

## WHAT'S INSIDE?

### FROM THE PRESIDENT

Get to Know CAA President  
Brian Schottenstein • page 7

**LAURA'S BLOG** Let the CAA  
Help You Beat Spring Fever •  
page 8

## UPCOMING EVENTS

### PRESIDENT'S SERIES

#### CURB APPEAL

**JUN 9 • 8:00 AM - 10:00 AM**

Scioto Country Club  
2196 Riverside Dr.,  
Columbus, OH 43221

### MEETING OF THE MINDS: INDUSTRY BRAINSTORMING

**AUG 20 • 3:00 PM - 5:00 PM**

Scioto Country Club  
2196 Riverside Dr.,  
Columbus, OH 43221

### CAA GOLF OUTING

**AUG 31 • 8:00 AM - 4:30 PM**

## CAA ONLINE EDUCATION

Instructed by Rebecca Rosario,  
NAAEI Faculty Member

### KNOW BEFORE YOU GO- PREPAREDNESS AND VIRTUAL LEASING

**APR 9 • 1 CEU available**  
Put virtual leasing into practice  
right away. How to give great  
customer service and make  
meaningful connections  
virtually.

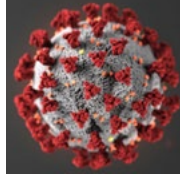
### KEEPING THE HUMAN TOUCH WITHOUT TOUCHING

**APR 16 • 1 CEU available**  
Readiness for 100% virtual  
business. Making virtual  
connections meaningful.  
Resources to help with  
communication now and  
moving forward.

### AUDITING YOUR PROCESS AND OVERVIEW OF BEST PRACTICES

**APR 23 • 1 CEU available**  
Continuing virtual  
communication after the  
current crisis and discussing  
what renters want and where  
we are going as an industry  
from here.

\$19/person/webinar  
Visit caahq.com for details



## COVID-19

Visit CAA Response Page at  
[www.caahq.com/covid-19.html](http://www.caahq.com/covid-19.html)



Bowlers at the ready



Actively watching scores

## Strikes Help Strike it Rich for CAA Community Assistance Foundation

Almost 200 CAA members gathered at Sawmill Lanes on Friday, February 14, 2020 for the annual CAA Bowling for Charity Luncheon. Everyone was looking forward to an afternoon of bowling, fun, pizza and the opportunity to benefit a good cause, the CAA Community Assistance Foundation.

Lane Sponsor companies networked while assisting bowlers with needs during games to help make the most of their bowling time. They also added to the cheering and competitive nature.

The popular 50/50 raffle was once again a popular item with over \$450 going to the winner and an equal amount back to the Community Assistance Foundation. As the bowling drew to a close, the winning number was pulled as attendees nervously hoped to win the prize. The lucky 50/50 winner was Sherry Kocheran with Plaza Properties. Following the split the pot, a winner was chosen for a bowling ball graciously donated by Sawmill Lanes. The bowling ball was won by Christy

Smith from Oakwood Management Company. New this year, attendees could donate \$10 to the Community Assistance Foundation for an entry into the new Lucky Strike competition. Any competitor entered who bowled a strike in the 10th frame was eligible to win again from prize cups filled with anywhere from \$1 to \$50.

The team and individual with the highest scores will be recognized that the March General Meeting at the Scioto Audubon on March 12.

### Highest Individual Score - 386

Jamie Corsi, Chadwell Supply

### Highest Team Score - 1604

Brett Blessing, Doug Scott, Floyd Jackson, Gary Blessing and Jamie Corsi, Chadwell Supply

Thank you to all who planned, participated and sponsored the event.

### Prize Sponsors



### Lane Sponsors



Ready to throw strikes



Commercial One teammates pose



CASTO staff enjoying the event

## 2020 EXECUTIVE COMMITTEE



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Schottenstein Real  
Estate Group



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Public Policy Vice President*  
David Holzer,  
Commercial One  
Realtors



*Secretary/  
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Steve Papineau,  
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Associate Council*  
Megan Batty,  
The Sherwin  
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Scott Solomon, Oxford Realty  
Mark Wagenbrenner, Wagenbrenner Development

## NEW MEMBERS

### Primary

Park Club Equities (Park Club Apartments)  
Contact: Jamie Kauer  
manager@parkclubapts.com

STAN Residential (Wesliegh Run  
Townhomes)  
Contact: Josh Ramras  
jramras@stanresidential.com

Class A Management (Lincoln Village Apts.)  
Contact: Crystal Graham  
Lincolnvillage.mgr@classamgmt.com

Me and Em LTD (Moon Road Apartments)  
Contact: Tyler Evans  
Tnevens12@gmail.com

Alpha Capital Partners, LLC  
Contact: Kristi Adkins  
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### Associate

Knock Inc.  
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PeopleReady  
Contact: Chad Pence  
cpence@peopleready.com

Staley SoftWash  
Contact: Scott Staley  
staleyandsonspowerwash@gmail.com

Paul Davis Restoration of Central Ohio  
Contact: Anna Ferguson  
Anna.ferguson@pauldavis.com

Mid Ohio Gulf Car  
Contact: Tim Rader  
tim@midohiogolfcar.com

Multifamily Utility Company  
Contact: Trisha Weise  
tweise@multifamilyutility.com  
ICS  
Contact: Curtis Davis  
cdavis@team-icsc.com

FlexCart  
Contact: Edward Guirlinger  
eguirlinger@flexcartllc.com

Signal 88 Security  
Contact: Chuck Fought  
cfought@signal88.com

Protegis Fire & Safety  
Contact: Trent Karshner  
tkarshner@protegis.com

Bresco Broadband  
Contact: Brent Beatty  
brent@brescobroadband.com

Health & Fitness Inc.  
Contact: Mike Justice  
mjustice@healthandfitnessohio.com

USI Insurance Services, LLC  
Contact: Graydon Spanner  
Graydon.spanner@usi.com

Campbell Restoration  
Contact: Brett Tedder  
btedder@campbellbuilders.com

Security Cameras of Columbus, LLC  
Contact: Cathy Murray  
cathy@securitycamerasofcolumbus.com

## 2020 Associate Council

Chair - *Megan Batty*  
The Sherwin-Williams Company

Co-Chair - *Trisha Hendrickson*  
Chadwell Supply

*Damien Cassell*  
Tidwell Group

*Mike Clayton*  
PPG

*Mary Jo Deardorf*  
AmRent, Inc.

*James Glass*  
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*Tammy Hunter*  
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*Mike Lange*  
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*Amanda McCullough*  
CORT

*Nate Mast*  
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*Christina Mollenhoff*  
Ferguson Facilities Supply

*Dan Overmyer*  
Overmyer Hall Associates

*Tracey Thrush*  
RentPath

*Morgan Walterscheide*  
Ferguson Facilities Supply

## 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)



Laura Swanson,  
IOM  
Executive Director



Audra Garrison,  
IOM  
Associate Director



Emily Cunningham,  
Membership &  
Events Director

**CAA**

**November 3, 2020** The Ohio State Expo Center & State Fairgrounds  
Kasich Hall

**12:30pm - 4:30pm**

**EXPO 2020**

The Central Ohio Multifamily Exposition is the CAA Annual Trade Show and Education Conference. It is the largest multifamily industry show in Central Ohio. This year we celebrate the fun Wild Wild West style!

Visit all Wagon Train Sponsors and get entered to win the Expo Grand Prize!

**Central**  
Tub Refinishing, Inc.  
Booth 42

**Chadwell**  
SUPPLY  
Booth 76

**FERGUSON**  
FACILITIES SUPPLY  
Booth 53

**Fire & Ice**  
HEATING & AIR CONDITIONING, INC.  
Booths 64-65

**HD SUPPLY**  
Booth 8

**PERQ**  
Booth 87

**PPG**  
PAINTS  
Booth 63

**PTS**  
Protective Thermal Solutions  
Booth 41

**Carrier**  
turn to the experts  
**RSC**  
WholeServer™  
Booth 74

**rhove**  
Booth 19

**ROYAL**  
FINISH, INC.  
Booth 73

**TERMINIX**  
COMMERCIAL  
Booth 62

**SHERWIN WILLIAMS**  
Booth 75

**TRANE**  
It's Hard To Stop A Trane.  
Booth 11

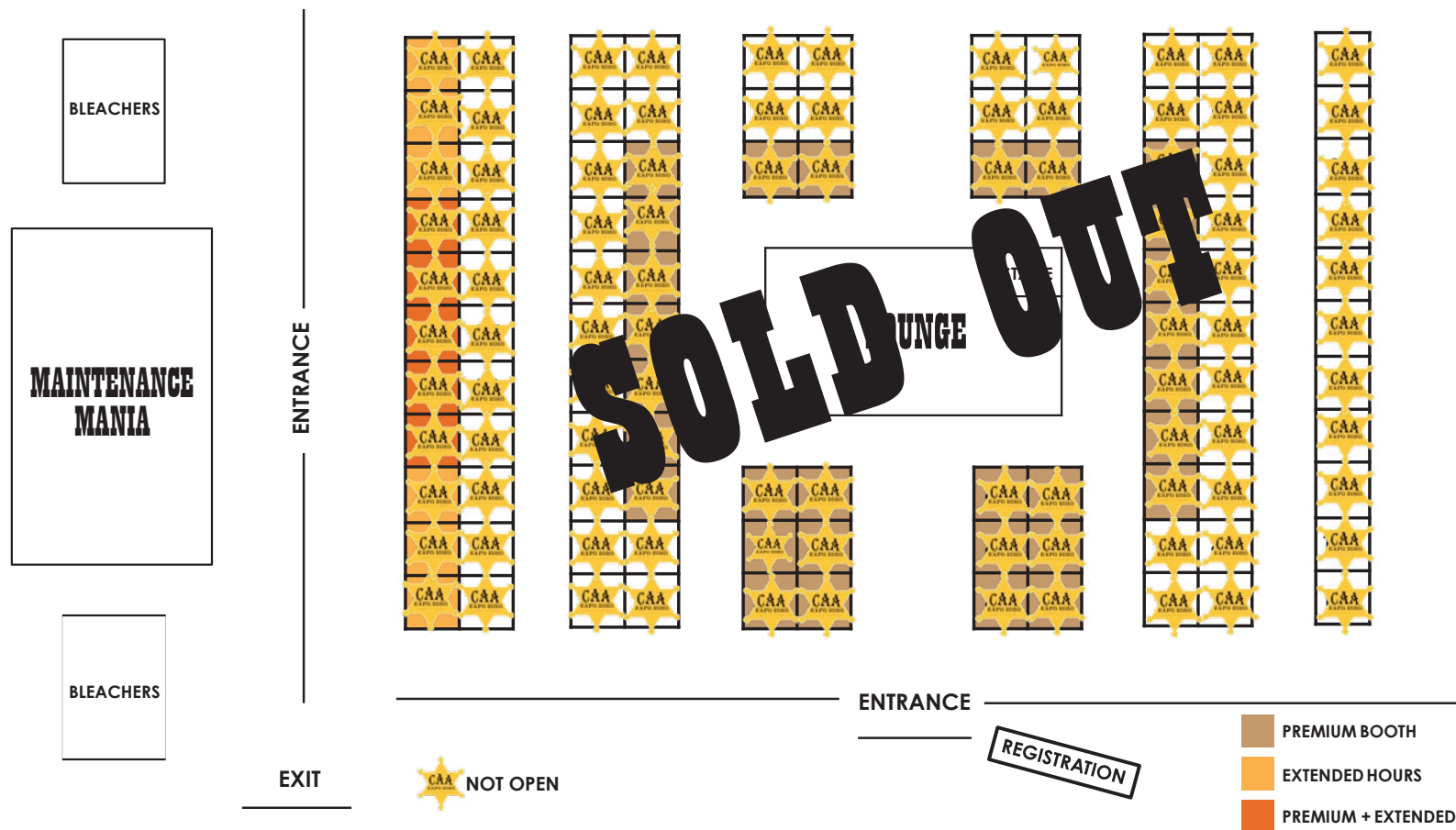
**Winchester**  
Construction Services  
Booth 90

**SAVE THE DATE!**  
Registration is Open!

**GRAND PRIZE!**

**Pre-Register Today** and be automatically entered into the **Expo Grand Prize**, drawn at the end of the Expo, must be present to win.

**FREE** for all **Primary Members!**



**Sponsorship Highlights - New This Year!**

**The OK Corral Sponsorship \$500 - Limited!**

- Drive traffic to your booth with your coupon - "redeem for a prize at our booth"
- Sponsor can place a discount coupon or QR code on all parking passes to Expo attendees
- Opportunity to get your company logo in front of 400 Expo attendees
- Company logo in all Expo marketing materials, Expo AGE Newsletter and on the CAA Expo website

**Magnificent Seven \$250 - Limited!**

- Sponsor gets a 3 min. advertisement on the Chuck Wagon Stage
- Sponsor company is responsible for providing a prize to give out during their spotlight on the stage (\$200 min. value)
- Company logo in all Expo marketing materials, Expo AGE Newsletter and on the CAA Expo website

To reserve your sponsorship, call 614-488-2115 or email [ecunningham@caahq.com](mailto:ecunningham@caahq.com) today.

# SPONSORSHIPS



All sponsorships come with advertising in all Expo marketing materials, Expo AGE Newsletter and company logo will be on all Expo related information on the CAA website (\$350 Advertising Value!)

## Saddle-Up Sponsor - SOLD



## WANTED Poster - SOLD



## Gold Rush - \$500

- Exclusive opportunity only 1 available
- Sponsor the final Chuck Wagon stage company advertising block
- Company gets a 3 min shout out
- Company gets to announce the Grand Prize Winner (CAA will provide the Grand Prize)

## The Chuck Wagon - SOLD



## Saloon Sponsor - \$500

- Only 1 available
- Sponsor 1 of the bar/beverage locations
- Saloon will be named after the sponsor
- Company Signage next to each saloon location
- Saloons are placed in high traffic areas, great for Expo attendee visibility!



## OK Corral - \$500

- Only 4 available!
- Sponsor the corral parking
- All expo attendees will receive parking pass with company information & logo

## Magnificent Seven - \$250

- Only 6 available
- Each sponsor gets a 3 min. company advertisement on the Chuck Wagon Stage
- Sponsor company provides a prize during their 3 min to one expo attendee (\$200 minimum value)



## Wagon Train Sponsor - \$250

- Limited sponsorships available
- This sponsorship generates additional traffic flow to your booth
- Wagon Train will generate conversation between sponsor and attendees
- Each attendee visit to your booth enters them into the Expo Grand Prize Drawing

## One-Room Schoolhouse - \$250

- Only 3 available
- Sponsor gets time to address all expo education attendees
- Introduce your company and personally invite them to your booth
- Receive an exclusive advertisement in the CAA Expo Age (\$75 value)
- Company logo in all CAA Education marketing for the Expo



## Stake your claim as a 2020 Expo Sponsor!

## Contact the CAA today or visit [www.caahq.com](http://www.caahq.com)

*Please note: All sponsorships have a no-refund cancellation policy.*

**WANTED!**  
 All CAA maintenance technicians

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**Entry is FREE**  
 for maintenance technicians

---

**WINNER**  
 gets up to  
**\$500 Cash Prize!**

**CAA**

**MAINTENANCE MANIA!**



Presented By



Presenting Sponsor



**November 3, 2020\***

*\*pending NAA availability*

**4:30 pm - 6:00 pm**

**The Ohio State Expo Center & State Fairgrounds**

Compete against maintenance techs in a series of eight fun maintenance related challenge games.

**The Derby Car Race**

Get creative as you build a race car from maintenance products ahead of the event to race down a 32 foot long track. You will receive your wheel sets from the CAA upon registration (either by pick-up at CAA office or mailed). Check out pg. 13 of the NAA Maintenance Mania participant handbook for race car specifications.

**The Games**

- AO Smith Water Heater Installation
- Queenaire Shock Treatment Setup
- Frigidaire Icemaker Installation
- Kidde Fire & Carbon Monoxide Safety Installation
- Kwikset Key Control Deadbolt Test
- SmartBurner Heating Element Installation
- Smart Comfort Air Conditioner Repair

**THANK YOU TO OUR LOCAL SPONSORS**

PRIZE SPONSORS



CHALLENGE SPONSORS



**TRAINING VIDEOS**



**2019 TRAILER**



**NATIONAL SPONSORS**



**2019 CAA VIDEO**



**DERBY CAR TRAINING**



# MAINTENANCE MANIA!



## SPONSORSHIP OPPORTUNITIES

CAA will be hosting Maintenance Mania again this year. There are unique sponsorship opportunities available to our entire membership. Sponsoring this premier event will allow you to gain exposure while supporting your Association. Associate members must have an Expo booth to be a Maintenance Mania sponsor.

**CA**

**EXPO 2020**

**MAINTENANCE MANIA**

**November 3, 2020\***  
\*pending NAA availability

**4:30 - 6:30 PM**

**Ohio Expo Center**

**Kasich Hall**

# WANTED!

## CHALLENGE SPONSORS

CONTACT THE CAA FOR MORE INFORMATION!

### RACE CAR SPONSOR - \$750



As the Race Car Sponsor, you will receive:

- Signage at the game tables & race car track
- Exclusive opportunity for 3 company reps. To serve as judges for your game
- Ability to network with participants
- Company name and logo on all marketing materials

### PRIZE SPONSOR - SOLD OUT



### CHALLENGE SPONSOR - \$250



As a Game Sponsor, you will receive:

- Signage at one of seven game tables
- The exclusive opportunity for company reps to serve as a judges for your game and network with the participants
- Your company's name and logo included in all marketing material prior to the event, including letters, e-mails, eNewsletters and the Apartment Age Expo newsletter distributed to the entire membership (\$350 advertising value)

- AO Smith Water Heater Installation  
*Sponsored by The Waterworks*
- Queenair Shock Treatment Setup
- Frigidaire Icemaker Installation
- Kidde Fire & Carbon Monoxide Safety Installation  
*Sponsored by The Sherwin-Williams Paint Company*
- Kwikset Key Control Deadbolt Test
- SmartBurner Heating Element Installation
- Smart Comfort Air Conditioner Repair

Contact Emily Cunningham at (614) 481-6945 or [ecunningham@caahq.com](mailto:ecunningham@caahq.com) with any questions and to reserve a sponsorship.

**Please note:** For those who choose to sponsor a game, staffing your game station is a necessity. You participate as a sponsor to gain exposure and network with participants. The presence of a company representative at your station not only reflects a positive image of your company, but also allows the game to run more smoothly. The CAA will confirm your sponsorship and send you a complete guide on sponsoring and your responsibilities. Thank you!

National Sponsors



## FROM THE PRESIDENT

### Get to Know CAA President Brian Schottenstein

How did you get started in the industry/how long have you been in the industry?

*I've been in the Industry for ten years. I was living in Los Angeles working for a real estate brokerage and I decided I would rather grow our own real estate development company, so I moved back to Columbus in 2011 to work for Schottenstein Real Estate Group.*



What do you see for the future of multifamily in Columbus?

*I think there is room for more multifamily construction in Central Ohio. We are going to have an additional forty thousand people here a year and we are still behind similar sized cities when it comes to new multifamily construction.*

What are you most hoping to achieve during your Presidency?

*My platform for my Presidency is simple and can boil down to two terms - Participation and Passion! I'm looking for participation with passion. In my opinion, the difference between being a manager of day to day activities and being a leader, is the passion and effort you put forth. We all manage processes, people, properties, committees and customers. While*

*the results may vary, managing is essentially getting through the day by controlling events or people. The outcome is usually similar, and over time the participants likely become disengaged. If we add passion, whether it be in the form of creativity, empathy, motivation or vision, we now become a leader. In time, others will follow and become leaders alongside you. The changes don't always take shape immediately, but passion will start to blossom, and you will begin to see identities form. Leadership will slowly begin to take place.*

*I now call upon you to be leaders, not managers, and draw in new members to assist with growing subcommittees and leadership. I want to be the best Apartment Association brand in the country, and anyone involved in the industry will know what The Columbus Apartment Association stands for!*

What CAA event or activity are you most looking forward to?

*The Golf Outing, which will be reworked this year to pair up associate members with primary members in an auction format to allow better networking.*

What is one thing you'd like the CAA membership to know about you?

*I'm always available to listen if you have any questions or concerns. Feel free to email me at [bs@sregroup.com](mailto:bs@sregroup.com).*

## UPCOMING 2020 GENERAL MEETINGS

11:30am – 1:00pm · \$15/person

September 10  
**MENTAL HEALTH IN THE WORKPLACE**  
Speaker, Brett Kaufman

November 12  
TBD

Register at [www.caahq.com](http://www.caahq.com)

### CAA Community Assistance Foundation Searching for Charity Recipients

Since 1999 the Community Assistance Foundation has been providing financial assistance to charitable organizations in Central Ohio whose missions support multifamily housing and its residents. As the philanthropic arm of the Columbus Apartment Association the Community Assistance Foundation thrives from the support and participation of the CAA members.

Past donations have assisted charities such as the Community Shelter Board, Patches of Light, the American Red Cross of Central Ohio, Serenity Street Foundation, Faith Mission and the Ronald McDonald House Capital Campaign.

Through its donations, the Community Assistance Foundation is able to provide aid to those individuals and families in need through rent assistance, utility payment assistance, food distribution, as well as providing additional assistance to support their needs.

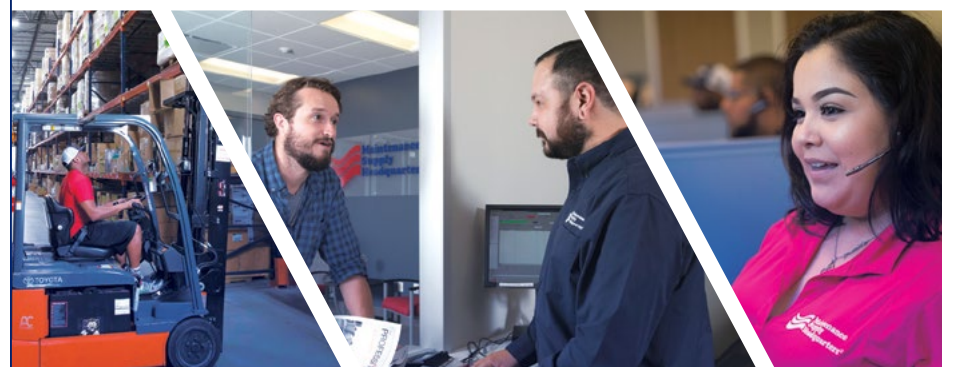
Right now, the Community Assistance Foundation is accepting proposals from local charities to be considered a beneficiary in 2018. If you would like to recommend a charity, please submit the organization name and contact information to CAA Executive Director, Laura Swanson at [lswanson@caahq.com](mailto:lswanson@caahq.com)

The CAA Community Assistance Foundation is recognized as a 501 (c)(3) not-for-profit organization. Your donations are tax deductible. Contact the CAA today to make your donation or to learn more about the charities the Foundation benefits.



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# Let the CAA Help You Beat Spring Fever

Even though I love to ski, I've reached the point in the season where I've got spring fever. I'm ready for sunny days, longer sunlight, spring flowers and birds chirping. With Spring it also means the CAA is in full swing again and I'm looking forward to reconnecting with the membership at CAA meetings and events over the next few months. If, like me, you've spent a bit of time avoiding unnecessary trips out in the clouds, rain and snow I want to encourage you to change your habits and make the CAA your Spring destination.



Our spring events really culminate in the annual CAA Expo on April 7 at Kasich Hall at the Ohio Expo Center. Start your day with a CAA education session at 10:30 where you and your staff will learn about leadership and people skills. Something I think we can all agree is essential in a day-to-day basis whether it be when dealing with fellow employees or residents we can all learn a little something.

Move from the education session straight to the tradeshow floor at 12:30. Over 100 of our CAA Associate Members will put their best foot forward in showing off their products and services all while having fun with the Wild West theme. New this year, you'll have a chance to win multiple "grand" prizes throughout the day, so you won't want to miss a minute.

As always, we have many education opportunities coming up this spring for you to take advantage of and help further your career. From Leasing 101 and 201 to Fair Housing, Assistance Animals and a variety of maintenance education we have you covered with topics tailored specifically to the multifamily housing industry.

We'll kick off the season on March 12 at the Scioto Audubon Center with our first General Meeting of the year. Back by popular demand, Rob Vogt will provide his annual industry forecast. For the past few years, Rob has given us great news about the multifamily industry. It's a trend we hope to see continue. But you can only find out if you attend.

For our owners and upper level managers, we'll have our first President's Series session of the year on March 25th at Scioto Country Club. This session delivers topics that are relevant and unique to those who own or overs management of properties. The spring session will be all about technology and self-guided tours. You can learn how technology can help you lease a unit and how a self-guided tour may be just what potential residents are looking for in the leasing process.

After you've successfully scoured the Expo and had your chance to meet with all the vendors and win some prizes go cheer on the maintenance techs who are competing in this year's Maintenance Mania. This is a competition FREE to maintenance techs to show off their skills in a timed competition over the course of seven events and a race car competition. We look forward to seeing all the fat heads, noisemakers, team shirts and other creative efforts to cheer on the maintenance staff. All maintenance tech competing have a chance to win cash prizes at the competition, and if they're among the fastest in the region they could win a chance to compete at the National Apartment Association conference this June in Boston!

As you can see, there's no shortage of education and events to take advantage of this spring. I look forward to seeing you at many of them. I can't encourage you enough to spread the word and urge your colleagues to attend with you, get to know others in the industry, persuade your maintenance techs to compete in Maintenance Mania and take advantage of all of the benefits CAA membership has to offer.



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# Annual Industry Forecast Leans Toward Renting

On Thursday, March 12 CAA members gathered for the first General Meeting of the year and an industry forecast largely based on a pre-COVID-19 environment. Those in attendance were anxious to hear what Rob Vogt of Vogt Strategic Insights would say regarding multifamily housing.

Vogt began by saying he gets a question frequently about when the market will lose renters moving into a single family house, “I wanted to present some of the ideas and thoughts about why I think it’s not going to happen in any great number and present my thought process about why I have that notion.”

Focusing on the 2019 highlights, stating that rents moderated in 2018 and increased 3.5% in 2019 versus the 5% in 2018. Overall vacancy remains unchanged at 4.6% in 2019. Also, B & C properties remain well occupied with only a 2.7% vacancy rate. Vogt attributed the rate to the demand for affordable housing in Central Ohio. In A properties, lower rent growth was seen with a slight uptick in vacancy. In 2019 the area saw nearly 2600 units come online.

“We’ve seen some reduced rent growth in the market with 2.7% over the last year, when over the past three years it was closer to 4.4%,” Vogt said. “The other important thing to note is that Columbus lags behind the Midwest in terms of asking rents. People think we have really high rents in Central Ohio, but when you look at the statistics, we’re continuing to lag behind some of our peer cities in the Midwest.”

Vogt noted that a lot of the 2019 statistics mirror the 2018 statistics stating there’s a lot of consistency and in the market. The highest rate of vacancy is seen in the University District due to the number of units that have come online. Vogt had expressed concern about the Hilliard and Westerville markets given the amount of product scheduled, however it has been well absorbed.

“It is expected that almost 20,000 units are in the planning process compared to 16,000 units in 2018. The important thing to keep in mind is only a fraction of these units are going to be built and it’s hard to gauge exactly how many of these units will be built,” Vogt said. “When you

consider that we had 16,000 units planned last year and we only had about 2800 units constructed, it’s important to keep an eye on whether these units are going to come to fruition.”

Columbus continues to lag in construction, Columbus isn’t building enough to meet the housing needs of those in Central Ohio. “Not only are we not building enough housing, we’re not building enough housing targeted to first time home buyers, that’s why I think we’ll continue to see people rent,” Vogt said. “It’s not a black and white issues, it’s a gray area. You start to understand it’s effect over time.”

Vogt said it will happen slowly overtime, not in great numbers as happened in the 2000s. Baby Boomers had a need for suburban living, Gen X was swept up by suburbanization, following along with the Baby Boomers. After the great recession, the Millennials attitude toward housing changed. The internet is molding Gen Z. The characteristics of each generation will lead to multifamily housing be desired for a long time according to Vogt.

He noted that the share of homeowners would continue to decline over the next 20 years. He noted that there are four basic elements that shape housing: demographics, economics, lifestyle and product changes. “On the demographic side we’ve seen households getting smaller. The fastest growing household size is single renters. We’ve seen delayed marriages, families are having fewer children and there’s less need for larger houses,” Vogt said.

From an economics standpoint the cost of buying a house is 40% higher than when their parents were buying. The wage growth isn’t increasing the way it has in the past and the issue of amount of student debt along with the removal of some mortgage benefits. Additionally, the cost of owning a house is increasing at a greater rate than rent.

Lifestyle is demanding the urban setting. Millennials want to live near where they work and have access to good transportation. They want walkability and diversity. Millennials and Gen Z don’t have time to spend on their homes.

The product choices are leading to higher rental demand. Houses aren’t being built where people work and they’re not being built to be maintenance free. Those looking want homes that have been renovated to their specifications. Diverse mixed-use neighborhoods are lacking. Homes are also larger than what most need.

“Apartment developers have developed that piece of the market. They’ve developed high density walkable, close to entertainment. They’re open, dynamic floor plans, they have high end finishes, décor that responds to today’s lifestyle and luxury project amenities.” Vogt noted.



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


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**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

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# LEGISLATIVE AND NATIONAL SCENE

by Steven Gladman, Senior Policy Analyst

## Local

The City of Columbus elections returned all incumbents for another term. Mayor Ginther has continued to focus on neighborhoods and affordable housing is a key component to his neighborhood plans.

The 2020 City of Columbus operating budget will contain additional funds for additional housing code enforcement and illegal dumping enforcement.

The City of Columbus has several proposed initiatives around sustainability that will impact multifamily properties.

An energy benchmarking requirement for multifamily properties is being proposed for 2020. Energy benchmarking will require property owners to provide the city with utility usage data. The data will be used to compare energy consumption by building types. An online website would allow anyone to compare energy consumption for a property to other multifamily properties. The goal is to reduce energy consumption and reduce the carbon footprint for Columbus.

Benchmarking is viewed by the City of Columbus as an economic development tool. Energy consumption and carbon reduction are important to large companies considering relocating to Columbus. Another sustainability target is diverting material that is sent to the landfill. Participation by more apartment residents in recycling would reduce the waste stream.

Mandatory recycling for apartments is being discussed. The cost of apartment recycling would be paid by the apartment owner. The City of Columbus has also considered requiring apartment owners to pay for refuse removal. Mandatory recycling and fees for refuse will be costly. CAA has suggested that all apartment leases contain a provision that all fees imposed by the city be the responsibility of the resident.

## State

The Ohio Apartment Association continues to monitor legislation that is being considered by the General Assembly. Source of income as a protected class, submetering, real estate tax issues are all in play. Because 2020 is a year when most of the General Assembly will be up for reelection there will be a limited schedule and very little legislation will move forward until after the November General Election.



# COMING SOON! CAA Bus Tour SUMMER 2020



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# CAA EDUCATION

## CAA Online Education

Now more than ever distance learning is essential to keep staff updated on the late breaking changes to our industry, to maintain CEC's, to ensure performance, and to enhance employee engagement.

*Instructed by Rebecca Rosario, NAAEI Faculty Member and six-time NAA Apartmentalize speaker*

### Know Before you Go- Preparedness and Virtual Leasing

Webinar 1 is going to get people ready to put virtual leasing into practice right away. It will address the concerns many people have about virtual communication and discuss how to give great customer service or make meaningful connections virtually. We will give pointers on crisis communication and how to set yourself up for success in these uncertain times.

**April 9** • \$19/person/webinar 1 CEU available

### Keeping the Human Touch without Touching

How can we become more comfortable with virtual communication not only with prospects but with residents as well? Many of us are not ready for 100% virtual business and it can be very uncomfortable. Webinar 2 covers tips and tricks to help everyone become more comfortable with virtual connection and making it meaningful. This session will also provide a number of resources and tools to help with communication now and moving forward.

**April 16** • \$19/person/webinar 1 CEU available

### Auditing your Process and Overview of Best Practices

When this pandemic is over, we don't want to walk away from everything that we put in place for virtual communication. Webinar #3 will emphasize the importance of not walking away from these virtual techniques that we have perfected. Embracing a virtual communication style is important for the success of our industry. Gen Z and Millennials make up renters between the ages of 18 and 40. We will be discussing what renters want and where we are going as an industry from here.

**April 23** • \$19/person/webinar 1 CEU available

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

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

- Understanding budgets & scopes of work
- Office management
- How to handle evictions

**May 5** • 9:00 am - 4:30 pm • \$79; \$99 after Apr 28

## HD Supply: R-410-A and Other Refrigerants

Instructed by Art Aros, HD Supply

- Addresses transition from R-22 to new alternative refrigerants
- Service guidelines; old and new equipment; repair options
- Proper charging techniques

**May 12** • 9:00-12:00 pm • Free

## HD Supply: Safety on Site

Instructed by Art Aros, HD Supply

- introduction to OSHA and their safety and health regulations
- MSDS/SDS sheets and chemical use and storage
- The need for and use of protective equipment

**May 12** • 1:00-4:00 pm • Free

## Marketing on a Dime

Instructed by Lisa Schmidjell-Justice, Haley Residential

- Marketing strategies for new prospects and renewals
- Make your community stand out - on a budget
- Drawing traffic in and keeping residents renewing

**May 19** • 9:00 am - 12:00 pm • \$79; \$99 after May 5

## Fair Housing

3 CEUs Available • Instructed by Bill Willis, Willis Law Firm

- Up-to-date Fair Housing Laws
- Stay within regulations and compliance
- Geared toward all levels of property management staff

**Jun 3** • 9:00 am - 12:00 pm • \$79; \$99 after May 20

## 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](http://www.gowithvisto.org)



## Meeting of the Minds: Industry Brainstorming Sessions

**Aug 20** 3:00-5:00 pm

**Nov 17** 3:00-5:00 pm

## PRESIDENT'S SERIES

All sessions held at Scioto Country Club  
2196 Riverside Dr., Columbus, OH 43221

### Curb Appeal

**Jun 9** • 8:00 am - 10:00 am • \$35

### Renovation Panel

sponsored by Contractors, Inc.

**Sep 17** • 8:00 am - 10:00 am • \$35

### Recruitment & Retention

**Dec 9** • 8:00 am - 10:00 am • \$35

## EXPO EDUCATION

## Building a Better Team

**Nov 3** • 10:30 am - 12:30 pm

\$59 early bird, \$79 regular

Buy three get the fourth free.



This session will allow you to build a better team and develop leadership skills that will benefit every aspect of your community. Build skills that make a difference. Learn to respond to everyday challenges. The performance of an organization or team rises and falls on behavior. When people operate with discipline they team better, work harder, learn faster, communicate more clearly and are more resilient. Bring your whole team and learn how to get the most out of that team and how to build leadership others will respect.

## SPECIAL OFFER

### EARLY BIRD DISCOUNT

REGISTER IN ADVANCE FOR ADDITIONAL SAVINGS

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**4 for the price of 3**

REGISTER 3 PEOPLE FOR ONE CLASS GET ONE FREE!

**Contact the CAA at 614-488-2115  
or [caa@caahq.com](mailto: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.

## WHAT'S THE SCOOP?

### Recognizing Leadership: Linda Richer

When the CAA convenes the first General Membership meeting of the year in March, you'll likely notice a familiar face is missing. After over 30 years in the multifamily industry Linda Richer of AmRent has decided to retire.

Linda began her career in the apartment industry with a 15-year stint at Sentinel Real Estate in 1987. In those days, you called into the Credit Bureau and an applicant's credit report was read back over the phone. You would write down the information on a pre-formatted pad of paper and store the information in file cabinets.

Sometime in the early 1990's, credit terminals were introduced, and the Credit Bureau representative delivered this fancy machine to the property where Linda worked. The CreditMate 2XL with thermal fax paper connected via the phone line to transmit an applicant's credit report. Talk about technology. That sales representative was leaving, and she mentioned that they would be hiring for her replacement.

Linda investigated that position and applied in person (filling out a paper application) at the Credit Bureau in August 1992. After an interview the same day, she was offered an outside sales position selling credit reports and credit terminals solely to the apartment industry.

After a year peddling credit terminal and canvassing the entire Columbus market the experiment had merit. Linda started to train sales reps in other credit bureau markets to call specifically on the property management companies in their markets and cater some services to this industry, rental verifications aka Rent Checkers which was Linda's first product development.

By 1996, Linda was managing several sales reps in Columbus and the following year the industry was starting to request more and more data – like eviction and criminal records. In 2001, Linda was promoted to

Director of Resident Screening for AmRent. Her role was to consolidate and train all the sales representatives across the country on the new products and services offered and to start to brand the new business name - AmRent.

Linda has continued that role retiring as Vice President. She's trained over 30 new hires, managed dozens of sales executives and created new products and services that cater to the multifamily housing industry.

Along the way, Linda has been involved in many apartment associations including GCNKAA, IAA, NOAA and more – but mostly with the Columbus Apartment Association. Linda was an inaugural member of the CAA's Associate Council and served as Chairperson or Co-Chairperson multiple times. She's participated on many committees and workgroups including Education, Membership, Public Policy, Events, 50th Anniversary and more.

“I have mixed emotions about Linda's retirement coming so soon. Our careers have basically paralleled for nearly 30 years and now I lose my sidekick as one of the “experienced” Associate members. We have been on many committee's together over the years and she always cared deeply about her fellow Associate members and the CAA. She was never a silent member, which I always appreciated. She always showed up to get things done. Maybe that is why she always brought a keg of ice water into every meeting. We will all miss Linda in the CAA because of her dedication to the organization. Regardless of retirement, I fully expect Linda to call me and take me to lunch on my birthday. It's a tradition.” - John Roby, CORT

The CAA thanks Linda for her countless hours volunteering for Committees and workgroups, for her leadership and vast knowledge of the industry. Best wishes in your retirement.

## Sound the Alarm

Did you know that your tenants can have free smoke alarms installed in their apartments? All they must do is call the Red Cross at 844-207-4509 to make an appointment. Red Cross volunteers will come to their unit to install the life saving devices at no cost. The volunteers will also provide the tenant with disaster preparedness information and help them develop a home fire escape plan. The smoke alarms installed by the Red Cross are new state-of-the-art devices with a 10-year lifespan. There is no need to change batteries.



Not only can your tenants take this potentially lifesaving measure by making a simple phone call to the Red Cross, but they can also help insure the safety of others by volunteering to install smoke alarms in their community.

Sound the Alarm is the Red Cross's National Signature Event which takes place April 18 through May 2, 2020. Now is the time to start signing up to participate! The goal of Sound the Alarm is to install 100,000 free smoke alarms in 40,000 homes across 100 major cities, including Greater Columbus. At these events, Red Cross volunteers, along with fire departments and other community partners, will canvass neighborhoods to install free smoke alarms, provide home fire safety tips and help residents create home fire escape plans. Three such events will be held in Franklin County:

- April 18, 2020, Columbus, Ohio with the Washington Township Fire Department
- April 25, 2020, Columbus, Ohio with the Clinton Township Fire Department
- May 2, 2020, Worthington, Ohio with the Worthington Fire Department

There is a total of 17 Sound the Alarm events throughout Central Ohio. Anyone who would like to participate, in any of the installation events, can sign up now by going to [www.soundthealarm.org](http://www.soundthealarm.org) and type in their zip code to find their closest event. No experience is necessary, training will be provided the day of the event.

Home fires are the nation's most frequent disaster. Across the country, home fires claim seven lives every day. A working smoke alarm can cut the risk of dying in a home fire by half.

Sound the Alarm with your American Red Cross as we work to save lives.

## BWC UPDATES

### Handicap Reimbursements & Lump Sum Settlements

With regard to Handicap Reimbursements, CareWorks Comp guarantees our customers that we will review all lost time claims that are eligible for the BWC's Handicap Reimbursement Program. Each claim in which an eligible handicap condition is identified will be filed within the BWC's prescribed filing time limitations. There are 26 conditions that the BWC recognizes--from diabetes to epilepsy to, even, arthritis. If we are able to show the BWC that one of these allowable conditions slowed the injured worker's recovery from the claim and had nothing to do with the injury, we will petition the BWC to remove a portion of the claim's cost out of your experience.

With regard to Lump Sum Settlements, we will only make settlement recommendations that produce a favorable outcome for the employer. When reviewing a claim for settlement potential, we will:

- Review current claims costs as the starting point for all settlement negotiations.
- Estimate and utilize future medical and compensation in the settlement proposal.
- Consider your program enrollment and the impact that a settlement will have on your participation (e.g. Group Retro refund impact.)
- Include the injured worker's current employment status as part of the settlement discussion.

Settlement can bring closure to a frustrating and difficult claim that is a drain on your company's resources and time. Even if a claim is no longer in your experience and impacting your current premiums, settlement can still provide a benefit to you by eliminating the nuisance of ongoing claim activity.

The good news is that you have an equal voice when it comes to the terms of the settlement and no settlement can be processed without your consent. Remember, settling a claim closes the claim and removes the reserve. The claim is still used 4 times to calculate our EMR (Experience Modification Rate.)

Our dedicated Cost Containment Team is here to assist you at every step of the cost savings process! We are available to discuss your account and offer specialized recommendations based on your organization's individual needs.

### CareWorks Safety Library: Now Live!

Looking for an easy way to fulfill your 2-hour Safety Training Requirement for this current 2019 Policy Year? We've got the answer! Simply go to: <https://www.careworks.com/state-fund-tpa/training/> Here, you will find previously recorded webinars for which you can register to fulfill your 2-hour Safety Training Requirement. Each webinar is 2 hours and costs \$25.00. Currently, there are 4 webinars to choose from:

- Employee Engagement
- OSHA Inspections; Prevention, Preparation, & Minimizing Fines
- OSHA Recordkeeping
- Preventing Slip, Trip, Fall, & Overexertion Injuries

Looking for a do-it-yourself Toolbox Talk to give to your employees? Go to: <https://www.careworks.com/state-fund-tpa/training/> click on the orange "VIEW TOOLBOX TALKS" link and you will see 13 different Toolbox Talk programs that you can download and use to train your employees. The topics range from Emergency Evacuation Plans to Diffusing Workplace Violence and even Parking Lot Safety. Print out each of them and use one at your next employee meeting!

### Ohio BWC Free Informational Webinars

Each month, BWC hosts two monthly webinars to help educate and keep the employer community informed on several items. The same topics are covered twice a month; webinars are held on the second Tuesday and fourth Thursday. Registration links as well past and current webinar information can be found at the following link: Monthly Employer Update Webinars The webinars last about 20- 25 minutes. Any employer may attend and they are FREE!

## *In memoriam*

David Lindsey

Elizabeth Shaudys

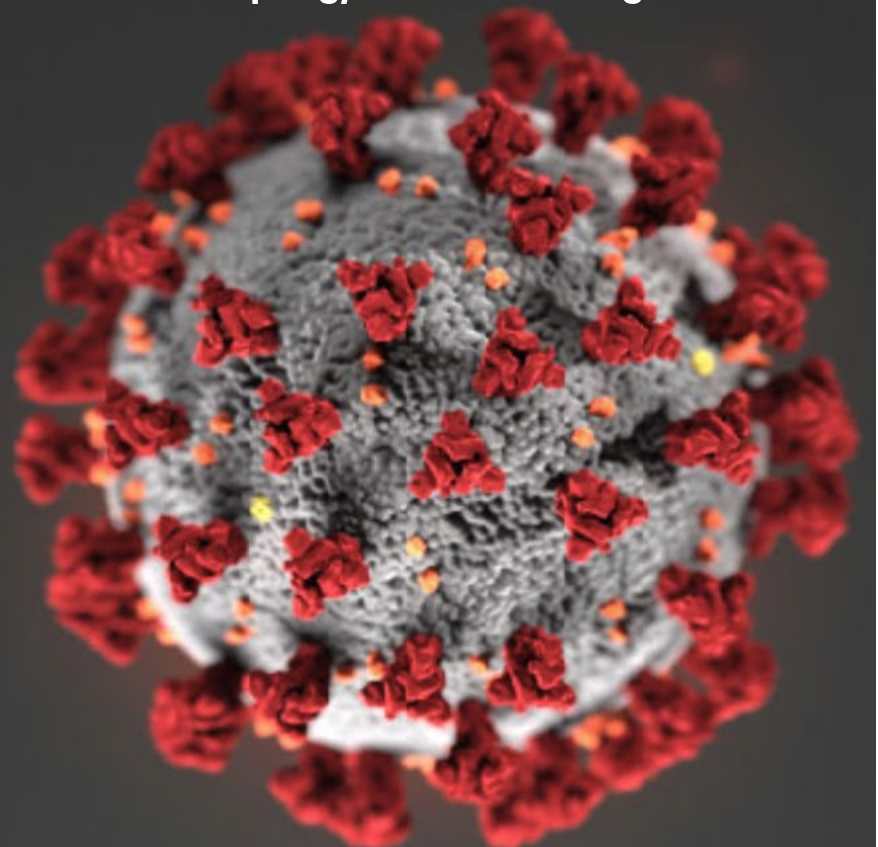


*In celebration of life the CAA Thanks You for your many years of support. The Independent Owners Group will miss your participation and leadership.*

## COVID-19

Visit CAA Response Page at  
[www.caahq.com/covid-19.html](http://www.caahq.com/covid-19.html)

Visit NAA Response Page at  
[www.naahq.org/coronavirus-guidance](http://www.naahq.org/coronavirus-guidance)



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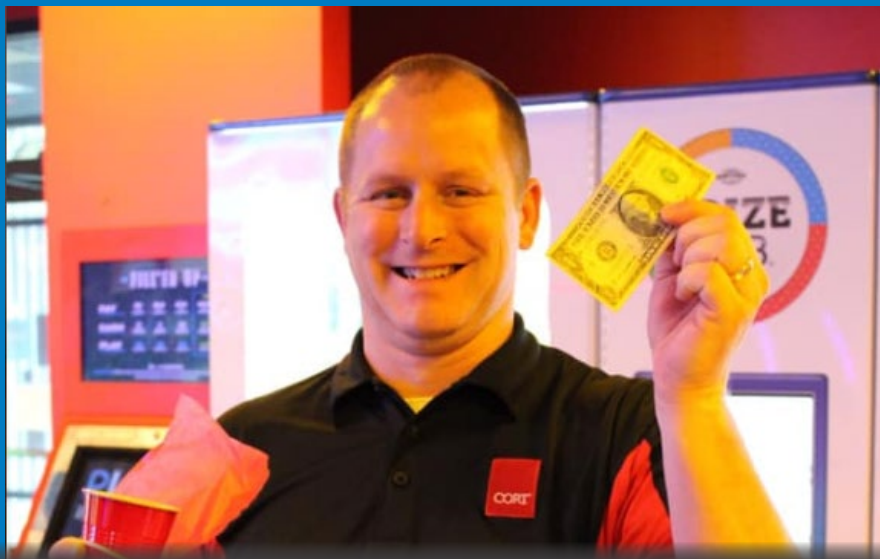
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*Plaza Properties enjoying their time at bowling*



*Kelly Snider & Amiee Swyers*



*Chad Wilder wins in the Lucky Strike Game*



*Contractor Inc. bowlers*

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*Debbie Wilson & Kathryn Benadum*



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