

# GFAA Gazette

Issue: Quarter One 2023

March 16, 2023

## Congratulations to the 2022 Starlight Award Winners

GFAA Starlight Awards is a great way to recognize and reward association members for their hard work and success in our local industry. On February 9, in front of almost 200 attendees, 11 GFAA members were honored with a Starlight Award. The event was held at McCormick Farms in Fayetteville.

The first award of the evening was presented by President Heather Gonzalez. Heather presented the President's Award to active volunteer, Brenda Leidholdt, BlueSky Restoration, and GFAA Secretary. Continue reading on page 3.

### President's Message

Can you believe it's March of 2023, where has the year gone? GFAA kicked off the new year with different ways for members to get involved:

- On February 9, GFAA hosted the annual Starlight Awards with 200 registered! Congratulations to all of the winners. Watch for the call for nominees later this year.
- The first of two in-person CPO classes was also held in February, and sold out with 30 registered. Be sure to register for the next CPO class on April 5, there are just a few seats remaining.
- New in 2023, GFAA is offering four hybrid education classes geared toward our supplier members, but all members are welcome to attend.
- Also new in 2023 is the way our committees meet. During the even months of the year, all committees will meet together in-person at District House of Taps followed by an all member networking social. This is a great opportunity for members to come out, meet the committees, and get involved!

Another new thing you may notice is when you are receiving the GFAA Gazette, GFAA's newsletter. The Gazette is now being delivered to you four times a year, the third month of each quarter. This will allow GFAA to include more content that we hope you find informative and enjoyable.

Watch for your weekly GFAA Updates email to see upcoming classes, events, and other happenings. If you aren't receiving these emails each Tuesday, please send us an email at [info@mygfaa.org](mailto:info@mygfaa.org).



**Heather Gonzalez**  
GFAA President



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# 2022 Starlight Awards continued

Congratulations to all winners

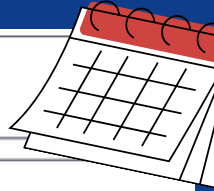
- Regional Manager of the Year: Lisa Ford, Morgan Properties
- Community Manager of the Year: Jennifer Pittman, Keystone Apartments
- Assistant Community Manager of the Year: India Pettiford, Reserve at Carrington Place
- Maintenance Supervisor of the Year: Darbin Richardson, Keystone Apartments
- Maintenance Tech of the Year: Courtney Cooper, The Cole Apartments
- Leasing Professional of the Year: Cambria Craig, Addison Ridge Apartments
- Supplier Partner of the Year: Chris Bryan, Jerry's Painting Services, Inc.
- Community of the Year: Addison Ridge Apartments
- Rehab of the Year: Keystone Apartments
- Team of the Year: Apartment Dynamics

If you missed attending this year or getting your nomination in, plan now to join us at the 2023 Starlight Awards in early 2024. Nominations will open later this year!



To view the photographer's photos, follow this link. You will need to enter your email address and the password, GFAA2020.

# March/April Calendar



## Certified Pool Operator

Wednesday, April 5

9 AM - 4 PM

Addison Ridge Apartments

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.

**Hurry! Seating is limited, just a few open seats remain!**

[Register Here](#)

Mar 22 GFAA Board Meeting & Planning Session  
1:00 PM - 7:00 PM EDT

Mar 23 Social Media Magic & Leasing Appreciation  
11:30 AM - 4:00 PM EDT

Mar 28 to Mar 29 2023 NAA Advocate

Apr 5 Certified Pool Operator (CPO) - April 2023  
9:00 AM - 4:00 PM EDT

Apr 13 HVAC 101 Class  
9:00 AM - 12:00 PM EDT

Apr 19 New Member Orientation | Committee Meetings | Night of Networking  
3:00 PM - 7:00 PM EDT

Apr 24 to Apr 26 2023 AANC Education & Legislative Conference



## RESTORATION SERVICES

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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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# 2022 Holiday Party

Relive the fun of the 2022 Holiday Party by scrolling through the event photos.

The 2022 Holiday Party Masquerade Ball was held at the Highland Country Club on Wednesday, December 7. We had 100 registered attendees and the evening consisted of networking, dancing, and delicious food.

Congratulations to our crowned King and Queen, Kevin Glynn with Real Floors and Johnna Pacurari with Morgan Properties.

Mark your calendar and plan to join us on Wednesday, December 6 for the 2023 Holiday Party. Details and registration opening later this year!

# Join a Committee

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!

Committees meet monthly. During the odd months, committees will meet once a month individually via Zoom. During the even months, committees will meet once a month for an in-person meeting followed by a networking social or Night of Networking event.

**The next joint committee meeting is April 19!**





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## HVAC 101 Class

**Thursday, April 13  
9 AM - 12 PM  
Briarwood Apartments**

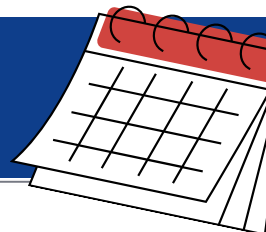
This course is designed for those that are needing a refresher on HVAC procedures or those that are just getting started in our industry working on HVAC.

In this course, we will cover: HVAC basics, lock out, tag out procedures, customer service relations, and, dip our toes into some Fair Housing

**Hurry! Seating is limited, just a few open seats remain!**

**Register Here**

## May Calendar



**May 10** The Difference Between Peasuring & Persistence  
10:00 AM - 11:30 AM EDT

**May 16** You Bet Your Assets! What you need to know about ESA processing & more  
11:30 AM - 4:00 PM EDT

**May 17** GFAA Board Meeting (May)  
12:00 PM - 2:00 PM EDT

**May 18** Night of Networking | May 2023  
5:30 PM - 8:00 PM EDT

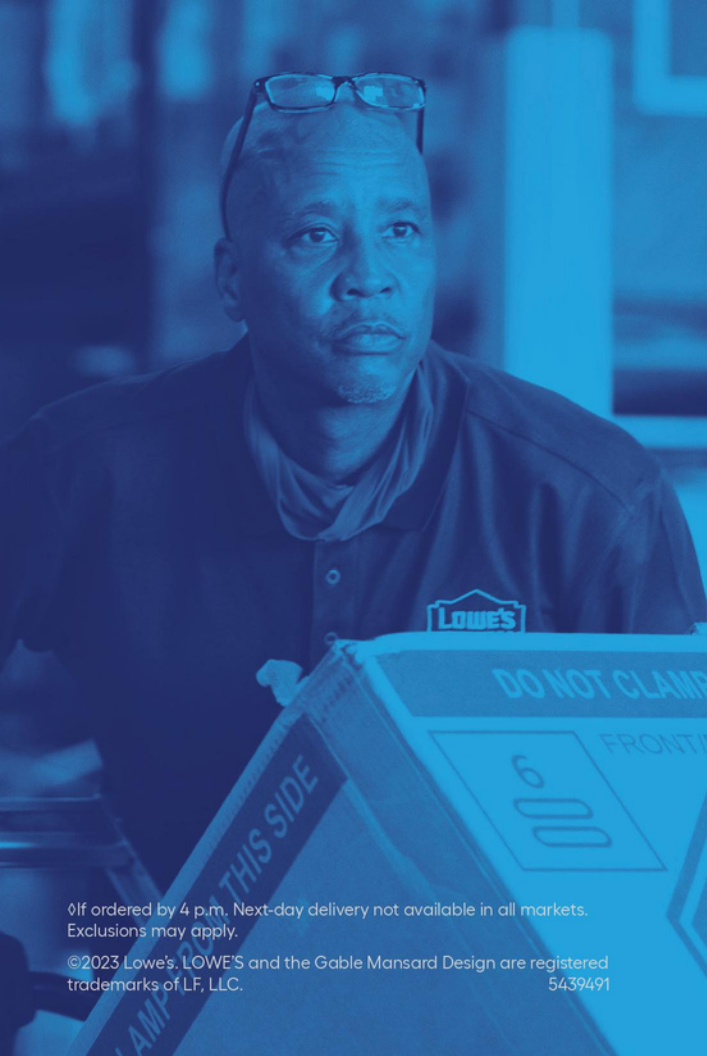
**Jun 7 to Jun 9** 2023 NAA Apartmentalize

**Jun 21** Committee Meetings | Night of Networking  
4:00 PM - 7:00 PM EDT



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# 2022 Trade Show

Roller blades, crimped hair, boomboxes, and bright colors, the 2022 Trade Show took us back to the 90s with more than 200 attendees and 34 booths.

Congratulations to our winners:

- CORT - Best Overall Booth
- Carlos Martinez - Best Costume (Supplier)
- Kris Kenny - Best Costume (Attendee)
- Apartment Dynamics - Best Group Costume

We can't wait to see you in September for the 2023 Trade Show!

Theme announcement and registration will open this summer!

# 2023 Trade Show

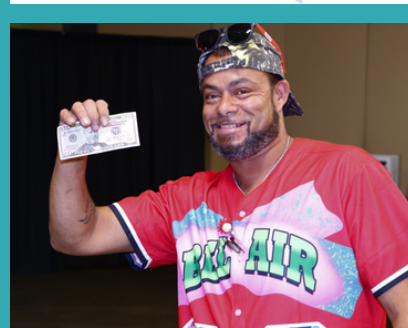
Thursday, September 28

4 - 7 PM

Crown Coliseum Expo Center B&C

SAVE  
THE DATE

**Suppliers: Reserve  
your booth before  
June 1, 2023, and  
save \$25!**





# The Difference Between Pestering & Persistence

Wednesday, May 10  
10 AM - 11:30 AM  
Kings Cross - Club House

Building relationships takes time and repetitive touch points. We want to make sure that our customers and potential customers don't forget about us so we follow-up. Sometimes too frequently which ends up irritating our customers. So how do we know how often is often enough or how frequently is too much? Join us for this informative session to hear the top 5 ways to gauge the right persistency for our customers so that we can develop solid relationships without pestering them to death.

Property Tour: Directly following the seminar.

Suppliers: FREE  
partment, IRO, Management Company: \$15

[Register Here](#)

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2023 AANC Education & Legislative Conference

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Raleigh Convention Center



Ashlee Aikins  
910.280.7162

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**REGISTER >>**

## You Bet Your Assets!

What you need to know about ESA  
Processing & More

*Presented by*  
Victoria Cowart, CPM



**May 16**  
**11:30 AM - 4 PM**



# New Member Orientation, Committee/Board Meetings & Member Social

Wednesday, April 19

3 - 7 PM

District House of Taps

Are you interested in learning more about a GFAA committee or want to get involved? Join us for the committee in-person meetings at the District House of Taps, and stay for a FREE member networking social.

3 - 4 PM: New Member Orientation

4 - 5 PM: Committee/Board Meetings

5 - 7 PM: Night of Networking

\* Night of Networking sponsorship opportunities available. Hurry, 1 available!

Registration is not required but encouraged to help with planning numbers. We hope to see you there!

[Register Here](#)

## Stay Connected



**GREATER FAYETTEVILLE**

★ APARTMENT ASSOCIATION ★



[www.MYGFAA.org](http://www.MYGFAA.org)



**FAYETTEVILLE ANIMAL  
PROTECTION SOCIETY**

GFAA Charity of the Year

The mission of Fayetteville Animal Protection Society, Inc. (FAPS) is to provide a licensed, No-Kill shelter for homeless animals until adopted into a loving and caring lifetime environment; to reduce the population of stray animals, and to promote responsible pet ownership.

[Learn more about how you can get involved at mygfaa.org/my-gfaa-cares.](http://mygfaa.org/my-gfaa-cares)