



Volume 52, Number 1

APARTMENT

News

January - March 2012

presents

Awards of Excellence

&

tradeshow



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Nominees

Resident Service

Carlos Selva – Apartment Homes by Tonti
Anthony Butler – 1st Lake Properties – 1st Place
Patrick Thomas – HRI Properties – 2nd Place
Billy Ordoyne – Apartment Homes by Tonti
Derrick Powell – 1st Lake Properties

Manager 151 Units Plus

Christine Ward – 1st Lake Properties – 1st Place
Brenda Boettner – HRI Properties
Hannah Pavolini – Latter & Blum – 2nd Place
Tanya Ordoyne – 1st Lake Properties
Hollie McDonald – Multifamily Management

Assistant Manager

Megan Oyler – 1st Lake Properties
Christie Ellender – Multifamily Management
Sharon Poleate – Latter & Blum – 1st Place
Deryl Bacchus – HRI Properties – 2nd Place
Abbi Domingue – 1st Lake Properties

Leasing Consultant

Terri Torres – 1st Lake Properties – 1st Place
Evelyn Melgar – Apartment Homes by Tonti
Regina Wiles – HRI Properties – 2nd Place
Ashley Young – Latter & Blum Property Management
Michelle Rose – 1st Lake Properties
Thao Dao – Apartment Homes by Tonti

Service Technician

Paul O'Neill – Apartment Homes by Tonti
Wilmuth Allen – 1st Lake Properties – 1st Place
Jerome James – HRI Properties
Earl Maher – Apartment Homes by Tonti – 2nd Place
James Pastore – 1st Lake Properties

Manager 0-150 Units

Tennille Esnault – Latter & Blum Properties
Dawn Battistella – 1st Lake Properties – 1st Place
Sabrina Mitchell – HRI Properties
Antoinette Reddick – Domain Companies – 2nd Place
Diana Peters – 1st Lake Properties

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STARS

Statistics, Testimonials, Awards, and Rankings

GNO, Inc. has helped to drive and promote broad third-party recognition over the past two years, repositioning the Greater New Orleans region and Louisiana as **outstanding** places to live and work:

- GNO, Inc. was named a Top 20 Economic Development Group in the USA [Site Selection]
- New Orleans was ranked the Top City for Young Entrepreneurs 2011 [Under30CEO.com]
- Greater New Orleans won 2011 Co-Major Market of the Year (tied with Charlotte) [Southern Business & Development]
- New Orleans was ranked #1 on the list of “America’s Biggest Brain Magnets” for attracting people under 25 with college degrees [Forbes]
- Louisiana was named 2011 State of the Year [Southern Business & Development]
- Greater New Orleans was named the #1 Metro for IT Job Growth in the USA [Forbes]
- Louisiana won the 2010 State Economic Competitiveness Award [Site Selection]
- New Orleans was named “America’s Best City for School Reform” [Thomas B. Fordham Institute]
- Louisiana was named the #2 State for Economic Growth Potential [Business Facilities]
- New Orleans MSA was named the #2 Best Big City for a Job [Forbes]
- Louisiana was ranked #2 in the U.S. for Incentives and Economic Development Agency Performance [Pollina Corporate Real Estate]
- Greater New Orleans was ranked #2 Employment Market in the Country [Manpower]
- Louisiana placed 3rd in the Governor’s Cup Rankings [Site Selection]

- Greater New Orleans demonstrated 3rd fastest wage-growth in the USA [CareerBuilder.com]
- New Orleans MSA was ranked Top 5 in the USA for “Logistics/Distribution/Shipping Hubs” (highest ranking ever) [Business Facilities]
- Louisiana placed 6th on the State Entrepreneurship Index [University of Nebraska]
- Louisiana was ranked #6 on the list of Top States for Doing Business [Area Development]
- New Orleans was included as a 2011 Top Editors’ Location Pick [Business Facilities]
- Greater New Orleans was named One of 10 Places Where Digital Media Has Clustered [Southern Business & Development]
- Louisiana was ranked #7 on the 2011 Top States for Business Climate [Site Selection]
- New Orleans was named 8th on list of Top Cities for Relocation [Forbes]

“
...Top City for
Young Entrepreneurs...”



- New Orleans placed 10th on a “Next Cities” ranking of the Best Places to Live and Work for Young Professionals [Next Generation Consulting]
- New Orleans was included at #16 on the 2011 Best Cities for Families list [Parenting.com]
- Louisiana has risen 19 spots on the “Best States for Business” ranking since 2008, the largest gain made by any state during that time period [Forbes] ▲

Equity Residential Agrees to Buy Stake in Archstone

Equity Residential has inked a \$1.325 billion deal to purchase a 26.5 percent ownership interest in apartment owner Archstone. Bank of America and Barclay's were the sellers. The stake sale, which would be about half of the ownership held by those two banks, now puts pressure on the remaining owner, Lehman Brothers Holding Inc, to match it. Equity Residential spokesman Martin McKenna states, "A 26.5 percent stake gives us a seat at the table regarding making decisions and the long-term outcome of the portfolio."

Equity Residential ranks as the nation's biggest publicly-traded apartment owner. Lehman retains the right to match the offer and is reportedly in talks with a number of potential partners, including Brookfield Asset Management. Archstone's three owners have not been able to agree with what to do with the Denver-based company, which owns more than 77,000 apartment units. Under a restructuring plan reached in 2010, all three have to unanimously approve almost all decisions with regards to Archstone's future. When the three failed to reach an accord, Barclay's and Bank of America opted to sell their stakes. ▲

From the
Chicago Tribune

Given the still fragile state of the economy, lawmakers are expected to retain the payroll tax cut after navigating disputes over how to offset the \$120 billion cost. They are also expected to extend the so-called AMT patch to shield nearly 30 million taxpayers from this onerous and supplemental levy. However, as has been the case in past years, they may not do so until early next year.

Of additional interest to NAA/NMHC are the approximately five dozen business provisions set to expire on December 31. They include a number of energy efficiency incentives, immediate expensing of brownfield remediation costs and the NewMarkets Tax Credit. In the past, Congress has extended these for one to two years; however, as with the AMT patch, lawmakers have often failed to act before they expire and have extended them retroactively.

Bonus depreciation is also on the radar.

A temporary incentive allowing businesses to immediately write off 100% of the cost of qualifying property, including building components (but not the building itself), falls to 50% in 2012. It is unclear whether Congress might act to retain the 100% bonus depreciation in an effort to stimulate capital investment. ▲

From the
Apartment Industry
Mobilization Service

Super Committee's Failure Leaves Large Tax Agenda on Congress' Plate

The failure of the Joint Select Committee on Deficit Reduction (Super Committee) to agree on a deficit reduction and tax reform plan means Congress now faces a number of important tax provisions set to expire at the end of the year, some of which could stress multifamily firms' rent revenue streams by affecting tenants' abilities to pay. The most notable are the one-year Social Security payroll tax cut and the Alternative Minimum Tax (AMT).



Save the **DATE**

*...for these fun
and informative
industry events!*

2012 NAA Student Housing Conference & Exposition

Offers Registration Discount

Join industry leaders at the Wynn Las Vegas, Feb. 29 to March 2, for the 2012 NAA Student Housing Conference & Exposition.

The event offers prime networking opportunities and

a chance to build businesses that best serve the student housing industry.

Register before Jan. 6, 2012, to take advantage of early registration rates and take part in the premier event in the industry.

Visit www.naahq.org/shc

Follow the 2012 NAA Student Housing Conference & Exposition on Twitter!

Join the conversation at www.twitter.com/NAAStudentConf #NAAStudentConf



Continued...



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2012 NAA Education Conference & Exposition:

Registration & Housing is Open

The 2012 NAA Education Conference & Exposition is the largest event in the multifamily housing industry. More than 5,500 of your colleagues will gather in Boston June 28-30 to network and learn about the latest trends that will keep them on the cutting edge and at the top of the career ladder.

Tom Brokaw, one of the most trusted and respected figures in broadcast journalism, will entertain attendees with his insights from more than 40 years of firsthand experiences talking to everyone from world leaders to average citizens in the midst of life-changing events. Other speakers include star athletes Mia Hamm and Nomar Garciaparra, who will team up for the Friday General Session, and brand wizard Bert Jacobs, co-founder of Life is Good, who will

head a Thought Leader session and show you how optimism can help you grow sales. You'll also get practical take-home tactics from the more than 40 breakout sessions and the opportunity to explore cutting-edge products and services from the more than 325 suppliers on the trade show floor.

Register before Feb. 3, 2012, to take advantage of early registration rates.

Visit www.naahq.org/educonf.



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NAA's 2012 Capitol Conference, March 11-14

Join us with fellow members of the apartment industry to demonstrate strength in numbers at NAA's 2012 Capitol Conference from March 11-14 in Washington, D.C. The NAA Capitol Conference is your opportunity to learn about issues in Congress and then tell your elected officials how they impact your business and community.

Save the **DATE**

Help our industry expand out influence in national policy by participating in special events with nationally known political analysts and commenters along with networking opportunities and advocacy sessions.

Participants will be thoroughly briefed on relevant industry issues in preparation for their meetings on Capitol Hill with members of the U.S. Senate and staffers for both the Senate and the House of Representatives. (The House will be in recess that week.)

The Capitol Conference will be held at the Omni Shoreham Hotel.

Check NAA's website in mid-December to register at www.naahq.org/events/CapConf.



Dori Locke

Independent Rental Owner Seminar

Available Online in February 2012

The NAA Education Institute (NAAEI) will hold online education seminars for its Independent Rental Owner Professional (IROP) Certificate Series beginning Feb. 2.

The Webinar series will run every Thursday in February from 2 p.m. to 5 p.m. ET. The series is based on the IROP course, which addresses: alternative income opportunities, resident move-ins and move-outs, lease terminations, key control, resident and neighbor relations, physical versus economic occupancy, emergency planning and more.

Cost is \$349 for members or \$499 for non-members for the four-week program. Pricing for individual modules is available. The course will be taught by owner Dori Locke, who has worked in property management/real estate operations since 1984 in the Texas market.

Contact NAA's Shana Treger at shana@naahq.org.

Affordable Housing Program Seminar

Available Online in February 2012

The NAA Education Institute (NAAEI) will hold on-line seminars for its Specialist in the Housing Credit Management (SHCM) Certification in February. The Webinar content is based on the National Affordable Housing Management Association's (NAHMA) "Practical Guide to Tax Credit Housing Management" workbook.

The course is ideal for affordable housing management professionals and helps them to master the complex requirements of the LIHTC program. The program begins 3 p.m. ET on Feb. 6, 2012, and runs every Monday in February at that time with instructor Anita Moseman.

Cost is \$549 for NAAEI Designates or \$599 for the full course and \$99 per module.

Contact NAA's Shana Treger at shana@naahq.org.

Holiday Luncheon





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CALENDAR OF EVENTS

January

Leasing Seminar – Leasing from Contact, to Close to Retention
Thursday, 19th, 1:00 pm–4:00 pm
Instructor: Apartment Guide.com
Cost: \$23 members; \$73 non members

Fair Housing for Maintenance
Tuesday, 24th, 11:30 am–1:30 pm
(LUNCH will be served)
Instructor: Tammy Sponge
Cost: \$23 members; \$73 non members

February

Luncheon – Five Happiness
Thursday, 9th, 11:30 am–1:30 pm
Cost: \$28 Members

Maintenance – Hands on HVAC Electrical
Wednesday, 15th, 11:30 am–1:30 pm
(LUNCH will be served)
Class is limited to 12 persons. HVAC Electrical class will be offered a second time on **April 24, 2012**

March

Management Class – Jefferson Parish Evictions
Thursday, 22nd, 1:00 pm–3:00 pm
Instructor: Jacob Kansas
Cost: \$23.00 members; \$73.00 non members
Orleans Parish Evictions will take place on **May 9, 2012**

March (continued)

Seafood Extravaganza
Thursday, 29th
Landmark Best Western Hotel, Metairie, LA
Live music, boiled & fried seafood, jambalaya and much more!

April

Fair Housing
Monday, 16th, 1:00 pm–4:00 pm
Instructor: National Speaker, Jackie Ramstedt
Cost: \$23 members; \$73 non members

NALP – National Apartment Leasing Professional
Tuesday, 17th–Friday, 20th, 9:00 am–5:00 pm
@ AAGNO Office
Instructor: National Speaker, Jackie Ramstedt
Cost: \$425 members; \$650 non members

Affordable\Tax Credit classes will be offered in 2012. AAGNO is waiting to confirm dates and times with instructors. If you are interested in the HCCP Certification, AAGNO needs to know so we may determine if the certification will be held in 2012.

If you have any comments, questions or suggestions, email Tammy at tammysponge@aagno.com

Flyers will be emailed for each event for reservations and other details.



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Core Logic / SafeRent – 615-595-7337
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Resurfacing

Surface Restoration – 504-231-1871
Quality Resurfacing – 504-432-9495

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Independent Roofing Systems
– 601-922-4301

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South Coast Solar – 504-529-7869

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Elmwood Self Storage – 504-737-7676

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Cable Service

AT&T – 504-830-1993
Cox Communications – 504-358-6870

Utility Management – Submetering

NWP Services – 402-421-1668



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