

WHAT'S INSIDE?

FROM THE PRESIDENT

Keep Your Business Fighting Through Coronavirus • page 8

LAURA'S BLOG Could the Pandemic Actually Have a Positive Impact? • page 10

UPCOMING EVENTS

GENERAL MEETING LEADERSHIP AND DEVELOPMENT

SEP 10 • 11:30 AM - 1:30 PM

Speaker, Gary Schottenstein
Location TBA

GOLF OUTING

AUG 31 • 8:00 AM - 4:30 PM

New Albany Country Club
One Club Lane
New Albany, Ohio 43054

UPCOMING EDUCATION

HD SUPPLY: WATER HEATER GAS & ELECTRIC

AUG 13 • 9:00-12:00 PM

Instructed by Art Aros, HD Supply

- Electric and gas water heating systems
- Common repairs
- Preventative maintenance

HD SUPPLY: HEATING GAS & ELECTRIC

AUG 13 • 1:00-4:00 PM

Instructed by Art Aros, HD Supply

- Electric and gas water heating systems
- Common repairs
- Preventative maintenance

APPLIANCE REPAIR

AUG 18 • 9:00 - 4:00 PM

Instructed by Chadwell Supply

- Tips and ideas to work more efficiently
- Troubleshooting including assembly and electrical schematics
- How to read and understand error codes

FAIR HOUSING

SEP 8 • 9:00 AM - 12:00 PM

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

Life in the Time of COVID-19

by Laura Swanson, Executive Director

Over the course of the last three months we've all had to learn on the fly. Adapt to new policies and procedures, constantly monitor new state and federal regulations, and create work environments where they have not existed before.

In mid-March when news started coming out fast and furious the CAA worked hard to become your resource for all things COVID-19. We began sending emails as soon as information was released and recapping the Governor's press conference and other items sent on a daily basis. We created specific COVID-19 pages on our website to house all local, state, and federal notices and updates to make it easy for members to find relevant information.

We worked tirelessly with local, state, and federal officials to provide input that would prevent unnecessary regulations and allow the industry to function as closely as it could to normal. From advising

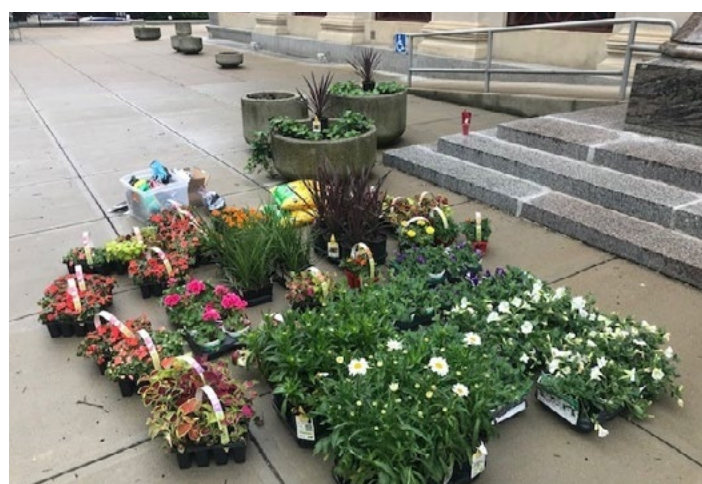
on evictions practices and procedures, to mortgages and loans to maintenance, cleaning, taxes and more. The CAA, our staff and Board of Trustees have spent hours communicating with officials on behalf of the industry.

On a national level, the National Apartment Association immediately created a website of their own with national resources, webinars, and grassroots efforts to secure funding for multifamily in the CARES acts. They added more national online education with discounts to allow those working from home to get a designation while there might be some extra downtime.

In a time when information overwhelmed the CAA and NAA worked to put everything in one place to make it easier for our members to find the information they needed at the time they needed it. While this time has certainly been unusual, the CAA will continue its efforts to work and advocate on behalf of the industry and our members.

CAA Plants Flowers at City Hall

Thanks to everyone who participated in the City Hall Flower Planting in May. 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.



2020 EXECUTIVE COMMITTEE



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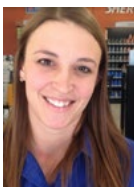
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Save the Date!
August 31

Registration
is OPEN

Join CAA for the 2020 Challenge Cup Golf Outing!
We can't wait to see you!

Spend the day with your CAA friends and
colleagues at our annual golf outing at New
Albany Country Club!

Play an 18-hole round of golf, enjoy lunch, and win prizes!

The CAA Golf Outing is a local fundraiser; tournament proceeds
will help CAA continue to provide outstanding events and
education in our local market!

Showcase your company as an industry leader and sign up
today to play in the CAA's most sought-after event!

August 31, 2020
New Albany Country Club
One Club Lane
New Albany, Ohio
8:00am – 4:30pm

Click here to Register to Play!

Don't have enough for a foursome?
Don't worry we will get one for you.

Twosomes - \$400
Foursome - \$725

Sponsorship Opportunities Available!

This year we have some fun, exciting, and different
socially-distanced sponsorship opportunities!
Click on this link for more information!

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 Members doing good things during COVID-19

Primary Members

Normandy Columbus (Coastal Ride Real Estate) – The Normandy staff delivered goodie bags to their residents. Bags included staff picks for streaming recommendations, snacks and candy.



Hayden Lofts Dublin (Drucker and Falk) – Hayden Lofts encouraged residents to support local businesses by hosting a Restaurant Week. They selected 5 local restaurants for the week, April 27th – May 1st. At the end of the week each apartment/unit that sent in 2 pictures supporting 2 of the 5 restaurants will be put into a drawing to win a gift card to one of the restaurants.

They also started a Scavenger hunt during April. A word was posted around the community daily. Residents would need to find the word and take a picture while following the instructions given for that day, then email a picture of the word to Hayden Lofts. The first 3 to email in all 5 photos received \$25 gift cards.

600 Goodale (Coastal Ridge Real Estate) – Providing Muffins & Mimosas to residents the last day of April. They have also started a Win It Wednesday, residents have a chance to win a bottle of wine and a cozy blanket.

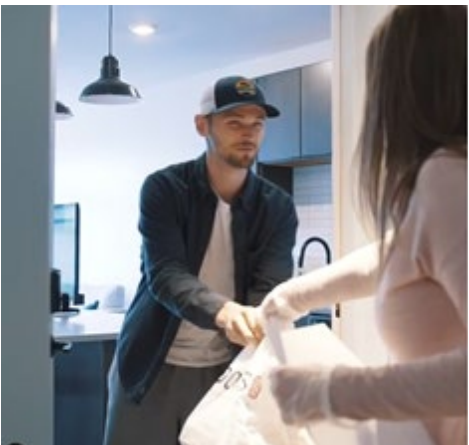
They are also offering a Frontline Workers discounts on admin fee, reduced security deposit and ½ off one-time pet fees.

Palmer House Community (Coastal Ridge Real Estate) – supports their residents who are health care workers. They provided treats to the floor that one of their residents who is a nurse at Nationwide Children’s Hospital.



Wexford Lakes (CASTO Communities) – residents enjoyed a Golden Easter Egg Hunt throughout the Wexford Lakes property. Each golden egg held a prize inside.

Gravity (Kaufman Development) – Partnered with Donato’s Pizza for a communal pizza party (social distancing style) for all their residents. Donato’s donated 15% of the proceeds to the Mid-Ohio Food Bank, giving back to those in the community.



The Champion Companies – Champion Companies partnered with Donatos to provide a free pizza to their residents in each community. Champion has also advertised several options for their residents to participate in Virtual Movie Nights with Family & Friends via Netflix Party, Encourage Art Classes, and Free online workouts.



Bell Partners Inc. – Supporting and Offering Virtual Cooking Classes for their residents.



Village Green Management – currently is offering an exclusive frontline program with discounts for all essential workforce as a thank you to our front-line workers.

Harrison Park Apartments (Village Green) – Mid-March to end of April Harrison Park would waive the pet rent for residents if they fostered a dog during the stay at home/work from home orders.

Palmer House (Costal Ridge Real Estate) – Mother’s Day, residents can be entered into a chance to win an Ulta gift card if they tell Palmer House about their mom.

The Gramercy New Albany (Coastal Ridge Real Estate) – During Mother’s Day Gramercy offered free mini bundt cakes from Nothing Bundt Cakes to all their residents.



Tapestry Park Polaris (Arlington Properties) – They have been highlighting resident owned business and sharing them on their social media along with a little shout out about each business.

Lifestyle Communities – They have been hosting Food Truck Friday’s at their locations, promoting local food trucks, and giving residents an alternative to home cooking and date nights. The LC New Albany has been offering Virtual Trivia Nights to its members.

BRG Apartments – They have been utilizing Facebook to Play Virtual Bingo with their residents. Residents who registered to play receive bingo cards and can play multiple times. Winners receive prizes.



The Barn (Drucker + Falk) – They have joined the Blood Drive along with many other apartment communities, offering quarter Blood Drive Opportunities to their residents to give back during COVID-19. They have also been hosting several food truck offerings to their residents.

The Orchard (Druck + Falk) – Arranged a socially distant social hour for their residents and provided Jason’s Deli to all that participated.

Associate Members

RentPath is offering several of their services and features for free or with heavy discounts during this time. Visit [RentPath.com](https://rentpath.com) for more details

Overmyer Hall & Associates – provided all of their staff with gift cards for Condados to celebrate Cinco de Mayo as they were not able to have their annual office Cinco de Mayo party.

Have something you would like to share! Send it to the CAA at caa@caahq.com today and we’ll include it in the next issue!

To reserve your sponsorship, call 614-488-2115 or email 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

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



CAA MAINTENANCE MANIA!

Presented By



Presenting Sponsor




**REGISTER
NOW!**

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

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PRIZE SPONSORS



CHALLENGE SPONSORS



TRAINING VIDEOS



2019 TRAILER



NATIONAL SPONSORS



2019 CAA VIDEO



DERBY CAR TRAINING



MAINTENANCE MANIA!

Presented By
NAA
NATIONAL APARTMENT ASSOCIATION

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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.



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

Chadwell
SUPPLY

FlexCart™

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Supply
Headquarters**®

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 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

Keep Your Business Fighting through Coronavirus

by Brian Schootenstein

I believe coronavirus will leave long-term changes in our business environment. I feel that although this has been a terrible pandemic, it's important to stay focused and keep your company going strong.

Here are some creative steps to help your business fight through COVID-19:

Gain new customers

As many businesses struggle to maintain normal running operation, this could be your chance to build a new network of prospective customers. Putting in the time and effort now to generate new leads will ensure that you have more customers to rely on. The more you try to attract customers, the more they're likely to realize that you're on top of your game and not folding.

Adapt your services

Many businesses are not able to operate normally, so you must adapt. For instance, we are offering prospects virtual tours of our residential communities through FaceTime. We have also adapted our services for our residents to keep them safe and healthy.



Is your business essential?

Invest in businesses that are essential and aren't nearly as affected in this type of situation.

Be prepared

Setup your employees to work remotely with laptops and Zoom in case this occurs again.

Change your marketing

It is more important than ever to have a large online presence. Online traffic has increased 30 percent in March as many people are at home sheltering in place and are more often on their computers. This is the largest increase in traffic the internet has ever seen. Ad buys now on Google, email marketing and social media will make money for your brand. For every \$1 you spend on email marketing, you can expect an average return of \$38, according to Constant Contact Inc. Social media is also a fairly inexpensive way to get brand exposure and doesn't require a massive budget to reach a large audience. Just make sure you are tracking your marketing efforts to measure the results. While page likes and interaction are great, you need to make sure this converts to new business.

While these steps could help you maintain your business during the disruption caused by the coronavirus, you might find yourself continuing with many of these changes in the future.

September General Meeting

Sep 10 • 11:30am – 1:00pm • \$15/person

LEADERSHIP AND DEVELOPMENT

Speaker, Gary Schottenstein
Location TBD

SAVE THE DATE!

November General Meeting • November 12
Franklin Park Conservatory
1777 E Broad St, Columbus, OH 43203

Register at www.caahq.com

SAVE THE DATE!
REVERSE RAFFLE
OCTOBER 1 - WOODLAND'S BACKYARD

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- 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	■ Company Expansions	■ Owners of Rental Properties
■ Military	■ Professional Athletes	■ Students – International/US
■ Traveling Nurses	■ Relocating Executives	■ Short-Term Medical Care
■ Change of Marital Status	■ Home Stagers	■ Fire/Flood Victims

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LIVE. WORK. CELEBRATE.™

CAA Community Assistance Foundation Announces 2020 Recipients

The philanthropic arm of the Columbus Apartment Association, the CAA Community Assistance Foundation will donate to five charities in 2020. Patches of Light, Red Cross of Greater Columbus, COMPASS, Huckleberry House and Community Properties of Ohio Scholar House.

The Community Assistance Foundation provides financial assistance and materials to charitable organizations in Central Ohio who have missions that support multifamily housing and its residents. The Community Assistance Foundation is funded by donations from CAA members that allow the Foundation to provide much needed assistance to many charities and individuals throughout the Central Ohio community.

Patches of Light

Each year thousands of children are diagnosed with life-threatening, life-changing, and often-times fatal illnesses. Many families with critically and terminally ill children are being inundated with the high costs of dealing with these illnesses. Many of the families referred to Patches of Light have one or more parent on an unpaid leave and they find they are unable to pay for even the basic necessities of everyday life. The mission of Patches of Light is to assist families with critically and terminally ill children so they can remain together during their hospitalizations and treatments. Funding is used to pay for past due mortgages, rent and utilities. Patches of Light provides phone, gas and grocery cards and parking vouchers. In addition, Patches of Light assists with emergencies such as auto repairs, housing for long distance care, airline tickets, Ronald McDonald House fees and much more.

Red Cross of Greater Columbus

The American Red Cross of Greater Columbus is a humanitarian service organization dedicated to helping make families and communities safer at home and around the world. The Red Cross responds to more than 300 local disasters each year and mobilizes volunteers when needed nationwide. The Red Cross assists in education more than 20,000 residents in how to prepare for disaster. Recently, the Red Cross was vital in assisting families who were without power for an extended period of time during extremely high heat. The Red Cross is ever present during a time of displacement and need on multifamily properties.

COMPASS

Since 1982, COMPASS, Congregational Outreach Ministries Program of Assistance & Social Service has been a partnership with over 20 area churches and other groups. COMPASS provides services to prevent homelessness and stall evictions, allowing families to remain in their homes. Clients are assisted with partial rental assistance or utility assistance. COMPASS also refers clients to other agencies in the community. COMPASS also provides Benefit Bank counseling from Franklin County. That includes: ODJFS Applications, and Food Stamp Registration.

All of these organizations fill a vital need. Each year the Foundation Board hears from many charities seeking assistance and are tasked with the difficult job of narrowing down how the funds are spent. The Foundation dollars are limited and the Board seeks to put them to the best use and benefit the as many individuals as possible.

Huckleberry House

Huckleberry House works with Central Ohio’s youth and families who are dealing with some of the most difficult problems imaginable. Issues like abuse, violence, neglect, poverty, and homelessness. No matter how hopeless the situation may seem, we offer proven programs and committed people who know how to help young people and families take control of their lives. So they can move past the circumstances they’re in, and move toward the future they want. Since 1970, Huckleberry House has been a safe place and a source of support for young people.

They work relentlessly to ensure all young people in the community have access to a safe home environment as well as the guidance they

need to develop skills and find resources that can help them navigate and cope with the pressures of life. The teens and families welcomed into their programs are dealing with serious problems. Issues such as abuse, violence, addiction, and homelessness. In nearly every instance, the youth and families we serve genuinely want to find a way out of their current situation and get to a better place in life. Through the Crisis Shelter, family and individual counseling, community outreach, and independent living skills training, they’re helped to take the first steps in a better direction.

Community Properties of Ohio Scholar House

Columbus Scholar House brings together education and housing services for at-risk student parents, who otherwise face barriers in completing their degree. Qualified participants attend an accredited college or university full-time while residing at the newly constructed Charles Building in Columbus’s Near East Side. The student parents receive supportive services through the OSU ACCESS Collaborative program to help them stay in school and maintain their grades while also providing for the needs of their children. Services are focused on issues such as:

- Academic performance
- Financial management
- Navigating the higher education system
- Goal-setting & problem-solving
- Accessing reliable & affordable childcare
- Parenting skills
- Transitioning from school to work

There are many avenues for you to donate to the Community Assistance Foundation. The CAA has events throughout the year that benefit the Foundation including the upcoming Reverse Raffle which you can read more about throughout this issue. All of the proceeds from the event benefit the CAA Community Assistance Foundation.

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 get more information about the charities the Foundation benefits.







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Could a Pandemic Actually Have a Positive Impact?

Like everyone, when the country started to shut down, I was reeling. Suddenly, our normal way of life changed in a matter of days. My girls were being schooled from their bedrooms, I was stocking up at the grocery store like I never have before and my vacations turned into trips to my front porch to talk to neighbors from the sidewalk. It was sudden and it was shocking.

However, it was also an opportunity. It was an opportunity to take time to self-reflect. To clean the house both literally and figuratively. To create a simpler way of life all around. To really take the time to focus on what is most important in life. As the country reopens and we begin to return to some semblance of normal, I am looking forward to readjusting what is most important as I go about my everyday life.

One of those focuses is making sure my family and friends are also making their way through the pandemic too. It was a lonely time for those who are at-risk and isolated. Who cannot go out even to the grocery store, who are home alone for weeks on end. Personally, I cannot imagine the mental health toll this is taking on many segments of our society. In a society that was already dealing with the effects of social media, bullying, isolation and so much more to pile on forced isolation, fear and potential job loss, it is almost too much to fathom.

Everyday, the news was filled with doom and gloom, I wanted to be a positive light for those I could. I checked in on my dad and sisters more than usual. I looked for new opportunities to spend time with my girls in a way I always said I was going to. I took time to reflect while taking the dogs on extended walks. Making sense of everything that was and is happening in the world is impossible. But, it wasn't impossible for me to



make sense of my own situation and to try to make it better for those around me and those I care about.

At the end of the day, everyone will have their own pandemic story to tell. How they lived through quarantine and made the most of a strange time in history. I hope when I look back, I will look back fondly as a time when I really got to know my friends and family and what they were going through better. I communicated with those I love more and often to make them feel loved and needed. I did not wallow, I worked through it to make the best out of it.

I'll look back on the books I read, the rooms I cleaned and decluttered, the items I donated, the meals I cooked and cooked and cooked. I'll remember that right before my oldest daughter's Senior year and my youngest entered high school, I got to spend more time with them. We got to do things we never make the time to do.

Hopefully, you too found the best in you and your loved ones and turned quarantine lemons into the most delicious lemonade you've ever tasted.



NAA Diversity & Inclusion Resources

www.naahq.org/diversity-inclusion



2020 Advertising Opportunities

The Electronic "Apartment Age"

The electronic *Apartment Age* offers an enhanced experience for advertisers. Ads are **displayed in high resolution** and **feature live links** to your company's website. In addition, we are able to **track hits to your website** from ads and provide you with valuable **analytics**.

In addition to our *ApartmentAge* advertising options, we also offer online advertising outlets. Advertising on www.caahq.com and in the monthly eNewsletters are prime locations to feature an advertisement, especially in today's digital world.

Let other members know what you can do for them. Advertise with the CAA.

For more information or to purchase an ad, contact Emily at (614) 488-2115 or ecunningham@caahq.com.

* Send link and image to caa@caahq.com

Advertise In The "Apartment Age" Newsletter Rates And Specs

ADVERTISEMENT	1-TIME RATE	4-TIME RATE	DIMENSIONS
Full-page	\$750	\$550/issue	10" x 16"
Banner (top of page)	\$520	\$380/issue	10" x 2.5"
Half-page	\$410	\$300/issue	10" x 7"
Quarter-page	\$365	\$265/issue	4.875" x 7"
Eighth-page	\$275	\$200/issue	4.875" x 3.4" or 2.3" x 7"

10% OFF ADVERTISING PACKAGES FOR FIRST TIME ADVERTISERS!

Publication, Submissions And Policies

The *Apartment Age* will be published electronically in the 1st quarter, 2nd quarter, 3rd quarter and 4th quarter of 2020. The deadlines for submitting advertisements to be featured in these issues will be **March 1, June 1, September 1, and December 1, 2020**. Submit advertisements as high-resolution images to Emily Cunningham at ecunningham@caahq.com. No cancellations will be accepted after the deadline. Cancellations must be sent to ecunningham@caahq.com. Advertising is billed upon publication. Net due within 30 days.

Advertise Online Membership Spotlight

Your company will be featured on the CAA home page with your logo, a company bio and a link to your website. You will also be featured in the monthly eNewsletter.

Rate: \$100/month Featured Ad & Link

Your ad as well as a live link to your company's website will be displayed on the CAA web homepage. Ad dimensions: 300 x 250 pixels **Rate: \$75/month Annual Rate: \$720**

Homepage Banner Ad

Your ad will be part of the scrolling banner on the CAA homepage, with a live link to your company's website. Ad dimensions: 970 x 90 pixels **Rate: \$150/month Annual Rate: \$1,250**

Advertising Packages Bronze

Rate: \$745
4 AGE eighth-page ads (1 per issue), 1 Expo AGE eighth-page ad, 1 month of a featured web ad and link.

Silver Rate: \$985
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Platinum Rate: \$2205
4 AGE banner ads (1 per issue), 1 Expo AGE banner ad, 1 year homepage banner ad and 1 month membership spotlight.

ASSOCIATE ANGLE

Vendor Primary Relationship Evolution During COVID-19

By Megan Batty, Sherwin Williams Company

The interactions and relationships with our customers changed during COVID 19. We had to rely heavily on technology to allow us to continue to serve our customers in a manner that kept everyone safe.

With Sherwin Williams, all of our Stores remained open as we continued to service our customers through Curbside Pickup and Delivery. Not being able to interact face to face with our customers on a daily basis was challenging. We held meetings via Teams, Zoom and Facetime, dependent upon what the customer needed. These meeting platforms allowed us to still interact with our customers through screen sharing and live video chats. We were able to talk through any challenges or obstacles the customer was dealing with.

For our employees, the Sherwin-Williams online portal has been the most impactful tool that we have to offer our customers. Our customers have the ability to review pricing, manage account balance and payments, and most importantly order online. We set up Teams or Zooms meeting with our customers to walk them through all of the information and tools available on the platform.

Additionally, the Sherwin-Williams PRO app allows our customers who are constantly on the go to have access to their mysww account. Most importantly, we launched [swprosupport.com](https://www.swprosupport.com). This online resource center is dedicated to providing our customers with the most up-to-date information, including relevant industry news, connections with other PROs and valuable business insights to help you navigate these challenging circumstances.

Like many of you we've had to adapt and find new ways to communicate and education our customers about resources available. Of course, it was a challenge at the beginning, like so many things, to find the best ways to communicate and work with our customers. But, now that we're back out in the field, we've found that these tools will continue to make communication and business grow in these new times.

As I've talked with other Associate Members, I've heard many stories similar to mine. Stories of how we've all bobbed and weaved our way through sales and customer service via technology during a pandemic. We're all learning as we go with COVID-19, but, I'll be happy to meet with customers once again.

2020 Associate Council

Chair - Megan Batty The Sherwin-Williams Company	Mike Lange ABLE 444-Roof
Co-Chair - Trisha Hendrickson Chadwell Supply	Scott Lloyd The Waterworks
Damien Cassell Tidwell Group	Amanda McCullough CORT
Mike Clayton PPG	Nate Mast Royal Finish
Mary Jo Deardorf AmRent, Inc.	Dan Overmyer Overmyer Hall Associates
James Glass Terminix	Tracey Thrush RentPath
Tammy Hunter Choice Property Resources, Inc.	Morgan Walterscheide Ferguson Facilities Supply
Cynthia Hutson Fire & Ice Heating & Air Conditioning	

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<https://www.youtube.com/channel/UCH5CJKPQCPgOQhFZZ9ndLzQ>



Twitter
<https://twitter.com/CbusAptAssoc>



LinkedIn
<https://www.linkedin.com/company/columbus-apartment-association/>

NEW MEMBERS

Primary

Alpha Capital Partners, LLC
Contact: Kristi Adkins
kristi.adkins@alpharesidential.com

Herman & Kittle Properties, Inc.
Contact: Sherri Stawick
ssawick@hermankittle.com

Village Management Group
Contact: Heather Martin
heather@villagemgt.com

Mark and Leslie Bennett
Contact: Leslie Shannon Bennett
shbennett18@gmail.com

Lighthouse Management Solutions
Contact: Earl Miller
emiller@lighthouse-mgmt.com

Latham Leasing LLC
Contact: Briana Hammil
briana@lathamapartments.com

Winn Properties
Contact: Connie Winn
connie@conniewinn.com

Editcetera
Contact: Rick Jackson
RickJ8@gmail.com

Associate

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

Reddy Equipment Inc.
Contact: Zach Reed
zach@reddyequip.com

M&O Cleaning Corp.
Contact: Marika Levitskiy
marika@mocleaningcorp.com

The Roof Detective
Contact: Shene Kaylor
shanetheroofdetective@gmail.com

Pioneer Energy Management
Contact: Sarah DeLong
info@pioneer-utilities.com

Knuth, LLC
Contact: Kent Knuth
service@KnuthLLC.com

CAA EDUCATION

HD Supply: Water Heater Gas & Electric

Instructed by Art Aros, HD Supply

- Electric and gas water heating systems
- Common repairs
- Preventative maintenance

Aug 13 • 9:00-12:00 pm • Free

HD Supply: Heating Gas & Electric

Instructed by Art Aros, HD Supply

- Electric and gas water heating systems
- Common repairs
- Preventative maintenance

Aug 13 • 1:00-4:00 pm • Free

Appliance Repair

Instructed by Chadwell Supply

- Tips and ideas to work more efficiently
- Troubleshooting including assembly and electrical schematics
- How to read and understand error codes

Aug 18 • 9:00 - 4:00 pm • \$69; \$89 after Aug 4

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

Sep 8 • 9:00 am - 12:00 pm • \$79; \$99 after Aug 25

You Got the Job! Now What? Leasing 101

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

- Leasing and property management basics
- Customer service basics
- Working with prospects
- Closing the sale

Sep 16 • 9:00 am - 4:30 pm • \$79; \$99 after Sep 2

Assistance Animals

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

- Rules and regulations regarding assistance animals on multifamily properties

Sep 22 • 9:00 am - 10:30 pm • \$79; \$99 after Mar 14

Evictions

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

- Answers questions about evictions
- How to handle evictions challenges

Oct 6 • 9:00 am - 1:00 pm • \$79; \$99 after Sep 22

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

Oct 14 • 9:00 am - 12:00 pm • \$79; \$99 after Sep 30

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

Oct 20 • 9:00 am - 4:30 pm • \$79; \$99 after Oct 6

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

Bed Bugs 101

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

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

Oct 21 • 9:00 am - 11:00 pm • \$79; \$99 after Apr 9

Marketing C to A

Instructed by Lisa Schmidjell-Justice, Haley Residential

- Ideas to capture prospects and renewals
- Inside and Outside marketing on a budget

Oct 27 • 9:00 am - 12:00 pm • \$79; \$99 after Oct 3

Writing for Business

Instructed by Lisa Schmidjell-Justice, Haley Residential

Oct 29 • 9:00 am - 11:00 am • \$59; \$79 after Oct 15

PRESIDENT'S SERIES

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

Curb Appeal

Aug 11 • 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

GROUP DISCOUNT

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 to register!

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



Meeting of the Minds: Industry Brainstorming Sessions

Aug 20

3:00-5:00 pm

Nov 17

3:00-5:00 pm

LEGISLATIVE AND NATIONAL SCENE

by Steven Gladman, Senior Policy Analyst

This year started well, financial markets were strong, the lending environment favorable for multifamily and occupancy was at record highs. Then, we started talking about something called a Coronavirus, COVID-19, the Arnold Classic was shut down and we became very familiar with Dr. Amy Acton and Governor DeWine through daily press conferences and executive orders and discussions to flatten the curve.

Since March we have all been adjusting and the Federal government responded with programs to assist business, direct cash payments to households and a supplemental unemployment payment of \$600 a week through July 2020. The Federal Assistance Unemployment Compensation for eligible households has been incredibly helpful. A worker that made \$17 or less an hour that qualifies for state unemployment makes more unemployed than they did while working. When the Federal unemployment benefits expire, rent nonpayment is likely to spike.

The City of Columbus appropriated \$26 million for rental assistance using Federal CARES Act funds. CAA has been very active with the eviction prevention workgroup that advised the city on the rental assistance program. CAA has also been actively advocating for a state and Federal rental assistance program that would provide additional assistance to renters until the economy can start to recover.

Eviction hearings are once again being heard in Franklin County. Eviction hearings are limited to 100 per day. Legal Aid and Community Mediation services have an increased presence. The hearings are being conducted at the Columbus Convention Center with COVID-19 protocols in place.

City and State governments have suspended most regular business to focus on COVID-19 and more recently to address issues that contribute to systemic racism.

The CAA and Ohio Apartment Association will continue to monitor legislation and regulatory issues at the local and state levels. If you have any questions, please email Laura Swanson at lswanson@caahq.com.

WHAT’S THE SCOOP? CAA Member Discusses Housing Insecurity with Congress

Don Brunner of BRG and the National Apartment Association, Bill Faith of COHHIO and others participated in a Housing and Homelessness Round Table with U.S. Senator Rob Portman on Thursday, May 14 to discuss the impact of the coronavirus pandemic on people experiencing homelessness and housing insecurity.

As Congress is currently negotiating the next coronavirus relief legislation, this is a great opportunity to emphasize the importance of Emergency Rental Assistance for stabilizing the 1.1 million newly unemployed Ohioans. Federal Emergency Rental Assistance will be critical to prevent a flood of evictions and homelessness when extra unemployment benefits expire in July.



Schottenstein featured on Conquering Columbus Podcast

This week, SRE Group’s own Brian Schottenstein joined Mike, Josh, and Tim on the Conquering Columbus podcast to talk about Brian recently being named as a Smart 50 executive by Smart Business Magazine! The guys had a great time, touching on everything from his college days in Miami, Florida, to moving back to Ohio and becoming President of Schottenstein Real Estate Group. Together, they walked through some of the bigger obstacles Brian had to overcome to get where he is today, including changing careers, working his way through a company, and the challenge of stepping into an established family business.

Conquering Columbus is a podcast that focuses on ways people across Central Ohio made a lasting impact on our city of Columbus. They research and interview people local and abroad who have achieved success in a variety of fields. Their podcasts cover several topics, from where they are today, to the major decisions they made to get there. Brian Schottenstein is the most recent guest on a long list of influential and impressive people.

Brian is on the board of several organizations, including the Jewish Columbus board member and on cabinet, Lifetown board member and the Ohio State University Hillel Treasurer. Listen at <https://conqueringcolumbus.com/podcast/episode-210-schottenstein-real-estate-group/>

Unified Residential Minute to Win It

Unified Residential held a virtual event for all our employees in which they participated in minute to win it games for a chance to win a gift card per game. Unified sent a basket of goodies as well to help them relax with an assortment of fidget toys, activity books, snack box with over 45 different snacks, face masks, and a sign that read “It’s a Great Day to Have a Great Day”. At the end of the event, the owner gifted every employee a \$250 gift card to help them spend it on the local economy to boost local businesses in their respective areas (this totaled to \$35,000 gifted).



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BWC UPDATES

Handicap Reimbursements & Lump Sum Settlements

We all know that the spread of Coronavirus (COVID-19) is an escalating global health concern. We also recognize that a widespread outbreak could place increased demands on our capacity to meet those needs. At CareWorks Comp we're prepared to support our clients' needs in our areas of expertise. For the most current and up-to-date information from the Ohio BWC regarding COVID-19 topics, please visit the BWC's website at: [BWC COVID-19 Information](#) to read the Frequently Asked Questions document.

It's Time To Apply For The 2021 Workers' Comp Group Rating Program

Our 2021 group rating saving projections will be sent out shortly. Contact Bob Nicoll, CareWorks Comp Program Manager to request an evaluation of your projected premium savings. Members in the program receive workers' comp claim management and rating services as well as unemployment insurance consulting services. You can contact Bob at 800.837.3200 ext. 8595 or Robert.nicoll@careworkscomp.com.

New Policy Year Starts July 1, 2020

By now you should have received your Ohio BWC Premium Estimation Notice explaining what your estimated payroll and premium will be for the Policy Year 7/1/2020 to 6/30/2021. CareWorks Comp highly suggests that you review this notice in detail and confirm if the estimated payroll numbers the BWC is projecting match what you are projecting for your company. If you are expecting your payroll to change significantly for the 2020 Policy Year (either up or down) we suggest you contact the Ohio BWC to adjust those numbers accordingly. This will ensure a more manageable True Up in the summer of 2021.

CareWorks Comp offering 2020 Spring Seminars via Video due to COVID-19

In response to COVID-19 prevention measures and in consideration for the health and safety of our clients and our colleagues, CareWorks Comp is offering this year's seminar content via video. If you have already registered for an onsite seminar, a CareWorks Comp colleague will reach out to you to discuss this video option. We are committed to maintaining services critical to client success. For questions or registration please contact Marcia Dennis at 614.956.2323 or Marcia.Dennis@careworkscomp.com

Ohio BWC Defers Premium Installments

The Ohio Bureau of Workers' Compensation (BWC) is deferring Ohio employers' premium installments for the months of June, July, and August until September 1st. Businesses will have the option to defer the monthly premium payments with no financial penalties. "By extending the premium due date, businesses can continue to focus on the safety and well-being of their employees and customers during this health pandemic," said Governor DeWine. This is the second payment deferral BWC has given to employers amid the ongoing COVID-19 pandemic. The deferral is designed to help employers focus financial resources on re-opening their businesses under the [Responsible Restart Ohio Plan](#)

Industrial Commission Hearing Information

Important Announcement: The Ohio Industrial Commission met on Wednesday April 15, 2020, and voted to add the issue of permanent partial disability to the issues that can currently be heard via telephonic hearing at the Ohio Industrial Commission. The issues that can now proceed to telephonic hearing include the initial allowance of claim, additional allowance, temporary total, termination of temporary total, wage loss, permanent total, and permanent partial. In addition, for the purpose of complying with the declared state of emergency and the limitations on travel and expenditures, the Ohio Industrial Commission voted to cancel the Statewide Hearing Officer Meeting that had been scheduled for September 14-15, 2020.

Change to Telephone Hearing Process: Beginning on Monday, April 27, 2020, the IC will change the way it conducts telephonic hearings in an effort to increase efficiency. In addition to the names of parties, claim number, date and time of hearing, and general information telephone number, the notices of hearing will state that the hearings will be conducted by telephone, and will provide a number and access code for parties and representatives to call in order to participate.

Private Employer BWC Program Enrollment Deadline Extended to June 30, 2020

The Ohio BWC has extended the Industry-Specific Safety Program (ISSP), Drug-Free Safety Program (DFSP) and Transitional Work Bonus (TWB) program enrollment deadlines to June 30, 2020. Normally, the deadline for private employers to apply for ISSP, DFSP, and TWB would be the last business day of May (May 29th this year). The BWC has approved an extension of this deadline to June 30, 2020, for new employers, as well as those employers who withdrew from the program previously, to apply for these programs with consideration that many employers may not have been working and able to submit applications timely. For further information, please visit www.bwc.ohio.gov

2-hour Green Period Claim Safety Training Waiver

Normally the Ohio BWC would require Group Experience and Group Retrospective rating participants with a claim occurring in the green period to complete a two-hour training class by June 30, 2020 for private employers, or by December 31, 2020 for public employers. However, due to the COVID-19 pandemic, the Ohio BWC is waiving the program's safety activity requirements for the 2019/2020 program year. Although the BWC has waived the safety training requirement, the BWC is encouraging employers to take advantage of the online training that they provide. Click here for information about the online classes the BWC offers.

New Occupational Safety and Health Administration (OSHA) Documents

There are a number of helpful industry specific documents related to Covid-19 in both English and Spanish. To see these informational documents, go to www.osha.gov for more information.

Buying or Selling? What to Know About Ohio Workers' Compensation

The Ohio BWC uses "Successorship" or "successors in interest" as terms that describe the takeover of one employer's business by another, generally resulting from a change in ownership due to a purchase, acquisition or merger. For workers' compensation purposes, it requires the continuation or transfer of experience and liability from the predecessor (seller) to the successor (buyer). If BWC determines the relationship between the predecessor and successor is a continuation of the business or operations, BWC combines the predecessor policy into the successor policy. If you purchase an existing business as an "asset only purchase" the BWC will transfer all liability, whether good or bad.

How the Ohio BWC now determines "Successorship"

In January 2016, the Ohio BWC began using the successor methodology developed by the National Council on Compensation Insurance (NCCI). The purpose of the new process was to provide an unambiguous and predictable means for determining the continued use of experience and transfer of liability whenever an entity undergoes any type of change in ownership. Simply put, the vast majority of the time, the NCCI approach will transfer experience from the predecessor policy into the successor policy in the event of purchases, acquisitions and mergers, *unless three specific conditions have been met*.

Those three conditions must include the following changes:

- 1.) A material change in ownership and the new owner must change the business so substantially that
- 2.) the governing classification
- 3.) and the process and hazard of the operation change

The Ohio BWC will also consider a *fourth* condition in determining whether an exception to the NCCI methodology can be made. This exception is the *time between predecessor (seller) ceasing operations and the purchase effective date*. When that time period is significant, the BWC believes that past experience is not necessarily a practical indicator of future performance, even for businesses that would not otherwise be accepted from an experience transfer under the NCCI criteria. Succinctly, the BWC will use the aforementioned four factors to determine if a successorship does not exist.

What can you do to be proactive before buying an existing business?

- 1) Complete a Request for Business Transfer Information Form

• **BWC CONTINUED ON PAGE 15**

• BWC CONTINUED FROM PAGE 14

(AC-4) prior to the purchase. The AC-4 form is completed by the predecessor and successor. The purpose of this form is to obtain information from the BWC concerning the rates to be applied where one employer takes over the occupation or industry of another and the portion of the account assumed by the successor in interest. This limited release provides access to the following information relating to the workers' compensation policy of the business that may transfer:

- a. Employer demographic information
- b. Account receivable balance
- c. Payroll history
- d. Experience modification history
- e. Most recent claim cost summary
- f. Information if any audits are pending

2) Once the BWC combines the policies, the successor inherits all claims, experience payroll (which determines your experience modifier), and any balances or credits from the predecessor policy.

3) The traditional group rating or group retrospective rating can be transferred to the successor policy. The group retrospective rating transfer has a 30 day timeframe from the time the successor policy is assigned a permanent policy number.

What does the seller need to know?

- 1) Once the BWC completes the combination any future rebates will go to the successor. This includes any "Billion Back Dividends" and group retrospective rebates.
- 2) You will not be able to close your BWC policy until the BWC completes the combination.

Whether you are buying or selling, CareWorks Comp can help guide you through the entire process. The most important BWC form that needs completing is the **U118 Form Notification of Business Acquisition/Merger or Purchase/Sale**. This form is crucial in communicating to the BWC the changes in ownership of a company. In addition, depending upon your situation, you may also have to complete a **U3 Application for Workers' Compensation Coverage**.

Urgent Need

During the coronavirus pandemic, the American Red Cross has collected and distributed thousands of convalescent plasma products, a potentially lifesaving treatment for critically ill COVID-19 patients.



American Red Cross

We are grateful to the tens of thousands of individuals who have signed up to give convalescent plasma to ensure there is readily available supply for those battling this virus. Their willingness to give their antibody rich plasma to patients represents one of the many ways the nation has come together to support one another during this pandemic.

The Red Cross continues to need convalescent plasma donors in the weeks and months ahead and encourages fully recovered individuals to complete our Donor Information Form on [RedCrossBlood.org/plasma4covid](https://www.redcrossblood.org/plasma4covid).

There is an urgent need for blood donations to prevent another blood shortage as hospitals resume surgical procedures and patient treatments that were temporarily paused earlier this spring in response to the COVID-19 pandemic.

In recent weeks, hospital demand for blood products has grown by 30% after sharply declining in early April amid this rapidly changing and complex public health crisis. At the same time, blood drives continue to be canceled as many businesses and community organizations remain closed. Donors are needed to make and keep scheduled appointments to help meet the current need.

"Blood donors have played a vital role in the lives of patients who have needed lifesaving transfusions during this pandemic, and patients continue to depend on donors each and every day," said Wendy Yarbrough, Donor Services Executive for the Red Cross Central Ohio Blood Services. "The Red Cross appreciates the support of those who rolled up a sleeve to give in recent months, but the need doesn't stop. We need the public's help to avoid another blood shortage this summer."

Each Red Cross blood drive and donation center follows the highest standards of safety and infection control, and additional precautions – including temperature checks, social distancing and face coverings for donors and staff – have been implemented to ensure the health of all those in attendance. Donors are asked to schedule an appointment prior to arriving at the drive and are required to wear a face covering or mask while at the drive, in alignment with Centers for Disease Control and Prevention public guidance.

Healthy individuals who are feeling well are asked to make an appointment to donate in the weeks and months ahead by downloading the free Red Cross Blood Donor App (text BLOODAPP to 90999), visiting [RedCrossBlood.org](https://www.RedCrossBlood.org), calling 1-800-RED CROSS (1-800-733-2767) or enabling the Blood Donor Skill on any Alexa Echo device.

Give Now: Urgent Need

THE ROAD HOME

CAA Bus Tour

SUBURBAN TOUR

OCT 21, 2020

DOWNTOWN TOUR

OCT 22, 2020

COVID-19

Visit CAA Response Page at

www.caahq.com/covid-19.html

Visit NAA Response Page at

www.naahq.org/coronavirus-guidance