



# GFAA Gazette

December 2021

## “Frozen in Time” Holiday Party

Wednesday, December 8, 2021

6:00 PM - 9:00 PM

Highland Country Club

105 Fairway Drive

Fayetteville, NC 28305

**Registration** closes 12/3/21 at 5:00 PM

Members - Join the GFAA for an evening of wintery fun for the Frozen in Time Holiday Party!

6 pm - Cash bar opens for networking

6:30 pm - Dinner will be served

After dinner.....

- Have fun dancing to the tunes of PB Productions
- See who is crowned the Ice King and Ice Queen
- Say farewell to the Second Harvest Food Bank with our final donation of the year
- Find out who the recipients are of the GFAA Education and D&I Scholarships

Significant others are welcome to attend! Cost: \$49.00 per person.

Everyone must be registered in advance to account for seating and dinner.

Dress - semi-formal/formal.



# Monthly Memo from the GFAA President

Dear GFAA Members,

It has truly been a tremendous honor to serve you over the past two years and our great association. Thank you to all of our apartment communities and suppliers for all your amazing support.

The last two years have been dynamically and drastically different and challenging for our entire membership. We as an organization have risen above these challenges and seen a vast improvement for all through online education, high occupancy rates, and continual support from our supplier partners. We have all learned that virtual learning and networking is here to stay and a great resource to reach more of our membership in ways we have never been able to before.

I am extremely proud of our board for their continued volunteerism to bring our association educational, legislative, and governance updates regularly as well as so many great networking opportunities.

I would like to say thank you to Catina Rhinehart. Catina found me in 2016 and saw greatness in myself that I could not see and invited me to join the education committee. Without her mentorship and leadership, I would not be the person I am today. You have pushed me to continue growing and leading me to where I am today. Thank you Catina for all your support and mentoring. I am truly grateful for all.

Thank you to my board members for the past two years! You all rock and I could not have been successful without you all. Thank you to all the committee volunteers. The Greater Fayetteville Apartment Association would not be where it is today without your support for all of our many educational opportunities, nights of networking, and numerous events.

To our supplier members, thank you for your continued support of our great organization. Our Tradeshow has expanded into a bigger area than years past and we want to see it continually grow year after year.

To our amazing Executive Director, Jennifer Scott, thank you for all that you do for our organization and help! You have always been here to support me and allowed me to reach out whenever to help with anything I need. Thank you for always being available and giving me a great friendship that will last a lifetime.

I want to leave 2021 with a reminder that development of future leaders in our industry is a must! We need to have a voice in our past, present, and in our future. I challenge you all to volunteer in some capacity with our amazing association and I guarantee that you will learn and grow from the experience.

I wish you all the best in 2022 and look forward to continually supporting each and every one of you.

Sincerely,

Jennifer Pittman, CAPS, CAM  
GFAA 2021 President  
gfaapresident2020@gmail.com



# CAM - Certified Apartment Manager with Mindy McCorkle

Whether you are a property manager or new to property management, this course provides in-depth training and expertise just for you! Earning the CAM credentials gives you the skills to increase your community's net operating income; the knowledge to effectively manage an apartment community; and most importantly, the ability to achieve your property owners' investment goals. Deadline to **register** is 1/7/2022 at 5:00 p.m. Take the **CAM Self-Assessment Tool** to see if you are ready for CAM.

## **Class dates are 9 am to 5 pm on the following dates at The Regency:**

- 1/19/2022 - please arrive 15 min early
- 1/26/2022
- 1/27/2022
- 2/9/2022
- 2/10/2022

## **What You'll Learn:**

- Occupancy rates
- Comprehensive marketing plans
- Sales team management and product readiness
- Equitable treatment of current and potential residents
- Resident retention and the maintenance of a positive company image
- Consistent and ongoing resident communication
- Positive resident service and issue resolution
- Enforcement of company policy in compliance with laws and regulations
- Property inspections
- Preventive maintenance programs
- Service request process
- Apartment turnover process
- Contractors and vendors
- Recruitment, hiring, orientation and training of high-caliber employees
- Systematic employee evaluation
- Employment regulations and record keeping
- Analysis of the property's financial operations with corrective actions for underperformance
- Monitoring of property performance to achieve the owner's investment goals
- Accounting principles and practices
- Maximizing net operating income
- Reporting property performance honestly and accurately

## **Requirements:**

To obtain the CAM credential, candidates must complete the following:

- Minimum of 12 months of onsite property management experience
- Successful completion of all CAM coursework (totaling 40 hours)
- Meet all examination standards within six (6) months of declaring candidacy



## **About the Instructor: Mindy McCorkle:**

Mindy McCorkle has 30+ years of leadership experience in multiple industries. She's held positions from front-line roles to executive positions and is seen as a mentor and leader by many. She has too many awards and accolades to list here but has been recognized locally and nationally for her instructional expertise.

Mindy owns Enhancement Talent Development where she provides clients with customized learning experiences, team coaching, consulting, and other talent related services. The B2C side of her journey is Life Enhanced, a subsidiary of Enhancement Talent Development, and that's where Mindy works with individuals to help them grow personally and professionally, and find greater happiness and fulfillment through transformation, realignment, and learning experiences. She is a perpetual learner and loves to inspire others to continue learning as well.

Mindy is also an author who publishes inspirational works, self-development books, and virtual learning sessions.

She brings a unique authenticity to every interaction and presentation and shares transformational insight from her experiences. She's not a game changer; she's creating a whole new game!





# Annual Starlight Awards Ceremony

## Event Details:

Thursday, January 20, 2022

11:30 AM - 2:30 PM

McCormick Farms

7765 McCormick Bridge Road

Spring Lake, NC 28390



Members- join the GFAA at beautiful McCormick Farms for an afternoon celebration! We will be acknowledging the 2021 award nominees and winners, 2021 designees, having the 2022 Board Installation, and more!

## The awards categories are:

- Rookie of the Year
- Leasing Consultant of the Year
- Assistant Manager of the Year
- Community Manager of the Year
- Supplier Representative of the Year
- Executive Support Team Member of the Year
- Community of the Year
- Best Social Media of the Year
- Maintenance Technician of the Year
- Maintenance Supervisor of the Year
- Regional Manager of the Year
- Most Improved Community of the Year
- Team of the Year
- President's Award



Lunch is included in the ticket price, must [register](#) by 1/12/2022.

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- Up to 11% in additional net income per unit<sup>1</sup>
- Increased resident satisfaction

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Kristen Micallef

Community Development Manager - NC

(734) 658-2042

kristen.micallef@metronetinc.com

metronetinc.com

<sup>1</sup>Source: Fiber to the Home Council, June 12, 2019



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Sales Representative

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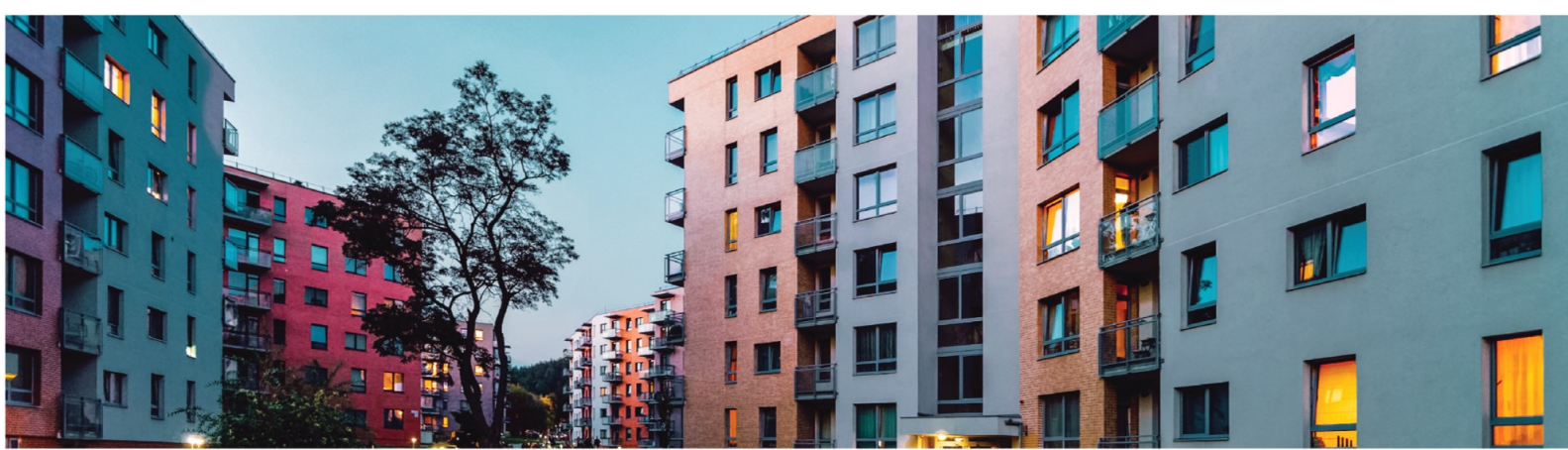


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Brenda Leidholdt, Business Development Manager  
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## Volunteers needed for 2022!

**Do you want to be more involved in the Greater Fayetteville Apartment Association? Consider joining a committee and be a part of strategic planning in your favorite area of interest; have your voice and ideas heard!**

**Email us at [info@mygfaa.org](mailto:info@mygfaa.org) for your invitation to the next meeting.**

**Click here for more committee information: [Committees](#)**



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### **Greater Fayetteville Apartment Association**

**P.O. Box 25006**

**Fayetteville, NC 28314**

**Phone: 910-929-0217**

**Email: [info@mygfaa.org](mailto:info@mygfaa.org)**

**Website: <http://www.mygfaa.org>**

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