

MONROE COUNTY APARTMENT ASSOCIATION

PO BOX 202 • BLOOMINGTON, IN 47402

www.mcaaonline.org



“Why should my firm be a member of the Monroe County Apartment Association?”

Doug Horn, Managing Partner

Stasny & Horn IGP, Horn Properties

MCAA President

You know, that’s a fair question to ask. As investment partners, Jerry, Brian and I asked ourselves that question a few years ago, and decided to step up on the advice of a few trusted associates. What we have learned is that our membership investment has reaped benefits beyond our expectations.

We immediately took advantage of national industry education programs offered locally, enrolling staff in the Certified Apartment Manager (CAM) and National Apartment Leasing Professional (NALP) programs. This return to the basics has helped to focus our efforts and increase our profitability and professionalism. So much so that I just finished taking NALP courses offered by MCAA last month. This course work also was extremely valuable in networking with local peers – sharing experiences and learning what works and what doesn’t in this very specialized Bloomington rental housing market.

We also have felt extremely well served by MCAA’s legislative and governmental affairs advocacy. Locally, at the State level, through our association with the Indiana Apartment Association and nationally, through the National Apartment Association, we feel our concerns are being effectively communicated and appropriate pressure brought to bear.

Monthly membership luncheons and seminars help to keep us up to date with area service providers, our friends and competitors, and of course, the myriad of laws, rules and regulations that continue to demand more and more attention to survive in this market place – all of this helping us to make sound decisions using information not so readily available to those on the outside.

Adding the MCAA logo to our advertising links our company to the association’s current ad campaign identifying members as the crème of the industry crop. This little something joins us together with other industry leaders and sets us apart as reliable, educated professionals – most worthy of a future resident’s consideration.

So, recalling all these benefits and others, we will enthusiastically renew our membership for next year and continue to encourage those that have yet to join with us to do so.

See you on Tuesday, December 08 for our holiday celebration!

NEWS SHEET

MONROE COUNTY APARTMENT ASSOCIATION



Rental Inspection Code Court Case

Your Government Relations Committee has been continually monitoring the ongoing lawsuit between a local landlord and the city of Bloomington over the validity of parts of the Property Maintenance Code (PMC) currently in use to guide the inspection of all rental properties in town. The MCAA has filed an Amicus brief (friend of the court) to be sure the judge hearing this case has our perspective on how the outcome of this issue affects not just the landlord who filed suit but all rental properties in Bloomington. The IAA has also given some assistance to us in reviewing the written submissions and monitoring this case for how it could affect similar codes across the state. At issue is whether significant parts of the local maintenance code are actually “fire safety or building laws” as defined by state law. If parts of the PMC are, then they are required to be approved by a state-wide building commission before they are enforceable. The intent of this state rule is to

insure that building laws and fire safety codes don't vary from one town to the next making building, remodeling or maintaining structures vastly different from one locale to the next.

An important date is coming up for this case. We (the MCAA) and the local landlord will be in court with the city on 12/16/09 at 9:00 a.m. for the hearing on this case. We've been monitoring and taking an active role on your behalf for more than 16 months following this issue. Please attend for at least a part of this public hearing on December 16th if you can to see how this important case will turn out. Feel free to contact any member of the Government Relations Committee for more information about this critical matter.

Committee Members: Pat Bookwalter, Susan Elkins-Goldsworthy, Doug Horn and Steve Bodi

Education Is an Investment in Your People

Are you experiencing high turnover in your staff? Most employees want to further their knowledge in property management and are seeking employment with organizations that offer further education.

As a member of MCAA you can further educate yourself and your staff in property management by taking advantage of educational opportunities:

- Fair Housing Seminar
- Legal Seminar
- CAM /NALP designations
- Monthly speakers on local, state and national issues pertaining to our industry
- IAA State Convention
- IAA newsletter and web site
- NAA web site
- NAA on line training

NALP, National Apartment Leasing Professional class and certification, a highly recognized designation in the apartment industry has been held in Bloomington for the last two years thus allowing your staff to learn locally and at a savings in comparison with other state locals.

In 2010 we invite all of our current members to continue their membership and recruit new members and take full advantage of educational opportunities offered by MCAA

Jane Dearborn

Linda Brown

MCAA Board Members

2009 Board of Directors Executive Committee

President
Doug Horn
President Ex-Officio
Linda Brown
Secretary
Susan Rannochio
Treasurer
Julie Donham

Board Members

Steve Bodi
Pat Bookwalter
Jane Dearborn
Bob Duncan
Susan Elkins-Goldsworthy
Roger Fierst
Michael McBride
Heidi Smith
Marta Thomas

The Public Relations Committee would like to remind MCAA members:

1. Don't miss great food and prizes at our annual **Holiday Luncheon on Tuesday, December 8th** at Chapman's Restaurant! Make your reservations to attend today by emailing director@mcaonline.org or call the MCAA at 812-331-7368.

2. All members who place advertising in the Herald Times RENTALS guide are encouraged to include the MCAA logo. Our new ad campaign in this publication encourages apartment seekers to “look for the sign of quality”.



Get Active in Your Association Today!

Join a 2010 MCAA Committee

Membership: Meets 5-6 times/year. A great way to utilize your social skills & knowledge of the community. Assist with retaining & recruiting new members, holding promotional MCAA events and arranging certain member opportunities.

Education: Meets 5-6 times/year. Assist with luncheon topics and recruiting guest speakers. Gather member feedback to form new luncheon topics, and stay up-to-date with the local, state and national Apartment market.

Government: Meets 6-8 times/year. Assist in vocalizing the MCAA's concerns to local & state legislators, informing members of proposed & passed market changes as well as representing the MCAA at designated events.

Public Relations: Meets 5-6 times/year. Assist with general MCAA marketing and public relations matters. Promote MCAA projects, and bring awareness to the community about the MCAA and its events.

Name _____ Company _____

Telephone _____ Email _____

Check the above Committee(s) you are interested in serving on.

Please complete the above information & fax to 812-339-0138 or email to director@mcaonline.org

*****Sign up by fax or email through 12/7/09*****

Help Grow MCAA and Get a Free Lunch!

By assisting in the growth of our association, You help expand our market presence & strengthen our political voice - while giving your wallet a much needed break. It's a Win-Win!!! See the details on the 2010 Member Referral Lunch Program in this newsletter or go to:

<http://www.mcaonline.org/mcaa-free-lunch.pdf>

2010 Proposed

Meeting Dates *(subject to change)*

January 27 *(Vendor Fair & Luncheon)*

February 24

March 24 *(Fair Housing Seminar & Luncheon)*

April 28

May 26

June 23

July • No Meeting

August • No Meeting

September 15

October 27 *(Legal Seminar & Luncheon)*

November • No Meeting

December 8

Associate Members!

More to come on our

2010 Featured Associate

opportunities. Be sure to

check your MCAA emails,

so that You can take

advantage of this Associate

Member marketing benefit

and many more!

New 2009 MCAA Members

Action Property Management

Buckingham Management, LLC

Clow Restoration

Concrete Flooring Specialties

Copper Beech Townhomes

Emendel, LLC/Owens Investments, LLC

German American Bancorp

J.C. Hart

Marquis Management

Monroe County Mulch & Garden Center

National Tenant Network

The UPS Store 2797

WaterView Rentals

www.mcaonline.org



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Earn a Free MCAA Lunch in 2010!

How you ask?

Simple! Help grow Monroe County Apartment Association's membership!

Just recruit a new MCAA associate or regular member. Once your recruit becomes a MCAA member, your next attended monthly luncheon will be on us!

Potential Member Perk: Let us know if you plan on bringing potential MCAA members to a luncheon with you, as we would be happy to send them a Free Lunch Voucher, so that they may experience the MCAA initially at no cost.

Wonder Who to Recruit ???

Regular Members: Are all the vendors that you do business with members of the MCAA?

The MCAA offers associate members great marketing exposure!

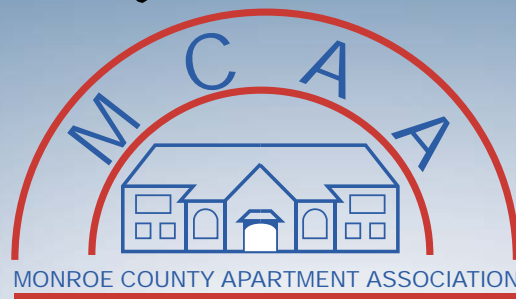
Utilities	Attorneys
Movers & Storage	Pet & Pet Care
Carpet Cleaners	Restaurants
Landscaping	Furniture/Equipment Rental
Physicians	Insurance Companies
Supply Stores	Pest Control
Banks	Auto & Auto Care
Two-Way Radio Communication	Construction
Entertainment	Drycleaners

Associate Members: Are all of the Multi-Family Housing properties that you do business with members of the MCAA? Here are just a few reasons why those properties should join...

- MCAA members prefer doing business with other MCAA members
- Gain Indiana Apartment Association and the National Apartment Association membership
- Provide informative sessions dealing with the ownership, management and operation of multi-family housing
- Provide communication about national, state, and local issues affecting multi-family housing
- Representation of industry needs to legislative bodies and agencies
- Regular meetings with speakers providing pertinent information designed to keep members up-to-date with industry trends
- Regular luncheons allowing for the exchange of ideas and networking between members
- Regular educational offerings
- And so much more...



To view existing MCAA members, visit us at www.mcaaonline.org
Feel free to contact your MCAA membership committee with any questions.



Holiday Luncheon

Tuesday, December 8, 2009
Chapman's Restaurant & Banquet
11:30 - 1:00 PM

\$15 Members • \$25 Non-Members

11:30 Networking
11:45 Buffet Opens
12:10 Association Business
1:00 Adjourn

RSVP by noon Friday, December 4, 2009
by email: director@mcaaonline.org
or phone: 812-331-7368



If you register and do not attend, you will still be charged for the luncheon. You must cancel at least 48 hours in advance to avoid this charge.