



GFAA Gazette

Navigating the COVID Legal Landscape with Chris Loeb sack

Join us virtually 2/9/2021 from 2-3 p.m., 1 CEC

Topics for Discussion:

- Limitations on Court Operations
- Rental Assistance Programs
- CARES Act compliance
- Executive Orders from President Biden and Governor Cooper
- CDC Declarations Forms - difference between old and new
- Lease expirations, non-renewals and MTM fees- best practices
- Evictions and Moratoriums, when can we file?
- Q&A at the end!



About the Instructor:

Chris is the founder and Managing Partner of the law firm Loeb sack & Brownlee, PLLC. Chris is a 1996 graduate of Duke University School of Law (J.D.) and a 1993 graduate of Clemson University (B.S.). He has two sons, Joseph and Thomas, and currently resides in Charlotte, NC.

Chris' legal practice focuses primarily on representing national Multifamily & Single Family Operator property management companies, but he regularly handles construction law and commercial litigation matters, as well. Also, Chris is a Certified Mediator who regularly mediates Business and Construction Litigation cases for other attorneys. In 2009, Chris was named to the NC Super Lawyers' "Rising Stars" list for his Business Litigation work, and in 2011, Chris again made the "Rising Stars" list in the area of Construction Litigation. In 2013, Chris was named a member of NC "Legal Elite" by Business North Carolina magazine in the area of Business Litigation. In 2016, Chris was again named to the NC Super Lawyers list in the area of Business Litigation and in both 2017 and 2018, he was honored to make the list in the area of General Litigation. Finally, Chris volunteers much of his spare time in service of several non-profit entities. He has been a member of the Board of Directors for Charlotte Preparatory School since 2014, and part of the Humanities Advancement Board of Clemson University since 2015.

[Register here for this webinar.](#)



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Monthly Memo from the GFAA President

Dear GFAA Members,

Thank you so much for your continued support and allowing me to serve as your President of our amazing organization. I would like to thank our suppliers for their continued support of GFAA and our industry. Our committees are back in full swing planning our 2021 and 2022 calendar year and helping support our community. If you are interested in giving back and volunteering for a committee please reach out to Jennifer Scott at info@mygfaa.org.



The Apartment Association of NC kicked off their 4 part educational webinars this last month.

Be sure to stay tuned for more to come from GFAA and AANC. The AANC PAC is looking for your donation! Please make sure to support our industry and legislative/advocacy needs by donating.

We are looking forward to seeing all our membership online February 25th for our 2nd Annual Starlight Awards! 2020 truly was a trying year and to see so many triumph over the challenges it brought us is amazing! We all deserve a pat on the back for surviving 2020!

Don't forget to check out our new website layout at www.mygfaa.org and all the upcoming events the GFAA will be having in the month of February.

We appreciate our entire membership!

Sincerely,

Jennifer Pittman, CAPS, CAM
GFAA 2021 President

Upcoming classes with Mindy McCorkle

For Suppliers: Join us online for Virtual Do's and Don'ts 2/16/2021 from 10-11 am! Free, 1 CEC

Virtual Client Meetings Do's and Don'ts – Things that Make You Seem Weird on the Other Side of the Camera: we're all spending tons of time 'on camera' in virtual meetings these days! And our on-camera presence is just as important as our in-person presence. How we interact virtually, what we look and sound like to others, and those little things we do that we don't realize we're doing can make a huge impact to those we are virtually meeting. Learn the top 5 mistakes we're making in virtual meetings, how to prevent them, and how to look like a virtual SUPERSTAR on camera in your next virtual meeting! [Register here.](#)

For Leasing Consultants and Assistant Managers: Next Level Leasing and ACM Strategies. Join us online 2/18/2021 from 10 am-noon, 2 CECs.

Being a Superstar leasing professional takes more than getting leases. And being a Rockstar assistant community manager is more than posting rent and processing final account statements. In this session, attendees will learn contemporary virtual leasing strategies, innovative ways to close the sale virtually, new solutions for getting better results with self-guided leasing tours, critical customer experience components, and modern follow-up techniques. In this session, we'll also learn how to quantify the value that your role adds to the property value, how to ramp up your overall success, and get ready for the next step in your career. This interactive session is jammed packed with important components every leasing professional and assistant manager must hear including communication, decision making, understanding empowerment, dealing with difficult conversations, prioritizing leasing and administrative duties, and critical leadership skills. A can't-miss session for certain! [Register here.](#)

*We will have a gift for each Leasing Consultant and Assistant Manager that attends for the entire 2 hours, which will be delivered or mailed to your communities, depending on location.

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!



Certified Pool Operator with Mark Cukro

Join us virtually on 2/9/2021 from 9 am - 4 pm (with a lunch break) for CPO!

Whether it is your first time learning how to take care of a pool at your community, or it is time for your renewal (every 5 years), you need to sign up for this North Carolina certification course with Mark Cukro.

We will email the classroom materials needed as soon as we receive your registration! **[Register for CPO here.](#)**

This class is sponsored by Spa and Pool World!



About the Instructor: Mark Cukro:

Mark is a leading resource in the field of service team development and brings to you all of the knowledge, skills, and resources necessary to promote personal and professional development. Through his exceptional leadership and industry-proven effectiveness Mark has become a highly sought after resource to train service departments and assist companies in creating a customized training program or university to achieve their goals. Through Mark's upbeat and unique approach to delivering technical information each student is engaged and encouraged to learn how to work more effectively in the multi-housing and service industry. Mark was the Director of Service Team Development for Colonial Properties Trust, Inc, a New York Stock Exchange traded company with 148 properties and over 48,000 apartment homes. He has developed 12 technical modules and two leadership modules that are critical for a service department to operate successfully and lower employee turnover. Mark's certifications include CAPS, CAMT1, CAMTII, EPA Proctor for HVAC/CFC 608 and 609 Certifications. He is also an award winning Certified Pool Operator Instructor for the National Swimming Pool Foundation which issues a five year CPO certification. He has given hundreds of presentations specific to the multi housing industry and helped thousands of people increase their technical knowledge including management teams at every level. Mark's training results in a better understanding of Maintenance and Service operations which directly increases a company's NOI.

Registration is open for the Starlight Awards Ceremony

Join us to celebrate the success of all of the nominees, designees, award winners of 2020! We will also swear in the 2021 Board of Directors and announce the winners of the 2021 Education and Diversity & Inclusion scholarships.

If you received your framed certificate for CAPS, CAM or NALP in 2020, have it ready to show off on camera when your name is called.

Guest Speakers include Terry Ragland, and Mindy McCorkle!

Prizes will be raffled off to those on camera for the entire event - a \$50.00 Visa Gift Card, Airpods, and an iPad mini!

[Click here to sign up now!](#)



The graphic features a black background with scattered yellow and white dots. In the top right corner is the GFAA logo, which includes the text 'GFAA' in large blue letters, 'GREATER FAYETTEVILLE' in white on a red banner, and '* APARTMENT ASSOCIATION *' in white on a blue banner. Below the logo is a yellow silhouette of an Oscar statue on its base, surrounded by several yellow starburst graphics. The text is centered and uses a mix of white and yellow colors.

Save the Date!

The Annual GFAA Starlight Awards

We will be virtually celebrating the success of all of the nominees, designees, and award winners of 2020. We will also be announcing the scholarship winners for 2021!

Register here for log in details:
<https://www.mygfaa.org/events/annual-starlight-awards-ceremony>

February 25, 2021 from 12:30 p.m. - 2:00 p.m.

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¹If ordered by 10 a.m.; same-day delivery not available in all markets; exclusions may apply.

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*Source: Fiber to the Home Council, June 13, 2016



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