

VOL. XXXII

No. 7

July

2017

UPDATE

Newsletter Magazine

Greater Dayton Apartment Association

**How to Deal with those
Negative Online Reviews**

**FCC Broadens
Review of Multifamily
Broadband Market**

**5 Qualities and Habits of
Great Property Managers**





OF THE MONTH

CertaPro Painters®

CertaPro Painters® has been a member of the Greater Dayton Apartment Association since April, 2011. Besides being a Star Associate Member, they are regularly involved in GDAA events including exhibiting and sponsoring at the Annual Trade Show, sponsoring and providing players for the Annual Golf Outing and attending General Meetings, Mini-Trade Show, Speed Networking etc. **CertaPro Painters®** is also member of the 2017 GDAA President's Club and was Top Sponsor in 2016.



CertaPro Painters® representative Bryan Woods is currently serving as a member of the GDAA Board of Directors. He is also on the Trade Show Committee and Spotlight On Success Committee. Off the clock, Bryan is actively involved with coaching youth baseball.

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Star Associate Membership is Paid Advertising with the GDAA

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The Newsletter **UPDATE** is the second most visited page on the GDAA website other than the Welcome Page

Interested in posting an article in next month's Newsletter? Contact GDAA Publications by Clicking [HERE](#)



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Star Associate Membership information can be obtained by contacting	
Sue Feltner: sfeltner@gdaa.org	

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



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Contact: Matt Bowers 513.344.0603 or Dennis Martin 513.518.5245



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SPONSOR A NEW MEMBER AND RECEIVE HALF OF THEIR 2017 DUES!

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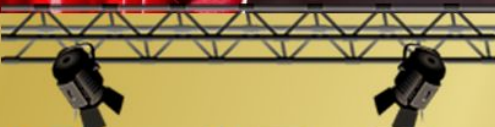
1. A GDAA dropped member will not be considered a NEW member until 12 months have passed.
2. If a member apartment community changes management companies or an owner/property management company adds units, these will not be considered new members.

For more information call

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Your GDAA Update



The Greater Dayton Apartment Association has been undergoing several new and exciting transitions - all a part of an ongoing process throughout 2017 and 2018. As Executive Director, Jo Wise, becomes acclimated with the position, she has already been foreseeing a great deal planned for the continued success of the Association.

The office staff is planning on upgrading the associations look and efficiency from the office decor to automating many of the process we go through. This will ensure better updated information, online applicable options and less time to handle member concerns.

We're already making headway on fine tuning automation of certain processes. Starting in July, GDAA Members will be able to pay their invoices online. They will receive an email notification with the receipt of their payment, we will be notified of the payment, and their information will automatically be updated within our accounting system.

With the ongoing transitions, some items have been met with delay, classes have been cancelled, etc. Difficulties are being ironed out but the GDAA staff has been working diligently to ensure the members that on the other side of this difficult time, to stay motivated for what is coming in the near future.

This is YOUR Greater Dayton Apartment Association!

“We are going to offer more for our members... They need to know that they are a part of something that is a great benefit to their bottom line... This is already a great association. We’re going to make it a *greater* one!” - Jo Wise, Executive Director

Members have the opportunity to volunteer their services and further assure the success of the association by joining committees, attending and or sponsoring events, instructing seminars and workshops and more. Recognition from the membership comes with being an active member of the association. With continuous involvement, long lasting business relationships are built between members.



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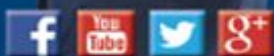


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WEBINAR: Smashing the Glass Ceiling

Presented by Janet Chiarella,



Janet Chiarella, CPM®, is Vice President of Marketing for Towne Properties with over 30 years of multi-family experience in various markets including Ohio, Texas, and Florida. Her career began as a leasing professional with Towne Properties in 1983. Since then, she's held a number of positions in the company from community manager to Dayton district manager, and has headed up the Marketing Department at Towne since 1996. Janet has experience in apartment management for both stabilized and lease-up communities, as well as association management. She is a former two-time president of the Greater Dayton Apartment Association and is an instructor for GDAA as well as the Greater Cincinnati Northern Kentucky Apartment Association and Towne University.

CLASS SUMMARY

Learn the steps to effectively position yourself for career advancement in today's competitive workplace. If you are looking for strategies to advance from leasing to management to leadership, or if you're interested in shifting gears from maintenance support to management, this session can help!

Thursday, August 10th at 10:00 am to 11:00 am

Log in at 9:45 am

<https://Gdaa.megameeting.com>

\$10/person.

1 CEC emailed at the end of webinar with a copy of the presentation.

Cancellation deadline is 8/8/2017.

No-call no-shows will be billed

Non-Members MUST pay in advance.

Contact GDAA Office for information or concerns

937.293.1170 | info@gdaa.org | 3100 Elbee Rd, Suite 300, Dayton, Ohio 45439

April 10, 2017 • by [Rachel Jefferson](#)

How to Deal with those Negative Online Reviews



More and more, potential tenants are referring to online property reviews before making their final decision on an apartment. In fact, a study done by the Harvard Business School found that 80 percent of customers changed their minds about a product due to a negative online review. As one of the most popular review sites, Yelp is notorious for not allowing business owners to remove undesirable reviews. However, that doesn't mean there aren't steps you can take to remedy the situation. Fortunately, in the case of Yelp, there are a few instances where they will remove a review. These include:

- Inappropriate content, such as threats or vulgar language
- Promotional content
- Content that publicize's people's private information
- Conflicts of interest
- Irrelevant content
- Content that asks for payment
- Plagiarized content

In many cases, negative reviews could fall into one of these categories. In order to get it taken down, you can flag it and the Yelp editorial team will take a closer look at these content infringements. One thing to keep in mind is that Yelp will not remove your entire business listing, so it's important to not let your reputation get too dismal. [Check out the guidelines](#) on any review site you'll be posting your business on prior to doing so.

Respond to Negative Reviews Privately and Publicly

Because reviews can't be removed, it is essential that you take the time and effort to respond to your tenants' concerns. You can do this in the form of a private message or a public reply, depending on how serious the situation is. If it's public, try to take it offline before it gets heated. On that note, keep your cool—you don't want people to think you can't handle the situation. Check out Marketing Expert Jay Baer's advice in this post on [how to deal with the haters](#).

Research the Issue and the Customer

Investigate the incident the customer is talking about in their review. Look into their rental agreement file and see if there were any charges, fees, or maintenance requests that went unfilled. Do your best to understand the issue before you even begin to attempt a response.

Be Professional and Timely

Being courteous, polite, and professional is one of the most important aspects of replying to a negative review. If you insult or blame the customer, it will greatly exacerbate the situation and turn off potential tenants. Instead, own up to your mistakes and apologize for the inconveniences you caused your tenants. In order to make the response seem genuine, don't use a generic copy-and-paste reply.

Being timely is another important aspect. Try to make sure that you reply to all reviews on the same day they are posted; this shows prospective tenants that you care about your customer's issues and are highly responsive when it comes to problems.

Ask Them to Remove the Review

Finally, once you've made the situation right, you might want to ask the tenant to remove or alter their negative review. It's important to be subtle about this point, as you don't want people to think you are just trying to pay them off for good reviews.

Encourage Positive Reviews From the Start

What's the best way to avoid negative reviews? Not having any in the first place. There are a few ways you can foster a good reviewer base to begin with, such as providing good customer service practices that inspire tenants to share their experiences. Many people don't even consider writing reviews online, so bring up the idea by posting fliers on hallways or doors.



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Manager's Guide To: BIOHAZARDS

Wednesday, August 16th, 2017

Presented By: TBD

Held at the GDAA Education Center

3155 Elbee Rd, Ste 300

Dayton, Ohio 45439

9:00 - 11:00 a.m. EST

Includes 2 CECs &

Continental Breakfast

\$42.00



What do you do when you're cleaning out an abandoned apartment and you come across something with which you don't even want to share the room?

Types of biohazards found in the apartment communities and how to handle, contain, and/or dispose of them accordingly.



REGISTER

Call 937.293.1170 | Email info@gdaa.org | Visit www.gdaa.org/event-registration

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Non-members must pay in advance.

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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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| ¼ Page Advertisement in Update through Dec. 2018 | |
| ½ Page Advertisement in 2018 Membership Directories | |

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| Sponsorship Slide in Presentation | Recognition in Update through Dec. 2018 |

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

Sue Feltner—sfeltner@gdaa.org

CALL THE GDAA OFFICE : 937-293-1170





Proudly Presents:
"The Spotlight on Success Awards"
December 8, 2017
Hilton Garden Inn-Austin Landing



The People Awards

The Spotlight on Success Awards will not only honor Apartment Communities and Vendor Companies. Also honored will be Apartment and Vendor Personnel. To make sure the person(s) you feel is one of the best of the industry, nominate them below! This nomination form must be returned to the Greater Dayton Apartment Association no later than July 31, 2017. When received, an Information Statement will be sent to the nominee.

I nominate:

Name: _____ Company: _____
Address: _____ City: _____ Zip _____
Phone: _____ Email: _____

In the category of:

Apartment Community Staff

- | | |
|---|---|
| ☐ Best Rising Star - Less than 2 years in industry | ☐ Best Leasing Professional |
| ☐ Best Multi-Site Manager | ☐ Best Service Technician |
| ☐ Best Community Manager | ☐ Best Service Technician Supervisor |

Vendor Company Staff

- | | |
|--|--|
| ☐ Best non-management Personnel | ☐ Best management Personnel |
|--|--|

Nominated by:

Name: _____ Company: _____
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Submit this completed form to:
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ENTRIES WILL NOT BE ACCEPTED AFTER 7/31/2017

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*For architects, developers, builders, attorneys, and
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**Tuesday, July 11, 2017
Campbell Hall, room 200**

**Ohio State University
1787 Neil Avenue**

Columbus, OH 43210

Public parking available at:

12th Avenue Garage, 340 West 12th Avenue

Cannon Garage, 1640 Cannon Drive



The Central Ohio Fair Housing Association invites you to a free* training on the Accessible Design and Construction Requirements of the Federal Fair Housing Act (FHA). This workshop will educate housing and construction professionals on the FHA's technical requirements and HUD's Fair Housing Accessibility Guidelines and will promote compliance with those requirements.

Douglas J. Anderson, CASp, R.A.S., of LMI Architects will be the instructor.

Workshop participants will learn about the seven FHA Design and Construction requirements:

1. Accessible building entrance on an accessible route
2. Accessible public and common use areas
3. Usable doors
4. Accessible route into and through the dwelling unit
5. Light switches, electrical outlets, thermostats, and other environmental controls in accessible locations
6. Reinforced walls in bathrooms for later installation of grab bars
7. Usable kitchens and bathrooms

This course has been approved for 6.0 HSW hours of continuing education by the Ohio Architects Board and the Ohio Landscape Architects Board. We are awaiting certification for 6.0 hours of continuing education credits for attorneys and real estate agents licensed in Ohio.

If you have questions, please contact Thom Curnutte by calling 614-344-4663 or by emailing thom.curnutte@cofha.com.

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June 2017

FCC Broadens Review of Multifamily Broadband Market



On June 22, the Federal Communications Commission (FCC) unanimously [approved a Notice of Inquiry](#) (NOI) seeking input on the market for broadband in residential and commercial “multiple tenant environments” (MTEs) including rental apartment communities, condominiums, community associations, shopping centers, offices and other centrally-managed properties. Specifically, the FCC plans to review policies on exclusive marketing and bulk billing arrangements, as well as revenue sharing and exclusive wiring agreements between property owners and service providers.

Importantly, the NOI will also examine the impact of state and local regulations on broadband deployment and competition. This action coincides with the FCC’s consideration of a [petition](#) by the Multifamily Broadband Council (MBC) challenging a San Francisco ordinance that could impact an apartment company’s ability to manage broadband, video and communications services at their communities. The impact of the NOI on MBC’s petition is unclear at this time. We will review and respond to the NOI following its final publication.

NMHC filed [comments on May 18](#) and [June 9](#) supporting the challenge to the San Francisco ordinance, urging the FCC to preempt the law because it conflicts with federal policy. Regulations like the San Francisco ordinance are a disincentive to broadband investment in multifamily communities and ultimately harmful to consumers. In an [advocacy effort led by NMHC](#), 24 apartment companies representing about 1.2 million apartment homes told the FCC that the market for communications services in the rental apartment industry is competitive in San Francisco and across the nation. More information about the ordinance and its impact on the rental apartment industry is available [here](#).

NMHC successfully [argued against regulation](#) when the FCC previously examined broadband competition in the multifamily market. In a [2010 order](#), the FCC declined to prohibit exclusive marketing arrangements because, based on the record, they did not prevent or incumber competitive providers from serving apartment residents. Further, the FCC concluded that “bulk billing arrangements predominantly benefit consumers, through reduced rates and operational efficiencies, and by enhancing deployment of broadband.”



UPDATE! The payroll True-up period for private employers begins July 1, 2017. Payroll true-up reports are due to BWC no later than Aug. 15, 2017.

At the end of each private employer policy period (July), it is necessary to reconcile estimated payroll with actual payroll. This is called the True-up. This report can be completed online at: <http://ow.ly/4mWUlm> or over the phone by calling 1-800-644-6292.

This payroll True-up process is part of prospective billing, and as a result, Ohio businesses are required to reconcile their actual payroll annually for the prior policy year and also reconcile any differences in premium paid. According to BWC, the True-up allows more accurate premium calculation. Even if actual payroll for the year matches the original BWC estimate or a business had zero payroll, the True-up report must be completed.

The quickest and easiest way to True-up is online with a BWC e-account. If you do not have a BWC e-account you can create one by signing on to:
<https://www.bwc.ohio.gov/SelfSvcAccountAdmin/newacc.asp>.

You can also complete the True-up through the BWC call center however wait times may be extremely high, as a result BWC encourages the use of their online reporting system.

IMPORTANT NOTE:

Again, August 15, 2017 is the due date for your True-up report to be completed with BWC. This is a critical deadline, as the BWC has indicated that if a business does not complete the True-up timely, they may not be eligible for current, and future alternative rating and premium discount programs such as Group Rating and Group Retrospective Rating. Once more, reports must be submitted either online at (<http://ow.ly/4mWUlm>) or by phone at 800.644.6292.

Below are a couple of youtube video links that you may find helpful in the process:

<https://youtu.be/dmYEtuGLEnQ>

<https://youtu.be/YMaslG0eq-M>



Please put on your radar several dates coming up...not the least of which is the second BWC True-Up process. The 2016 payroll true-up can be done as early as July 1, and the deadline to report and pay is August 15. Last year proved to be confusing for some employers, so be sure to complete this at your earliest convenience to remain in good standing with BWC. Please see the attached article for more information on completing the True-Up.

June 30, 2017:

Final day to complete Safety Council Participation requirements. (See below).

Final day to complete Industry Specific Safety Program (ISSP) loss prevention activities.

Deadline to complete the ISSP on-site consultation survey (form SH-29).

July 1, 2017

Beginning of the 2017 policy year.

BWC will send the 2016 Policy Year payroll true-up notice, or you can go online to complete starting on this date.

Start of the following 2017 BWC programs:

Drug Free Safety Program

Deductible Program

Individual Retrospective Rating Program

Group Rating Programs and Group

Retrospective Rating Programs

One Claim Program

Industry Specific Safety Program

Transitional Work Bonus Program

.99 EM Construction Cap

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July 3, 2017

First 2017 premium installment is due.

Two Hour Safety Training Requirement: If you participated in either a group rating or group retrospective rating program in the 2016 policy year and had a claim occur between 7/1/14 and 9/30/15, your company is required to complete two hours of certified group safety training by June 30. I have included a flier outlining the different ways in which this can be accomplished.

Billion Back Rebate: A reminder that BWC will be returning over one billion dollars to Ohio employers starting this July! If you had an active workers' comp policy in the 2015 policy year and meet the eligibility requirements, you will receive 66% of your 2015 premium back in rebate form from BWC. The process will begin in July, if you are a private state funded employer. The exception is for those employers who were in a group retro program in 2015...your rebate will be sent once the 2015 group retro refunds are released this fall.

BWC Fax Numbers: BWC discontinued all toll-free fax numbers attached to their customer service offices, as of May 31. You may fax any documents to 866.336.8352. Please note that this change does not affect MCOs; they will continue to use the fax numbers assigned. This change also does not impact the lump sum settlement fax lines.

Unemployment Cost Control Tip: If responding to unemployment claim requests are one of the many hats you wear, don't allow the task to fall to the bottom of the to-do list. Upon receipt of the notification, begin gathering facts and preparing your response. Vague or untimely responses often hurt an employer's chances of winning the claim. Either fax or submit your response via the Ohio Department of Job and Family Services (ODJFS) online system. Keep in mind, claim responses must be sorted through and forwarded to the state adjudicator assigned to the claim. You want to give the adjudicator enough time to review the facts prior to making their ruling by the mandated state deadline. Failing to provide timely and thorough responses often result in the claimant being granted benefits even if you believe they are not deserving of them.

For additional information on controlling your unemployment expenses or to be set up for full representation contact Kammy Staton at 614.526.7165 or Kammy.Staton@careworkscomp.com.

OSHA Update: OSHA is not accepting electronic submissions of injury and illness logs at this time, and intends to propose extending the July 1, 2017 date by which certain employers are required to submit the information from their completed 2016 Form 300A electronically. We will update you as soon as OSHA clarifies their position on electronic filing, although at this point it seems unlikely that this will take effect by the initial deadline of July 1. However, the suggestion from RiskControl360° is to be prepare to submit the 2016 Form 300A in an electronic version, such as an excel file, just in case.

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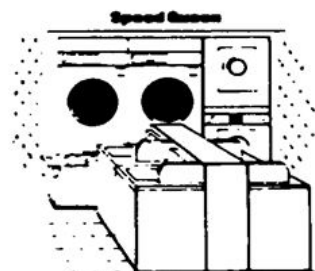


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2017 Appreciation Picnic



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- Sherwin-Williams Paint

Vendor Tables:

Apartments.com,
Mr. Roof, &
Maintenance Supply HQ

Volunteers:

Chris Melvin
John Grosmann
Michael Randall
Bobbisue Harris

2017 Annual GDAA Maintenance Tech/Vendor Appreciation Picnic was enjoyable despite the weather.

The picnic was held at Kettering, Ohio's Delco Park and picnic goers were kept dry underneath a reserved shelter



John Grosmann provided a large grill and Chris Melvin grilled burgers, chicken, and hot dogs.

Bobbisue Harris and Michael Randall provided the delicious picnic spread

Vendor table tops from Apartments.com, Mr. Roof and Maintenance Supply Headquarters.

Tons of prizes were given away to those that were able to make it out.

Thank you all who came and to our Vendors and Maintenance Techs,

WE APPRECIATE YOU!



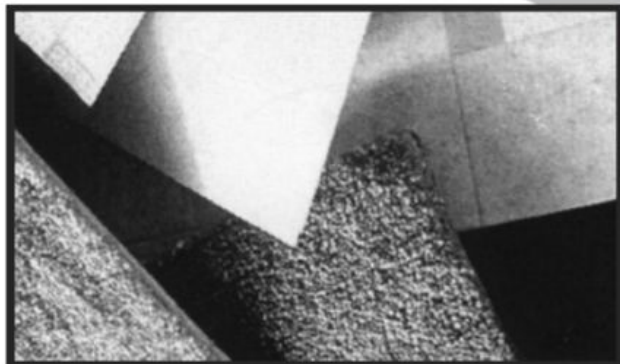
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April 10, 2017 by **Marc Courtenay** in **Articles**

5 Qualities and Habits of Great Property Managers

Sometimes life is what happens while we're making other plans. Other times life feels like it's in the palm of our hands waiting for our decisions about what we want to make happen next. Maybe that's the way our lives are supposed to feel. One of the things I know for sure is that you can learn a great deal about successful property management by watching those who are adroit at it.

One of my "pet projects" is studying the habits, qualities and characteristics of highly successful property managers. Through the years I've discovered some consistencies they all seem to share.

The first is what I call "brilliance". I don't mean they're extra smart nor have an unusually high Intelligence Quota (IQ). Their "brilliance" shines in their daily approach to their work. Like this article implies, they've learned from other brilliant managers and they've applied what they've learned. They're willing to take the time to study the characteristics and successes of others.

The second quality, one that becomes habitual, is that great property managers have an extraordinary amount of curiosity. Since they are, either by nature or self-discipline, observant professionals, they keep their eyes and ears wide open for better ways to accomplish. They're not afraid to ask questions, do research, and delegate to others the task of finding solutions.

They're obsessed with growing and evolving. They seem to innately know that something that they don't know is holding them back from reaching their full potential. They'll go to seminars, join associations, listen to self-improvement CDs and watch DVDs.

As the father of Self-Actualization, Abraham Maslow, would say, "They must become all that they must be!"

Humility is a key quality and component of their character. They're not driven by their egos and they don't care a hoot about becoming arrogant. They like achieving abundance and success, but they're not compelled by an insatiable appetite for wealth and power. With their humility comes a sense of altruism and a desire to know they are making a positive contribution to society. They derive great satisfaction in serving the needs of their clients and residents.

They strive for excellence without being perfectionists. Perfectionism will drive you to distraction! Wanting to be their "personal best" and to challenge themselves away from mediocrity and complacency describes these high achievers. They learn from their results.

To gain more understanding about the qualities and characteristics of outstanding property managers, I encourage you to read a book (or listen to the audio version) like "Good to Great" by author Jim Collins.

Property Managers are in many ways similar to companies and corporations. Why do some stay stuck, implode or wither why others "make the leap" from being good to becoming great.

"How can good companies, mediocre companies, even bad companies achieve enduring greatness?" When that question is answered, it can almost always be applied to individuals and partnerships.

"For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to [become] great?" After an intensive 5 year study Collins and his team of researchers found some amazing similarities.

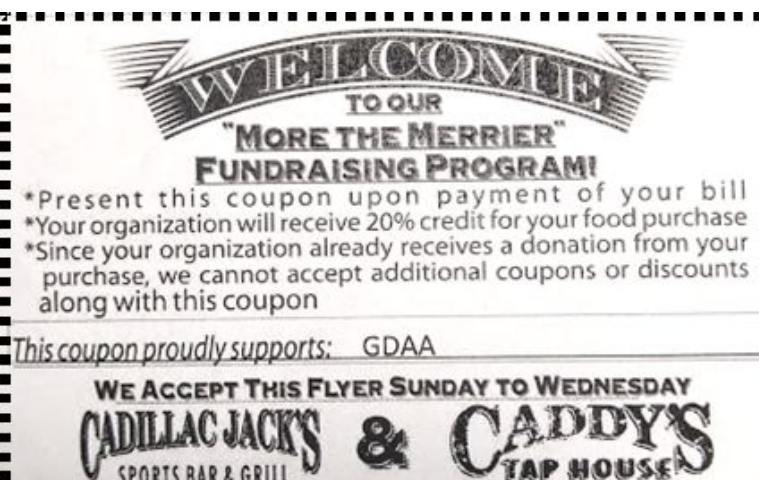
Those in the property management industry can benefit from insights and ideas that articles like this one or a book like "Good to Great" offers. Knowledge and awareness will provide the power and the "fuel" to help propel you to the next level of personal growth and rewarding achievements.



The GDAA Rent Foundation's purpose is to help the residents of GDAA members in an emergency circumstance where they can foresee being unable to provide their next month's rent. Funding comes only from donations and fundraiser events like Chili For Charity, Nite at the Races & the Holiday Bazaar.



For \$100 a month, you can be a Pay it Forward Partner. Your company's logo will be on EVERYTHING Rent Foundation as a Pay it Forward Partner. For more information, please call GDAA offices. 937-293-1170 or email info@gdaa.org



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Schedule of Events

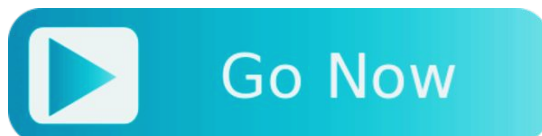
JULY

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

AUGUST

DATE	TIME	EVENT
10	10:00 AM - 11:00 AM	WEBINAR: Smashing the Glass Ceiling
15	9:00 AM - 10:00 AM	Legislative Committee Meeting
16	9:00 AM - 11:00 AM	Managers Guide to Biohazards Seminar
	2:00 PM - 4:30 PM	Speed Networking
22	9:00 AM - 11:00 AM	Show Me The Money Seminar
23	9:00 AM - 11:00 AM	Service Tech Education - Dealing with Problem Residents
	9:00 AM - 10:00 AM	Membership Committee Meeting
	10:00 AM - 11:00 AM	Program Committee Meeting
24	9:00 AM - NOON	Advanced Fair Housing Seminar
25	8:30 AM - 9:30 AM	GDAA Rent Foundation Committee Meeting
30	9:00 AM - 10:00 AM	GDAA Board of Directors Meeting

Go online to gdaa.org/calendar to view all events for 2017. You can even add them to your Google calendar.





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