

WHAT'S INSIDE?

FROM THE PRESIDENT

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LAURA'S BLOG Planning for
an Uncertain Year • page 8

UPCOMING EVENTS

MEETING OF THE MINDS: INDUSTRY BRAINSTORMING FEB 25 • 8:00 AM - 10:00 AM

Join your colleagues to brainstorm and discuss topics of your choosing. Learn for the best industry resources, your peers.

MARCH GENERAL MEETING MAR 12 • 11:30 AM - 1:00 PM

Wells Barn
Franklin Park Conservatory
1777 E. Broad St.
Columbus OH 43203

CAA EDUCATION

YOU GOT THE JOB! NOW WHAT? LEASING 101

FEB 9 • 9:00 AM - 4:30 PM

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

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

MAINTENANCE 101

FEB 11 • 9:00 AM - 4:30 PM

Instructed by Lisa Schmidjell-Justice, Haley Residential

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

FAIR HOUSING

FEB 17 • 9:00 AM - 12:00 PM

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

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

APPLIANCE TROUBLESHOOTING AND REPAIR

MAR 9 • 9:00 AM - 4:00 PM

Instructed by Chadwell Supply

- Learn to work more efficiently
- Troubleshooting techniques from assembly to electrical schematics
- How to read and understand error codes

Virtual or In-Person, CAA Community Assistance Foundation Wins

The 2020 CAA Reverse Raffle, like most things this year, looked a little different. As always, there was an excitement around winning a grand prize of \$2,000, but the atmosphere was a bit unique. Once again, the event was held at Woodland's Backyard, partially, and partially online via Zoom. Also new, the date. Moved from its traditional November date to Thursday, October 8. Two things remained the same. All proceeds benefitted the CAA Community Assistance Foundation and attendees had an extra chance to take home the party basket with over \$400 worth of alcohol in a contest that has become as anticipated as the raffle itself. The new twist here was that it was a straight raffle allowing those in person and virtually to participate.

The evening kicked off with cocktails, including two specialty Halloween inspired drinks, appetizers and chatting, while remaining seated, of course. Those online answered trivia questions and waited anxiously for the drawing to start.

Before starting, CAA President Brian Schottenstein recognized the Community Assistance Foundation recipients, American Red Cross of Columbus, Patches of Light, COMPASS and Scholar House. Awards were given early this year to capitalize on the Columbus Foundation's Big Give campaign allowing the Community Assistance Foundation to maximize donations.



CAA President Brian Schottenstein emcees the Raffle



CAA members participate in the Reverse Raffle

The traditional ping pong balls were missing from the Raffle in lieu of a random number generator that allowed for those following along online to be a bigger part of the action. After announcements and a review of the rules from Emcee Mike Lange of Contractors, Inc., the Raffle was off and running. The first ball drawn for the "Grand Prize Loser" went to Cortland Partners who won back their \$125 ticket price. Attendees excitedly watched as numbers came off the board swiftly. Some were just disappointed not to win, while others received one of the many consolation door prizes generously donated by sponsors.

When only five numbers remained: Commercial One, Chadwell Supply, Homestead America, Community Properties of Ohio, and deliberation started on what to do with the \$2,000 grand prize. The group debated the decision to split the prize money equally or continue. While debating, Lange drew the raffle ticket awarding the liquor basket to Justin Garland of Buckeye Real Estate. Unable to reach a unanimous decision, the drawing continued, and Commercial One was eliminated from contention. After another round of discussion was still not unanimous and led to the next draw eliminating Fire & Ice Heating and Air Conditioning. The trio remaining once again elected to go on this time eliminating Community Properties of Ohio. Negotiation started all over again with the decision to split again refuted and the final number was drawn removing the Homestead America number from contention leaving Chadwell Supply as the lone winner.

The CAA Community Assistance Foundation would not be able to provide the outreach to charities without participation from members at events like the Reverse Raffle and would like to thank everyone for their donations by purchasing a ticket or sponsoring the event. Congratulations to all of this year's lucky door prize winners.

We would like to thank all of the sponsors and everyone that bought a ticket.

Appetizer Sponsors:

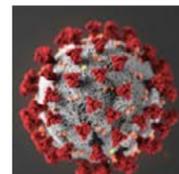
Pure Property Solutions
The Sherwin Williams Paint Company

Event Sponsors

Guardian Water and Power
Maintenance Supply Headquarters
The Waterworks

Door Prize Sponsors:

Chadwell Supply
Choice Property Resources, Inc.
CORT
Fire & Ice Heating and Air Conditioning
Guardian Water and Power
Overmyer Hall Associates
Scherzinger Pest Control
The Waterworks



COVID-19

Visit CAA Response Page at
www.caahq.com/covid-19.html

2020 EXECUTIVE COMMITTEE



President
Brian Schottenstein,
Schottenstein Real
Estate Group



*Immediate Past President/
Public Policy Vice President*
David Holzer,
Commercial One
Realtors



*Secretary/
President-Elect*
Steve Papineau,
Shelby Management



Treasurer
Carrie Sitterley,
Sentinel Real Estate
Corporation



*Vice President of
Membership*
Don Brunner,
BRG Realty Group,
LLC



*Vice President of
Education*
Chris Rohrbacher,
Schottenstein
Property Group



*Vice President of
Associate Council*
Megan Batty,
The Sherwin
Williams Company

2020 BOARD OF TRUSTEES

- Dave Anderson, CPM, Homestead America
- Philip Barcus, The Barcus Company, Inc.
- Megan Batty, The Sherwin Williams Company
- Ted Bloom, Baker Rental Company, LLC
- Don Brunner, BRG Realty Group, LLC
- John Connor, C&G Investment Associates
- Fred Damsen, Roger C. Perry & Co.
- Jenny Donnellon, The Champion Companies
- David Fisher, F & W Properties, Inc.
- Nate Fisher, Peak 10 Group
- Bill Fritsche, Fritsche Corporation
- Justin Garland, Showe Management Corporation
- Wayne Garland, CPM, CCIM, Buckeye Real Estate
- Trisha Hendrickson, Chadwell Supply of Ohio
- Steve Hess, Kohr Royer Griffith, Inc.
- David Holzer, Commercial One Realtors
- Brett Kaufman, Kaufman Development
- Mike Landrum, Crawford Hoying
- Alan Litzelfelner, CPM, Central Management Company
- Marlene Mahoney, FABCO
- Mike Miller, CPM, Michaels & Kohl, Inc.
- Dana Moore, Oakwood Management Company
- Scott Newcomb, Newbury Properties
- Randy Palmer, Colonial American Development
- Steve Papineau, Shelby Management
- Rebecca Perry Damsen, Roger C. Perry & Co.
- Chris Rohrbacher, Schottenstein Property Group
- Brian Schottenstein, Schottenstein Real Estate Group
- Don Seager, REMAX Affiliates/Seager & Associates
- Neil Sethi, Landis Properties
- Andrew Showe, Showe Management Corporation
- Carrie Sitterley, Sentinel Real Estate Corporation
- Noelle Smith, Redwood Living
- Scott Solomon, Oxford Realty
- Mark Wagenbrenner, Wagenbrenner Development



2021 Advertising Opportunities

The Electronic "Apartment Age"

The electronic ApartmentAge 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 links and images to caahq@caahq.com



Advertise in the "Apartment Age"

Rates and Specs

Full-page	1-time \$750/issue
	4-time \$550/issue
Banner (top of page)	1-time \$520/issue
	4-time \$380/issue
Half-page	1-time \$410/issue
	4-time \$300/issue
Quarter-page	1-time \$365/issue
	4-time \$265/issue
Eighth-page	1-time \$275/issue
	4-time \$200/issue

Publication, Submissions and Policies

The Apartment Age will be published electronically in the 1st quarter, 2nd quarter, 3rd quarter and 4th quarter of they year. The **deadlines** for submitting advertisements to be featured in these issues will be **March 1, June 1, September 1, and December 1.**

Submit advertisements as high-resolution images to [Emily Cunningham at ecunningham@caahq.com](mailto: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.

\$100/month

Featured Ad & Link

Your ad as well as a live link to your company's website will be displayed on the CAA webhomepage. (300 x 250 pixels)

\$75/month or \$720 annual

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. (970 x 90 pixels)

\$150/month or \$1,250 annual

Advertising Packages

Bronze

\$745 annual

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

Silver

\$985 annual

4 AGE quarter-page ads (1 per issue), 1 Expo AGE quarter-page ad, 1 month of a featured web ad, 1 month membership spotlight.

Gold

\$1525 annual

4 AGE half-page ads (1 per issue), 1 Expo AGE quarter-page ad, 1 month of a featured web ad, 1 month membership spotlight.

Platinum

\$2205 annual

4 AGE banner ads (1 per issue), 1 Expo AGE banner ad, 1 year homepage banner ad and 1 month membership spotlight.

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



Kathi Wilson
Accounting Director

CAA

April 27, 2021
12:30 - 4:30 pm

The Ohio State Expo Center & State Fairgrounds
Kasich Hall

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!

WANTED!

Expo Exhibitors

Get Your Booth Today!

All Booths are 10x10 and come with 2 boxed lunches

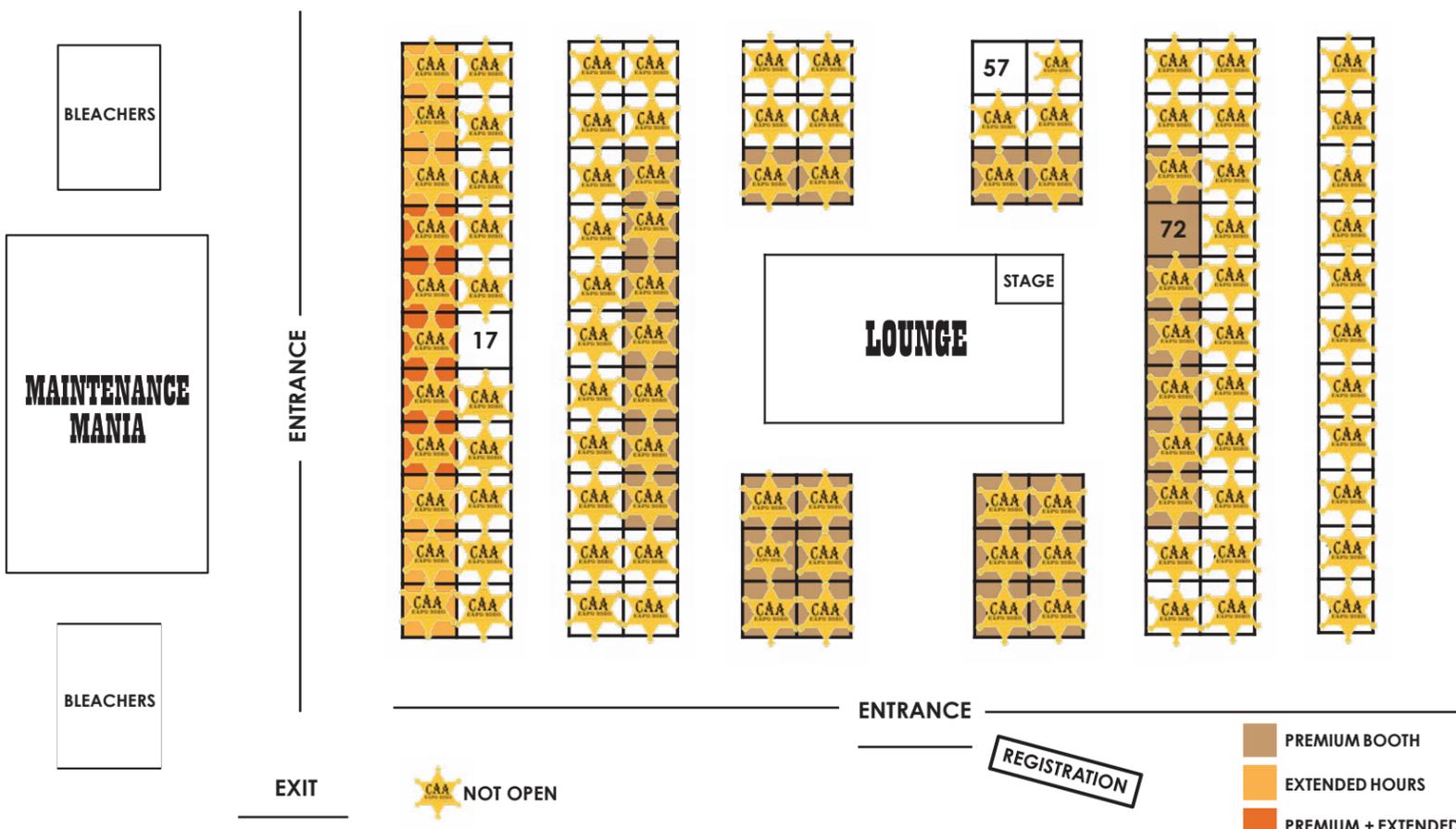
Regular Booth (prior to Jan. 31st)	\$750
Regular Booth (after Jan. 31st)	\$800
Premium Booths	\$850

A \$350 deposit per booth is required to reserve your booth!
Call 614-488-2115 or email caa@caahq.com

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 minute 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 today.

WANTED!
 All CAA maintenance technicians

Entry is FREE
 for maintenance technicians

WINNER
 gets up to
\$500 Cash Prize!

MAINTENANCE MANIA!

Presented By



Presenting Sponsor



CAA



**REGISTRATION
 OPEN NOW!**

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
- Frigidaire Icemaker Installation
- Kidde Fire & Carbon Monoxide Safety Installation
- Kwikset Key Control Deadbolt Test
- SmartBurner Heating Element Installation

**SPONSORSHIPS
 AVAILABLE!
 CONTACT CAA
 TODAY!**

THANK YOU TO OUR LOCAL SPONSORS

PRIZE SPONSORS



CHALLENGE SPONSORS



TRAINING VIDEOS



2019 CAA VIDEO



2019 TRAILER



DERBY CAR TRAINING



April 27, 2021

4:30 pm - 6:00 pm

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

NATIONAL SPONSORS



FROM THE PRESIDENT

Lead with Speed

By Brian Schottenstein, CAA President

One of the most important aspects of the customer experience is creating speed and flexibility. With the pace of today's society, you and your employees must continue to innovate to stay relevant in the marketplace.

Here are my top four reasons why speed is so important for your customer.



Outpace your competition

The best way to compete in business is to be the first company to create something new in your industry.

For instance, Schottenstein Real Estate Group was the first in Central Ohio to have clubhouses as part of our rental community back in the 1960s. After we began building clubhouses in every community, we started adding amenities, such as resort pools, gyms, community gardens, dog parks, bocce ball, pickle ball, game rooms, lounges and more. We also had the first planned unit development zoning in Central Ohio and were the first to add services such as month-to-month leases, satisfaction guarantee warranties and allowing pets in our communities.

When you start to see your competition follow you, it's time to begin to think of new innovative ideas to continue to be at the top of the market.

Your customers expect speed

Think about how much the phone has evolved year after year.

Customers want the same experience in other industries.

We continue to update finishes and amenities in every new development we build. We are in the process of creating online applications where someone can apply easily in very little time. We also have free wireless internet throughout some of our communities, so residents can experience ease of access, whether they are by the pool or in their living room.

We want our residents to have an easy way to apply and easy way of living once they've moved in. This helps differentiate our company from other developers.

Train your employees for speedy responses

We instill the belief in our employees that quick response time is crucial, whether it's on social media, over the phone or in person. Our employees will call prospects back, even if they don't leave a voicemail, and always follow up within 24 hours.

Flexibility is the key

All of our leases automatically go to month to month after their term is up, and all we need is a 30-day notice when someone wants to move out. This gives the resident complete flexibility and is unlike many other companies.

We also have a satisfaction guarantee warranty. This policy states if for any reason you ever feel we are not complying with your lease or meeting your expectations, we will allow a resident out of their lease with no penalty if we can't fix the issue. This is another way to show how our customers come first, and you need to make sure you're doing the same in your business.



Membership and Events Director Emily Cunningham matches decorations for Kathi Wilson's birthday celebration



Choice Property Services celebrates their virtual lunch after winning the General Meeting DoorDash contest



Kathi Wilson, CAA Bookkeeper, celebrates her birthday at the CAA with staff

Meeting the Challenges of a Historic Disaster Season



American Red Cross

Even with 2020 filled with extraordinary challenges, Red Cross volunteers have risen to the occasion to continuously provide help and hope to those affected by the historic disaster season.

With back-to-back hurricanes and record-breaking wildfires, 2020 has been one of the busiest disaster years. The extreme weather events experienced this year total the greatest number of billion-dollar disasters to strike our country in a single year. These relentless and devastating disasters came amidst a pandemic gripping the nation. Through all the challenges brought on by the Coronavirus, Red Cross volunteers and staff have been able to pivot in order to safely meet the needs of our clients and deliver our mission in creative and productive ways.

Across the country, thousands of Red Cross disaster responders worked tirelessly to help a disaster-weary nation after a historic number of life-altering events. Volunteers and staff from the Central & Southern Ohio Region filled nearly 250 national disaster deployment positions.

Among those volunteers from our region was Mary Howell who responded to Hurricane Laura. “I was so appreciative of the thanks that I heard from so many people who noticed that the Red Cross help was coming from people so far away who were willing to help strangers in need,” Howell said. Her deployment to Louisiana was particularly demanding given the extra precautions put in place because of COVID-19. Instead of the usual large-group shelters in a high school gym or equivalent space, the Red Cross utilized hotel rooms to provide safe lodging for those in need. In fact, families spent more nights in emergency lodging in 2020 than in any other year over the past decade. More than one million times this year, a person relied on the Red Cross for a safe place to sleep after a disaster; that’s more than four times the annual average from 2011 to 2019.

The disaster season can be put into perspective by the travels of volunteers Mike and Karen Oliver, also of Ohio, who started their year of disaster deployments by spending 15 days in Michigan this June assisting those displaced by flooding. July took them to Virginia to await the arrival of Tropical Storm Isaias. The couple then spent 20 days in Texas working in sheltering operations for those displaced by Hurricane Laura. Soon after, they were in Oregon for eight days to provide comfort to those who were forced from their homes by the wildfires. Tom and Karen then went to Louisiana where Hurricane Delta broke a more than 100-year-old record as the 10th named storm to make U.S. landfall in one disaster season. Delta was also the 5th hurricane-strength storm to make landfall in the U.S. this year — the most since 2005. Tom Oliver said of this summer’s volunteer experience, “It gets pretty rough; we’re told not to get emotionally involved but it’s hard not to. It’s gratifying to know that we’re there to help those impacted by disasters.”

If you are interested in joining the amazing group of Central & Southern Ohio Region Red Cross volunteers, please go to www.redcross.org/volunteer today to start the process. We could use your help a in Disaster Services and Blood Services, whether helping virtually from your home or in-person locally or nationally.

Follow Us on Social Media

Share your photos and tag us with **#columbusapartmentassociation** or **#cbusaptassc**



Facebook
www.facebook.com/caahq/



Instagram
www.instagram.com/cbusaptassoc/



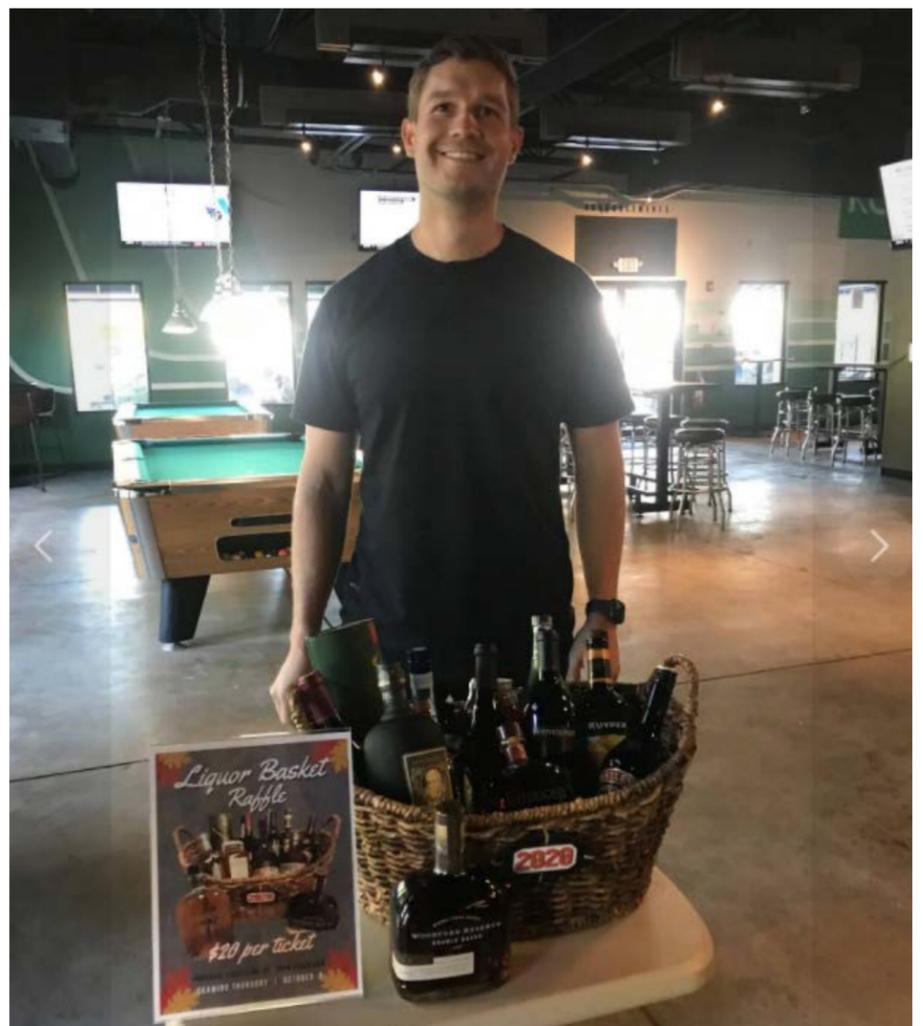
YouTube
www.youtube.com/channel/UCH5CJKPQCPgOQhFZZ9ndLzQ/featured



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



LinkedIn
<https://www.linkedin.com/in/columbus-apartment-association-396085105/>



Justin Garland, winner of the Liquor Basket Raffle at the Reverse Raffle



Members socialize with Laura Swanson at the Reverse Raffle

Save the date!

March General Meeting

March 12, 2021
11:30am – 1:00pm

Wells Barn
Franklin Park Conservatory

CAA EDUCATION

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

Feb 9 • 9:00 am - 4:30 pm • \$79; \$99 after Jan 26

Maintenance 101

Instructed by Lisa Schmidjell-Justice, Haley Residential

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

Feb 11 • 9:00 am - 4:30 pm • \$79; \$99 after Jan 28

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

Feb 17 • 9:00 am - 12:00 pm • \$79; \$99 after Feb 3

Meeting of the Minds: Industry Brainstorming

Join your colleagues to brainstorm and discuss topics of your choosing. Learn for the best industry resources, your peers.

Feb 25 • 3:00 pm - 5:00 pm • \$25

Appliance Troubleshooting and Repair

Instructed by Chadwell Supply

- Learn to work more efficiently
- Troubleshooting techniques from assembly to electrical schematics
- How to read and understand error codes

Mar 9 • 9:00 am - 4:00 pm • \$79; \$99 after Feb 23

Assistance Animals HOT TOPIC!

Instructed by Bill Willis, Willis Law Firm

- Rules and regulations regarding assistance animals on multifamily properties

Mar 16 • 9:00 am - 12:00 pm • \$79; \$99 after Mar 2

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

Mar 23 • 9:00 am - 4:30 pm • \$79; \$99 after Mar 9

HD Supply: TBA

Mar 25 • 9:00 am - 12:00 pm • Free

HD Supply: TBA

Mar 25 • 1:00 - 4:00 pm • Free

Evictions

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

- Answers questions about evictions
- How to handle evictions challenges

Apr 6 • 9:00 am - 1:00 pm • \$79; \$99 after Mar 23

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

Apr 8 • 9:00 am - 4:30 pm • \$79; \$99 after Mar 25

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

Apr 13 • 9:00 am - 12:00 pm • \$79; \$99 after Mar 30

EPA Certification

- The Section 608 EPA Refrigerant Technician Certification Exam is required by all individuals who open a system or container holding a controlled refrigerant
- The first half of the class is dedicated to learning the material
- The second half of the class is used to take the exam

Apr 15 • 12:00 - 5:00 pm • \$119



**Meeting of the Minds:
Industry Brainstorming Sessions**

February 25
May 6
August 26
November 10

3:00-5:00 pm

PRESIDENT'S SERIES	All sessions held at Scioto Country Club 2196 Riverside Dr., Columbus, OH 43221
	Renovation Panel Mar 30 • 8:00 am - 10:00 am • \$35
	TBA Jun 9 • 8:00 am - 10:00 am • \$35
	TBA Sep 16 • 8:00 am - 10:00 am • \$35

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

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.

Planning for an Uncertain Year

Like all of you the Columbus Apartment Association has had to pivot a lot in 2020. And now, we are trying to plan for 2021 with a lot of uncertainty. When we postponed the Expo last March, we thought we were lucky to get a November date. We had no idea that we would end up postponing that too and sitting here in December with our fingers crossed that we will be lucky enough to hold the 2021 Expo and Maintenance Mania in April, a year later.

We have taken our planning a bit slower than normal, hoping that with each passing day we may have more clarity, but knowing how unlikely that is. Our staff has worked diligently to figure out how to hold safe, socially distanced events, make events combination virtual and in-person and find new avenues for virtual events and education. Obviously, none of us were experts in these things prior to COVID-19 and it's safe to say we're still not. But, like everyone, we're figuring it out as we go.

Of course, it's frustrating as you can all agree trying to manage the same difficulties in your own lives. I can say one thing for certain, we'll have CAA events in 2021. They may continue to look different; we may continue to have to meet through zoom for some things, but we're thinking outside the box so we can provide you the service and value you've come to know and love from the CAA.



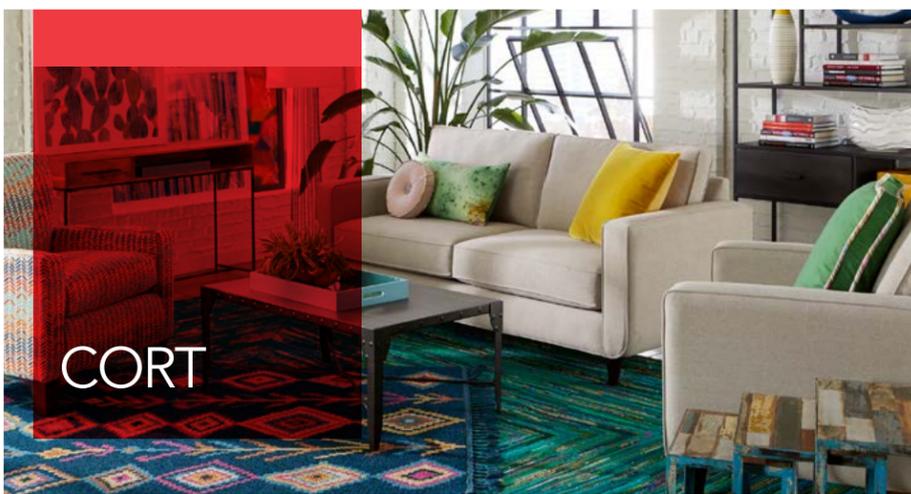
One way that our vendor members pivoted to create an avenue for members to experience some unexpected fun was through the vendor parades that were so popular over the summer they extended into a Halloween parade. Properties were so excited for the visits we had more interest than one parade would allow, in fact, there were four culminating in three different routes on the Halloween parade. Over 75 properties were visited and over 20 vendor members participated. Without the need to find new ways to connect, it's likely this never would have come to fruition.

Staff is looking at some outdoor events to replace some traditional indoor activities. We're exploring outdoor, untraditional venues for General Meetings. We're continuing to evaluate new education opportunities that highlight the new normal in Property Management. In fact, NAA now has most of their designations online and you can earn those from the comfort of your own home and office, at your own pace without having to commit to several weeks in a classroom.

It is my hope that as we've all become more flexible, we'll figure out some new, exciting things that will last and we'll look back on this and reflect not only on the trials and tribulations that we've all faced, but by finding the things that made us stronger, better and created a new set of memories we may not have had otherwise.

2021 General Meetings

<p>March 12th 11:30am – 1:00pm Wells Barn Franklin Park Conservatory</p>	<p>September 9th 11:30am – 1:00pm TBD</p>
<p>May 13th 11:30am – 1:00pm TBD</p>	<p>November 18th 11:30am – 1:00pm TBD</p>



CORT

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

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

WHO RENTS FURNITURE?

- Temporary Job Assignments
- 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

WHY CHOOSE CORT?

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



LIVE. WORK. CELEBRATE.™

614.985.7368

cort.com

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LEGISLATIVE AND NATIONAL SCENE

by Steven Gladman,
Senior Policy Analyst

Local

Policy Decision: Proposed Housing for All Initiative

Columbus City Councilmember Favor has brought forth a series of housing policy goals and three proposed ordinances that she believes will provide lower income families greater access to housing. She brings these forward in the belief that these ordinances address systemic racism in housing.

The Columbus Apartment Association (CAA) opposed the three proposed ordinances because the ordinances create an administrative burden for property owners without corresponding benefit to members.

CAA Position on Housing Policies

On September 14, 2020 CAA sent a letter to Columbus City Council and the Mayor that encouraged changes in city policies that addressed increasing housing production and declining evictions. The letter was also signed on by the Columbus Realtors.

Councilmember Favor proposed housing for all initiative does include, in the goals section, increasing housing production and a permanent rental assistance program.

Those housing goals follow the goals requested in the CAA/Realtor letter.

Councilmember Favor is proposing three ordinances:

1. Source of income as a protected class
2. Renter's Choice – changing current security deposit requirements
3. Receipts for cash payment of rent

The CAA/Realtor letter opposed the source of income and renter's choice. Receipts for cash payment of rent was not addressed on the CAA/Realtor letter.

The CAA/Realtor letter opposed termination of a lease only with cause. Councilmember Favor's ordinance does not address termination with cause.

Impact of Ordinance if Enacted

1. Source of Income

Properties not currently accepting vouchers that have rents at or below CMHA fair market rents would be required to accept vouchers. Currently there are approximately 13,000 vouchers issued.

Current fair market rents are:

	FMR	Exception Rents
Efficiency	\$627	\$689
1 Bedroom	\$740	\$814
2 Bedroom	\$910	\$1001
3 Bedroom	\$1200	\$1320

2. Renter's Choice

All apartments charging a security deposit would be impacted by the proposed ordinance:

Administrative Burden Cost: Undetermined at this point. History in other cities mixed, many details to resolve in amendments.

3. Receipt for Cash Payment

Any company that receives cash or a cash equivalent and that currently does not provide a receipt would be impacted.

Administrative Burden Cost: undetermined at this point. The current proposal would include most rent payments received to require a receipt from the owner. CAA has proposed modifications that would limit the requirement to cash only payments, money orders and online payment would not require an additional owner generated receipt.

Likelihood of Proposed Ordinances Passing

Based on meetings with Councilmember Favor and other members of Council the passage of the ordinances is extremely likely and acceptance of amendments from the CAA unlikely.

Actions to Date

- a) Proactive letter from the CAA/Realtors was sent to City Council and the Mayor
- b) Written testimony provided to City Council and Mayor
- c) Meetings with City Council to express opposition were held
- d) Amendments to all three ordinances presented to Council
- e) Request that if ordinances are passed that the effective date be 90 days after the COVID-19 Emergency Health Orders are recinded.

Current Political Climate

Mayor Ginther in his State of the City address for 2020 stated all policies from his administration would be viewed through a lens to eliminate systemic racism and equality. The Mayor cited housing and the zip code where one lives as determinants for economic and health outcomes. Columbus City Council passed a resolution stating racism is a public health crisis. The Franklin County Commissioners also passed a similar resolution. The Black Lives Matter demonstrations in Columbus and around the country reinforced the message that the elimination of racism and creation of economic equity needs to be a guiding principle in determining public policy. Councilmember Favor is framing her housing for all initiative as an extension of ending systemic racism and inequality. A Columbus Dispatch editorial criticized the CAA's opposition to the Bexley source of income ordinance.

Most larger Cities in Ohio that have Democratic controlled City Councils have either already passed similar ordinances or are considering doing so.

State

The Ohio General Assembly has until December 31, 2020 to act on pending bills or new bills. After December 31, 2020 all pending bills die and the legislative process starts fresh with a new General Assembly. The New General Assembly will have a greater Republican majority because the Republicans gained seats in both chambers.

The Governor will introduce his next operating budget and the General Assembly must pass a balanced budget before July 1, 2021.

Even though there is a substantial Republican majority in the House of Representatives conservative members are at odds with the Governor over COVID-19 Executive Orders. Conservative Republican members have introduced legislation for Governor DeWine's impeachment and to limit the authority of the Governor and the Ohio Department of Health to issue orders without concurrence with the General Assembly. None of the bill will likely pass in this General Assembly but do set a tone for what is likely to occur in the next General Assembly.

The Governor and the General Assembly both recognize the growing issue of non-payment of rent and utilities. The State of Ohio cannot issue debt like the Federal Government to pay for programs like rental assistance. Ohio, like most states wants the Federal Government to provide more stimulus funds and to allow greater flexibility in how the funds may be spent.

Federal

It appears that the transition from the Trump Presidency to a Biden Presidency is underway. The House of Representatives remains controlled by Democrats, although their majority is less because of Republicans gaining seats. In the Senate, Democrats gained one seat. Both Georgia Senate races will be decided on January 5, 2021 by a runoff election. If both Democrats win (currently polls show this is unlikely) the Democrats will have a majority. 50 Democrats and 50 Republicans when there is a tie vote in the Senate the Vice President casts the deciding vote. If Republicans win one or both Georgia Senate seats we will have a split Congress. During the Obama and Trump Administrations there were also split Congresses. Senate rules complicate passing legislation because for most votes 60 votes not 51 votes is required for passage. The exception to the 60-vote rule is an omnibus budget resolution which requires only 51 votes. Obama used budget reconciliation to pass Obamacare and Trump used the budget reconciliation process to pass tax cuts.

LEGISLATIVE AND NATIONAL SCENE

Congress has until December 11 to pass a budget or to extend the current continuing resolution or the government will shut down. No one wants a shut down so the continuing resolutions will be extended. Additional stimulus funds for individuals, businesses and local governments has been stalled for several months. In additional stimulus funds are funded some sort of rental assistance will be funded but at what level is unknown. Proposals for rental assistance range from \$50 Billion to \$10 Billion.

After the HUD Secretary is appointed, expect the restoration of Obama Civil Rights Regulations that were rescinded by the Trump Administration.

We will know more about Biden housing policy in the first quarter of 2021. Initial programs will be focused on housing emergencies created by COVID-19. Significant rental assistance and mortgage assistance will be required. Even with vaccines available the impact of COVID-19 on housing will continue into the second quarter of 2021.

WHAT'S THE SCOOP?

BRG Apartments are doing a 10 Days of Giveaways during the month of December to show their appreciation to all their residents.



Palmer House (Coastal Ridge Real Estate) has set up a Holiday photo booth available for all their residents to enjoy!



The Charleston (Drucker & Falk) is doing a Holiday Giveaway to show their holiday spirit and appreciation for their residents. One lucky winner will win the holiday gift basket by showing off their own holiday spirit or most festive holiday décor on Social Media and tagging The Charleston!



Teasdale Fenton Cleaning and Property Restoration is raffling off a basket of holiday goodies to one of its clients or social media followers!



Arlington Point (Coastal Ridge Real Estate) held a Lunch & Santa Paws for all their residents and their furry family members. Santa traveled all the way from the North Pole for visits and photos with residents' pets.



LC New Albany (Lifestyle Communities) hosted its annual Angle Tree Toy Drive with its residents. Last year more than 11,000 children received new toys through this program with The Salvation Army, Amazon, and the LC!

WHAT'S THE SCOOP?

RentPath shared with their social media followers a bit of Holiday Cheer by posting a list of fun activities that members could do from their own homes!



600 Goodale (Coastal Ridge Real Estate) hosted a Holiday Coat Drive, residents could donate gently used coats, hats, gloves, or scarves. All the donated items will be sent to the Heart-to-Heart Church for distribution to Families in need. Residents who participated were entered for a drawing to win a \$25 gift card.



Feazel Roofing staff members volunteered their time preparing lunch and dinners for families at the Ronald McDonald House.



The Farms (Drucker & Falk) held a gift drive with residents for the Homeless Families Foundation.



CORT Furniture held a Food Drive in partnership with Move for Hunger.

The Normandy (Coastal Ridge Real Estate) held an Angel Tree Toy Drive with residents to give back to children in need!



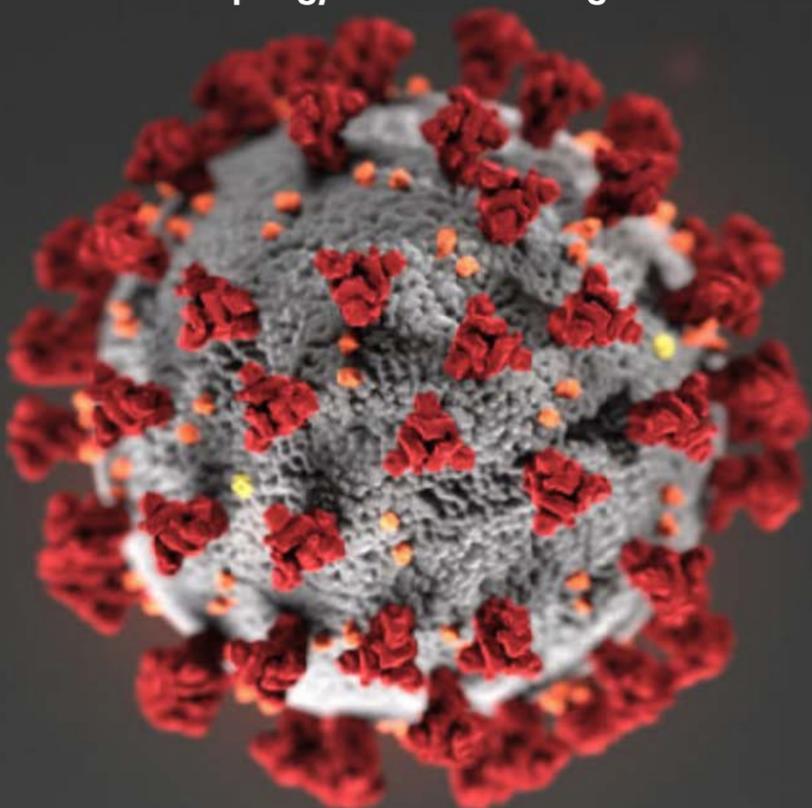
Grafton Park (The Champion Companies) held a community food drive for the Mid-Ohio Food Bank and had some great donations from residents!



COVID-19

Visit CAA Response Page at www.caahq.com/covid-19.html

Visit NAA Response Page at www.naahq.org/coronavirus-guidance



ohiohousing
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Ohio

Department
of Health



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ASSOCIATE ANGLE

Bringing the Trade Show to You!

by Mary Jo Deardorf
AmRent

“Vendor parade” and “Bringing the Trade Show to you” were terms we had never even thought of prior to 2020. This year has definitely thrown everyone for a loop to say the least. As an associate member, this year has definitely shown me how much I appreciate all that primary members do. Without them, so many individuals wouldn’t have a place to live, and all associate members wouldn’t have a job!

The first vendor parade was an idea that came from the CAA’s events committee. We were simply brainstorming how we could best serve our

industry during this time in an encouraging way. We never thought the first parade would blossom into such a collection of events. Due to all the properties interested, we had the opportunity to bring this vendor parade to life on multiple days. The last being our Halloween parade. Spanning all of the greater Columbus area, we visited about 120 properties in total over the five weeks and had about 25 vendors participate!

Thank you to all the properties that allowed us to come out and visit, to all the vendors that spent time and resources to support our industry, and to the CAA staff for helping with the coordination of events!

NEW MEMBERS

Primary

The Provident Companies

Contact: Diana Salen
dsalen@pmiohio.com

Spring Tide Real Estate

Contact: Joseph McConnell
jpmcconnell@springtiderealestate.com

Virtus River House LLC

Contact: Kate Perron
Kate.perron@riverhousecolumbus.com

The Barrington Group, Inc.

Contact: Jeff Lieberman
Box4788@gmail.com

True North Realty, LLC

Contact: Rebecca Miller
rmiller@truenorth-realty.com

Associate

Meinke Exteriors LLC

Contact: Darren Meinke
meinkeexteriors@gmail.com

Teasdale Fenton Carpet Cleaning and Restoration

Contact: Clayton Gross
cgross@teasdalefenton.com

Starry Internet

Contact: Jeff Greim
jgreim@starry.com

2020 Associate Council

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



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BWC UPDATES

Deadline Approaching: Group Retrospective Enrollment for Upcoming July 1, 2021 Policy Year

The deadline to enroll in Group Retrospective Rating with CareWorks Comp for the upcoming July 1, 2021 policy year is January 22, 2021. Group Retro is a performance-based program where the group's claims, incurred for the policy year, are compared to the group's premiums paid to the BWC. The participants will receive premium rebates as long as the claims incurred for that policy year are lower than the overall premiums paid to the BWC. For more information, call CareWorks Comp Program Manager Cordell Walton at 614-827-0398 or cordell.walton@careworkscorp.com.

Group Retro Rebates from 2018 & 2019 Policy Years: Rebated EARLY

If your company was enrolled in CareWorks Comp's Group Retro Program for the 2018 and/or 2019 Policy Year, you received your rebates in April 2020 and in October 2020 as BWC Dividends. The Ohio BWC rebated 100% of your premium from the 2018 Policy Year in April 2020, AND rebated 100% of your 2019 Policy Year premium in October 2020. Therefore, since you already received all of your premium back from those two Policy Years, this is why you didn't receive your first 2018 plan year rebate last month, nor will you receive rebates in Fall 2021 or Fall 2022 or Fall 2023.

BWC Board Approves \$5 Billion Workers' Compensation Dividend

The BWC Board of Directors approved Governor Mike DeWine's \$5 billion dividend proposal on November 2, 2020. This is the largest BWC dividend in state history and DeWine hopes it will serve as a lifeline to businesses struggling amid the coronavirus pandemic. The dividend will be the third this year, following a \$1.54 billion dividend issued in April and a \$1.34 billion dividend in October.

Checks will be distributed to employers covered by BWC in mid-December. Gov. DeWine said that the BWC "remains in a strong fiscal position thanks largely to healthy investment returns on employer premiums, a declining number of claims each year and prudent fiscal management." After the dividend is paid out, the BWC will have an approximate net position – assets minus liabilities – of \$6.3 billion.

Important Deadlines:

- January 21, 2021: Premium installment due for the July 1, 2020 - June 30, 2021 policy year, if your company is on a monthly payment plan with the Ohio BWC.
- January 22, 2021: Deadline to enroll into Group Retrospective Rating with CareWorks Comp for the 2021 Policy Year.
- January 29, 2021: Deadline to enroll into the BWC One Claim Program (OCP) for the July 1, 2021 Policy Year.

COVID-19 Guidance on Ventilation in the Workplace

OSHA is committed to protecting the health and safety of America's workers and workplaces during these unprecedented times. The agency will be issuing a series of alerts designed to keep workers safe.

Ensuring adequate ventilation throughout the work environment can help to maintain a safe and healthy workplace. Employers should work with a heating, ventilation, and air conditioning (HVAC) professional to consider steps to optimize building ventilation. An HVAC professional can ensure that the ventilation system is operating as intended. The following tips can help reduce the risk of exposure to the coronavirus:

- Encourage workers to stay home if they are sick.
- Ensure all HVAC systems are fully functional, especially those shut down or operating at reduced capacity during the pandemic.
- Remove or redirect personal fans to prevent blowing air from one worker to another.
- Use HVAC system filters with a Minimum Efficiency Reporting Value (MERV) rating of 13 or higher, where feasible.
- Increase the HVAC system's outdoor air intake. Open windows or other sources of fresh air where possible.
- Be sure exhaust air is not pulled back into the building from HVAC air intakes or open windows.
- Consider using portable high-efficiency particulate air (HEPA) fan/filtration systems to increase clean air, especially in higher-risk areas.

- When changing filters, wear appropriate personal protective equipment. ASHRAE recommends N95 respirators, eye protection (safety glasses, goggles, or face shields), and disposable gloves.
- Make sure exhaust fans in restrooms are fully functional, operating at maximum capacity, and are set to remain on.
- Encourage workers to report any safety and health concerns.

For more information, visit www.osha.gov/coronavirus or call 1-800-321-OSHA (6742).

Let's Learn: Important BWC Acronyms

- DHO: District Hearing Officer—the first level of adjudication at the Ohio Industrial Commission.
- SHO: Staff Hearing Officer—the second level of adjudication at the Ohio Industrial Commission.
- TLL: Total Limited Losses—the expected medical, compensation, and reserve losses (claims\$) for an employer for an experience period (the oldest four of the past six rating years.)
- TML: Total Modified Losses—the total of all medical, compensation and reserves assigned to an employer's claims that occurred in the oldest four of the past six rating years.
- EMR: Experience Modification Rate—the percentage of credit or debit that the Ohio BWC applies to each Manual Code's base rate to determine an employer's premium.

Important Change: 2021 Ohio Safety Congress Going Virtual

The 2021 [Ohio Safety Congress & Expo \(OSC21\)](#) — sponsored by the Ohio Bureau of Workers' Compensation — is about keeping people safe. With all the uncertainty surrounding the future of the COVID-19 pandemic, the BWC will host OSC21 totally online March 10 – 11, 2021. The virtual event offers plenty of online learning sessions and a digital expo, allowing you to learn remotely and chat virtually with presenters and exhibitors. As always, attendance is FREE, and registration for the virtual event opens in December.

Who should attend?

Individuals with an interest in occupational safety and health, wellness, rehabilitation, and workers' compensation are encouraged to attend.

OSC21 highlights

- Learn to improve safety management programs and best practices.
- View the newest workforce safety products and services.
- Chat with business representatives, safety pros, and workers' compensation specialists.
- Connect with exhibitors to discuss cost-saving solutions.
- Keep your workers healthy and productive

Important note: The new March 10 – 11 dates are a change from the original dates of March 31 – April 2 that the BWC announced earlier this year. **Look for updates on social media using #OSC21. Mark your calendar and join the BWC online! March 10-11, 2021.**

For more information about all the Ohio BWC's training opportunities, visit the BWC's Learning Center at: [BWC Learning Center Login](#)

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The Sherwin-Williams Company
614-230-4512

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 - SOLD



The Chuck Wagon - SOLD



Saloon Sponsor - SOLD



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 7 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 an Expo Sponsor!

Contact the CAA today or visit www.caahq.com

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

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.



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 six 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
- 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

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



YOUR ASSOCIATION, YOUR EVENTS, YOUR PHOTOS



American Leak Detection's Staff enjoyed dressing up for the Halloween Vendor Parade



A few of our CAA Vendors that participated in the Halloween Vendor Parade



Vendors visit with Asherton of Dublin Apartments



CAA Vendors gathered at The Charles at Riggs Run to pass out Halloween goodies

Halloween Parade



CORT, Contractors Inc. and AmRent, Inc. all dressed as members from the Wild West for the Vendor Parade



Staff members from The Zimmerman Companies enjoyed their visit from the CAA Vendors on Halloween



Staff members from Easton Commons enjoyed their goodies from our CAA vendors



Unified Residential Management staff enjoyed their Halloween treats from the CAA vendors