

# GREATER CINCINNATI NORTHERN KENTUCKY APARTMENT ASSOCIATION VOTER GUIDE

GCNKAA Elections

Tuesday, October 21, 2025 | 5:30 PM | Cooper Creek Event Center

## ASSOCIATE COUNCIL CANDIDATES



**MARK ARNOLD**  
Royal Finish



**BECCA BALLARD**  
Apply Rite



**LLOYD COBBLE**  
ePremium Insurance Agency



**TONY KREBS**  
Chadwell Supply



**JASON LONSBURY**  
Pinnacle Paving & Sealing



**DENNIS MERKLE**  
Advanced Turf Solutions



**CHRIS ROLL**  
Houchens Insurance Group



**ROBERT THOMPSON**  
Vector Security

## BOARD OF DIRECTORS SLATE



**HEATHER BARROW**  
A&H Properties



**JUSTIN SEGER**  
HILLS Properties

*Vote For Your Leaders. See inside for details!*



# GREATER CINCINNATI NORTHERN KENTUCKY APARTMENT ASSOCIATION ASSOCIATE COUNCIL VOTE FOR SIX (6)

## **MARK ARNOLD, ROYAL FINISH**

Mark is currently serving on the GCNKAA Associate Council as 2nd Vice President, currently sits on the GCNKAA Board of Directors, and was a co-chair of the Business Exchange Committee. He also serves on the Summer Golf, Fall Golf, and Holiday Cheers committees. Outside the GCNKAA, Mark is involved as the Head Coach of the Badin Clay Busters.

When asked about running for the Associate Council, Mark states that he wants “to continue working with current committees and represent all companies through the Council and the Board.”

Regarding issues affecting Associate Members of the GCNKAA, Mark says the main issues include legislative efforts and employee influx.

Mark lists his more than 30 years experience in leadership and his openness to bring new ideas to the table as skills he would bring to the Associate Council table should he be elected.

## **BECCA BALLARD, APPLY RITE**

Becca is currently serving on the GCNKAA Membership Committee, DEI Committee, and the Social Media Committee. Outside of GCNKAA, she is also involved in CAI, Greater Dayton Apartment Association (GDAA), Columbus Apartment Association (CAA), NAIOP, CREW, and REI.

When asked why she wanted to run for Council, Becca replied, “I’m passionate about strengthening the connection between associate members and the property management community, and I see the associate council as an opportunity to give back to an organization that has greatly supported my own growth. My goal is to help create a council that not only represents, but elevates, the voices of it’s members.”

Becca continued about the major issues affecting the associate members of the GCNKAA and responded, “Many associate members struggle to differentiate themselves and communicate value beyond pricing, especially when face-to-face opportunities are limited. Additionally, shifting economic conditions and budget constraints can make it harder for vendors to secure and retain business.”

Becca concluded, “My work requires consistent communication with decision makers, problem solving under pressure, and adapting to market changes. I’m skilled at networking, event planning, and creating strategic outreach initiatives that generate long term partnerships. Additionally, my active involvement in GCNKAA events and committees has given me a clear understanding of how to bridge the needs of associate members with the interests of primary members.”

## **LLOYD COBBLE, ePREMIUM INSURANCE AGENCY**

Lloyd is currently serving on the GCNKAA Holiday Cheers committee and the Social Media Committee. Beyond GCNKAA, Lloyd is involved on the Greater Dayton Apartment Association (GDAA), the National Apartment Association (NAA), and the Apartment Association Outreach (AAO).

When asked why he wanted to run for the Associate Council, Lloyd responded, “Having served on the Board of Directors as a primary member, I want to continue to give back to the industry and help GCNKAA be gold standard for Associations in the country.”

Lloyd continues talking about the major issues affecting the

associate members of the industry, listing both access to decision makers and increasing costs for services and supplies to the primary members.

Lloyd lists his 25+ years of property management experience on the primary side of the multifamily housing industry as the major benefit he would bring to the GCNKAA Associate Council.

## **TONY KREBS, CHADWELL SUPPLY**

Tony currently serves on the GCNKAA Associate Council as well as the Membership Committee, Holiday Cheers Committee and the Summer and Fall Golf Committees. Tony is also very active in his local school athletic association, music programs and theatre programs.

When asked why he was interested in re-running for Associate Council, Tony replied that he wants to give back to the multifamily industry which he has been involved with since 1980.

Tony continued, responding that the top issues affecting associate members include understanding that being a member is a long-term commitment and allowing relationships to build and mature over time. Recruiting new members and creating new events for networking and growing strong relationships with ALL members is also vital to all members.

Tony concluded, “I’ve been involved from the very beginning. I’m extremely passionate regarding the multifamily industry and all that the industry has to offer. I feel I have the knowledge and experience to continue to have a positive impact for our future.”

## **JASON LONSBURY, PINNACLE PAVING & SEALING**

Jason is currently serving on the GCNKAA Associate Council, as well as the Membership Committee and the Social Media Committee. Outside of the GCNKAA, Jason is also active in the Greater Dayton Apartment Association (GDAA).

Jason wants to continue serving on the Associate Council as he enjoys helping and growing the association and benefits of membership.

When asked about what issues are affecting our associate members, Jason replied that Associate members are caught combating between quality products vs low price when it comes to primary members seeking bids.

Jason is an owner of Pinnacle Paving and Sealing and has experience in the quoting process as well as skills with construction/ asphalt management.

## **DENNIS MERKLE, ADVANCED TURF SOLUTIONS**

Dennis is currently serving on the GCNKAA Associate Council. He also serves on the Fall Golf Outing committee, Holiday Cheers committee and is a chair of the Summer Golf Outing committee. He is a former Greater Dayton Apartment Association (GDAA) Board member and served as their Membership Committee chair.

“I have served on Council for several years and would like to continue to be of service to the Industry. I would like to continue to assist the Associate Members and help them maximize their involvement in the GCNKAA,” Dennis responded when asked why he was re-running for Associate Council.

When asked about obstacles facing the associate members of GCNKAA, Dennis answered, “The biggest hurdle I see is



# GREATER CINCINNATI NORTHERN KENTUCKY APARTMENT ASSOCIATION ASSOCIATE COUNCIL VOTE FOR SIX (6)

Associate involvement. We need to help them stay engaged so they are not discouraged early in their membership.

When asked about his skills that would be beneficial to the Associate Council, Dennis stated, "I have been on council for several years and believe I can assist with helping new members gain a foothold in the association. If we can help them network and become a trusted partner to the Primary Membership, we grow as an organization."

## CHRIS ROLL, HOUCHENS INSURANCE GROUP

Chris is currently serving on the GCNKAA Summer and Fall Golf Committees. He is also active in Crew Cincinnati and the UC Real Estate Center.

"I want to give back and be a supporting role in keeping it a great association for current and future members," Chris responded when asked why he was running for council.

Chris listed competition, tough state of the current industry, and inflation as the major issues affecting Associate Members of the Greater Cincinnati Northern Kentucky Apartment Association.

Chris concludes by discussing his skills and experiences that would be beneficial to the Associate Council. "I work great with others, can adapt to all different types of personalities, and I have a passion for the industry."

## ROBERT THOMPSON, VECTOR SECURITY

Robert is not currently serving on any GCNKAA committees. Outside of the GCNKAA, he is involved with the Peace Education Program.

"I am interested in serving on the Associate Council to contribute my skills and insights towards fostering collaboration and innovation

within the organization. Engaging with fellow members allows me to support our shared goals, enhance community involvement, and drive initiatives that align with our mission. I am committed to leveraging my experience to promote positive change and strengthen our association's impact," Robert stated.

When asked what he felt were the major local and state issues affecting the associate members, Richard listed:

1. **\*\*Supply Chain Disruptions\*\***: Ongoing challenges in sourcing materials and labor shortages continue to impact project timelines and budgets.
2. **\*\*Regulatory Compliance\*\***: Navigating complex zoning laws, building codes, and environmental regulations can pose significant hurdles and increase costs.
3. **\*\*Financing and Investment\*\***: Fluctuating interest rates and tightening lending standards can hinder access to necessary capital for projects.
4. **\*\*Sustainability Standards\*\***: Increasing demand for eco-friendly building practices requires adaptation to new technologies and materials, which can involve substantial investment.
5. **\*\*Market Demand Variability\*\***: Economic fluctuations and changing demographics can lead to unpredictable demand for rental units, complicating long-term planning.
6. **\*\*Labor Issues\*\***: The construction industry faces a skilled labor shortage, impacting project execution and quality.

Robert concludes, "With over 25 years of experience in security automation within the multi-dwelling landscape, I currently serve in a leadership role at Vector Security. I am actively engaged in the evolving technological landscape, continuously adapting to the latest advancements and trends to enhance our security solutions."



## GCNKAA Elections Voting By Proxy

You can cast your vote by proxy through October 21, 2025, at 12 pm. One vote per company. Only Primary Members may vote for the board of directors and only Associate Members may vote for the Associate Council. For Associate Council proxy votes, simply email your vote(s) for up to 6 names to the attention of Michele Klusman at [michele@gcnkaa.org](mailto:michele@gcnkaa.org). If we receive more than one ballot from a company, staff will follow up with the main company representative on file.

# GREATER CINCINNATI NORTHERN KENTUCKY APARTMENT ASSOCIATION BOARD OF DIRECTORS APPROVED SLATE

## **HEATHER BARROW, A&H PROPERTIES**

Heather currently owns and manages 19 units in the Cincinnati area. Heather adds, "I previously worked for a property management software company as a Relationship Manager. In this role, I was active in several local and national apartment associations and traveled regularly to help make the software a recognizable name. Prior to that, I was the property manager for a commercial and self storage building."

Heather is currently serving on the Greater Cincinnati Northern Kentucky Apartment Association Board of Directors, as well as spearheading the Independent Rental Owner (IRO), and serving on the NextGen Committee, Holiday Cheers Committee, and the DEI Committee. At the national level, Heather has also been selected to serve on the NAA IRO Committee. She has also been involved with the Greater Dayton Apartment Association (GDAA), National Multifamily Housing Council (NMHC), and the TAA.

Heather replied when asked why she was interested in serving on the board, "I am interested in staying on the Board of Directors so I can continue to learn from the larger property management companies (PMCs) in Cincinnati, while doing my part to continue the success of GCNKAA and all they do for the multifamily industry."

When asked what she felt were the major local and state issues affecting the industry, Heather listed fraud, rising insurance costs, local and federal regulations (specifically screening regulations), and the public perception of landlords.

Heather concluded that her skills in event planning, fundraising, and being an active participant in both the GCNKAA and the NAA are all beneficial to her seat on the board of directors.

## **JUSTIN SEGER, HILLS PROPERTIES**

Justin Seger is the COO of HILLS Properties. He is responsible for overseeing all day-to-day operations at HILLS Properties. Justin continues, "This is my 21st year in Multi-Family. I started working

at Crawford Hoying in Columbus while completing my degree at The Ohio State University. After 5 years at CH, I spent 7 years at TGM Associates. TGM is a New York based investment firm with a focus on Multi-Family. In my time at TGM I operated a National Portfolio of apartment communities with a focus on Value Add. In my time in the industry, I have worked on site in multiple positions, as District Manager, Regional Manager, Asset Manager, Vice President, and ultimately COO at HILLS Properties."

Justin is currently serving on the GCNKAA Board of Directors and as Vice President of the Executive Committee. He is also involved with the Ohio Apartment Association (OAA), Apartment Association of Kentucky (AAK), a NAAPAC Trustee, serves as the GCNKAA Legislative Committee Chair, and is the current Apartment Association Outreach (AAO) President. Outside of GCNKAA, Justin is involved with the Indiana Apartment Association (IAA) Education Committee and is a Greater Dayton Apartment Association (GDAA) Foundation Trustee.

"The NAA and its affiliates have played a large role in my career progression. I believe strongly that our industry can provide an incredible career path for those that choose to make the most of an opportunity. I feel a responsibility to pay it forward and give as many people as possible an opportunity to have the career progression that I have had in our industry."

In discussing local and state issues affecting the industry, Justin replies "The political climate has been difficult over the course of the last few years. Although this has changed some, we need to make sure we continue to protect the interests of our industry in the coming year. The rapid decline in apartment supply that is coming our way in the next few years has the potential to make housing less stable."

Justin lists his strong track record of success and building culture as well as his extensive experience with GCNKAA in his time being involved at the Association as skills that will be beneficial to the board.

# GCNKAA Elections

## Vote For Your Leaders

**Tuesday, October 21, 2025 | 5:30 pm**

**Cooper Creek Event Center Blue Ash | \$50 per person\* | [Click to Register](#)**

\*if register and pay online. Invoicing and late registration fees vary.