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UPCOMING EVENTS

CAA INSTALLATION DINNER NOV 21 • 5:30 PM

The Athletic Club of Columbus
136 East Broad Street
Columbus, OH 43215

UPCOMING EDUCATION

CORE LAW

NOV 19 • 9:00 AM - 12:00 PM

Instructed by Bill Willis, Willis Law Firm

Recent changes to state and federal real estate laws and recent rule and regulation changes.

REPUTATION MANAGEMENT

NOV 20 • 9:00 AM - 12:00 PM

Crash course teaching you all you need to know as an on-site leasing team member.

HD SUPPLY: PLUMBING FUNDAMENTALS

NOV 21 • 9:30 AM - 12:00 PM

Instructed by Art Aros, HD Supply

Most common service requests. Basin, bath, shower fixtures, and drains. Common plumbing tools, quality, and use.

HD SUPPLY: R-410-A AND OTHER REFRIGERANTS

NOV 21 • 1:00 PM - 4:00 PM

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.

LEASING 101

DEC 3 • 9:00 AM - 4:30 PM

Instructed by Lisa Schmidjell-Justice, Haley Residential

A crash course for the industry, teaching you all you need to know as an on-site leasing team member to stand out and make things happen.

2019 CAA Challenge Cup Golf Outing Fun for All

The CAA held its annual Golf Outing on August 5, 2019 for the first time at New Albany Country Club. Over 120 golfers and a variety of sponsors gathered for a fun-filled day of scramble golf, games, food and friendly competition.

Golfers were directed to their starting tee for the 9:00 a.m. shot-gun start and continued to make their way around the course visiting with CAA Members on their sponsored holes some playing games, posing for photos, grabbing a snack or a drink and learning about products, services or companies before teeing off. In keeping with tradition all sponsors made their

respective holes stand apart with various products or unique games creating a light, cheerful atmosphere for the golfers throughout the day.

Golfers were welcomed at registration with a continental breakfast provided by The Sherwin Williams Company. HD Supply took to the course mid-day to deliver the sponsored boxed lunches to each golfer and sponsor. Mulligans were once again sponsored by FABCO and RentPath sponsored the scorecards. BRG Apartments sponsored the carts while Chadwell Supply sponsored the 19th Hole

• **GOLF CONTINUED ON PAGE 2**



Members ready to hit the course



Members and vendors converse during the Exchange

Leadership and Top Golf: Focus and Fun

On Thursday, September 12 nearly 100 CAA members gathered at Top Golf for the final General Meeting of the year.

CAA Executive Director Laura Swanson welcomed members and proceeded with the business portion of the meeting announcing the upcoming CAA 50th Anniversary party, the sale of Reverse Raffle tickets and the winners of August's annual Golf Outing.

Following the announcements CAA President David Holzer came to the podium to welcome the new members in attendance and introduce Scott Daly,

Master Training Specialist with Focus 3 for the keynote leadership presentation.

Daly began by outlining his background as a Navy Seal and how it came to be following the events of September 11, 2001. He noted that before he started, he couldn't even swim 50 meters, however, after reading a book about how to become Seal he enrolled, made it through training and served three tours overseas.

Now, Daly uses his experience to conduct leadership training for companies, sports teams and athletes.

• **LEADERSHIP CONTINUED ON PAGE 2**



Members listen to the presentation on leadership



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COLUMBUS APARTMENT ASSOCIATION STAFF

The Apartment Age is a quarterly publication of the Columbus Apartment Association.
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Laura Swanson,
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Executive Director



Audra Garrison,
IOM
Associate Director



Emily Cunningham,
Membership &
Events Director



Laura Carter
Accounting Director

• GOLF CONTINUED FROM PAGE 1

after party. In addition, PPG Paints debuted as this year's Tournament Sponsor.

After roughly five hours of golf and two short weather delays, golfers and sponsors enjoyed drinks and food in the ballroom anxiously awaiting the awards and swapping stories about their day.

CAA Executive Director, Laura Swanson opened the ceremony by thanking everyone for attending and had the privilege of announcing the winner of the 50/50 benefitting the CAA Community Assistance Foundation. After one unsuccessful draw, Bill Fritsche took home the \$295 50/50 prize and an equal amount was donated to the CAA Community Assistance Foundation. Swanson then had the pleasure of announcing the winners.

There were four skins at the event with three different teams splitting the \$400 total skins pot. Environmental Pest Management took home two while BRG Apartments and CORT team 1 took home one each. Additionally, proximity awards were given to respective winners: Longest Drive Winners: Heath Harvey of Environmental Pest Management and Jennifer Foppe of PPG Paints; Longest Putt Winners: Jennifer Coco of Choice Property Resources and Marty Storm of PPG Paints and Closest to the Hole: Joe Peters of Zillow Group and Sarah Cheng of CertaPro Columbus.

Next, the 2019 CAA Challenge Cup champions were announced. The top three teams were awarded gift certificates and trophies.

The second and third place teams were determined by a scorecard playoff with the BRG Apartments team of Bob Kohlman, Cass Hopkins, Jeff March and Alex Parlin taking third and the team from Link Real Estate Group, LLC and Jonathan Priest, Richard Baldini, Jim Ambrasio, and Ryan Linville taking second. And, for the fifth year in a row the team from Environmental Pest Management with Jason Carpenter, Pat Lang, Heath Harvey and Brad Harvey took home the top prize with a score of 55.

The CAA would like to thank everyone who participated in this year's Golf Outing. We look forward to seeing you at a future CAA event.

A special thanks to our hole sponsors:

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• LEADERSHIP CONTINUED FROM PAGE 1

Crediting most of the Focus 3 success on their work with Urban Meyer and the Ohio State Football team. Daly spent the rest of his session discussing what it takes to make a successful leader.

"When you search Amazon for leadership books, how many do you think you get," he asked the audience? "Over 43,000. You get over 43,000 books on leadership. What the hardest thing about leadership? People, that's the only answer you need. People."

Outlining that the path from where one is now to where one is possible is mostly determined by what's going on inside versus what's going on outside. Using this idea, he outlined what it is to be a leader and how to get the most out of those being led.

Using the process that Leaders, Culture and Behavior together create results Daly outlined the ways all those things can work most successfully together. First starting with Culture noting it's not what is proclaimed, it's what's practiced, promoted and permitted. Businesses will thrive or fail based on the behavior that is tolerated within them.

Pushing results is not that most successful way to create results, Daly stressed. Building a culture that sustains the behavior to produce results is far more important. And, getting to the crux of the presentation, an organization will better perform at the next level if it is being led at the next level. Daly tasked leaders with being aware of how they lead.

"The way leaders lead will either elevate a business or hold it back," he said stressing a point in his presentation. "One must break through personal barriers to be an exceptional leader. Not just a person who leads. People experience leadership in three ways: 1) They feel your attitude, 2) They see your action and 3) They hear your words."

Emphasizing that the best way to drive results is to have everyone aligned toward a common mission or goal Daly also said it's important to recognize that not every individual is the same. "I guarantee at least 10 of you in this room are weird," he said. "And, that's OK. It gets boring if everyone is the same. So, we just have everyone doing the right thing but, doing it in their own way."

Daly concluded with a few minutes on accountability underscoring that it doesn't have to be a bad word. Done right, accountability can be a good thing. It needs to be created positively instead of negatively. That can be done by positive conversations and oversight instead of negative emphasis and too much hovering.

In accountability and in leadership creating a connection is vital, Daly stressed. That personal connection is lost and without it it is difficult to have character and competence and it is the foundation for clarity which leads to accountability and support. All attributes that lead to a successful leader and corporate culture.

Daly finished by answering questions from the audience. Returning to the podium Swanson thanked Daly for his time and drew winners of two contests highlighting the CAA 50th Anniversary and releasing those staying for golf to their respective Top Golf bays.



FROM THE PRESIDENT

The Power of Philanthropy

by David Holzer, CAA President

Each year the CAA Community Assistance Foundation Board reviews many worthy applications for funds. Each year it's a difficult decision to allocate those funds to the areas of best need. One thing we all agree on year in and year out is helping those who help in a time of need or, heaven forbid, a disaster. Earlier this year a natural disaster hit closer to home than we'd like causing millions of dollars of damage to Dayton and its surrounding areas when tornados went through over Memorial Day weekend. The outpouring of relief funds was overwhelming and heartwarming.



While we've been fortunate that we haven't experienced a disaster of that level many of us have had to clean up after a fire or some other damaging event. Often, who are the first people there to help? Red Cross volunteers. The CAA Community Assistance Foundation is happy to be able to give back to the Red Cross each year knowing they're dedicated to helping all of us in a time of need.

But not all disasters are catastrophic to physical structures, some, are more individually focused. A resident with a child spending days or months in a hospital with parent and siblings in need of a place to live while they focus on vital health care. Sometimes, it is bridging a gap in rent while paying those medical bills or searching for a job to get back on one's feet. These are other important areas that often prevent disasters from happening to individuals and families.

Other ways, it's about providing an environment of support to keep individuals on track. A single mom finishing her education given a

quality place to live with childcare, tutoring and other elements that help ease the burden of everyday life while seeing both mother and children succeed and thrive.

These are all examples we're familiar with. However, there are many more examples that we don't talk about every day, others that are quietly dealt with. Given no praise or a pat on the back. It's our multifamily community stepping up to provide furniture and a Christmas tree to a family spending the holidays away from home while a child undergoes revolutionary, lifesaving therapy. Its members conducting toy and food drives to see that no child is forgotten, and no family is hungry. It's giving trees during the holidays and coat drives, shoe drives, wrapping gifts, spending time at a food bank or a soup kitchen and much more. I know all of us have our own way of giving back to the community and our residents and I commend each one of you for all you do to make Central Ohio a better place.

The CAA Community Assistance Foundation could not do its part without any of you either. We're grateful for all of you who have donated. Whether you responded to the letter I sent earlier this year, bought a 50/50 ticket, sent staff to the Bowling event or you've purchased a Reverse Raffle ticket. Whatever it is, I thank you for allowing us to give back.



CAA Brainstorming Leads to New Ideas

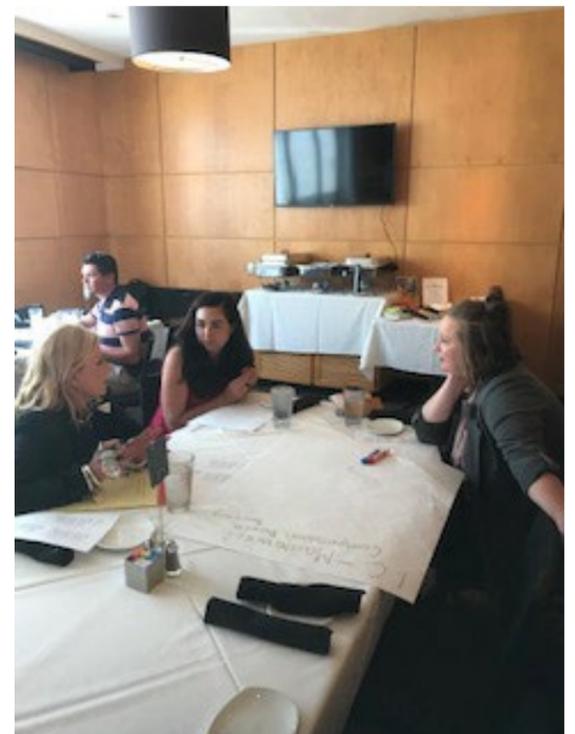
On September 19 nearly 20 CAA members met at Cantina Laredo for the first ever Meeting of the Minds CAA Brainstorming session. Attendees submitted topics they would like to discuss prior to meeting creating an agenda that was specifically tooled to what they wanted to know. Evolving out of a member driven idea to learn from other in the industry and share knowledge this new event has quickly gained momentum.

With topics that included maintenance, retention, training and more individuals were arranged in small groups and given a topic and 15 minutes to discuss and brainstorm. Following the allotted time one representative from each group outlined the thoughts and ideas for their respective topic. Through three rounds the conversation was lively and flowed continuously. With each round attendees rotated giving everyone the chance to learn from everyone else in the room.



Everyone agreed that they left with many good ideas and excited to implement new things in their communities. And, that they're already anticipating the winter quarter session to learn more from each other.

Keep an eye out for the winter quarter date and location and be thinking about topics you'd like to discuss with your fellow multifamily colleagues.





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Brainstorming for a Better CAA

You're all very familiar with the CAA and our advocacy, education and a networking resource. We can connect you with products and services to help your business function and grow. But, perhaps one of the most underutilized tools we offer is the ability to connect with your fellow industry professional. Who better to use as a resource than those who work in the same industry every day and have experienced many of the same things?



Recently, we introduced a new series; Meeting of the Minds: Brainstorming for Multifamily. The idea was brought to us by one of you who had participated in a similar session at a national level and thought it would be a great thing to do in Columbus to learn and gather information.

Earlier in September about 15 industry professionals met at Cantina Laredo to discuss a variety of topics they submitted. The topics ranged from emotional support animals to training to maintenance to resident retention. With each topic the conversation picked up steam and everyone eagerly shared their own thoughts and ideas. Everyone in the room left with something new they could take back to their properties.

The group consisted of those with more than a decade of experience and those just starting out each providing their own unique insight to the subjects being discussed and each with a different bit of knowledge to contribute. In the end it was something they all wanted to see continue and to participate in again.

In this ever-changing environment where we're constantly looking for something new to provide in the way of customer service and typically, we tend to look to the internet for those answers, this was a new way to connect individuals and allow them to help each other.

I know the CAA is always looking for ways to provide the service you want from us and we understand there are challenges with providing it the way we always have. We hear every day that staffing is an issue and it's hard for individuals to leave properties. There's so much competition and demand for time we know you have difficult decisions to make everyday on how you allocate your budget and your time.

We want to strive to provide those things you, our members, find valuable and this is one new way we discovered by listening to you. I'm excited to see this new series grow and develop, I'm also equally excited to see what you come up with next that we can provide to make the association what you need it to be to continue to grow and develop your own businesses. I'm sure you've all heard me say it before, but, the CAA at its heart, is a member driven organization. We're here for you, so let us know how we can help!



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LEGISLATIVE AND NATIONAL SCENE

by Steven Gladman, Senior Policy Analyst

Local Elections

Lease Provision for Municipal Charges

Over the past 18 months the City of Columbus has discussed charging for multifamily trash collection. One proposal was to begin charging a pickup fee to all newly constructed multifamily developments. More recently the discussion has broadened to all multifamily, both existing as well as future developments.

CAA is advising all owners of multifamily properties to consider

incorporating in apartment leases a provision to pass through all fees charged by municipal governments for trash and recycling to the residents.

Currently, no city legislation is pending, but incorporating language now is being advised by the CAA. Some leases may already incorporate language that addresses this issue, but, reviewing with your legal counsel and making modifications if needed is highly recommended.

The November General Election might have one of the lowest voter turnout in recent history. Columbus Mayor Andy Ginther

is running unopposed and four incumbent City Council members: Shayla Favors, Elizabeth Brown, Emmanuel Remy, and Rob Dorans have opponents but the opponents have not previously held elected office and have campaigns that are not well funded.

One race of special interest is for the Environmental Judge. Bill Sperlazza is running against Stephanie Mingo. Mingo was appointed earlier this year by Governor DeWine to fill the vacancy of Dan Hawkins who was elected to the Common Pleas Court.

Steve Shoney, Director of Development for the City of Columbus Development

Department has accepted a position of City Administrator of Upper Arlington. Michael Stevens, Chief Innovation Officer for the City of Columbus will serve in the interim.

State

The General Assembly has a very limited meeting schedule until after the November election.

CAA and the Ohio Apartment Association continues to monitor proposed state legislation that could be of importance to apartment owners.



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Congratulations to the Reverse Raffle Winner - Buckeye Real Estate

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WHAT'S THE SCOOP?

30 Lines Named One of America's Fastest-Growing Companies by Inc. Magazine

30 Lines was recognized among the 5,000 fastest-growing companies in the country for 2019 by Inc. Magazine.

Every year the publication shares its Inc. 5000 list, which is based on the revenue growth percentage of independent private companies throughout the United States. Experiencing a three-year revenue growth rate of 312%, 30 Lines ranks as No. 1,318 on the list.

"The growth of 30 Lines is only possible because of the effort the team puts in every day to help our clients succeed," Mike Whaling, the President of 30 Lines, shared. "We're focused on creating easy, remarkable customer experiences, which has led to positive business results for our client partners."

30 Lines is accompanied on the list by a selection of Columbus-based companies, including Jeni's Splendid Ice Creams and Kaufman Development.

Microsoft, Dell, Domino's Pizza, Pandora, Timberland, LinkedIn, Yelp, Zillow, and many other recognizable brands gained their first national exposure as honorees on the Inc. 5000. This is the first time 30 Lines has gained such recognition.

"I'm grateful to the team and our clients, and I'm excited for the road ahead as we push to create better solutions and deliver the best answers for the consumer," Whaling continued.

30 Lines was also featured in Columbus Business First as a result of the achievement.

Complete results of the Inc. 5000, including company profiles and an interactive database that can be sorted by industry, region, and other criteria, can be found at Inc.com.

Save the date!

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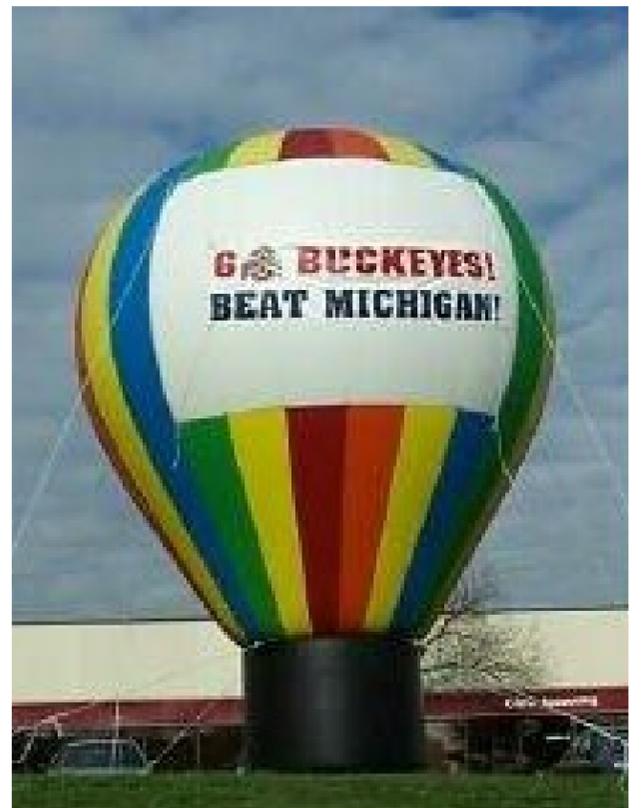
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Blast from the Past: Oakwood Management Company used this photo for an ad, dubbed it "over a century of experience" which would now be several centuries! Back row: Keith Ackley, Craig Larcome, Greg Babbit, Tina Bowie, Jeff Lucas, Penny Lamb - Center: Jill Isaly, Sandy Kidwell, Maggie Perkins, Nancy Dowden, Carmella Robinson, Karen Buckenberger - Front row: Dana Moore, Ray Isaly, John Wymer, Debbie Pizzurro



Blast from the Past: Early 2000's, John Wymer, Oakwood Management Company, set this balloon up every year. GO BUCKS!



CAA EDUCATION

Some Will, Some Won't, I Might - Ethics for Property Management

Nov 15 • 9:00 am - 12:00 pm • \$59; \$79 after Nov 1

Rich George, National Speaker

Participants in this informative yet entertaining session will explore ethics as it relates to the multi-family industry. Attendees will navigate through ethical situations that face them every day and obtain the ability to identify the subtler ethical dilemmas that they will encounter. This program will arm participants with the analytical skills to avoid the potential pitfalls that these ethical situations pose and maintain the courage to do the right thing.

Core Law

Nov 19 • 9:00 am - 12:00 pm • \$79; \$99 after Nov 4 • 3 CEUs Available

Instructed by Bill Willis, Willis Law Firm

- Recent changes to state and federal real estate laws
- Recent rule and regulation changes

Reputation Management

Nov 20 • 9:00 am - 12:00 pm • \$79; \$99 after Nov 6

Understand the difference between having and earning a favorable reputation. Learn about tools available to earn a sterling reputations and tap into a powerful marketing venue. Utilizing apartmentratings.com

HD Supply: Plumbing Fundamentals

Nov 21 • 9:00 - 12:00 pm • Free

Instructed by Art Aros, HD Supply

- Most common service requests
- Basin, bath, shower fixtures, and drains
- Common plumbing tools, quality, and use

HD Supply: R-410-A and Other Refrigerants

Nov 21 • 1:00-4:00 pm • Free

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

You Got the Job! Now What? Leasing 101

Dec 3 • 9:00 am - 4:30 pm • \$79; \$99 after Apr 29 • 7 CEUs Available

Instructed by Lisa Schmidjell-Justice, Haley Residential

Apartments 101 is a crash course for the apartment industry, teaching you all you need to know as on on-site leasing team member to stand out and make things happen.

Maintenance 101

Dec 4 • 9:00 am - 4:30 pm • \$79; \$99 after Nov 19

Instructed by Lisa Schmidjell-Justice, Haley Residential

- Maintenance communication with residents
- Maintenance budgeting
- Preventative maintenance and capital improvements

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

Dec 10 • 9:00 am - 4:30 pm • \$79; \$99 after Apr 29 • 7 CEUs Available

Instructed by Lisa Schmidjell-Justice, Haley Residential

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

Telephone Techniques

Dec 13 • 9:00 am - 12:00 pm • \$79; \$99 after Nov 29

Instructed by Lisa Schmidjell-Justice, DEI Communities

- Basic telephone training
- Why the phone is important
- Turn calls into prospects

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BWC UPDATES

“The only thing that ever sat its way to success was a hen.” ~Sarah Brown

Group Rating & Group Retrospective Enrollment for upcoming 7/1/2020 Policy Year

It's that time of year again, 2020 Traditional Group Rating and Group Retrospective Rating offers are being sent out to employers. Some employers are eligible for both programs (CareWorks refer to this as “dual eligibility”). We're eager to discuss these options with you, as each year there may be a different mix of cost-saving strategies that work best for your organization. The enrollment deadline for the 7/1/2020 Rate Year is November 15, 2019 for Traditional Group Rating, and January 24, 2020 for Group Retrospective Rating.

What's an EMR and Why is it Important?

The Experience Modifier Rate (EMR) plays a pivotal role in determining an employer's premium rates and, in some cases, obtaining work as a subcontractor. The BWC calculates the EMR based on a comparison of the employer's experience period claims compared to an industry average expected claim level. The EMR is used as a gauge for future claim costs and serves to adjust an employer's premium if claims are above or below expected levels. The EMR is applied to the base rate and is used as a base rate credit discount or a penalty rate surcharge. When an employer's EMR is above 1.00 they are “penalty rated”. If an employer's EMR is below 1.00 they are “credit rated”. Traditional Group Rating programs serve to lower an employer's EMR below the EMR levels they could achieve on their own. There are circumstances when employers must provide their EMR, as a requirement to bid on particular jobs and that is used to gauge the employer's workplace safety. Each June, BWC provides private employers with an on-line experience exhibit that provides their upcoming policy year experience period data including experience claims, base rates for their manual classifications and their Experience Modifier Rate(EMR). For public employers, this experience exhibit is provided in December each year. Please contact CareWorks Comp if you have any questions about your organization's EMR.

Important Deadlines

- October 21, 2019: BWC Premium Installment due if you pay on a Monthly or Bi-Monthly basis.
- October 23, 2019: cut-off date for CareWorks Comp to receive AC3 (Temporary Authorization Form) to request Group Rating/Group Retrospective quote for 2020 Rating Year.
- November 15, 2019: Deadline to enroll into traditional Group Rating with CareWorks Comp for the 2020 Rating Year.

Ohio BWC Offering Free, Informative Monthly Webinars

Conducted twice per month, the BWC offers free webinars that last approximately 20 minutes. The topics of these informational webinars change monthly. You can also view past recorded webinars.

Your Billion Back Rebate Check is Coming Soon!

In June, the Ohio Bureau of Workers Compensation Board of Directors approved a \$1.5 billion rebate to Ohio employers with an active BWC policy. According to the BWC it will distribute rebate checks to nearly 180,000 public and private employers. The BWC expects to begin mailing checks to public employers on September 26th, followed by private employers through October 24th. This will mark the fifth time since 2013 the BWC has returned at least \$1 billion to Ohio employers.

The \$1.5 billion will equate to 88 percent of the premiums Ohio employers paid for the 2017 policy year which ended June 30, 2018. The majority of rebate will go to private employers, while public entities are estimated to receive approximately \$164 million in rebates.

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!

Go to CareWorks Safety Training Library online. Here you will find previously recorded webinars that you can register for to fulfill your 2-hour Safety Training Requirement. Each webinar is 2 hours long 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? At the CareWorks Safety Training Library, 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!

Personal Protective Equipment – PPE

Personal Protective Equipment, or PPE, is designed to protect workers from serious workplace injury or illness resulting from contact with chemical, radiological, physical, electrical, mechanical, or other workplace hazards. Besides face shields, safety glasses, hard hats and safety shoes, protective equipment includes a variety of devices and garments such as goggles, coveralls, gloves, vests, earplugs, and respirators.

OSHA deems that using PPE is essential – but also the last line of defense when it comes to protecting employees, after engineering, work practice and administrative controls. Engineering controls involve physically changing a machine or work environment. Administrative controls involve changing how or when workers do their jobs, such as scheduling work and rotating workers to reduce exposures. Work practices involve training workers how to perform tasks in a way that reduces their exposure to workplace hazards.

Employers are required to assess their workplace to determine if hazards are present that require the use of PPE. If such hazards are present, the employer must select PPE and require workers to use it.

The employer must also train those workers who are required to wear PPE on how to do the following:

- Use PPE properly
- Be aware of when PPE is necessary
- Know what kind of PPE is necessary
- Understand the limitations of the PPE in protecting workers from injury
- Put on, adjust, wear, and take off PPE
- Maintain PPE properly.

For more information, please contact Steve Brazil at 614.526.7195 or steve.brazil@yorkrisk.com.

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ASSOCIATE ANGLE

CAA Events: More than Just a Good Time

by Dan Overmyer, Overmyer Hall & Associates

One of the most popular questions I get as an Associate Council member and I know the CAA staff also gets a lot is, 'how do I get more out of my membership?' Often, my follow up is, are you attending CAA events and meetings? Just as often, the answer is 'no.'

Many times, companies join and assume that their membership will reap the rewards they desire. However, that's not the case, especially with the CAA. When someone tells me they're not attending events and meetings, but, they sent an email to membership, I explain how this business is very relationship oriented and just sending an email will not get them the business they desire.

Joining is just the first step, meeting people is the next factor. Attending General Meetings, sponsoring and attending events, exhibiting in the annual tradeshow, these are just a few ways that you can make the most out of your CAA membership. Sometimes it's just being in front of people repeatedly that allows them to remember your name, face, company or product and service when the time is right.

I've met many Primary Members who haven't needed my services at that exact moment. However, because they've seen me over the course of the year (or years) they know who to call when they do need me. And, I'm happy to answer.

I realize this is a hard concept in an instant gratification society where we're all constantly thinking 'what can you do for me now,' but, that's not always the right tact. Sometimes, it's just being supportive and present.

There are several ways you can make the most of your CAA membership, even many yet this year. You can attend the CAA Expo Booth Lottery on October 24 for exclusive pricing and best pick of booth to insure you get a prime location for the April 7, 2020 Expo. You can sponsor or attend the CAA 50th Anniversary party at Shadowbox Live on October 17th. You don't have to have been around for 50 years to celebrate with some of those who have. You can buy a Reverse Raffle ticket to support the CAA Community Assistance Foundation. A portion of each ticket is donated to charity and you could walk away with \$2,000! Finally, we have the Installation Dinner on November 21 at the Athletic Club of Columbus where we'll induct new CAA Officers, Board members and committee members.

All of these are great ways to meet and mingle with CAA Primary Members. Sure, they're all great events that are a lot of fun, but they're also great networking opportunities. You can meet people in a low key, out of the office setting that allows for more conversation without the pressure of an on the spot sale. And, who knows, why the time is right you just might be the person they remember and give a call to when your products and services are needed.



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Chair - Mike Lange
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Tidwell Group

James Glass
Terminix

Trisha Hendrickson
Chadwell Supply

Matt Huggins
FABCO

Tammy Hunter
Choice Property Resources, Inc.

Brooke Large
RedEnergy

Scott Lloyd
The Waterworks

Christina Mollenhoff
Ferguson Facilities Supply

Dan Overmyer
Overmyer Hall Associates

Linda Richer
AmRent, Inc.

Kelly Snider
CORT

Tracey Thrush
RentPath

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YOUR ASSOCIATION, YOUR EVENTS, YOUR PHOTOS



Golfers patiently wait to start the 2019 Golf Tournament



Redwood Communities staffs their hole



Don Brunner accepts the third place trophies on behalf of BRG's foursome



Link Real Estate collects second place

Golf Outing



HD Supply gearing up to deliver boxed lunches



Environmental Pest Management wins again



Members ready for the course



Members enjoy dinner while awaiting the results