

## “You Had Me At Hello” with Megan Orser

Thursday, February 17, 2022  
11:30 AM - 4:00 PM  
Highland Country Club  
1105 Highland Country Club Drive  
Fayetteville, NC 28305



Membership Luncheon and Leasing Appreciation 11:30 am - 1 pm  
Guest Speakers: FAPS and BluSky Retoration Contractors  
Leasing Seminar 1-4 pm, 3 CEC's, [register here](#).

### About the Seminar:

Smarketing-Maximizing Your Leasing Awesomeness!  
Are you looking for advanced leasing and high-level customer connection?

Then look no further than, "You Had Me At Hello"- Maximizing Your Leasing Awesomeness. We will cover tapping into your leasing awesomeness through demonstration, qualify and yes follow up. Smart takes your team a little further with DISC assessments, body language and buying signals, to maximizing your inner leasing superstar.  
Are you ready to get Smart?

### About the Instructor:

Smart Chick Megan, brought to you by Smart Apartment Solutions encompasses over twenty-one years of industry experience and three decades of generational perspective in the profession of apartment management. With a degree in Marketing and Communications from the University of Michigan, this Smart Chick also carries accreditations such as the HCCP, CALP, and was the 2020 NAA Excel recipient of the Certified Apartment Leasing Professional of The Year award!, Megan is the daughter of owner and Broker Smart Girl Dawn Ford, CPM, HCCP, AFT and together with her succession business partner and CFO Smart Guy Cal, they oversee operations for Smart Apartment Solutions, a service provider and Smart Moves LLC, their Property Management Company specializing in fee-managed Residential and Commercial properties. While not in the office or on-site working in the trenches, you will find this practitioner serving on local, state and national committees (11 to be exact) and councils including IREM, NAA and NAAEI, along with three board positions with her local and State affiliates, DMAA, WAAA, PMAM and this couldn't be done without the support of the team at Smart HQ, Smarties Makita, Desiree, Cal and Kelly. The Smart Apartment Solutions Team focusses their educational offerings on their plethora of personal experiences with interactive, rubber meets the road, practical applications achieving a high level of audience engagement.



## Membership Drive 2022

Going on right now through February 28th, 2022, the Greater Fayetteville Apartment Association is hosting its annual Membership Drive!

We are looking for brand new Supplier Members, and they will get \$75.00 off their 2022 dues with a promo code as soon as they apply. (Have them contact us at [info@mygfaa.org](mailto:info@mygfaa.org) for the promo code before making a payment).

### **So, what's in it for you?**

When they join the GFAA and mention that you referred them, you are entered in a drawing for \$300 in gift cards. The person that refers the most new Supplier Members by the end of the time frame mentioned above –wins!

# MEMBERSHIP



## Supply Drive for FAPS

The Greater Fayetteville Apartment Association has partnered with the Fayetteville Animal Protection Society for 2022.

FAPS is the only no-kill, non-profit animal shelter in our area, and they need our help!

Please share this information and the link with your teams, clients and residents via email for additional donations and support.

No collecting required—[click here](#) for their Amazon wish list to make your donation today!

Drive ends February 28th, 2022.



# Six Trends That Must be Factored into Your 2022 Plans

Thursday, February 24, 2022

10:00 AM - 11:00 AM

\* Registration open until 2/23/22 at 12:00 PM

## About the Webinar:

### Six Trends That Must be Factored into Your 2022 Plans

It's no secret that the way we do business is different now than it was a few years ago. And 2022 will no doubt bring even more change! We're going to need to adjust how we seek out and secure new customers as well as how we retain the ones we already have. Join us for this eye-opening session to learn six important trends that will impact our customer relationships and how to use those trends to your advantage.

1 CEC, Free for Suppliers, anyone can attend.

**Register now!**



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## 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—CPO with Mark Cukro

Thursday, February 17, 2022

9:00 AM - 4:00 PM

Addison Ridge- movie theater

1000 Antietam Creek Drive

Fayetteville, NC 28303

\* Registration closes on 2/15/22 at 12:00 PM

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 materials needed as soon as we receive your registration.

**[Sign up here!](#)**

This course is sponsored by :



## **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.



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Community Development Manager - NC

☎ (734) 658-2042

✉ [kristen.micallef@metronetinc.com](mailto:kristen.micallef@metronetinc.com)

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<sup>1</sup>Source: Fiber to the Home Council, June 13, 2019



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Sales Representative

Phone 910-818-4433

Email [Kris.L.Kenney@sherwin.com](mailto:Kris.L.Kenney@sherwin.com)



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Brenda Leidholdt, Business Development Manager  
cell: 910.824.5129 email: [Brenda.leidholdt@goblusky.com](mailto:Brenda.leidholdt@goblusky.com)

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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>**

**Click here to engage with our social media:**

