

## Vendor Bowling Appreciation Night

Tuesday, July 27, 2021  
6:00 PM - 9:00 PM  
Lafayette Lanes  
3313 Raeford Road  
Fayetteville, NC 28303

Join us in thanking our Supplier/Vendor Members by attending this fun event! They do so much to support our industry and communities throughout the year.

**Supplier/Vendor Members** - you play and eat for FREE.

**Apartment, IRO and Management Company Members** - \$15.00 covers your game, shoe rental, and meal. If you are interested in sponsoring this event to support your suppliers, please contact us at [info@mygfaa.org](mailto:info@mygfaa.org) for more information.

Please **register** by 7/16/2021 at 5 p.m. so the bowling alley can plan accordingly.

**Bring out your whole team - we can't wait to see everyone there!**



# Monthly Memo from the GFAA President

Dear GFAA Members,

We are excited that summer is in full swing! We have moved back to in-person events and it has been amazing to see you all! Our Night of Networking at Twisted Grape had an awesome turn out and it was truly magical to see so many smiling faces while networking!

We had an truly inspiring fun time with Terry Ragland at our seminar at Highland Country Club and got up to date on Fair Housing Do's and Don'ts. Our maintenance teams members participated in an online CFC/EPA certification class in June as well. Thank you to our educational sponsors Loeb sack and Brownlee for getting us current on Debt Collection during Covid.

We are looking forward to the month of July and our next educational opportunities. Make sure to check out our website at [www.mygfaa.org](http://www.mygfaa.org) to register!

The Apartment Association of North Carolina will be hosting a Leadership Seminar online on Wednesday July 21st, make sure to sign up for this 3rd webinar in the series. July is our Supplier Appreciation Month and our annual bowling night is on Tuesday July 27th, looking forward to seeing everyone there.

Are you interested in giving back to the GFAA? We are always looking for committee members and our next group of emerging leaders in our industry. If you are interested in volunteering please email Jennifer Scott at [info@mygfaa.org](mailto:info@mygfaa.org).

As always, thank you to our entire membership for your continued support.

Sincerely,

Jennifer Pittman, CAPS, CAM  
GFAA 2021 President  
[gfaapresident2020@gmail.com](mailto:gfaapresident2020@gmail.com)



# Community Outreach - Supporting Second Harvest Food Bank



## THE GFAA'S EVERY CAN COUNTS COMPETITION!

Now, through July 31st, please collect items for the Second Harvest Food Bank.

All new, unopened canned goods, non-perishables, personal hygiene items, paper products and cleaning supplies will be accepted. Many of these items cost a \$1.00 each, or less. Get your team, clients and residents involved too!

We will pick up your items from you on/around August 1st, 2021.

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**WHAT IS OUR GOAL?  
TO RAISE MORE THAN THE 600  
POUNDS WE DONATED IN THE  
FIRST QUARTER OF 2021.  
WE "CAN" DO IT!**

**Note:** If your company is located outside of the local market, you can still contribute! Have your donations sent to: GFAA P.O. Box 25006, Fayetteville, NC 28314. You can also send us a gift card by July 31st to local retailers like Walmart or Food Lion, and we will shop for you!



# Bidding And Budgeting For Suppliers 3rd in the "Supplier Survival Series"

Wednesday, July 7, 2021

10:00 a.m. - 11:00 a.m. on Go To Meeting

- **Registration** is open until 7/5/21 at 5:00 p.m.
- 1 CEC



**ENHANCEMENT**  
• TALENT DEVELOPMENT •

## About the class:

In this session, we will....

- Explore the nuances behind the property management bid process
- Learn new ways to handle bid requests when you know you aren't likely going to get a real chance at earning the business
- Innovative ways to get your product/service into the property budget for next year

## 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!



# Wellbeing: How To Respond, Support & Care For Today's Teams

Wednesday, July 14, 2021

10:00 a.m. to 11:00 a.m. virtual with Go To Meeting, 1 CEC

**Registration** open until 7/12/21 at 12:00 p.m.

## Target Audience:

Managers, Maintenance Supervisors, Leaders and Executives. One in four adults experience mental illness each year ranging from severe anxiety to depression. Odds are that a team member will need specific support and guidance from their leaders. This session will help leaders to understand the need to create awareness about mental illness at work and how to recognize the warning signs of these conditions. Amy will share ways to ask about employee's wellbeing with empathy and establish effective ways to support team members building a culture of caring.

## Attendees Will Takeaway The Following:

- ⇒ How to build a culture of caring & a better work environment
- ⇒ Signs of emotional health issues: recognize opportunities for intervention
- ⇒ Managing the conversation: scenarios & ideal responses
- ⇒ Leaders tool box: resources & references

## About the Instructor: Amy K. Dilisio

Amy is a proven leader in sales, leasing, management, and the marketing of real estate assets across the country. She began her onsite career as a leasing professional in 1990, quickly advancing to director of marketing and training with companies such as Summit Properties and Oakwood Worldwide. Amy is a national speaker, industry educator, and owner of Quintessential Marketing & Training, an education and consulting firm. Amy is a popular motivational speaker at national, state and regional apartment associations where she gladly shares her knowledge and experience in leasing, marketing and leadership with all to improve performance and enhance results.

As a member of the faculty of the National Apartment Association Education Institute along with having recently served on the NAA Education Advisory Board, Amy broadens industry strength and skill through professional development and challenging the status quo.



# Evolutionary Leadership In Multifamily With AANC

Wednesday, July 21, 2021  
10:00 a.m. to 11:00 a.m. 1 CEC  
Cost: \$19.99 member, \$39.99 non-member

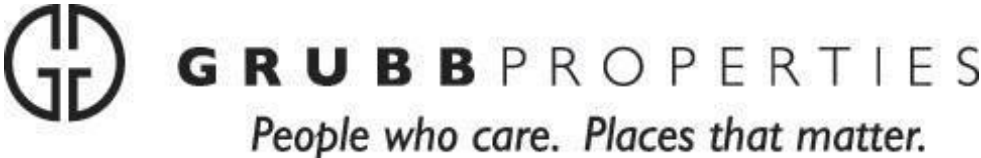
Practically everything in our industry has changed, including how we lead our teams. Join the AANC for an engaging panel session to learn how seasoned industry leaders are reimagining their leadership approach. Whether you lead a team of 2 or 200, you can't miss this forward-thinking panel session!

[Register here!](#)

**Moderator:**  
Mindy McCorkle  
Enhancement Talent Development



**Sponsored by:**



## PANEL

**KIM GRAHAM**



Greater Charlotte  
Apartment Association

**ANDY MEADOR**



McDowell Properties

**LISA TAYLOR**



Greystar



# CALP - Certified Apartment Leasing Professional

Leasing professionals are the first people prospective residents meet and are responsible for generating traffic, conducting leasing demonstrations, overcoming objections and qualifying prospective residents. This program teaches all these skills and more. Earning CALP, your first industry credential, signals to an employer your commitment to a career in residential property management.



CERTIFIED APARTMENT  
LEASING PROFESSIONAL®

## In Person Schedule:

Located at 505 Regency Drive, Fayetteville, NC 28314

8/11/2021 8:45 am - 5 pm

8/13/2021 9 am - 5 pm

8/16/2021 9 am - 5 pm

Exams will be scheduled after review. **Registration** closes 7/30/2021.

## Credential Program Synopsis:

In 2021, the National Apartment Leasing Professional credential changed its name to the Certified Apartment Leasing Professional credential. NAA is excited to make this change from “national” to “certified”. The newly named CALP credential will continue to ensure that leasing professionals throughout the industry are fully prepared for success.

## You'll learn about:

Using technology to generate traffic, monitoring and managing your community's reputation, inspecting the leasing center, tour route, model units, and vacant apartments, shopping the competition while building relationships with competitors, compiling a comprehensive community resource tool, effective marketing plans, relationship sales process and evaluating personal sales performance, evaluating a prospect's commitment level and overcoming objections, reviewing the next steps in the sales process with prospective residents, applying fair housing laws and communicating rental criteria, qualifying prospective residents according to rental policy, preparing and reviewing leases with new residents, the move-in process, responding to resident issues and maintenance requests with appropriate follow-up, building relationships with residents and creating a sense of community, reporting incidents, maintaining documentation, and taking corrective action, maximizing revenue and operational efficiency, securing and processing lease renewals, and conducting a market survey.

## Requirements:

To obtain the CALP credential, candidates must complete the following: have a minimum of six months of onsite property management experience in a leasing role (This can be obtained while taking the course; you will receive a provisional certificate until this requirement is met.), successful completion of seven CALP modules and pass the examination within six (6) months of declaring candidacy.



## About the Instructor:

Angela Raupp, CAM, CAPS, NALP, CPO, NAAEI Faculty, has worked in the property management industry for 19 years at the property, regional, and corporate levels. As Community Manager with Apartment Dynamics, she oversees operations at multiple properties, focuses on training her team to excel, and serves as a Mentor to new employees joining the company. She has always had a strong passion for education and gives back to her local Apartment Association by teaching CAM and NALP designation classes, is currently serving as Treasurer, and fulfilled past roles of President, Vice President, and Education Chair. Angela is an AANC Leadership Lyceum Graduate, was selected as a 2018 Fayetteville's 40 under 40 Award Recipient and was honored with NAA's 2018 Certified Apartment Manager of the Year Award.

This class is sponsored by:



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



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PROPERTY SOLUTIONS LAW



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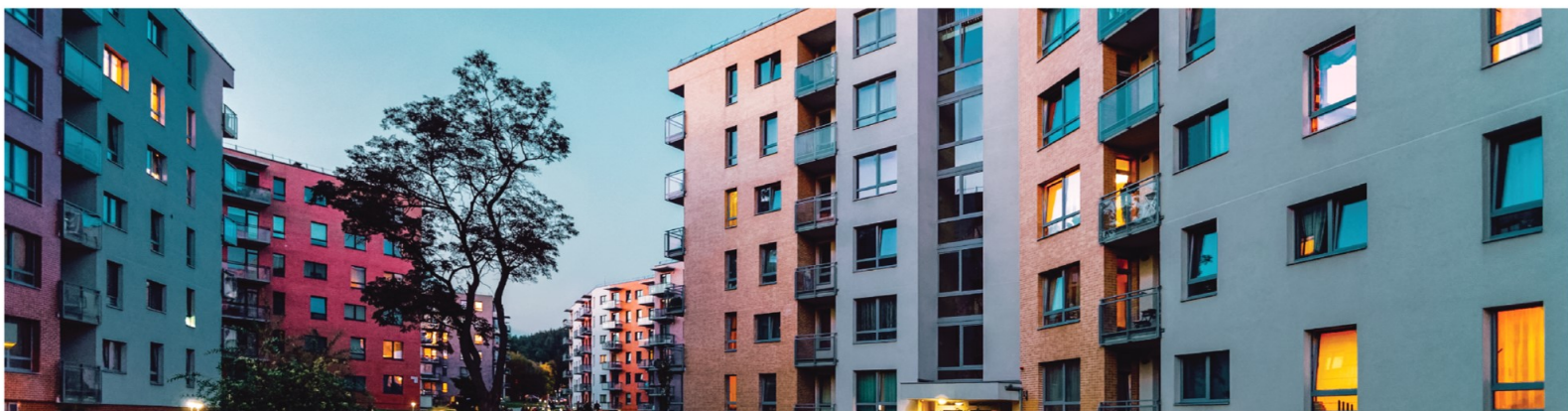


COMMUNITY  
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COMMERCIAL  
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## RESTORATION SERVICES

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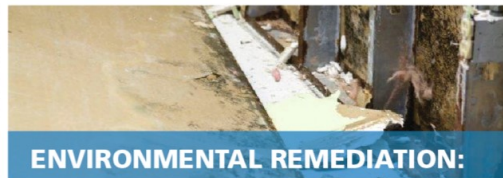
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- ✓ 24-Hour Air Quality Monitoring
- ✓ Total Reconstruction

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



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Lowe's Installation service offerings vary by state. Ask your local representative about programs available in your area. <sup>1</sup>If ordered by 10 a.m.; same-day delivery not available in all markets; exclusions may apply.

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# GFAA Membership Drive Contest

## Who doesn't want to win \$250.00??

The criteria for this contest is simple... if your Suppliers/Vendors are NOT members of the GFAA - ask them to join now!

If you are not sure if your Suppliers/Vendors are members already - you can check here in the directory first: <https://www.mygfaa.org/supplier-directory>

The individual that refers the most new paid members by 7/30/2021 at 5:00 p.m. wins a \$250.00 Visa gift card.



Your Suppliers/Vendors can apply here to join the GFAA: <https://www.mygfaa.org/membership-information>

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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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