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CELEBRATE 25 YEARS OF NEAHMA'S CONFERENCE! WIN A REGISTRATION THROUGH AN EASY SURVEY

This year NEAHMA celebrates our 25th Conference & Trade Show anniversary. The two-day event will take place again at the Four Points Hotel in Norwood, MA, on October 15 & 16, 2013. The first day will consist of workshops, tradeshow exhibits and the awards dinner. On the second day we will offer three different full-day trainings: Advanced Tax Credits, Fair Housing Compliance, and REAC training. Members will have an opportunity to earn six continuing education units (CEUs) each day for a total of 12 CEUs.

As a fun way to help us celebrate our conference's Silver Anniversary, we thought it would be cool to post 25 questions and give our members an opportunity to win a free registration to this year's conference!

To enter the contest, click on the Monkey Survey link that is posted on our home page at www.neahma.org. Answer all 25 multiple-choice questions correctly and your name will be entered into the drawing.

Answers must be received by May 17, 2013. Each person is allowed one chance to win. Winners will also have an opportunity to have their name and photo in the next NEAHMA News.

If you have any questions, please email julie.kelliher@neahma.org.

Good Luck!



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MESSAGE FROM THE PRESIDENT



Have you ever wondered how you could become more involved with NEAHMA? Serving on one of our many committees or sub-committees is a great way to start!

NEAHMA is governed by a 25-member Board of Directors representing management companies in all six New England states. Agency officials with contract administration/oversight responsibility in these states also serve on the Board, but without voting privileges. A full list of all of our current officers and board members can be found on the NEAHMA website at <http://www.neahma.org/about/board-of-directors>.

We have openings on many of the committees and sub-committees and encourage newer members to participate. Here is a list of the standing committees and their respective chairs for 2013:

COMMITTEE/SUB-COMMITTEE

Agency Networking & Meetings

Communities of Quality®

Drugs and Security

Membership

NAHP Services

Education & Training

Maintenance Sub-Committee

Strategic Planning

Marketing & Public Relations

Youth Professional Development

Fall Conference & Trade Show

Grass Roots Advocacy

Charity Committee

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Lynne Sales, MSW, LICSW

HERE ARE THE NEAHMA STATE CHAPTER COORDINATORS FOR 2013:

Massachusetts

Wendy Blaser, NAHP®, ARM®, SHCM

Rhode Island

Gisela Medek, NAHP-e®, CPM®, CPO

Connecticut

Gerri Prescott, SHCM, FHC™, COS

Lisa Furbush

Tri-State: (NH/VT/ ME)

Open Position

If you would like to volunteer to serve on one of these committees or assist a state chapter coordinator with planning our chapter meetings, please contact Julie Kelliher at the NEAHMA offices at (781) 380-4344 or by emailing or calling the committee chair or state director directly. We look forward to hearing from you soon!

Scott F. Ployer, NAHP-e®, CPM®, is Director of Facilities Management for The Community Builders, Inc.

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FILL VACANCIES FASTER WITH NEAHMA'S NEW SEARCH ENGINE!



NEAHMA is pleased to announce the endorsement of Rental Housing Deals.com, the fastest-growing affordable housing listing service, as a preferred provider of online marketing and advertisement for our members.

Rental Housing Deals.com is designed to help prospective residents locate affordable rental housing based upon their specific needs and wants. Rental Housing Deals.com's objective in working with NEAHMA is to provide a simple and effective tool to help property managers in New England fill vacancies and to increase accessibility to affordable housing programs.

In addition, Rental Housing Deals.com hopes to increase the value of NEAHMA's service to our members by creating an online search engine that will be incorporated into the NEAHMA website. Prospective residents can then use our webpage to find a member apartment community in their area of interest.

There are two types of listings: the BASIC listing is FREE to every NEAHMA member; however, to showcase your property, an upgraded PREMIUM listing is available for a minimal fee of only \$3.50 per unit, per year, which entitles you to the following features:

- Name, description, and location of your property
- Property photos, floor plans and amenities
- Online application leads, residential referral leads, and phone and e-mail leads
- Income limits and qualifications
- Link to community portfolio
- Positive reviews and comments filter
- Mapping and driving directions
- Contact information for the property

In our opinion, this is a tremendous marketing opportunity for our members, and we hope that you will agree. For example, a 60-unit property can sign up for the premium listing for only \$210 annually. This amount is less expensive than a single week of advertising in most local newspapers.

We are not suggesting that online marketing will eliminate the need to advertise locally, but as the internet becomes more and more a part of our everyday lives, we believe it necessary for our industry to embrace and utilize this opportunity—and this is the best opportunity we have seen.

In addition to an effective and affordable marketing tool for your property, the members subscribing to the PREMIUM package will be supporting the NEAHMA training program. For every paid listing, Rental Housing Deals.com will donate a percentage back to NEAHMA.

In order to ensure that NEAHMA's new property map provides the most accurate and useable information, we are requesting members who wish to participate contact Julie Kelliher at 781-380-4344 or by email at julie.kelliher@neahma.org for the appropriate forms. Multiple properties can be listed on a single spreadsheet. For those desiring to subscribe to the PREMIUM listing, once we receive your spreadsheet, Rental Housing Deals.com will follow up with you to solicit photos in order to complete the listing process.

Julie Kelliher is Executive Director of NEAHMA.

2013 NEW MEMBERS

ASSOCIATE MEMBERS

- Affordable SEARCH, North Grafton, MA
- Elite Protective Services, Chelsea, MA
- Smart Coats, Inc., Newton, MA
- Sparhawk Group, Yarmouth, ME

EMERGENCY, EMERGENCY!

By Diane Van Lear

“How can I reduce the amount of money we spend on ‘emergency’ purchases?”

This is a great question often asked by multifamily housing professionals. Here are some practical ways to either mitigate, or greatly reduce, these expenses.

HAVE A PLAN IN PLACE. This includes having a list of approved emergency vendors. Failure to do so can lead to inefficiencies such as higher costs for standard items, use of inferior substitute items, use of unauthorized vendors, trips off site, and overtime charges. One recent analysis performed for a Buyers Access client revealed an increase of over 20 percent charged by the use of an unauthorized vendor. This increase included the extra time involved in an offsite purchase and reconciling an invoice to an unauthorized vendor. How can this drag on net operating income (NOI) be avoided?

BE REALISTIC ABOUT WHAT CAN AND SHOULD BE REDUCED. True emergency spending will never go away 100 percent, but in many cases the term “emergency” is used only to help justify an unplanned purchase. Establish ground rules as to what constitutes a true emergency. Consultants have identified several ways to

improve efficiency, increase service levels and reduce the incidences of false alarms. Once the ground rules have been set, communicate the plan to your team, and designate a leader to go to with questions.

AN OUNCE OF PREVENTION IS WORTH A POUND OF CURE. One practical way to reduce emergency expenses is to perform scheduled property inspections. These can detect potential emergencies waiting to happen. Key vendors are invaluable in this process. Call your vendor partners to schedule qualified inspections by HVAC, plumbing, and electrical contractors. Many of the true vendor partners will provide this service for little or no cost.

PRACTICE MAKES PERFECT. Review emergency procedures on a consistent basis. Our account management team can assist with this review and identify additional solutions to further reduce costs associated with emergencies. Ultimately, these steps not only improve your NOI but your residents’ experience through more timely resolution of their requests.

Diane Van Lear is National Sales Director-Northeast for Buyers Access. She can be reached at 484-994-4153 or dvanlear@buyersaccess.com. Also see www.buyersaccess.com and www.facebook.com/BuyersAccess.

JCHE Wins Prestigious Grant from Leading Age Innovation Fund!

Jewish Community Housing for the Elderly (JCHE) has won one of only four inaugural LeadingAge Innovations Fund grants for its Memory Support Initiative. LeadingAge is the premier association for nonprofit senior services organizations.

Designed to catalyze innovation to support LeadingAge’s “Housing plus Services” focus for safe aging in place, JCHE will help identify ways to extend the ability of older adults experiencing memory impairment/cognitive decline to remain in its housing for longer and with improved quality of life than otherwise possible.

JCHE will partner with a memory-support social worker to train and provide ongoing consultation to service coordinators, other housing staff and family members on best practices for managing persons with Alzheimer’s disease and other dementias. As part of this distinguished award, JCHE will receive \$25,000.

Jewish Community Housing for the Elderly provides supportive and affordable independent housing for 1,500 older adults of all backgrounds. Its four communities are located in Brighton, Newton and Framingham, MA. For more information, visit www.jche.org.

Peabody Properties Goes Lean on Green



Peabody Properties, Inc. – a Braintree-based, full service real estate firm managing in excess of 10,000 housing units throughout New England – recently announced taking its commitment to energy conservation to the next level by going “LEAN on green.”

In 2012, Peabody Properties established a long-term relationship with the Low-income Energy Affordability Network (LEAN) and Action for Boston Community Development (ABCD), organizations dedicated to reducing operational expenses for affordable housing properties. LEAN and ABCD help the owners and managers of affordable housing properties navigate incentive programs made available through numerous utility companies.

To date, 16 properties have completed the application, audit and approval process and have received a full building overhaul, including common-area lighting and the installation of energy-efficient appliances. As a result of this initiative, Peabody Properties projects conservation of an estimated 2.2 million kWh of electricity annually, representing a savings of \$435,000.

With 10 additional properties in the audit pipeline and more than 20 in the application phase, the Peabody Properties’ conservation campaign is off to a strong start in 2013.

According to Michael Ferguson, vice president of facilities and capital planning at Peabody Properties, a typical multifamily housing complex has a multitude of spaces, including hallways, stairwells and common areas, which are often illuminated when not in use. “Over the past several months we’ve made a concerted effort – with the

help of LEAN and ABCD – to evaluate the energy used at our affordable housing properties. For example, we’ve found that in properties designed for seniors, stairwells have a 2 percent use rate, yet are illuminated 100 percent of the time,” he said.

“This is the type of data we’re using to alter and improve some of our basic practices. These simple changes help make Peabody Properties a greener firm.”

Upgrades include converting established lighting in common areas from fluorescent to LED technology, which uses approximately 60 percent less energy, and adding occupancy sensing devices to conserve additional energy in little-used spaces. A new combination of 50,000 hour bulbs and LED converted exterior-building and pole-mounted lighting conserves energy and lowers the costs of bulb replacement.

Peabody Properties has also installed Energy Star rated refrigerators, said to use 50 percent less energy, in an effort to help residents reduce their carbon footprints and help lower electric bills.

Properties that have already completed the LEAN application, audit and approval process include Kelly House in Dorchester; Fairhaven Village in Fairhaven; Bedford Towers and Melville Towers in New Bedford; Seton Manor in Brighton; Lamplighter Village in Canton; Capitol Square in Arlington; Angela Westover House, Nate Smith House, and Pondview Apartments in Jamaica Plain; Chelsea Village Apartments in Chelsea; Humbolt Apartments and Van Ness Terrace in Roxbury; Mt. Pleasant Apartments in Somerville; Victory Gardens in Boston; and Adams Templeton Place in Dorchester.

Charity CORNER

The Hiking Hearts with group leader Brandy Sales.



SUSAN G. KOMEN-VERMONT. Team NEAHMA and The Hiking Hearts partnered together for Susan G. Komen-Vermont for their Romp to Stomp Snowshoe Hike on January 26. We had a team of seven people and NEAHMA donated \$200. Brandy Sales was the team captain. This was the first time participating in this event, and we hope for many more.

POSTER CONTEST DEADLINE. NEAHMA's Annual Poster contest is in its 27th year. The theme this year is "We Are One Family" with a subtheme of "Friends Make the World a Nicer Place." Posters are due to NEAHMA by May 10, 2013. NEAHMA will not accept rolled-up posters, as they are difficult to flatten out and keep flattened. Posters received rolled will be returned to the sender. Poster judging will occur on May 17, 2013 at the NEAHMA board meeting.

ANNUAL KIDS' DAY COMING UP! NEAHMA's Annual Kids' Day Event will be held on July 17, 2013 at Canobie Lake Park in New Hampshire this summer. Only participants of the art contest are able to attend. Participants will be free of charge, adults and chaperones will be \$24 per person. Registration for the event will open in May after judging has taken place. Please keep in mind payment will be due by July 17, the day of the event.

DONATION FOR HURRICANE SANDY VICTIMS. NEAHMA donated \$1,000 to the American Red Cross in December 2012 for the Hurricane Sandy Relief efforts.

ALWAYS ACCEPTING DONATIONS. Please remember to bring canned goods, small used ink cartridges and old cell phones to NEAHMA meetings and trainings for our charities. In-kind donations are accepted at any time; feel free to visit the NEAHMA office.



Sarah Kaufman and Julie Kelliher of NEAHMA flank Guanah Davis, Chief Executive Officer, American Red Cross, Blood Services, as they present him with a check for Hurricane Sandy relief.

NAHMA FOUNDATION SCHOLARSHIP APPLICATION DUE MAY 24

The National Affordable Housing Management Association (NAHMA) Educational Foundation invites eligible residents living at an AHMA-member property to apply for a scholarship grant.

The NAHMA Foundation issues this invitation to distinguished residents who are pursuing some type of higher education in college, university, community college, institute, trade or professional school. All high school seniors, high school graduates and adults holding a high school diploma or GED living at an Affordable Housing Management Association (AHMA) member property are invited to apply for scholarship grants for higher education to be awarded in 2013.

The foundation is a privately funded, nonprofit organization that was created in 1994 and awarded its first scholarships in 2007 to further charitable and educational opportunities on behalf of residents living at an AHMA-member property.

Throughout the foundation's scholarship program history, 212 scholarship grants have been awarded to 150 different residents. Residents are able to reapply from year to year as long as they are making satisfactory progress toward a degree and maintaining a strong grade point average. Students from 14 different AHMAs have benefitted from the scholarship program.

The scholarship application is available on the NAHMA website at nahma.indatus.com. This application must be **completed online** by **10:00pm (EST) May 24, 2013**.

Please contact Dr. Bruce W. Johnson of the NAHMA Educational Foundation at 215-262-4230 or at bwjec@comcast.net if you have any questions concerning any phase of the foundation's work to help students living in the AHMA sites.



NEAHMA WINS NAHMA INDUSTRY AWARDS

NEAHMA won two industry awards from NAHMA for 2012.

The first is the **AHMA Innovation Award** for a Medium-Sized AHMA, given in part because NEAHMA members developed and organized an extraordinary boat cruise with live and silent auctions resulting in an astounding \$75,000 net contribution raised for the NAHMA Educational Foundation.

NEAHMA also won in the medium-sized AHMA category for the number of its members that participate in the **National Communities of Quality® Awards** program. This award acknowledges AHMAs with superior numbers of COQ properties and active COQ recruitment and recognition programs.

In addition, we are pleased to congratulate two of our member companies for winning NAHMA Communities of Quality® Awards. **Peabody Properties** of Boston, MA, won for Most New COQ members in NAHMA's National Registry; and **WinnResidential**, also of Boston, won for most overall number of COQ properties as of December 1, 2012.

The awards will be presented at NAHMA's annual meeting in Washington, D.C., March 24-26, 2013.

DATES TO REMEMBER

MARCH

24-26 NAHMA's Annual Meeting,
Washington, DC

APRIL

24 Tri-State Agency Meeting, NH

MAY

10 Posters Due To NEAHMA
14 CT Agency Meeting
15 Gillette One Day
Extensive Training, MA

JUNE

12 MA Agency Meeting

JULY

17 Kids' Day at Canobie Lake, NH

OCTOBER

15 & 16 NEAHMA Annual Conference
and Trade Show, MA



MASSHOUSING'S ANNUAL COMMUNITY SERVICES CONFERENCE

Aging in Place: Supporting Elders in Housing

Wednesday, April 10, 2013 • 8:30 a.m. – 4:00 p.m.

Sheraton Framingham Hotel and Conference Center
Framingham, MA

MassHousing is proud to present the 2013 Community Services Conference for property managers, resident service coordinators, and maintenance and security staff who work at housing developments across the Commonwealth. This year's conference will assist housing professionals to better understand the complex issues related to aging in place. Social service providers, tenant leaders and staff of government agencies are also encouraged to attend.

For registration information, visit www.masshousing.com/conference.

neahma
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