



UPDATE

Vol. XXXII
No. 5
May
2017

Greater Dayton Apartment Association



JACKPOT GOLF INFO ON PAGE 2



Presents

26TH ANNUAL GOLF OUTING

Wednesday, May 17th, 2017

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*Star
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Ad
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1. A GDAA dropped member will not be considered a NEW member until 12 months have passed.
2. If a member apartment community changes management companies or an owner/property management company adds units these will not be considered new members.



**Just follow
these Guidelines**

Executive Director Report

Welcome New GDAA Executive Director!

Jo Wise

jwise@gdaa.org

Jo Wise reigns from Lebanon, Ohio. She is a high performing executive with exceptional marketing, sales and management experience. Jo is a dedicated leader and mentor; skilled in staffing, training and development, budgeting and strategic planning.

Dynamic, energetic and highly experience in both the public and non-profit sector Jo is eager to join the GDAA and plans to use her ability to create highly profitable programs through marketing and partner relationships, corporate development and strategic planning.

Many of us had the opportunity to meet Jo as she joined us at the 2017 "GDAA Under the Big Top" Annual Trade Show and are excited to welcome her to the Association.



**2017 TRADE SHOW PICTURES
AVAILABLE ON PAGES
22 - 25**

Membership Announcements

Welcome New Members!

New members are approved by the Membership Committee and the Board of Directors. If you should have any questions or comments about sponsoring new companies, please contact the GDAA office at (937) 293-1170 or info@gdaa.org



(615) 479-4260

Chadwell Supply
801 Space Park South
Nashville, TN 37211

Brad Still

brad.still@chadwellsupply.com

Three brothers. One dream. This is the story of how a band of brothers made good on a promise - to always value their profession, community and most of all, each other.

Tampa, FL. Early 1970s. David, Jim and Larry Chadwell found themselves in a bind. The three brothers were working as builders in the struggling construction market. David visited a maintenance business in Dallas, Texas, and returned with an interesting proposition for his brothers: What if we thought in terms of construction maintenance, rather than new construction? Thus began a successful business spanning nearly four decades.

They specialize in multi family housing maintenance services and supplies !



Bruce Hull Insurance
1209 North Fairfield Rd.
Beavercreek, OH 45432
(937) 426-1000 Fax (937) 426-2838
Bruce.v.hull.cdgc@statefarm.com

Bruce Hull has been a State Farm Insurance Agent since 1988. He is a lifetime Green County residence, he is a graduate of Urbana University Graduate B.S business. Bruce provides auto, home, property, business & life and health Insurance. He also can help with banking products and annuities.



Landlord Web Solutions
202-21 Front St. S
Thorold, ON L2V1W8
Jason Leonard (905) 397-5088
Jason@landlordwebsolutions.com

They offer a comprehensive line of marketing products and services for rental property owners and managers.

Landlord Web Solutions (LWS) has carved out a unique space in online marketing and data syndication for the rental housing community.

LWS is the #1 builder of top-quality, rental housing websites in Canada and manages advertising syndication for many of the Country's largest property management firms. LWS is also host to one of the largest rental housing conferences (WEBCON) in North America, with a focus on forward-thinking marketing and celebrates the top marketing initiatives of the rental industry at their annual Rental Marketing Awards (RMAs).

Co-founded in 2010 by Jason Leonard and David Koski, the company has grown significantly since its inception and has consistently exceeded expectations in the level of quality of

ANOTHER NEW PRIMARY MEMBER :

Carol's Home Improvement
5610 N. Main Street #201
Dayton, OH 45415 (937) 267-1823
Carol Adkins cadkins1956@att.net
PROPERTIES :

Fountainhead Apts.
5610 E. Main Street #211
Dayton, OH 45415 (937) 938-8898
Carol Adkins cadkins1956@att.net

the services and products it offers.



caroline@homeeondemand.com

Homee on Demand
73 Cavalier Blvd., Suite 309
Florence, KY 41042
(859) 739-9023 **Caroline Andrade**

Homee is a Patent Pending, On-Demand, Home Servicing app that provides instant access to handymen, electrical, HVAC, and plumbing service providers. The Homee app allows users to see GPS-located background-checked service providers right from the Homee app and request immediate servicing for any property: residential (home, apartment, condo) or commercial (office, restaurant, hotel).

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Ackermann Group
4030 Smith Rd #130
Cincinnati, OH 45209
(513) 842-3100 **Lauren Smith**
LSmith@ackermanngroup.com

For over 30 years, Ackermann Group has managed apartment communities regionally in Cincinnati, Columbus, and Indianapolis. The company has developed a culture that demands excellence from team members, while providing the greatest value for residents.

Their expertise in development, construction, commercial and residential allows the company to efficiently and effectively utilize the experience of a strong team to add value to the properties they manage. Ackermann Group provides clean and affordable housing with attentive management. Every Ackermann Community offers dependable resident managers and service technicians who strive to meet the needs of their residents.

PROPERTY: Austin Park Apartments (226 units)
8600 Summit Point Drive
Miamisburg, OH 45342 (937) 249-0300
Fax: (937) 204-1924 **Katie Marshall**
austinparkPM@ackermanngroup.com

Westminster Management is responsible for the ownership, management, development and redevelopment of properties across the country. Their residents are their top priority. They focus deeply on the quality of life and community experience our residents encounter in Westminster properties, and constantly engage and improve as a company. They pride themselves on providing competitively priced, high quality, comfortable apartments and townhomes in great neighborhoods. They have built our reputation on providing superior service and outstanding value in helping our residents find the perfect place to call home.

PROPERTY: Bavarian Woods (259 units)
154 Bavarian Drive
Middletown, OH 45044 (513) 423-5796
Fax (513) 423-7067 **Deborah Ackerman**
bavarianwoods@wmpts.com

Wrightview Apts.
848 W. Riverview Terrace
Dayton, OH 45402 (937) 938-8898
Carol Adkins cadkins1956@att.net

The Secret is Out: Your Apartment Property Maintenance Team is a Valuable Marketing Tool

By [Michael Cunningham](#) | Mar 8, 2012

Last month in the article "[The Top Secret Apartment Marketing Weapon: Your Maintenance Team](#)," I shared my positive experience with a hotel housekeeper and how it made me wonder about the effect a maintenance staff can have on [marketing an apartment property](#).

Curious to learn what others thought, I posted some questions in a couple of multifamily LinkedIn groups and online communities:

- Does your maintenance staff greet your residents? If so, is it in a warm and friendly manner?
- Does the maintenance staff take the time to learn names of residents, family, and pets?
- Does your maintenance staff ask residents if they are experiencing any problems?
- Is your maintenance staff empowered to create a service request or, better yet, fix the problem on the spot if time allows?

Based on responses, the bottom line is that property owners and managers view their maintenance teams as important and effective marketers.

According to those who responded, maintenance employees can offer a "warm fuzzy" to residents (in some cases they can be considered like family) and "can make or break your asset's performance." One even suggested offering tours of the maintenance facility when showing around potential residents.

Consider this hypothetical example from one online respondent: Let's say an apartment property averages six service requests per unit each year. If we assume that the average apartment property has 200 units, a maintenance staff could potentially interact with residents at least 100 percent more than the leasing staff. Think about that.

With that amount of direct contact with residents, it's no wonder every online respondent emphasized the significant role apartment maintenance technicians can play in a property's brand.

Enough emphasis is placed on maintenance at [J.C. Hart Company](#), which owns 15 properties in Indiana and Ohio, that the maintenance team members get bonuses based on good resident feedback. The company also periodically asks its technicians to put down the wrenches and screwdrivers to talk about

another kind of customer service.

"We talk about how to communicate with customers," says [Mark Juleen](#), the company's vice president of marketing. "Of course, just being personable when we can (is emphasized). We also talk about being a little more proactive with the little extras and details that can sometimes get overlooked. It's a huge part of what we do."

Juleen says a maintenance technician's proper engagement with a resident can fortify his company's purpose, "We Make Your Home an Enjoyable Living Experience." He doesn't have a problem with technicians going above and beyond the call of duty, such as offering service on the fly or even giving a resident's car a jump (a story shared from one online poster).

Surveys are given to residents after maintenance work has been completed so the company can better execute its mission

"That's really what we strive for, and [the survey] drills down to the core values of what we're going after," Juleen says. "If somebody is not enjoying their living experience, we need something to try to turn that around. I get notifications on a daily basis when a resident completes the surveys and submits a mark that's below four stars on particular questions. If we get a three or lower, I get an automatic notification. I share that with the teams and we try to figure out how to make the experience turn around.

While customer satisfaction is high at J.C. Hart Co., Juleen says the company's properties aren't immune to complaints, which are viewed as a chance to improve service and build a stronger brand.

"We've always taken the position that we shouldn't be offended if somebody writes a complaint about us," he said. "We look at it as an opportunity."

An opportunity to be a top secret [apartment marketing](#) weapon.

What do you think about your maintenance team members? Do you consider them an important part of your marketing and resident retention efforts?

Visit article page: <https://www.propertymanagementinsider.com/the-secret-is-out-your-apartment-property-maintenance-team-is-a-valuable-marketing-tool>



Fair Housing Protection if You Have a Disability

The Fair Housing Act protects people from discrimination when they are renting, buying, or securing financing for any housing. The prohibitions specifically cover discrimination because of race, color, national origin, religion, sex, disability and the presence of children. If you or someone associated with you

- Have a physical or mental disability (including hearing, mobility and visual impairments, chronic alcoholism, chronic mental illness, AIDS, AIDS Related Complex and mental retardation) that substantially limits one or more major life activities
- Have a record of such a disability or
- Are regarded as having such a disability

Then housing providers may not refuse to let a person with a disability make reasonable modifications to your dwelling or common use areas, at the renter's expense, if necessary for the disabled person to use the housing. Nor, can housing providers refuse to make reasonable accommodations in rules, policies, practices or services if necessary for the disabled person to use the housing.

Example: A building with a no pet's policy must allow a visually impaired tenant to keep a guide dog.

Example: An apartment complex that offers tenants ample, unassigned parking must honor a request from a mobility-impaired tenant for a reserved space near her apartment if necessary to assure that she can have access to her apartment.

However, housing need not be made available to a person who is a direct threat to the health or safety of others or who currently uses illegal drugs.

The information in this article was collected by John Zimmerman, VP Miami Valley Fair Housing Center from resources from HUD. To view more information go to <https://portal.hud.gov> and use these search words: "Fair Housing-It's Your Right."



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or contact Sue Feltner - sfeltner@gdaa.org

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Trump Tax Plan Calls for 15 Percent Rate on Apartment Housing Business Income

April 28, 2017

The Trump Administration released its principles for tax reform on April 26 calling for “the biggest tax cut and the largest tax reform in the history of our country.” The plan now joins the House Republican Tax Blueprint released last June on the table for consideration.

Provisions in the Trump plan are substantially different from the House Republican Tax Blueprint. Unlike the House Republican Tax Blueprint, the Trump plan does not appear to provide for the immediate expensing of buildings and other property held for investment or deny the full deductibility of business interest. The Trump plan also cuts maximum flow-through tax rates to 15 percent instead of the House Republican plan’s 25 percent rate. Taxes on investment income would be taxed at 20 percent as opposed to the 16.5 percent rates contemplated by House Republicans.

The key elements of the Trump tax plan that would impact apartment owners, developers and managers are outlined below:

- **Reduce Business Tax Rates:** The tax rate applicable to both the flow-through entities that dominate the apartment housing industry (e.g., LLCs, Partnerships and S Corps) and corporations would be reduced to 15 percent. Currently, individuals receiving income from a flow-through entity face a maximum tax rate of 39.6 percent. The Administration indicated it would need to include rules on flow-through entities to prevent individuals from claiming wage income taxed at higher rates as business income qualifying for the 15 percent rate.
- **Cut Individual Tax Rates:** Today’s seven brackets, ranging from 10 percent to 39.6 percent, would be consolidated into three new brackets of 10 percent, 25 percent and 35 percent.
- **Eliminate the Estate Tax:** The Trump plan proposes to eradicate the estate tax. Current law exempts the first \$5.49 million from the tax, imposes a top tax rate of 40 percent and retains stepped-up basis rules. It is unclear if stepped-up basis would be retained as part of repeal.
- **Maintain Capital Gains Tax Rates:** The plan proposes to retain a 20 percent capital gains tax rate. However, it would repeal the 3.8 percent net investment income tax enacted as part of the Affordable Care Act that targeted passive investment income.
- **Repeal Business “Loopholes”:** Although Administration officials have indicated that faster

economic growth would pay for some of the tax rate reductions, the White House is also proposing to “eliminate tax breaks for special interests.” NAA/NMHC will make the case that possible targeted provisions, such as like-kind exchanges and carried interest, are critical provisions that promote needed housing investment and not tax loopholes.

- **Double Standard Deduction and Repeal Most Individual Itemized Deductions:** Under the Administration plan, only the mortgage interest and charitable giving itemized deductions would be preserved; the state and local tax deduction would be eliminated. At the same time, the standard deduction would be doubled, which would reduce the number of households who would take those deductions. The timing for tax reform remains fluid. The original goal of reform by the August recess has been changed to be reform by the end of this year. The Trump Administration said it plans to meet with House and Senate tax writers throughout May to develop a plan that Congress can approve.

House and Senate leadership issued joint [statement](#) saying, in part, “*The principles outlined by the Trump Administration today will serve as critical guideposts for Congress and the Administration as we work together to overhaul the American tax system and ensure middle-class families and job creators are better positioned for the 21st century economy.*”

In the weeks ahead, the apartment housing industry will continue to work with the Trump Administration and Congress to advocate for tax reform that promotes economic growth and investment in rental housing without unfairly burdening apartment owners and renters relative to other asset classes.

NAA/NMHC have also engaged [Capitol Tax Partners](#), one of Washington’s premier tax lobbying firms, to complement our efforts. Capitol Tax Partners is a unique firm in that it not only has significant relationships among policymakers, but firm principals also have deep knowledge about the tax code. Specifically, we will advocate for a bill that:

- Protects flow-through entities;
- Preserves the deduction for business interest;
- Retains like-kind exchanges;
- Provides for sensible depreciation rules;
- Continues to tax carried interest at capital gains rates; and
- Maintains the Low-Income Housing Tax Credit.

Provided by NMHC as part of the NAA/NMHC Joint Legislative Program

More information at <https://www.naahq.org/news-publications/trump-tax-plan-calls-15-percent-rate-apartment-housing-business-income>

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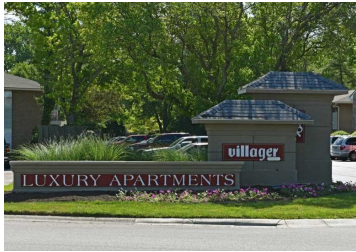


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Apartment Community of the Month

This month's Apartment Community of the month
The Villager is located at 6300 Fireside Drive in Centerville.



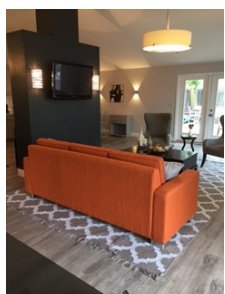
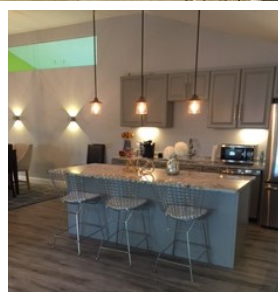
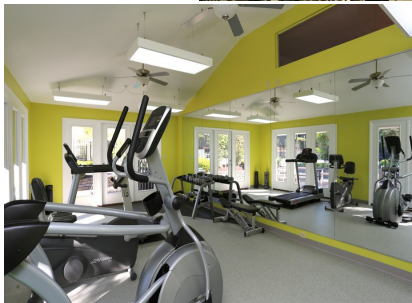
The Villager is professionally managed by Birge & Held and has been a GDA member for 1 year.

They were built in 1965 and have 276 apartment homes composed of studios, 1 bedroom, 2 bedroom, 2 bedroom townhomes, 3 bedrooms and 3 bedroom townhomes.

Their amenities include 2 swimming pools, club house, fitness center and business center. **Upcoming is a dog park.**



The Villager provides on line maintenance requests and rent payment.



The Villager's management teams consists of :

FRONT ROW (l to r) :

Rachel Dillon
Stella S. Vlahos

BACK ROW (l to r)

Jack Posey
Martin Nelson
Loren Metzler
NOT PICTURED:
Michelle Bysak

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Spotlight On Success

Primary/Vendor Awards &

Sponsorship Information

Along with submissions for community awards, there will be categories for judging individual achievement and company recognition for both Primary and Vendor members.

Upon receipt of your entry form and entry fee by GDAA, you will be sent an Entrant Packet with details on your category submissions.

Primary People Awards

- ◆ Best Rising Star
- ◆ Best Multi Site Manager
- ◆ Best Leasing Professional
- ◆ Best Service Tech & Supervisor

Vendor People Awards

- ◆ Best Management Professional
- ◆ Best Non Management Professional

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More details to follow so earmark your budgets for exciting company advertising at our biggest event this year!!

QUESTIONS ???

Email Michael Randall—mrandall@cdpm-inc, or contact

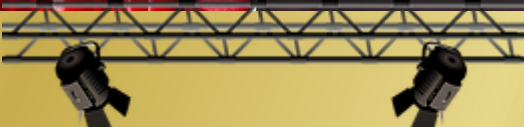
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Cancellations made after deadlines will not be honored. No-shows will be billed. Non-members **MUST** pay in advance or at the door. Credit cards accepted.

JACKPOT!

It's a GDAA Webinar!

Fair Housing and Reasonable Accommodations

Presented by John Zimmerman, Vice President of the Miami Valley Fair Housing Center

Thursday, May 11th, 2017

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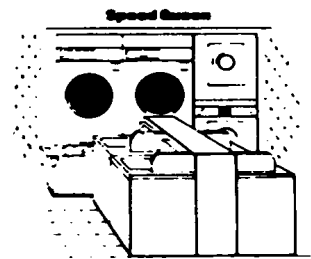


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Registration 9:00 a.m.



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- 2 **Maintenance Supply Headquarters**
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- 4 **Bev & Longest Putt Contest** Mr. Roof
- 5 **Bev Hole:** HD Supply
- 6 **Dependable Construction & Remodeling**
- 7 **Bev Hole:** Sherwin-Williams Paint
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- 3 **Rite Rug**
- 4 **Apartments.com**
- 5 **Bev Hole:** Coming Clean
- 6 **RentPath**
- 7 **Vandalia Blacktop**
- 8 **ICON Property Rescue**
- 9 **Bev & Longest Drive Contest:** A.E. Fickert

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The June 2017 Issue of the Update Newsletter will be dedicated to the GDAA Vendor Members !

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Please e-mail articles to sfeltner@gdaa.org

The articles are placed on a first come first serve basis - so please let me know if you are placing an article so I can reserve your space.



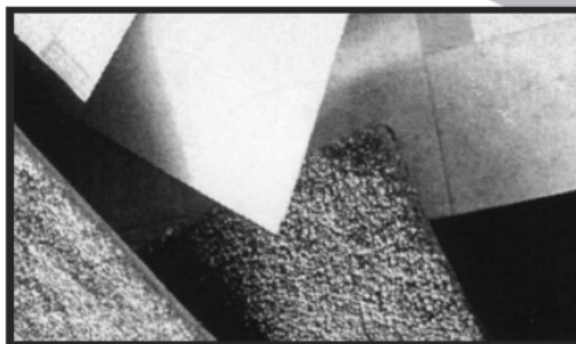
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For Rent Media Solutions, Apartments.com, Maintenance Supply Headquarters, Rite Rug Flooring, RentPath, One Way Carpet Restoration, PPG Paints, Dependable Construction and Remodeling, Great Lakes Laundry, IGS Energy, Sherwin-Williams, Coming Clean, MB Link Refinishing, Wilmar, Habegger Corporation, Aqua Doc, Cincinnati Coin Laundry, Roto Rooter

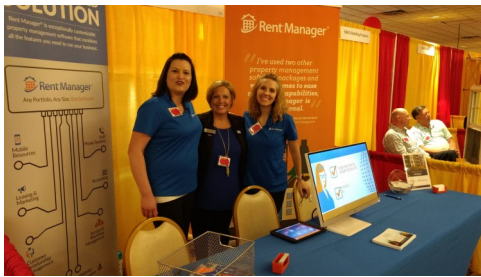
TOP" ANNUAL TRADE SHOW



EXHIBITORS (Left to right)

Ehrlich Pest Control, Trane, ServPro of Middletown/Springboro, U.S. Lawns, Houser Asphalt & Concrete, Feazel, Extermital, Mr. Roof, Aquatic Pond Plus, Pinnacle Paving & Sealing, Willis Law Firm, Groundscape Maintenance, AO Smith, Harrison's Pro Tree, Sherzinger Pest Control, Sholiton Industries, Landlord Web Solutions, CORT

2017 "GDA UNDER THE BIG



BEST ROOKIE BOOTH: DEPENDABLE CONSTRUCTION

BEST PRODUCT DISPLAY: LANDLORD WEB SOLUTIONS



BEST IN THEME: CERTAPRO PAINTERS

BEST OVERALL: SHERWIN-WILLIAMS

BOOTHS (Left to right)

HD Supply, Precision Concrete, Jetz Laundry Service, Sears Commercial, Sibco Building Products, AmRent, Rent Manager, Bruce Hall Insurance, A.E. Fickert

TOP" ANNUAL TRADE SHOW



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& STAFF AT GDAA**

**People's Choice Award Winners:
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&
Sherwin-Williams**

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GRANDE PRIZE WINNER CAROL MARCELLINO



2ND

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2017 PRESIDENT'S CLUB EXCLUSIVE EVENTS

February 22nd—after Toni Blake's presentation/General Meeting—Celebrate National Margarita Day in the GDAA President's Club Lounge— special drinks and hors d'oeuvres

March 29th— after General Meeting - drinks and hors d'oeuvres in the GDAA President's Club Lounge

April 26th—Trade Show Private Preview (Must have Trade Show Booth) at the Presidential Banquet Center. 3:00 p.m.

June 9th—Wine/Beer Tasting , Cookout includes steak or salmon you grill yourself and a delicious buffet at the Valley Vineyards Winery -Brewery. In Morrow, Ohio. One significant other or friend per attendee included.

August 23rd—Poolside Brunch at The Conifers at 10:00 a.m.

September 27th—after General Meeting — Bourbon Tasting and hors d'oeuvres in the GDAA President's Club Lounge

October 11th—After hours gathering starting at 4 p.m. at Caddy's in Miamisburg. Appetizers and drinks included.



Join the Club!

Benefits Include:

- ◆ Recognition in the Members Directory
- ◆ Recognition as a Club Member on the website
- ◆ Name Display on Two Banners in GDAA Offices
- ◆ Recognition in UPDATE
- ◆ Recognition on flyers & mailers for all GDAA Members (520 Individuals and companies)
- ◆ Company announced as Club Member at all General Meetings and October Annual Meeting & Mini Trade Show PLUS recognition during PowerPoint presentation
- ◆ Recognition in Spotlight On Success Event Program
- ◆ GDAA Trade Show Private Preview with Apartment District Managers, Owners, Property Managers, Presidents, Vice Presidents and Decision Makers. (Must have a Trade Show Booth to participate)
- ◆ Exclusive Event Invitations with apartment industry decision makers.
- ◆ Company name on all beverage cups used at the events held in the GDAA offices (exception: GDAA Holiday Party)
- ◆ The opportunity to introduce the General Meeting featured speaker or educational instructor at a seminar or workshop
- ◆ Recognition in the Annual Members Planner as previous year's President's Club Member

Join now! Call 937-293-1170 or email info@gdaa.org

GDAA SCHEDULE OF EVENTS

MAY

DATE	TIME	EVENT
9	8:30AM - 9:00 AM	Maintenance Education Council Meeting
	9:15AM - 10:00AM	Education Committee Meeting
11	10:00AM - 11:00AM	WEBINAR: Fair Housing - Reasonable Accommodations
12	6:00PM - 11:00PM	GDAA DERBY DAY!
16	3:00PM - 4:00PM	Legislative Committee Meeting
17	All Day	GDAA Annual Golf Outing
24	9:00AM - 10:00AM	Membership Committee Meeting
	10:00AM - 11:00AM	Program Committee Meeting
25	8:15AM - 9:00AM	Rent Foundation Committee Meeting
	9:00AM - 10:00AM	Board of Directors Meeting
29	All Day	GDAA Office Closed

JUNE

DATE	TIME	EVENT
8	10:00AM - 11:00 AM	WEBINAR: Market Fresh
9	6:00 - 9:00 PM	President Club Event
13	3:00PM - 4:00PM	Legislative Committee
14	11:30AM - 1:30AM	Maintenance/Vendor Appreciation Picnic
21	9:00 AM - 10:00 AM	Membership Committee Meeting
	10:00 AM - 11:00 AM	Program Committee Meeting
27	8:30 AM - 9:00 AM	Rent Foundation Committee Meeting
28	9:00 AM - 10:00 AM	Board of Directors Meeting

JULY

DATE	TIME	EVENT
11	8:30AM - 9:30AM	Joint Maintenance Education Council & Education Committee Meeting
13	10:00AM - aa:00AM	WEBINAR: Fair Housing and Reasonable Modifications
18	3:00PM - 4:00PM	Legislative Committee Meeting
19	9:00AM - 10:00AM	Membership Committee Meeting
	10:00AM - 11:00AM	Program Committee Meeting
26	8:15AM - 9:00AM	Rent Foundation Committee Meeting
	9:00AM - 10:00AM	Board of Directors Meeting

The GDAA 2017 Board of Directors

Officers

Chris Melvin	President
Tina Warner	Vice President
Karla Knox-Gordon	Secretary
Victor Schneider	Treasurer
Jo Wise	Executive Director
Susanna Feltner	Assistant Executive Director
Jessica DeCamp	Administrative Assistant

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Paula Grodner
Denise Harrison
Chris LaFountain
Oksana Lukjanenko
Tammy Markman
Olivia Marko—Garrett
Steve Milano
Chris Pelfrey
Michael Randall
Sham Reddy
Bryan Woods

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Hank McElderry
David Dutton
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Clarence Cox
Lisa Philbrick-Berman
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is just good business."***

