

Apartment Association of Fort Wayne – NE Indiana Inc.

OnSite



www.aafw.org ♦ www.neiapartmentfinder.com ♦ E-mail: info@aafw.org ♦ (260) 482-2916 ♦ (260) 482-5187

Happy New Year - Welcome 2021!

Together as partners in the multi-family housing industry we can accomplish great things! Are You Ready? We Are READY!

There is no doubt that 2020 has been one of the most challenging years in our lifetime. The pandemic has forced us to reevaluate nearly every aspect of our lives from our professional lives and how we work to our personal lives and how we interact with people outside of our household. Like each of you reading this, whether you work for an apartment community, are an Independent owner, management company or vendor, we all have had to adapt, pivot, reevaluate and make changes based on the information that is available now, knowing that it will/can change in a moment's notice.

Let's expose the elephant in the room – it's no secret that we are all tired of the restrictions that the pandemic has caused. There, it's been said. I cringe when I hear "when are we going to get back to normal?" What is our new normal even going to look like? How do we move forward from the pandemic and use what we have learned over the past year? The name of the game is adjusting to the **NEW** normal.

The AAFW-NEI will also have a new normal. It's going to look similar but different. We've said it all year; **things are going to look different**. We are very thankful for your support of the AAFW-NEI over the past year as we have learned how to adapt and at some times struggled to provide you the networking opportunities that you are used to receiving from us as a member.

Zoom – is it going to go away? Nope, I don't think so. I frequently hear rumblings about Zoom meetings and classes, and when are we going to be able to meet in person again. I'd like to offer this perspective – how lucky are we that we have the technology to still learn, connect, and network with the technology that we have today. I often think of my grandparents and what they would think of this. It really is an exciting time to be able to log into your computer, tablet or phone and see a national speaker like Toni Blake or Jackie Ramstedt without having to travel! It's all about perspective – I'm sure that I will need to remind myself of this several times over the next several months.

We will have a full offering of education courses in Spring 2021 that will be exclusively online. Courses will begin in February and conclude in May. You will have the opportunity to attend a **Leadership Series by Jackie Ramstedt**, update your team's maintenance and leasing training and network with others members. We continue to strive to provide quality educational opportunities; however, you and your team must take advantage of these chances and get the most out of your membership in the AAFW-NEI. Zoom fatigue or not, it has changed how trade associations can still offer quality education to members.

Events will also look different in 2021. While we won't be able to be in person, we have explored opportunities that will still allow us to come together not only as members but with your teams at

your companies and communities. Breakfast Connections for the first quarter in 2021 are planned to be virtual also. Decisions to hold events virtually were not an easy decision; however, the health and safety of our members has always been top priority. Will we get back to holding in person Breakfast Connection again with 80 – 100 members again – YES, but it's going to take time. There has also been a decision made to postpone the Summit Celebration until later in 2021 increasing the likelihood that will all be able to meet in person and celebrate the outstanding work of your teams with the annual awards.

As you know, we printed our last Apartment Guide in Spring 2020. We have also made changes to our primary association website, aafw.org, to create an entirely new website for consumers to find their next apartment home. As an AAFW-NEI member benefit, **all apartment community members** now have their contact information listed on our new website, neiapartmentfinder.com. This listing provides consumers with a comprehensive list of apartment communities that are members of the AAFW-NEI to search for their next apartment home on our easy, concise website. We have continually looked at ways to increase member benefit for ALL members.

This coming year will have obstacles and some unique challenges for the Association and your company/community; however, with your continued commitment, we can build upon our strong foundation and remain a strong organization as a result of your membership re-commitment. Thank you allowing us to provide your company resources in 2020 and we look forward to partnering with you next year.

As 2021 approaches, please recommit your pledge to the educational, legislative, and promotional focus of the AAFW-NEI with your 2021 membership dues. Your company has likely already received your dues invoice for 2021 where there is not a local dues increase. With over 40 years of experience, the AAFW-NEI strives to help you stay up-to-date on the ever changing multi-family industry, provide education to your team members, and network with other members. We are proud to be providing the rental industry and the local community the resources that you need every day.

Here's to 2021!
Together as partners
in the multi-family
housing industry
we can accomplish
great things!



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JANUARY

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Editor's Corner

We apologize for any incorrect information within the contents of these pages. Please notify us of any errors we have made and we will make the corrections.

If you have any news to report from your business or community. Drop us a line and we will do our best to include it in the next issue of the *OnSite*.

◆ **THE DEADLINE FOR SUBMISSIONS FOR THE MONTHLY ONSITE IS THE SECOND FRIDAY OF THE MONTH** ◆

~ AAFW-NEI STAFF ~



Do you know a company that would make a great addition to our membership? A company that offers services not offered currently in our Association?

Let Hope Zellers know at hzellers@aafw.org and she can set up a meeting today to let them know all about the AAFW-NEI and invite them to check us out!

NAA & IAA Contacts

Regular Membership in the AAFW-NEI includes membership in the Indiana Apartment Association (IAA) and the National Apartment Association (NAA).



National Apartment Association

4300 Wilson Boulevard, Suite 800
Arlington, VA 22203
Phone: (703) 518-6141
Fax: (703) 248-9440
Website: www.naahq.org

Bob Pinnegar, CAE,
Chief Executive Officer

E-mail:
rpinnegar@naahq.org



Indiana Apartment Association

9200 Keystone Crossing, Suite 100
Indianapolis, IN 46240
Phone: (317) 816-8900
Fax: (317) 816-8911
Website: www.iaaonline.net

Lynne Petersen, CAE,
President

E-mail:
lynne@iaaonline.net

THE AAFW-NEI ONSITE IS A COMPLIMENTARY MEMBER BENEFIT FOR AAFW-NEI MEMBERS.

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JANUARY — VOLUME 43. ISSUE 1

If you are not receiving a copy of the *OnSite* and would like to, contact Hope Zellers at hzellers@aafw.org.

AAFW-NEI Board Members

I would like to welcome our 2021 Board of Directors! If you ever have a topic to discuss, an idea for an Event or an Education Class or a problem that you need help with, feel free to reach out to any of our Board Members. They are here to help!

2021 Executive Officers

President



Michele West,
CAM, COS, LIHTC

Montrose Square

Vice President



Nikki Gillenwater,
CAM, HCCP

**New Generation
Management**

Secretary



David Lamb,
CAMT+E

**RealAmerica
Management, LLC**

Treasurer



Angela Rose,

**Perry Law
Office P.C.**

2020 Executive Officer

Past President



David Becker,
CMM, CAMT+E

Canterbury Green

Board Director



Debra Crews,
NALP

**Willow Creek
Crossing**

Board Director



Nicholas Kreisler,
Canterbury Green

Board Director



Dan Moulton,
**WASH Multifamily
Laundry Systems**

Board Director



Stephanie Oren,
CAM, HCCP

**New Generation
Management**

Board Director



Karen Potter,
ProFed Credit Union

Board Director



Marla Rumschlag,
CAM, CAPS

Gene B. Glick Company

Legal Counsel



Ray S. Perry,
Perry Law Office P.C.



Peggy Can Help You With:

- * Membership Information
- * Public Relations for the AAFW-NEI
- * Northeast Indiana Apartment Finder
- * Advertising Sales for Online AAFW-NEI Publications
- * Social Media Marketing for Association & AAFW-NEI Members
- * Accounts Payable & Receivable Questions
- * Class, Meeting and Event Photos
- * Education Programming, Special Seminars & National Designations
- * Website Maintenance – Association information & listing pages, Career Center
- * Education Certificates
- * Membership Excel Database

Staff Liaison for:

Education, Marketing, Special Events and Summit Celebration Teams as well as the Board of Directors.

How Peggy & Hope Can Help You...

Hope Can Help You With:

- * Membership Information
- * OnSite Newsletter
- * Membership Directory
- * Membership Directory Advertising
- * Online Buyer’s Guide
- * Breakfast Meetings
- * Contact Information Updates
- * Education Class, Meeting, Event Registrations and Attendance Records
- * Membership Excel Database
- * Spotlight Opportunities
- * Charity Donations & Community Outreach
- * Job Postings
- * Education Certificates

Staff Liaison for:

Community Outreach, Education and Special Events Teams.

24-HOUR EMERGENCY RESPONSE

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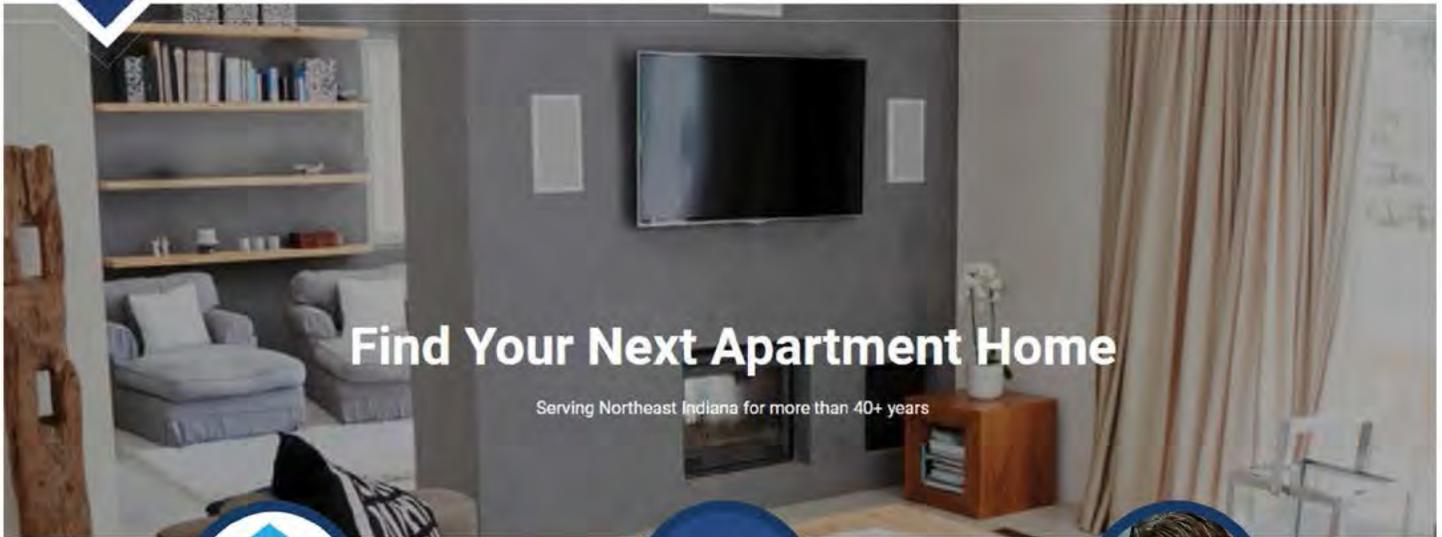
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Find Your Next Apartment Home

Serving Northeast Indiana for more than 40+ years



REDESIGNED WEBSITE

Consumers Can Now Search all AAFW-NEI Members for Their Next Apartment Home

All AAFW-NEI Member Apartment Communities are Listed with Contact Information

Upgrade Your Listing to Include Floor Plans, Features & More

New Social Media Campaign



COST EFFECTIVE LEAD GENERATION

Pricing by Apartment Community

\$189/Month
\$509/Quarterly
\$1,819/Annual

15% off Each Additional Community with the Same Management Company



LOCAL EXPERTS LOCAL SUPPORT

You Have Dedicated, Local Contact for Immediate Assistance on Your Online Advertisement

Your OnLine Advertisement will be Active Within 48 Hours After Materials are Received

Photographic Services are Included at No Additional Charge

neiapartmentfinder.com



NORTHEAST INDIANA

APARTMENT FINDER Contact Peggy Meyer

(260) 482-2916; pmeyer@aafw.org

To Upgrade Your Standard Listing

AGREEMENTS FOR 2021 ARE NOW AVAILABLE

Website is hosted by



Apartment Association of Fort Wayne - NE Indiana

Who we are, what we do ...

OUR MISSION

We provide education and resources to our community, legislatively advocate on behalf of the rental housing industry and promote an educated and skilled workforce.

Who we aspire to be ...

OUR VISION

To continue to provide valuable resources to an ever changing housing industry.

How Can We Serve You and Help You Get the MOST out of Your Membership!

Education

Education your team through seminars, trainings & monthly Breakfast Connection

Networking Opportunities

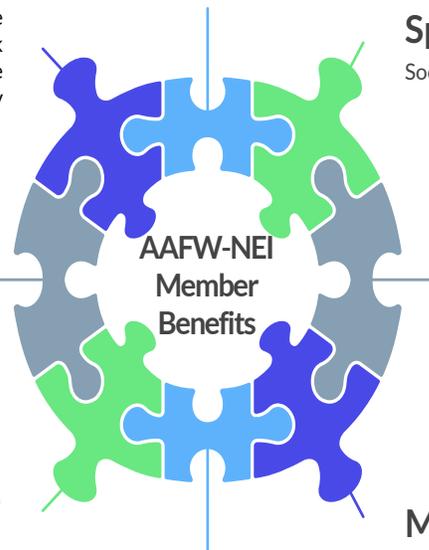
Many meetings and events throughout the year will give you opportunities to network with other members and keep informed on the ever changing rental industry

Special Services

Social Media, advertising, mailing list

Legislative Representation & Advocacy

Serving the rental housing and apartment industry's interests at the local, state and national levels



Resources

AAFW-NEI staff is always available to answer your questions or refer you to the right resource. Resources and forms are also available through our office for members

Reach Prospective Apartment Residents

Partner with the premier online listing service, Northeast Indiana Apartment Finder

Membership Directory

Member only resource. Complete contact information for all AAFW-NEI Members

Serve Your Community

Participate in activities to give back to the community and promote the rental housing industry



January 2021

Dear AAFW-NEI Members,

We want to thank you for your continued support of your local Apartment Association of Fort Wayne - NE Indiana. We understand that 2020 has been quite a challenging year for many of us both professionally and personally. We appreciate your trust in us and membership in the AAFW-NEI and we look forward to your company being a member in 2021.

Due to your loyal support, the AAFW-NEI has been able to provide many benefits and services while keeping membership dues at an affordable level for all members; and for 2021 you will not see an increase in your local dues. We are proud to be providing the rental industry and the local community the resources that they need every day. This coming year will have obstacles and some unique challenges for the Association and its members; however, with your continued commitment, the AAFW-NEI can flourish and remain a strong organization as a result of your membership recommitment. Thank you allowing us to provide your company resources in 2020 and we look forward to partnering with company next year.

With over 40 years of experience, the AAFW-NEI strives to help you stay up-to-date on the ever changing multi-family industry, provide education to your team members, and network with other members. As you look forward to another great year, we want to encourage you to take advantage of all your great member benefits:

- **Educate** your team members by attending one of the great education seminars in 2021 or giving them the opportunity to complete a designation or certification program, including the Certified Apartment Manager (CAM) or the National Apartment Leasing Professional (NALP) designation, or a CFC Certification course. Courses will be offered in person when it is safe for our members to do meet and offer social distancing.
- **Legislate** to fight changes that are harmful to the multi-family housing industry. The AAFW-NEI works closely with The Indiana Apartment Association team to keep a watchful eye on upcoming legislative changes to minimize impact to apartment community members.
- **Ever Evolving Website** has all of the information & resources that you will need in 2021 including the *OnSite*, the monthly membership newsletter. Members can visit www.aafw.org to register for courses and events, and can also find a full calendar for the Association. The Career Center can also be used to recruit new team members easily. Spring 2020 marked the end of the printed *Apartment Guide*; however, the online neiapartmentfinder.com website has been launched! Your contact information is included as a member benefit! Make sure that your rental information is ready for consumers looking for their next apartment home! Upgrades are available at a reasonable cost so your information is ready and up-to-date for consumers looking for their next apartment home.
- **Networking Opportunities** at the many meetings and events throughout the year will give you more chances to connect with other property management professionals. In 2020 our Breakfast Connections pivoted to online Zoom meetings. Our monthly Breakfast Connection meetings are held the second Tuesday of each month, include mini-education topics for all members, and we strive to keep members up-to-date on local ordinances, Fair Housing trends, community resources and how to operate their properties efficiently and effectively during those meetings. We plan on holding virtual Breakfast Connection meetings in first quarter 2021, and when it is safe for all of us to get together again; we will plan a great get together! We have some fun planned for an online event in spring 2021, and then offer the Golf Outing again in the summer and then wrap up the year with a fall event! We encourage you to join a committee and work side by side with your peers and the experience you gain will be irreplaceable.
- **Publications at your Fingertips!** The monthly *OnSite* is available digitally and includes current events, trends, and industry information along with the annual *Membership Directory* kept up-to-date at www.aafw.org and also printed for easy use. Complete rental verifications, find a vendor that understands the multi-family housing industry to bid your onsite needs, and partner with local community organizations by using this great resource!
- **Resources you need!** Have a question on a local ordinance, a specific Fair Housing situation, or local housing standards? The AAFW-NEI staff is always available to answer your questions or find you the right source and get you the answers you need. Resources and forms are also available through our office for members, including a Bed Bug Lease Addendum and Lead Based Paint pamphlets and disclosure forms. Having local resources and a devoted staff at your fingertips is truly priceless!

As 2021 approaches, please recommit your pledge to the educational, legislative, and promotional focus of our Association with your 2021 membership dues. Together as partners in the multi-family housing industry we can accomplish great things!

A handwritten signature in black ink, appearing to read "Michele West".

Michele West, CAM, COS, LIHTC, 2021 AAFW-NEI President

A handwritten signature in black ink, appearing to read "Peggy Meyer".

Peggy Meyer, Executive Director

Apartment Association of Fort Wayne – NE Indiana, 5530A Saint Joe Road, Fort Wayne, IN 46835
Telephone: (260) 482-2916; Email: info@aafw.org; Website: www.apartmentsfortwayne.com

AAFW-NEI EVENT CALENDAR



JANUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

- 1 NEW YEAR'S DAY**
AAFW-NEI Office Closed
- 12 JANUARY VIRTUAL BREAKFAST CONNECTION**
9 AM on Zoom
Let's start out the year with 5 Leadership Tips in 15 minutes with **Anthony Juliano**. Anthony will share some great tips on how we can all become better leaders in whatever position you hold at your apartment community or vendor member business. Please register by **Friday, January 8, 2021**.
- 18 MARTIN LUTHER KING JR. DAY**
- 19 BOARD OF DIRECTOR'S VIRTUAL MEETING**
8 AM at Paul Davis
Do you have a topic to discuss? An idea for an Event or an Education Class? Or a problem that you would like to talk to the Board about? Contact **Peggy Meyer** for ways to share your ideas at **pmeyer@aafw.org** or **(260) 482-2916**.
- 19 ENCORE PRESENTATION:**
REKINDLE YOUR PASSION FOR PERFORMANCE
9 AM – 10:30 AM on Zoom
Especially during this time of uncertainty and stress, this seminar makes so much sense for your teams. Let Jackie Ramstedt help you rekindle your staff's inner passion and reignite their drive for a better outcome. In this session we allow for how much time as we have, to deliver the message and condense accordingly, focusing on the main "take aways".

DO YOU HAVE UPDATES TO YOUR MEMBERSHIP DIRECTORY LISTING?

**New Address? New E-mail? New Contact?
No Problem!**

**Contact Hope Zellers at hzellers@aafw.org
or (260) 482-2916 to update your listing today!**





WITH THE 2021 AAFW-NEI PRESIDENT, MICHELE WEST



I recently sat down with Michele West and we were discussing 2021 and the plan of action for the AAFW-NEI. Here's more about Michele and where she would like to lead the Association in the next two years. - Peggy Meyer

WHAT EXPERIENCE DO YOU BRING TO THE OFFICE OF AAFW-NEI PRESIDENT?

I have over 20 years of experience from the accounting department to Executive Director and all positions in between in housing. I have worked with affordable, senior & conventional housing. I have also managed from as small as 78 units to 551 unit communities and staffing up to 13 persons. I have been on the Board of Directors since 2016.

WHAT DO YOU SEE AS THE BIGGEST OBSTACLE THAT THE AAFW-NEI FACES IN 2021?

We are going to need to focus on continuing to build our membership and offering value to both Regular Members and Associate Members. Offering educational resources to all our members that is utilized by the membership as well as advertising opportunities that are beneficial to our members.

WHAT IS YOUR PRIMARY FOCUS AS THE NEW PRESIDENT?

The main focus needs to be one of financial responsibility to ensure that financially the organization will be here long after I am gone. We need to grow the organization to bring back the income that has been lost from the loss of the printed *Apartment Guide*. New ideas and out of the box thinking to bring new opportunities to replace the loss of income.



WHAT IS THE BEST ADVICE YOU WOULD GIVE SOMEONE THAT IS INTERESTED IN BEING ON THE AAFW-NEI BOARD OF DIRECTORS?

The direction of the Association is a fluid opportunity for all of our members. We can make it great and take it to new heights with new ideas and out of the box thinking in these times. Where else would you get a chance to really make a difference over a short time period? Working alongside some of your peers can be a learning experience that you can take with you long after the term of your service on the Board of Directors.

WHAT IS ONE THING THAT YOU HAVE LEARNED ABOUT YOURSELF FROM BEING ON THE BOARD OF DIRECTORS?

I learned that I have a lot of passion for this Association and I will do what needs to be done to make sure the Association continues to succeed.

WHAT DO YOU WANT PEOPLE OUTSIDE OF THE AAFW-NEI TO KNOW ABOUT OUR ORGANIZATION?

AAFW-NEI is here to help not only our members but the general public in need of assistance with finding housing. We are a great resource for those consumers that are looking for subsidized, section 42 or senior housing. Our redesigned website is also valuable to those looking for their next apartment home. I would also like for any potential Associate Members to know that the loyalty of our membership is great. The Association is great for those that are seeking a wider base of clients.

WHERE DO YOU SEE THE AAFW-NEI IN TWO YEARS?

I want to see our membership continue to grow and to be able to continue offering valuable resources for our Regular and Associate Members in education as well as National Apartment Association certifications.

*If you have any questions, please feel free to reach out to Michele.
Montrose Square - (260) 485-3475
email - montrosesquare@gmail.com*

PARTNERS IN EXCELLENCE

2021 AAFW-NEI Education Program

Register Employees from _____

Step #1

per apartment community

- 1-10 Units - \$100
- 11-25 Units - \$150
- 26-50 Units - \$200
- 51-150 Units - \$300
- 151-300 Units - \$400
- 301-499 Units - \$500
- 500 - 999 Units - \$600
- 1,000+ Units - \$800
- Associate Member - \$150

Subscriptions are available for Management Companies.

Please call for more information.

Step #2

We understand this Education Subscription will allow each member of our team to attend all of the 2021 Educational Series courses.

Here's how we would like to secure our participation:

- Please invoice for full amount in January 2021
- Installment Option (please go to step 3)

Step #3

(if needed)

Installment Option:
Program subscriber will be invoiced in four installments (amount listed below)

January, February
March & April

- 1-10 Units = \$25
- 11-25 Units = \$37.50
- 26-50 Units = \$50
- 51-150 Units = \$75
- 151-300 Units = \$100
- 301-499 Units = \$125
- 500 - 999 Units = \$150
- 1,000+ Units = \$200
- Associate Members = \$37.50

** All Education Subscribers receive 10% discount on certification & designation courses **

Final Step

Invoicing to take place in January 2021

By signing below, we understand that this is a binding contract for the full amount of the program subscription. Cancellations are not permitted and no refunds or account credits will be allowed. Non-payment will result in the immediate suspension of all program participation and member privileges.

Manager/Owner (please print) _____ Manager/Owner Signature _____

Cancellation Policy: If as a subscriber, an employee registers for a course and does not cancel by the advertised cancellation date, a \$10 charge will be billed to the subscriber. Substitutions are accepted at any time. If you have a disability that may require accommodations to participate, please call (260) 482-2916.

The Apartment Association of Fort Wayne - NE Indiana

5530A Saint Joe Road, Fort Wayne, IN 46835; (260) 482-2916; Fax: (260) 482-5187
E-mail: info@aafw.org; www.aafw.org

Encore Presentation

Rekindle

Your Passion for Performance!

Especially during this time of uncertainty and stress, this seminar makes so much sense for your teams. Let Jackie Ramstedt help you to rekindle your staff's inner **PASSION** and **REIGNITE** their **DRIVE** for a **BETTER OUTCOME**. In this session we allow for how much time as we have, to deliver the message and condense accordingly, focusing on the main "take aways".

JANUARY 19, 2021 - 9am-10:30am ON ZOOM

Take Aways ...

What is killing your passion at work?

Understanding how to deal with personality differences of your residents & staff

Multigenerational challenges to understand how different generations are influenced

Overcoming resident conflict and how to deal with those difficult situations

A better ability to manage yourself and your job more effectively-time management tips

Steps to re-creating your passion with purpose

Developing a Personal Commitment Pledge to be your best for 2021 and beyond!

YES, Register Us...

Register Online at aafw.org or complete the information below.
Call us for non-member pricing

- AAFW-NEI Education Subscribers - FREE**
- AAFW-NEI Education Non-Subscribers - \$45**

Company: _____

Please Invoice \$_____

Authorized By: _____

Date: _____

Email: _____

Name for Certificate: _____

Name for Certificate: _____

Name for Certificate: _____

Name for Certificate: _____

Defining Your Efforts to Realign Your Drive with Your Performance



Jackie Ramstedt is a nationally renowned, requested repeat Motivational Keynote Speaker, National Trainer, Consultant, and Performance Coach who has more than 30 years experience in the multi-housing industry. Her energetic and enthusiastic speaking style makes her seminars fun and exciting with a "down to earth" approach to education. Jackie's "real world solutions for real world challenges" focuses on empowering others to reach their full professional and personal potential through "balance" in their lives while reminding us of the important role continuing education plays in the success of our performances.

GET YOUR ROADMAP... Encore Presentation

figure out your destination while determining how to get there.

7 Smart Tips for Ringing in the New Year Safely

You're probably more than ready to say goodbye to 2020 do it safely with our guide to New Year's Eve.

By Lisa Milbrand. Real Simple



No one will miss 2020 when it's gone — and hopefully, the new year will be bringing brighter days ahead. So this year's New Year's Eve parties would be absolutely epic, if there wasn't a pandemic raging. (Even the most motivating New Year quotes won't guard you against virus exposure if you don't play it safe on December 31.) If you're more than ready to ring in the new year responsibly, here's how to celebrate the start of 2021 safely.

Remember: The CDC recommends keeping indoor celebrations to just your household, or having virtual or outdoor celebrations if you want to see your family and friends. So please party safely to start the new year off with good health — not coronavirus.

How to Celebrate New Year's Eve in 2020

1. Start your party late or end it early

Unless you're lucky enough to live somewhere where it's warm year-round, a safe outdoor New Year's Eve celebration could be tricky as the temperatures dip. You could do an early outdoor dinner and celebration then send everyone home to ring in the new year separately, or have guests arrive closer to midnight to count down to 2021 together in person, even briefly. (Or consider starting the party virtually, then gather everyone outdoors for a brief time later that night.)



2. Light up your party space

If you're used to ringing in the new year at a glam party, bring a little extra sparkle to your celebration space. High-tech twinkly lights can be programmed to shift colors in sync with the music you're playing to give you a more clubby vibe. Hand out glow-in-the-dark necklaces, 2021 glasses, and glittery tiaras and hats to lighten up your party.



3. Leave the past behind

There's probably a lot you're looking to say farewell to in 2020, so take advantage of some other good luck traditions that help you lose the bad juju. In China, people clean their homes before the new year so they can sweep away the bad luck and be ready to welcome in the good. If you're keeping warm around the fire pit, people can write down the things they're ready to let go of and toss them into the fire. It may feel silly, but we'll take all the good luck we can get.



4. Serve lots of good luck foods

We can use all the help we can get to make next year better, so make a feast of several cultures' versions of good luck food. Long noodles symbolize a long and prosperous life in China and Japan, and black-eyed peas (stewed with ham hocks and collard greens) are good luck in the South. Foods that look like coins or cash or are gold in hue



Continued on page 15

7 Smart Tips for Ringing in the New Year Safely

You're probably more than ready to say goodbye to 2020 do it safely with our guide to New Year's Eve.

Continued from page 14

4. Serve lots of good luck foods

— like mandarins, dumplings, cabbage, cornbread, lentils, and greens — are thought to help bring you prosperity in the new year. Germans eat cute marzipan pigs for an auspicious start to the new year — or try their more daring good luck dish: pickled herring. And at midnight, you can follow the Spanish tradition of popping 12 grapes in your mouth, one for each stroke of the clock, to help you get a fresh start for the new year.



7. Keep your New Year's kiss safe

The New Year's kiss is a time-honored tradition — but stick with someone from your own household when you do it.



Reprinted from realsimple.com from November 2020

5. Make it easy to find your drink

Avoid accidental sharing by making sure everyone's champagne flute looks different (and even better, opt for a glow-in-the-dark option for an outdoor celebration). Many winemakers have single-serving bottles or cans of bubbly, so guests can more safely pour their own prosecco or champagne for the New Year's toast.



6. Go a little wild

If you're celebrating outdoors, you don't have to worry as much about the mess. So go ahead and break out the confetti, streamers, and silly string, and light up sparklers to ring in the new year. (For brownie points, research eco-friendly options for all of these fun party favors.) If you like the idea of making some noise to scare away bad luck, set off some firecrackers, bang some pots and pans, or break out the noisemakers.



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JANUARY VIRTUAL BREAKFAST CONNECTION

TUESDAY, JANUARY 12, 2021 @ 9 AM ON ZOOM

Let's start out the year with **5 Leadership Tips** in 15 minutes with **Anthony Juliano**. Anthony will share some great tips on how we can all become better leaders in whatever position you hold at your apartment community or vendor member business.



Please register by **Friday, January 8th** end of day.

WHAT DOES THE FUTURE HOLD FOR MONTHLY BREAKFAST MEETINGS? IMPORTANT UPDATE

We have an important update to share with you about our Breakfast Connections.

We were notified that the Ramada is now closed and will reopen in March 2021. We will continue to do our part to minimize the spread of COVID-19 by holding meetings on Zoom.

If you have any questions, please don't hesitate to contact Peggy Meyer or Hope Zellers about the meeting schedule.



Keep an eye out for updates on when we can start meeting in person again.

But in the mean time, join us for a Zoom Breakfast Meeting and see some familiar faces!

Do you have a Team Member that has gone above and beyond during COVID?

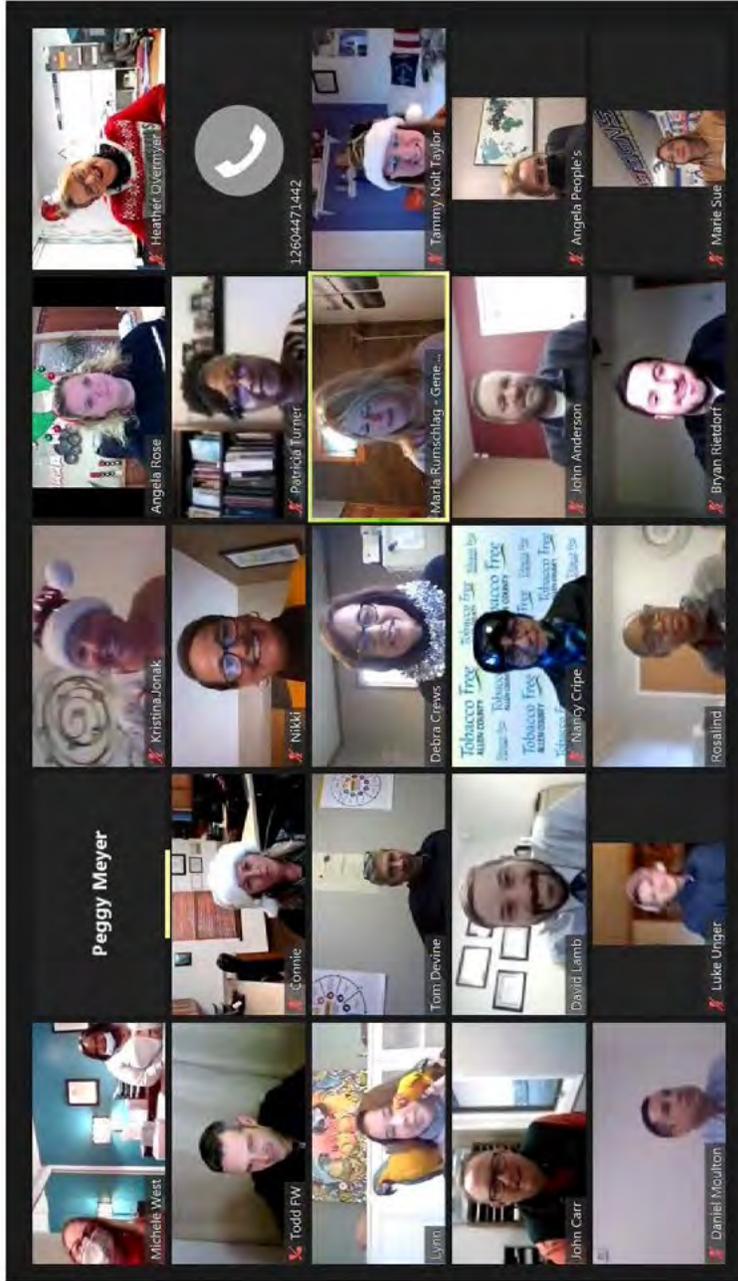
Has your team united and excelled during COVID?

They deserve a *High 5!*

If you would like to share your High 5 with the Membership contact Hope Zellers at hzellers@aafw.org or (260) 482-2916.



*Thank you to those that attended
the December Breakfast Connection!*



It was great to see so many smiling faces!!

Happy Holidays! Happy New Year!





Getting to Know Your Board President :

Michele West



Montrose Square Apartments

Title: Property Manager

Phone Number: (260) 485-3475

E-mail: montrosesquare@gmail.com

WHAT HAS BEEN THE MOST REWARDING PART OF BEING A PART OF THE AAFW-NEI BOARD MEMBER?

The most rewarding part of being a part of the Board has been watching how so many different personalities come together for the better good of our membership.

WHERE DID YOU GROW UP?

I am from Fort Wayne but moved away when I was 15, but I returned to the area in 2010.

DO YOU HAVE A MOTTO? IF SO, WHAT IS IT?

The Golden Rule - Treat others as you would have them treat you.

HOW LONG HAVE YOU BEEN IN THE INDUSTRY AND HOW DID YOU GET YOUR START?

I have been in the housing industry since 1998. I started in the accounting department as a temp on 10/31/98 for **Alpha Phi Alpha Homes** in Akron Ohio. I was offered the assistant manger position in 2000.

NAME 3 WORDS THAT DESCRIBE THE AAFW-NEI:

Resource

If they don't have it, they know where to get it.

Knowledge

With over 40 years combined experience

Reliable

You can always count on them to follow through

HOW DID YOU BECOME A MEMBER OF THE AAFW-NEI? HOW LONG HAVE YOU BEEN A MEMBER?

I have been a member of the AAFW-NEI for 7 years, joining in 2013 when I was working with **Gene B. Glick Company**. I became an active member in 2015 when I joined the Summit Celebration Committee.

4 WORDS THAT DESCRIBE YOU BEST:

Trustworthy * Teacher
Helpful * Supportive

WHAT IS THE LAST BOOK YOU READ?

A Promise Land by Barack Obama

HOW DO YOU THINK THE AAFW-NEI HAS BEEN BENEFICIAL TO MEMBERS? WHY SHOULD COMPANIES JOIN OUR ORGANIZATION?

The AAFW has been valuable during the pandemic by making sure our members still receive value from their membership by thinking outside the box. The Zoom Breakfast meetings, making sure people are informed and really stepping up to give everyone information on what might be the new norm with our industry for a while. It allows people to really know what is going on in the area, not just in the little corner we inhabit.

WHAT CAREER DID YOU WANT AS A CHILD?

I wanted to be a neonatal nurse.

WHAT HAS BEEN YOUR FUNNIEST/FONDEST MEMORY DURING YOUR TIME WITH THE AAFW-NEI?

The Summit Awards having been postponed this year from March until August, Peggy had to keep the results secret that much longer. When I showed up to take the awards to the winners for the Manager of the Year finding out that I was the one who won. The fact that we had been working so close all that time and she never let it slip. That woman can keep a secret!

WHAT HAS BEEN THE BEST ADVICE YOU HAVE BEEN GIVEN?

If you have something you are worried about ask yourself, "Will it matter in 5 years? Will it matter in 10 years? Will it matter in 50 years? If it will not matter long term, does it really matter now?" It is amazing how little you worry if you apply this to small things.

WHAT IS THE BEST PART OF YOUR JOB OR WORKING WHERE YOU DO?

The best part of my job is all the different characters that I get to meet. The best part of where I work, is who I work for and with. I have never had the pleasure of working somewhere that everyone respected everyone and worked hard to stay a team.

WHAT NEW PROGRAM OR DIRECTION WOULD YOU LIKE TO SEE THE AAFW-NEI OFFER?

I would like to see more of the lunch and learns and possibly recordings of the regular classes that could be viewed after the fact.





Getting to Know Your Board President :

Michele West

WHAT HAS BEEN YOUR HARDEST AND MOST FULFILLING ACCOMPLISHMENT IN YOUR LIFE?

The hardest and most fulfilling has been raising 3 wonderful children that are now married and starting families of their own. I have 4 grandchildren with another due in July 2021.

WHAT HAS BEEN A POSITIVE YOU HAVE TAKEN AWAY FROM OUR TIME IN COVID?

That we have thought outside the box to continue to treat our residents like they always have been, and shown them how important they are to us..

WHAT IS SOMETHING YOU HAD TO LEARN THE HARD WAY?

If you are not truthful with people, they will never trust you. If people can not trust you, you will not be successful in business or personal relationships.

WHAT HAVE YOU GAINED FROM BEING AN AAFW-NEI MEMBER?

The networking has been invaluable but the education and support from the staff is the biggest gain.

WHAT HAS BEEN YOUR PROUDEST MOMENT IN YOUR CAREER?

When my first assistant manager became a manager herself!

WHAT DO YOU AND YOUR CO-WORKERS DO TO RELIEVE STRESS AT WORK?

Pulling pranks are not above any of us. We love to laugh and make sure we do it as often as we possibly can. And scaring the daylights out of a certain maintenance man is always a bonus.

WHAT HAS BEEN YOUR CRAZIEST WORK EXPERIENCE?

I had a resident that dismantled their bathtub. Removed the faucet, handles, and tub surround. Because they saw an ant go behind the surround. Everything was laid out very neatly, like they were ready to install everything.

YOUR FAVORITE SONGS:

Happy - Pharrell Williams PG version
I F**ng Hate You - Godmack

YOUR FAVORITE MOVIE:

Classic - Casablanca
Modern - Avatar

DO YOU SING IN THE CAR?

Only when I am alone.

YOU NEVER LEAVE HOME WITHOUT:

My keys.

WHAT IS SOMETHING NO ONE WOULD GUESS ABOUT YOU?

That I love heavy music and that I have no tattoos.

WHAT IS YOUR FAVORITE VACATION SPOT?

Anywhere that has sun, beach, water and adult beverages.

WHAT ARE YOUR HOBBIES?

Spending time with my family and playing games, reading and cooking.

Great Leaders Don't Set Out to Be a Leader...They Set Out to Make a Difference. It's Never About the Role — Always About the Goal.



B+

BY ELAINE SIMPSON, OCCUPANCY SOLUTIONS

This article title is corny, yes, and it's also the name of a new television show totally unrelated to multifamily and hotel management, but I'm trying to make a point. In these trying times, we have to find ways to be positive. Following are some practical tips and tricks that I personally find helpful that you might find helpful too.

❖ Start your day with a smile.

As the psychologists teach us, our thoughts, emotions and behaviors are interconnected. When you are stressed, you hold tension in your body which reinforces negative emotions and feelings. Make a habit of starting your day with a smile to relieve any leftover stress and start your day on a positive note.



❖ Start your morning with an inspirational quote.

Visit www.brainyquote.com for some daily inspiration to set you off in a positive direction for the day.



❖ Listen to a comedy sketch or podcast or joke of the day as you get ready to greet the day.

Listen to a comedy sketch or podcast or joke of the day as you get ready to greet the day. Try sites such as www.laughfactory.com that allows you to select the type of joke or subject of interest. Laughter is great medicine.



❖ Play with your children or pets and enjoy the funny things they do and say.

Play with your children or pets and enjoy the funny things they do and say. Don't have any of your own? YouTube has oodles of funny clips of pets and children that will make you laugh out loud in spite of yourself.



❖ Stop telling yourself you are too busy.

Talking about how busy you are wastes time you could put toward the things that make you so busy. It continues the negative emotions and sensations that go along with feeling stressed. Allow time to do things that make your health and well being a priority and that includes sometimes just doing nothing, saying no to other obligations and giving it a rest.



❖ Figure out what your stressors are in order to respond to them in a more positive way.

Figure out what your stressors are in order to respond to them in a more positive way. Stressors can be people, places or situations. When you encounter your stressors, how do you respond? You might get butterflies in your stomach, come down with a headache, feel powerless, over think things, sweat, shake, etc. Make yourself a plan of attack to combat the stressors. Try breathing exercises, take a short walk, create your own positive mantra and say it out loud and find your way through those tough situations.



❖ Just Breathe!

I recently became familiar with WIM HOF BREATHING. WIM who? WIM HOF. Check out www.wimhofmethod.com for more information. Wim, referred to as the "iceman", is a person who started an entire movement on how to balance your life with controlled breathing exercises best practiced after waking or before a meal. Stress reduction, better sleep, more focus and mental clarity are some of the rewards of using this method. In short, sit in a comfortable place; take 30 to 40 quick deep breaths inhaling through your nose and exhaling through your mouth. Take a "deeeep" breath, then exhale and hold off as long as you can before breathing in. Inhale again as deep as you can and hold it for 10 seconds, release then repeat as many times as you like. Just don't do this while you are driving!



❖ Throw away you To Do List for a day.

Focusing on the future often produces a stress response in our bodies and increases our cortisol level. Cortisol is a hormone released during times of stress that put us in a state of constant stress or chronic cortisol overload. Zoom coaches encourage their members to start the day with a "Done" List to post and revel in past accomplishments and reduce cortisol levels. Too much cortisol leads to weight gain, weak immune systems, anxiety and depression and possible hypertension or heart disease.



❖ Forget multi-tasking and try single-tasking.

Doing one thing at a time allows you to do it well and get more done. This creates a feeling of accomplishment and positivity.



B+

BY ELAINE SIMPSON, OCCUPANCY SOLUTIONS

Continued from page 20

❖ Try mediating.

Take a stress reduction break wherever you are. Meditation is the practice of focused concentration, bringing yourself back to the moment over and over again. It can address stress, reduce anxiety, chronic pain, depression, heart disease and high blood pressure. You can spend as little or as long as you like to meditate and can do it alone or with a guide and You Tube is full of short clips to assist you.



❖ Be mindful.

Meditation and mindfulness have long been known to reduce stress related to thinking too much about the past or the future. Being in the present moment eliminates those feelings of worry.



❖ Listen to your favorite music.

Faster music can make you feel more alert and concentrate better. Upbeat music can make you feel more optimistic and positive about life. A slower tempo can quiet your mind and relax your muscles, making you feel soothed while releasing the stress of the day. Music is very effective for relaxation and stress management.



❖ Exercise.

Yes, the "E" word can reduce stress by reducing cortisol and elevating serotonin, the chemical that is best known for regulating your mood. High levels of serotonin are known to lower levels of depression and anxiety and increase happiness. Gyms are closed in some areas and it may be too cold to go outside so even taking one minute to jump up and down as many times as you can in sixty seconds can pull you up and into a more positive frame of mind. Dance your way through the house cleaning, just get moving.



❖ Boost your mood with food.

I am not talking about binging on ice cream and junk food. That might work short term but has negative long-term consequences. One of Serotonin's precursors is tryptophan and it's found in more than your Thanksgiving turkey. Try munching on nuts and seeds high in tryptophan such as pumpkin seeds, chia seeds, sunflower seeds, flax seeds, pistachios and one of my favorites, cashews. It is also found in soybeans, tofu, and cheeses such as mozzarella, parmesan, cheddar and swiss. Who knew it's also in roast beef, pork, veal, chicken, tuna, salmon, halibut, cod, most seafoods and eggs! Don't forget beans, lentils, oat and wheat bran. You may not recognize a change, but your body will.



❖ Eat more fish and get some sun!

Omega 3's and Vitamin D also boost serotonin production. Incorporate more fish into your meal planning and foods high in Vitamin D or just bask in the sun a few minutes a day. Better yet, find a sunny beach and go fishing!



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WHO'S WHO IN THE AAFW-NEI ~

AmRent

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Website: www.amrent.com



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DESCRIBE HOW AMRENT BEGAN AND HOW YOU CAME TO WORK THERE:

AmRent began solely reporting data for mortgages. We then created AmRent for just property management companies. I came into this profession from the other spectrum of the housing industry; my first position was a leasing consultant, then assistant manager, and then property manager. AmRent found me at the end of 2017, believing I would do well given my background. Turns out, it was a great move!

HOW LONG HAS AMRENT BEEN IN BUSINESS?

CBC Companies was established in 1948 and AmRent following in 1989.

TWO THINGS AMRENT IS KNOWN FOR:

- * Customer Service
- * Customization

THREE WORDS THAT BEST SUM UP AMRENT:

A Firm Foundation

DO YOU HAVE A MOTTO? IF SO, WHAT IS IT?

"Belief gets you there."

WHAT ABOUT THE AAFW-NEI MADE YOU WANT TO JOIN? HOW LONG HAVE YOU BEEN A MEMBER?

AmRent has been a member for 21 years, having joined in April of 1999. I myself have been an Associate Member since 2018. I joined, honestly, because it was a part of my job. However, I had been a part of the Indiana Apartment Association (IAA) for many years, and it was extremely appealing to me that I was to join smaller, close knit associations — the AAFW-NEI being one of them. You obtain more of a sense of community within smaller associations and I liked that.

WHAT IS SOMETHING YOU HAVE GAINED FROM YOUR AAFW-NEI MEMBERSHIP?

I have gained a lot from my membership over the last 3 years. When I began I hoped to not only maintain connections and of course hopefully obtain new AmRent users, but also friends. No one else understands your industry like friends in this Association. We have our own world, and having friends who understand your world is the best feeling ever.

THREE WORDS THAT DESCRIBE THE AAFW-NEI:

- * Innovative* Efficient* Genuine

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1. Rapid Employment Verification (REV)
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FOUR WORDS THAT DESCRIBE AMRENT:

I will give you 5! Trusted, National, Invested, Compliance-Oriented and Knowledgeable.

WHAT NEW PROGRAM WOULD YOU LIKE TO SEE THE AAFW-NEI OFFER?

I would have said a reverse trade show, but now we offer this! So Thank You!!!

WHAT IS THE MOST REWARDING PART OF BEING AN AAFW-NEI MEMBER?

Contributing. I am a volunteer at heart and when you do things for the right reasons, everything else falls into place anyway.

HOW DO YOU THINK BEING AN AAFW-NEI MEMBER IS BENEFICIAL TO MEMBERS?

The AAFW-NEI allows Associate Members many ways to promote their companies. If there are new ways to be discovered, they find it and try to make it happen. They open the door for success, you only get what you put in.

WHAT HAS BEEN THE PROUDEST MOMENT IN YOUR CAREER?

I worked very hard for a career that I was comfortable with. My proudest moment would be when I sat down in my home-office one day and realized I did it. I know I will always be learning, and I will always be improving, but for just that moment, I was entirely content.



WHO'S WHO IN THE AAFW-NEI ~



Alison Young



WHAT IS SOMETHING YOU HAD TO LEARN THE HARD WAY?

That you can lead a horse to water, but you cannot make it drink.

WHAT IS SOMETHING NO ONE WOULD GUESS ABOUT YOU?

Um, I play the guitar and can sing very well. Before I made the decision to take care of my niece, I traveled and played in a lot of shows.

WHAT ARE YOUR HOBBIES?

I enjoy reading, cooking and baking, watching my favorite TV Shows and crafting.

WHAT HAS BEEN THE BEST ADVICE THAT YOU HAVE BEEN GIVEN?

"People are usually more convinced by reasons they find themselves. So do not take life too seriously, always be yourself, admit when you are wrong, and the stars will keep shining."

WHAT ARE TWO REASONS YOU ENJOY DOING BUSINESS IN FORT WAYNE?

Everyone is so welcoming; I was a total outsider in the beginning and never felt uncomfortable.

WHAT HAS BEEN A POSITIVE THAT YOU HAVE TAKEN AWAY FROM COVID?

We can always overcome, and although there is a lot of bad out there, people are still awesome.

WHAT ARE YOU LOOKING FORWARD TO IN 2021?

AmRent is looking forward to new challenges and as always, developing more partnerships in our industry. I am personally looking forward to some normalcy! I know there has to be a light at the end of 2020's tunnel!

WHAT HAS BEEN YOUR CRAZIEST WORK EXPERIENCE?

Craziest work experience...on property I have too many stories to tell, but with AmRent — I would say COVID. Adapting to a new normal with COVID has been crazy, but also rewarding. Sometimes you worry about what you can overcome, until you do.

FIVE THINGS YOU CANNOT LEAVE HOME WITHOUT:

Pre-COVID — my phone, contact solution, water bottle and medicine bag. Now my mask and hand sanitizer is a MUST!



WHAT IS THE BEST PART OF YOUR JOB OR WORKING WHERE YOU DO?

Educating people on resident screening and how things actually work in the background when they run those applications. There was so much I did not know, that had I known, I might have done things different when I was on property/at corporate.

WHAT DO YOU DO TO HELP RELIEVE STRESS AT WORK?

My nearly four years working for AmRent, I have worked from home. I have to say, I do not experience much stress. However, when I am overwhelmed with tasks, I walk away for just a bit. I make some tea, take a brief walk or in the summer I'll take my "office" to my backyard area — sometimes fresh air is all I need.

FREE Ways We Can Help Your Business Thrive!!

Let the membership get to know you better! Be a spotlight in the monthly OnSite!

Show your expertise by writing an article for the OnSite or a blog post on aafw.org



Have a hot topic you think our members should learn about? Write an article!

Take 2-3 minutes to speak to the membership about your business. Do an Associate Spotlight Video!

If you enjoyed reading **AmRent's profile** and would be interested in spotlighting your company reach out to Hope Zellers at hzellers@aafw.org today!

Check out their link to their Associate Spotlight video on page 32!

◆ 2020 AAFW-NEI Committee & Event year in Review ◆

2020 has turned out to be a year of unexpected hiccups and adapting to change, BUT one thing we have been able to keep going are some of our AAFW-NEI Committees. From helping those less fortunate to providing Education (via Zoom) to a Golf Outing and everything in between. THANK YOU to all of our members that have participated on a committee or an event in 2020. Without your support, we could NOT have planned such wonderful classes, events and member services!



Staff Liaison: Peggy Meyer, AAFW-NEI

Many management companies and apartment communities took advantage of the **Education Subscription Program**. By paying one low price based on their unit count, communities could send all of their staff to any and every class. Due to COVID-19, the AAFW-NEI Education pivoted to online courses via Zoom.

Maintenance Technicians were able to attain the credentials they need to work on air conditioning units by attending the **CFC Certification class**, exams and retesting offered throughout the year. And last but not least, maintenance technicians were able to start the **Certificate for Apartment Maintenance Technician (CAMT)** designation course ended with designations being earned in 2020. It was a great year to present so many industry professionals with their advanced certifications and designations!

The committee is already working on a fantastic list of class topics for the first half of 2021. If you or your staff has any topic ideas or speaker recommendations, please let us know!

THANK YOU COMMITTEE MEMBERS:

Debra Crews, **Willow Creek Crossing**
Nikki Gillenwater, **New Generation Management**
David Lamb, **RealAmerica Management, LLC**
Melissa Schneider, **Redwood Living, Inc.**
Michele West, **Montrose Square**
Staff Liaison: Peggy Meyer, AAFW-NEI



SUMMIT CELEBRATION

Co- Chair: Michele West, **Montrose Square**
Co- Chair: Taylor White, **Redwood Living, Inc.**

Unfortunately, the gala event that was planned for March 13, 2020 was cancelled due to Covid-19. The Summit Celebration was held virtually and winners were announced on Facebook on June 10, 11 & 12. The awards were then delivered to the winners with balloons and treats! This year we had 46 nominees. Thank you to all of our sponsors that have committed their sponsorships to the next Summit Celebration.

THANK YOU COMMITTEE MEMBERS:

Karen Schwichtenberg, **Purple Blaze Enterprises**
Michele West, **Montrose Square**
Taylor White, **Redwood Living, Inc.**
Diana Wheeler, **City Carpet Outlet, Inc.**
Staff Liaison: Peggy Meyer, AAFW-NEI

**JOIN ONE OF OUR TEAMS AND
BE A PART OF OUR STORY!**

**Interested in joining one of
our many committees?**

**Call the AAFW-NEI Office today to have
more information on all of our committees
to see which one would be the perfect fit!**

News You Can Use ~ Have You Heard the Latest??

Keeping You Up-To-Date!



INDIANA FIRE PREVENTION AND BUILDING SAFETY COMMISSION SEEKS TO UPDATE MULTIPLE CODES

The Indiana Fire Prevention and Building Safety Commission took testimony at their December 1, 2020 meeting regarding updating the Indiana Building Code, the Indiana Fire Code, The Indiana Mechanical Code, The Indiana Fuel Gas Code, and the adopted NFPA standards. The Indiana Apartment Association asked the commission to forgo updating the code, given the current impact of COVID-19 on the multifamily housing industry and the looming uncertainty of the pandemic's eradication. Unfortunately, that request went unheard and Commissioner Scott Pannicke, also President of the American Institute of Architects, made a motion to form an exploratory committee to begin the code updates. The motion passed 9-1. As part of the exploratory committee, IAA will have one representative.

Street and north of the Turnstone adaptive sports complex, received a \$500,000 grant to develop 10 units of affordable housing. CASS Housing is a nonprofit organization that creates and maintains customized living arrangements for adults with developmental disabilities. CASS offers three housing and support models to serve residents moving from a family home into self-directed long-term housing. Fundraising began in 2016. Since then, CASS opened its first independent living home in January 2019 and second home in May, according to the bank. "Like previous years, most of these developments include a direct financial involvement from our members," MaryBeth Wott, FHLBank Indianapolis community investment officer, said in a statement. "Through their partnership, our members are using AHP grant dollars to close the development gap and help create more units of affordable housing in the communities they serve."

A FORT WAYNE HOUSING DEVELOPMENT FOR PEOPLE WITH DEVELOPMENTAL DISABILITIES HAS RECEIVED A \$500,000 GRANT TO BUILD AFFORDING HOUSING UNITS

The Federal Home Loan Bank of Indianapolis has awarded \$11.2 million in Affordable Housing Program grants to support the acquisition, construction or rehabilitation of properties for use as affordable homes. FHLBank Indianapolis said it provided grants of up to \$500,000 to 24 affordable housing developments in Indiana and Michigan. CASS Housing Inc., just east of North Clinton

The IMFHPAC is the Indiana Apartment Association's bipartisan political action committee that invests in candidates who are supportive of industry issues and are pro-business legislators. These funds aid in the election of candidates whose legislative voting records and/or positions on multifamily issues will enhance the business climate in Indiana. The IMFHPAC enables corporations and individuals to pool their political contributions and support candidates which help further IAA's legislative objectives. A collective effort allows for visibility and access to candidates. The effectiveness of IAA's efforts and our ability to work toward favorably resolving these issues is dependent upon our level of exposure in the legislative arena, which IMFHPAC funds will help secure.

Evictions - Collections - Estates Social Security Disability



Angela B. Rose



5532 Saint Joe Road - Fort Wayne, IN 46835

(260) 483-3110



Ray S. Perry

R. Scott Perry - Ramon S. Perry III - Thomas J. Knight - Robert L. Myers - Max A. Myers - Logan D. Gilbert



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THANK YOU

THANK YOU 2021 ONSITE ADVERTISERS!

I wanted to take a minute to thank our 2021 advertiser's for their support. Through their advertising dollars they have helped us to ensure that EVERY AAFW-NEI receives 10 newsletter issues this year! During such a time of uncertainty, to have these members advertise means so much to our Association. It helps

us to share important information with our membership. Take a minute and check their ads out and all of the wonderful services they offer! And remember, we are in this together. If you need anything Peggy or Hope are a phone call away! ~

hope gellers



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FREE Ways We Can Help Your Business Thrive!!



◆ Breakfast Spotlight ◆

Be a Spotlight at one of our monthly Breakfast Connections!

Take 2-3 minutes to speak to the membership about your business or about specials going on. Your spotlight will be featured on our Facebook and Instagram page.

◆ Who's Who Spotlight ◆

Let the membership get to know you better! Be a spotlight in our monthly newsletter! Answer some questions, send in pictures, let us get to know you! Your spotlight will also be featured on our Facebook and Instagram page.

◆ Teach an Education Class ◆

Have a hot topic you think our members should learn about?

Interested in teaching a designation class to help your fellow members?

We are always looking for new topics for our Education Program.

◆ Write an Article ◆

Show your expertise by writing an article for the OnSite or a blog post on aafw.org.

Local apartment community staffs are always looking for the best new ideas and training — help us be their trusted source!

If you would be interested in taking advantage of one of these opportunities contact Hope Zellers at hzellers@aafw.org today for more information!

LOOKING FOR A VENDOR THAT PROVIDES:



**Advertising ◆ Attic Insulation ◆ Trust & Estate Planning ◆ Railings
Water Heaters ◆ Voice Services ◆ Wallpaper Removal
Snow Removal ◆ Safety & Security ◆ Road Side Service ◆ Pergolas
Trip Hazard Removal Specialists ◆ Sprinkler System ◆ Roof Cleaning**

A list of vendors that provide those services and so many more are just a click away!

Visit the Online Buyer's Guide at www.aafw.org today!

SOCIAL MEDIA marketing

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**Increase Your
Online Presence
Save Staff
Time**

**Grow Customer
Engagement**



Option 1: *Three-month minimum*

2 Facebook Posts/Week

Monthly Facebook Snapshot Report

Google Profile Updated Once Per Month

One-Time Photo Session for Post Usage

\$99
month

Option 2: *Three-month minimum*

5 Facebook Posts/Week

1 Instagram Post/Week

Monthly Facebook Snapshot Report

Google Profile Updated Once Per Month

Quarterly Photo Session for Post Usage

\$199
month

Starter Package:

Create a Facebook Page

Create/Update Google Profile

One-Time Photo Session for Post Usage

\$159
one-time fee



Call (260) 482-2916
Email pmeyer@aafw.org

◆ Associate Members of the AAFW-NEI ◆



A

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* Office Phone (260) 432-6860

A & S GENERAL CLEANING LLC

* Office Phone (260) 255-9269

AAA

* Office Phone (260) 579-9149

AMERICAN HOME STORE FURNITURE

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AMRENT

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* Office Phone (260) 423-9574

APARTMENTS.COM

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* Cellphone (574) 303-9701

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* Office Phone (260) 436-7171

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* Office Phone (616) 257-2770

* Cellphone (269) 250-0121

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E

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* Jon Cellphone (260) 442-9064

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* Office Phone (260) 497-9110

F

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FCL SECURITY

* Office Phone (260) 482-5292

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◆ Associate Members of the AAFW-NEI ◆



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H

HAYS & SONS COMPLETE RESTORATION

- * Toll Free Number (800) 536-4056
- * Office Phone (260) 471-9110
- * Cecilia Cellphone (260) 210-0271

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- * Cellphone (574) 218-3318

HOME LUMBER

- * Office Phone (260) 493-4436

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HOLT CONSTRUCTION

- * Office Phone (317) 898-9002
- * Lyndsey Cellphone (317) 224-6026

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JET STREAM SOFT WASH

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JETZ SERVICE CO., INC.

- * Office Phone (317) 359-9968

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K KERN PAINTING TOLEDO, LLC

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- * Cellphone (260) 804-3355

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O

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p

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- * Office Phone (260) 436-7510

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- * Connie Office Phone (260) 441-8782
- * Peter Office Phone (260) 461-6131
- * Daniel Office Phone (260) 413-4643

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P

POOPRINTS OF NE INDIANA

* Office Phone (260) 433-1899

PRAIRIE WHOLESALE SUPPLY

* Toll Free Number (800) 289-8454

* Office Phone (260) 436-1551

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* Cellphone (260) 750-0129

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* Cellphone (260) 255-5052

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* Cellphone (260) 348-5226

SHERWIN WILLIAMS, CO. - (PAINT)

* Cellphone (260) 222-1623

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* Cellphone (260) 615-2906

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- ✓ Low Cost
- ✓ High-Quality

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Contact Don Hughes at
(317) 695-3271, DHughes@PCCMich.com
or our office at
(616) 403-1140, Info@PCCMich.com

www.IndianaSafeSidewalks.com

Be prepared for your next inspection. AAFW Members who mention this ad get a **15% discount** on their next project with us.

◆ Associate Members of the AAFW-NEI ◆



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T

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* Cellphone (260) 341-4975

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* Cellphone (260) 760-7555

TRUGREEN

* Office Phone (260) 489-6550

W

WASH MULTIFAMILY LAUNDRY SYSTEMS, LLC

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* Dan Cellphone (616) 295-2790

* Jimmy Cellphone (616) 213-4110

W

WAYNE PIPE & SUPPLY

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* Cellphone (260) 415-5612

WINDOWS, DOORS & MORE

* Office Phone (260) 422-7077

X

XFINITY

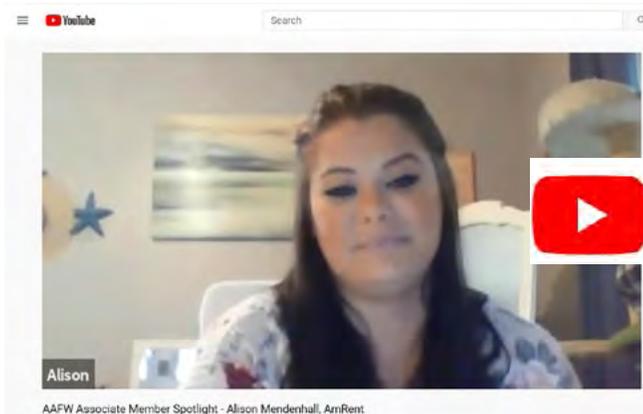
* Erika Cellphone (260) 215-5309

* Che Cellphone (260) 226-2823

New Associate Member Service!

2 – 3 Minute Video from your phone or Zoom
Featured on AAFW-NEI YouTube Channel

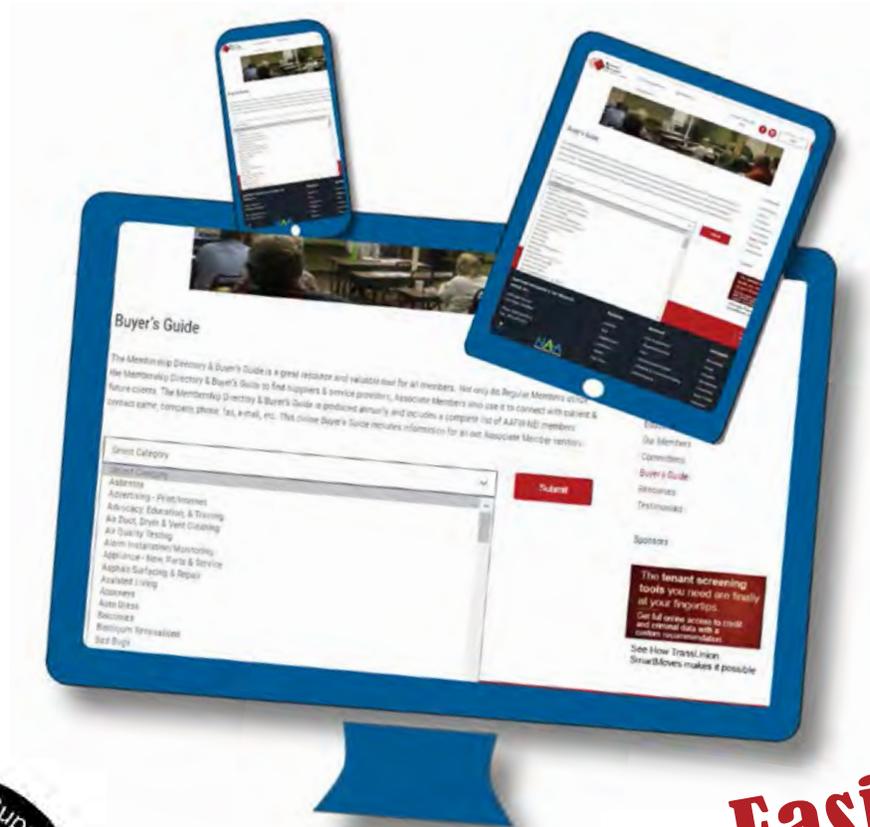
Oh, and it's FREE to AAFW-NEI Associates



Edited Video will be placed on the AAFW-NEI YouTube Channel and you can utilize it as you want! Thanks to Ali @ AmRent for working **with us on our first video! Check out AmRent's video here**

Online Buyer's Guide

www.aafw.org/association/our-members



**Easily
Accessible!**

Keep a Look Out!!

Do you have **NEW categories that you would like added to your online listing?**

Do you need to update your company contact information?

Updates to the Online Buyer's Guide will be coming soon!

Review your online listing today and let Hope Zellers know about any changes!

2021 ONSITE ADVERTISING RATES

Annual Rates

Business Card \$419

Quarter Page \$609

Half Page \$1,049

Full Page \$1,629



INSIDE BACK COVER IS AVAILABLE - PREMIER LOCATION!

FULL-COLOR Ads for ALL Advertisers
Clickable Link to Your Website/Email

The **OnSite** is displayed on the newly launched AAFW-NEI website. **What does this mean for advertisers?**

- * Full-Color advertisements for ALL advertisers
- * Direct link to your website. This will make it extremely easy for potential customers to visit your website!
- * Email hyperlinks from your ad allowing easy communication and requests for proposals
- * Increased exposure as **OnSite** newsletters will be available to AAFW-NEI members AND the community

The **OnSite** is the area's leading source for multi-family housing information! Your advertisement in the **OnSite** will be a regular reminder for not only your current customers, but also an introduction to those new and/or potential customers within the Association and to the thousands of visitors to the Association website.

The **OnSite** is published monthly and is posted on aafw.org on the first business day of the month. Emails with direct **OnSite** links will be sent to AAFW-NEI members and key community leaders. Facebook posts will also alert followers that a new issue is available.

Size of Advertisement:

- Business Card - 3 1/2" X 2 1/2" Quarter Page - 3 1/2" X 5" (vertical)
- Half Page - 7 1/2" X 5 5/8" (horizontal) or 3 5/8" X 9 3/4" (vertical)
- Full Page - 7 1/2" X 9 3/4"

Company Name: _____ Representative: _____

- Use the 2020 Advertisement I will send a NEW digital image Advertisement design needed

Deadline for new ads or ad changes is the first Friday of the month prior to the issue!

Apartment Association of Fort Wayne-NEI
Phone: (260) 482-2916; Fax: (260) 482-5187
E-mail: hzellers@aafw.org

January

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Please take a moment and join me in saying THANK You to our 2021 OnSite Advertiser's! Without your advertising we could not produce the informative newsletter each month. We could NOT do it without you!

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www.americanhomestorffurniture.com

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PAUL DAVIS

www.WhyCallPaul.com

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ASPHALT MAINTENANCE SERVICE

www.asphaltandpaving.net

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PERRY LAW OFFICE P.C.

www.perryoffice.net

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www.citycarpetoutlet.com

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www.IndianaSafeSidewalks.com

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Happy New Year





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