans
Emmanuel Remy

County wide, only the race for Gahanna Mayor and on City Council seat in Reynoldsburg are the only Primary elections.

Primary turn out is usually extremely low, often under 10%. The lack of city races may keep many away from the polls.

Historically, city of Columbus Bond Issues pass at a very low rate. Turnout might alter the historic pattern.

Columbus has a Bond Issues 7 – 11 on the ballot. In total the Bond Issues, if passed, would allow the City to issue \$1.1 Billion in debt

for infrastructure, public utilities, public services, recreation and park and neighborhood development.

Bond Issues #11 is for \$50 Million for the promotion of neighborhood and community development and affordable housing.

State

The Ohio General Assembly received Governor DeWine's two year state operating budget on March 15th. Most of the attention of the General Assembly will be focused on the budget, but, new bills will also be introduced during now and June 30th, the date that an operating budget must be signed into law.

Two bills of interest that have already been introduced and that the Ohio Apartment Association is monitoring are HB 75 and SB 36.

HB 75 would amend the Ohio Revised Code to require local governments that contest property values to formally pass an authorizing resolution for each contest and to notify property owners.

SB 36 would amend sections of the Ohio Revised Code to prescribe how federally subsidized residential rental property must be valued for property tax purposes.

OAA supports HB 75 and opposes SB 36.



REASONS TO RENT

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
- Students – International/US
- Short-Term Medical Care
- Fire/Flood Victims

WHY CHOOSE CORT?

CORT enables flexibility, efficiency and productivity by providing customers with the furniture they need precisely when they need it - turning empty space into beautifully furnished space within 48 hours.

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YOUR HELP IS NEEDED!

On October 17th, 2019 the CAA will host a 50th Anniversary party at Shadowbox. To help us celebrate, we need your help! Please send us any old photos or videos from the past so we can highlight them and incorporate them into events and announcements throughout the year.

Do you have old equipment or relics collecting dust? We may want those too! Let us know what you have and we might use it to help walk down memory lane on October 17th.

Please contact Audra Garrison at asowash@caahq.com or 614-488-2115 to share or for more information.

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 booth 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