

Message from the President



Lisa Barrett, Meridythe Kanaga and I attended a great Leadership Meeting in Chicago in August. IREM does such a great job at preparing its future leaders for success.

At our August lunch meeting we raised \$1230.00 for the IREM FOUNDATION. Thank you for your contributions!

We have many exciting events still planned this year, please plan now to attend!

- On September 15, 2009, we will have our lunch meeting at the Sheraton Downtown Orlando. Our speaker will be Lori Trainer with Concord Management. Lori will be speaking on Media Relations.
- On September 19, 2009, we will be working as a Chapter with Habitat for Humanity. Please let Meridythe Kanaga know ASAP if you would like to work with us that day. Space is filling quickly for this event.
- Plan now to attend the IREM Business and Governance Meetings, October 13-15, 2009, and the CCIM & IREM Success Series 2009, October 16-17, 2009 at the Hawaii Convention Center. The Headquarter Hotel is the Hawaiian Village in Honolulu, Hawaii. View this video, <http://www.irem.org/sec1ins.cfm?sec=conferences&con=2009FBGM-Videos.cfm&par=video%3D5790193>, featuring 2009 IREM President, Pam Monroe, CPM and 2009 IREM President Elect, Randy Woodbury, CPM to find out why you cannot miss CCIM & IREM Success Series in Hawaii. Kevin Grail will officially become our RVP at this meeting. Congratulations, Kevin!!

We will be holding a Silent Auction for our Chapter during our November Installation Meeting. We welcome all items that you have to donate including any cash sponsorships. Please let us know how you can make a difference and help our chapter.

Make sure that any potential “Friends” join our waiting list now for next year and consider joining a Committee in our Chapter. We have several openings and you could be the one who makes all the difference in the success and future of our chapter. Please contact Meridythe Kanaga and let her know which Committee you would like to be part of.

Act as if what you do makes a difference. It does.
~William James

Have a great month and “Make a Difference!”

Nancy ☺

2008-2009 Officers and Chair Members

Executive Council

- Nancy Lovell, CPM – President
- Kevin Grail, CPM – Immediate Past President
- Lisa Barrett, CPM – President-Elect
- Theresa Eastwood, CPM – Secretary/Treasurer
- Danielle Cooney, CPM – VP-Education
- Kelley Gutierrez, CPM – VP-Membership
- Greg James, Kathy Galusha, CPM – VP-Programs
- Lee Nimkoff, CPM, ARM – ARM Chair

Committee Chair Members

- Joyce Macchi – Technology & Website
- Ann Reisch, CPM - Community Service
- Kelley Gutierrez, CPM - Income & Expense
- Kevin Grail, CPM & Mario Guevara – Minority & Student Outreach
- Lou Nimkoff, CPM- Foundation & Legislative Co-Chair
- Linda Beach, - Public Relations
- Lucas McCurdy – Friends
- Lynn Harris, CPM – Legislation
- Melissa Wright, ARM – Newsletter
- Meridythe Kanaga, CPM, IAE -Associate Membership

**August, 2009 - IREM Luncheon
What You Missed**



(Lou Nimkoff, CPM)

At our August, 2009 meeting, we were all given the opportunity to donate to the IREM foundation. A brief presentation was given by Lou Nimkoff, CPM that explained the importance and use of all donations received. We raised \$1230.00 for the IREM foundation!!

Are you ready for a disaster? No matter what it is - a natural disaster, a property casualty with fire or flood, we know what preparations should be made before it happens. Our panel of experts from our Friends of IREM prepared us all, WE ARE READY!!

Congratulations to Melissa Wright who received her ARM designation and Gene Artusa who received his ACoM designation at our August, 2009 luncheon.



(Kevin Grail, CPM, Melissa Wright, ARM, Gene Artusa, ACoM)

Legislative News - IREM.org

HUD Multifamily Green Retrofit Program

The American Recovery and Reinvestment Act of 2009 called for HUD to create a green retrofit program for multifamily properties receiving HUD project based assistance - including Section 8 or Section 202 or Section 811 housing. The program provides up to \$15,000 in funding per residential unit to reduce energy costs, improve indoor environmental quality or provide other environmental benefits. Applications are now being accepted. All money must be obligated by September, with work being completed within two years.

Click here for more information on the HUD Multifamily Green Retrofit Program:

<http://portal.hud.gov/portal/page/portal/RECOVERY/programs/GREEN>.

Featured Friend - Sherwin Williams



Since its founding by Henry Sherwin and Edward Williams in 1866, The Sherwin-Williams Company has not only grown to be the largest producer of paints and coatings in the United States, but is among the largest producers in the world.

For more than 135 years, we have been determined to lead our industry, to manufacture and market innovative products of superior quality, to operate a safe, clean and friendly workplace, to observe the highest ethical standards in business conduct and to reward our investors.

The pursuit of excellence is a commitment, not an achievement. This commitment is a vital part of the Sherwin-Williams culture. It is a pledge that joins every Sherwin-Williams employee together in service to our customers and shareholders.

Habitat for Humanity

Come join your fellow IREM members for a day of productive fun on Saturday, September 19, from 8:00 AM-2:00 PM, as we work together on our next Habitat for Humanity project. All members, their families, friends and co-workers are invited to participate as long as they are at least 16 years old. We will be working again at Staghorn Villas, a 58 unit condominium complex off of Silver Star Road. Although it is a bit early to know exactly what will be asked of us, it is certain to be fun for all, as we roll-up our sleeves and show-off our various construction skills.

We will be provided with all of the necessary tools and materials for our jobs. We are asked to wear closed-toe shoes and to bring our own drinks and lunch. At this point, we need to know who will be joining us so we can coordinate the details with Habitat for Humanity. Space is limited, so please sign-up early! Contact Meridythe Kanaga at 407-862-2292 x1004 or admin@irem-centralfl.org to reserve your spot. We look forward to seeing you there!

Calendar of Events

9/15/09
Executive Council Meeting
Sheraton Downtown Orlando

9/15/09
General Membership Meeting
Sheraton Downtown Orlando

9/19/09
Habitat for Humanity
Orlando, FL

9/23/09
Ethics 800 Course
Ft. Lauderdale, FL

9/25/09
Chapter Planning Session
Florida Hospital
12-5pm

10/1/09
Executive Council Meeting
Florida Hospital

10/13-17/09
Governance & Success Series
Hawaii

10/31/09
2010 Officers and Key Contacts Due
IREM HQ

Webinars

Webinar Recordings - Now Available!

- **IREM Members:** [Access member discounted information](#) for the webinar recordings.
- **Non-members:**
 - **Step 1:** [Access webinar recordings.](#)
 - **Step 2:** Click "Recorded Sessions" link on left-hand side.
 - **Step 3:** Click the recording you wish to view/download. (Note: Recordings that require a password cannot be viewed by non-members unless they were previous attendees for that webinar.)
 - **Step 4:** Fill out registration form.

9/9/09 Rules of Attraction: Hiring Right

9/15/09 Sustainability in Existing Buildings: Air Quality & Cleaning (Part 5 of 5)

9/16/09 Financial Analysis Spreadsheet Demonstration



The Real Estate Humor Corner

Guide to Real Estate Terms

To spare others from dashed hopes, shattered dreams, and tired feet, here is a guide to familiar real-estate ad phrases.

Charming - Tiny. Snow White might fit, but five of the dwarfs would have to find their own place. See "Cute," "Enchanting," and "Good Starter Home."

Much Potential - Grim. Steer clear unless you have a lot of money and believe your blind dates really did have nice personalities. See "Ready to Rehab," and "Fixer Upper."

Unique City Home - Used to be a warehouse.

Hi-Tech/Contemporary - Lots of steel shelving with little holes - the kind your dad used to store tools on in the basement.

Daring Design - Still a warehouse.

Completely Updated - Avocado dishwasher and harvest gold carpeting or vice versa.

Sophisticated - Black walls and no windows. See "Architect's Delight."

One-Of-A-Kind - Ugly as sin.

Brilliant Concept - Do you really need a two-story live oak in your 30-foot sky dome? See "Makes Dramatic Statement."

Upper Bracket - If you have to ask . . .

You'll Love It - No, you won't.

Must See To Believe - An absolutely accurate statement.

Have some real estate humor of your own? We would love to hear it and share the laughter!! Please submit to mwright@thecontinentalgroupinc.com to make the next publication.

Fun Facts

National MEMBERSHIP NUMBERS

	1/1/09
CPM	8,705
CPM Candidate/Pending	3,501
ARM	3,704
Accredited Commercial Manager	
Member	46
Associates	2,210
Students	280
Academic Member	21
TOTALS	18,467
AMO Headquarters	515
AMO Branch Offices	617

Assets under IREM member management \$1.5 trillion

MEMBERSHIP NUMBERS

	11/1/08	8/01/09
CPM	105	107
Candidate/Pending	54	40
ARM	38	35
ACoM	0	1
Associates	20	19
AMO HQ	3	3
AMO Branch	20	19
Friends	12	15
Students	6	2
TOTALS	258	241



Friends of IREM

ABM Security/SSA Security

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CAC-CE, Inc.

Christian H. Engle
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Coastal Reconstruction, Inc.

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Email: smccurdy@coastalgc.net

For Rent Media Solutions

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Nanak's Landscaping

Joni C. Luce
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James & Associates Insurance, Inc.

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Service Works of Tampa, Inc.

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System Parking, Inc.

Tom Phillips
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Email: taphillips@systemparking.com

Apartment Finder

Linda Beach
Tel: (407) 581-1488 ext. 120
Fax: (407) 581-1489
Email: lbeach@apartmentfinder.com

NuTec Roofing Contractor

Bill Lester
Tel: (813) 622-8110
Fax: (813) 740-0244
Email: blester@nutecroofing.com

Structural Waterproofing

Larry Williams
Tel: (407) 645-2021
Fax: (407) 645-4428
Email: lwilliams@structuralwaterproofingfl.com

ACI Facility Maintenance, Inc.

Summer Getz
Tel: (800) 488-2244
Fax: (800) 865-6599
Email: sgetz@acifacmaint.com

D&A Window Cleaning Services

Chris Claps
Tel: (407) 831-5388
Fax: (407) 831-1377
Email: chris@dabuildingservices.com

Roto-Rooter Services Company

Reuben Parker
Tel: (321) 299-4566
Fax: (407) 857-0419
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Sherwin Williams

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Featured Friend Article – A Fresh Coat of Curb Appeal



One of the best ways to enhance the value of a home is to spruce up and protect its exterior with a fresh coat of paint. Sherwin-Williams has homeowners covered when it comes to exterior painting, whether they tackle the job themselves or hire a professional.

Weather can take a toll on homes: be it the sun's ultraviolet rays fading the color; temperature changes expanding and contracting the paint finish; or damp conditions causing peeling or even delaying a project. Choosing the right product is crucial to getting lasting results, while bringing out a home's beauty.

"Homeowners expect their exterior finish to last long after the siding is painted or the deck is stained," said Steve Revnew, director of marketing, product development for Sherwin-Williams. "We test our exterior products in a variety of extreme weather conditions to ensure they will exceed and outlast expectations. Our high-quality paints achieve the best possible results in fewer coats."

Sherwin-Williams has the ideal product for any exterior surface, including wood, stucco, masonry, concrete, aluminum and vinyl. Most of its exterior paints can be applied in temperatures as low as 35-degrees Fahrenheit to extend the painting season. Even novice do-it-yourselfers can achieve top-quality results.

And now there are more options than ever with the introduction of Resilience™ Premium Exterior Paint, a coating that won't wilt in wet weather.

New: Resilience Premium Exterior Paint
Don't fret about rain in the evening forecast with Resilience, a durable coating with MoistureGuard™ technology that cures in about half the time of most conventional exterior paints. That means freshly painted surfaces develop resistance to moisture in about two hours,

compared to the four-hour minimum of other coatings. Available in flat or satin sheens, Resilience also has excellent hide and a lifetime limited warranty when two coats are applied. What's more, Resilience is low in volatile organic compounds (VOCs).

Ultimate Choice: Duration® Premium Exterior Coating
Duration stands up to the harshest of climate conditions and is the longest-lasting exterior paint on the market. The reason: it features PermaLast™ technology to go on 70 percent thicker than ordinary house paints. This durable, flexible layer provides unmatched hide and superior protection from cracking, peeling and blistering.

Available in flat, satin or gloss, Duration is self-priming, mildew-resistant and requires just one coat on everything other than unpainted surfaces. So get the job done right the first time — and don't repaint for a long time.

Duration has earned the Good Housekeeping Seal and has a one-coat lifetime homeowner's warranty.

Reformulated: SuperPaint® Exterior Latex Paint and A-100® Exterior Latex Paint
SuperPaint and A-100 have stood the test of time as reliable choices for home painting projects. And now both are better than ever.

Count on SuperPaint to deliver proven performance and tough protection against the elements. With Advanced Resin Technology for durability and easy application, it adheres strongly and fights frost in cold climates and fading, peeling and mildew in hot and humid conditions.

SuperPaint has earned the Good Housekeeping Seal and is available in a complete range of finishes, including flat, satin, gloss and high-gloss. The glossier finishes are a great choice to accent doors, window frames and trim and to resist "blocking" or sticking after the paint is dry.

Even the color of vinyl siding can be updated with SuperPaint, Resilience or Duration, thanks to the VinylSafe™ Color Technology in these coatings that allows siding to be painted darker colors without worry about warping or buckling.



For more than three decades, A-100 has been known for its dependable, lasting performance and smooth, even finish that goes beyond comparably priced paints. Available in flat, satin or gloss sheens, A-100 has been improved to provide better coverage during application and lower VOCs.

No matter which exterior paint fits the job, the experts at Sherwin-Williams are ready to help at a nearby store and with online planning tools. It's easy for do-it-yourselfers to get the paints and supplies they need and the friendly, expert advice they'll appreciate.

Ask Sherwin-Williams

Sherwin-Williams is the nation's largest specialty retailer of paint, stains, coatings, wall coverings and sundry items. With more than 3,000 neighborhood stores in North America, the company is dedicated to supporting the do-it-yourself consumer with specialized products; superior technical knowledge; tools to make confident color selections; and expert, personalized service that's focused on the do-it-yourselfer's unique project needs. Sherwin-Williams brand-name products can only be found at Sherwin-Williams stores. You'll be amazed what happens when you ask. Visit sherwin-williams.com.

NHMC: Apartment Market Stabilizing, Not Improving

By: R Pitts, Florida Real Estate Journal

WASHINGTON, D.C. - The apartment market continues to struggle, but shows early signs of possibly stabilizing, according to the National Multi Housing Council's latest Quarterly Survey of Apartment Market Conditions.

All four of the survey's market indexes covering occupancy, sales volume, equity finance and debt finance remained below 50 (indicating conditions were worse than three months ago), but three of the four increased from the last quarter, with only the debt index recording a decline.

"Apartment demand remains tethered to an economy that continues to shed jobs at a fairly rapid pace," noted

NMHC Chief Economist Mark Obrinsky. "Financing is beginning to stabilize, but the market is still a long way from 'normal.'

"The survey also suggests that transaction activity is mainly being restrained by uncertainty in apartment property values - whether they have 'bottomed out' - and not financing constraints. Only when this uncertainty fades are we likely to see a significant upturn in apartment transactions."

Fears of future property value declines are behind the difficulty apartment firms are having in obtaining equity financing. In a special survey question, 67% of respondents said potentially falling property values best explained the lack of equity availability.

Another 13% pointed to deteriorating apartment market conditions resulting from the economic downturn; 7% said lower leverage required by lenders has reduced expected returns; and 3% said lower leverage means the same equity capital supports fewer transactions. Several respondents commented that all of these conditions contribute collectively to the challenges in obtaining equity finance.

Full survey results are posted at www.nmhc.org/goto/QuarterlySurvey09.

**New Resource at IREMFIRST
www.irem.org**

The 2009 IREM Legal Scan is now available for IREM members! It comprises information about recent cases and laws affecting real estate management. Topics include Debt Collection, Slip and Fall, Liability for Events, Frivolous Lawsuits, Fair Housing Issues, Employment Issues, Insurance Issues and others.



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Job Link - List Your Open Positions

Now list open positions within your organization FREE! Chapter 60 offers a job posting link free to its members. You can post or search current open positions in all aspects of property management. It's an easy, effective and FREE tool. List or view available positions today at <http://www.irem60.org/home.cfm?page=Job%20Listings>

Promotions/Moves/Acquisitions

IREM members, **we want to know about you!** Forward information on your promotions and moves within your company and we will be happy to post in our newsletter. All announcements should be forwarded to mwright@thecontinentalgroupinc.com for insertion in our newsletter.