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G R E A T E R C I N C I N N A T I N O R T H E R N K E N T U C K Y A P A R T M E N T A S S O C I A T I O N



Membership Information

Who We Are and What We Do

The Greater Cincinnati Northern Kentucky Apartment Association is a non-profit trade association representing multi-family owners, managers and developers, as well as companies who supply a product or service, in the Greater Cincinnati and Northern Kentucky area. The Association serves the multi-family housing industry by providing a forum to utilize and share the collective strengths of its members to promoting education, governmental affairs and communication to enhance the opportunity for quality rental housing. We provide owners, managers and suppliers with a constructive force through which we work together for the betterment of the rental housing industry.

Together, we act to serve as coordinator and spokesperson on all problems of mutual interest to the apartment industry as well as the representative for apartment owners, managers and suppliers on local, state and national legislative affairs. We consistently strive to create, advance and maintain good relations among the apartment industry, suppliers and the general public while promoting the advantages of apartment living, careers in, and service to the multi-family housing industry. Our key to success is promoting integrity, sound business methods and services.

Membership in the GCNKAA also affiliates you with the National Apartment Association as well as both Ohio and Kentucky Apartment Associations. Through these affiliations, we seek to protect your interests on the national, state and local levels. As the united voice of apartment owners, managers and suppliers, we exert maximum effort towards our common purpose.

Through your affiliation with us, you will receive several benefits that will boost your business and save you money. We currently represent over 430 members comprising approximately 70,000 apartment units. Wouldn't you like to join us?

Our Mission

*To be a united voice working towards the
betterment of multi-family housing.*

Educational Opportunities

The GCNKAA Education department promotes industry professionalism through programs designed for all apartment personnel. Designation programs demand intensive training and cover all aspects of rental property management. Over the years, the GCNKAA has trained hundreds of individuals in the rental housing industry.

For members involved in the ownership and management of rental housing, the Apartment Association offers a variety of legal, financial and communication seminars. Also available are nationally recognized designation courses including Certified Apartment Manager (CAM). CAM covers the topics of human relations, marketing, legal aspects, budgeting, management theory and application as well as maintenance.

For leasing personnel, we offer the nationally recognized certification program, National Apartment Leasing Professional (NALP). Related seminars cover fair housing, customer service and resident retention.

Additionally, Rental Owners Course (ROC) teaches small owners to handle all aspects of ownership. It also invites speakers who address topics of specific concern to owners with fewer than 100 units.

Education Series is a coupon program to make quality, up-to-date information available to all multifamily housing staff at a price compatible with all budgets. It includes specialized topics tailored to the needs and requests of the membership.

We also offer several other educational

seminars throughout the year that provide information on everything from leasing and marketing to fair housing. These seminars allow for Real Estate Credits and Continuing Education Credits for NAA Designations. Speakers range from national speakers to local specialists to governmental officials.



Legislative Support



The Apartment Association is affiliated with the Kentucky Apartment Association (KAA), the Ohio Apartment Association (OAA) and the National Apartment Association (NAA). This affiliation is vital to our

membership because it provides legislative representation on a state and national level. Our strength is derived from our membership, which represents in excess of 80,000 units in 7 primary counties. Through your membership, you become

part of a powerful voice that is heard and respected.

The GCNKAA offers the power of political lobbying in the counties of Greater Cincinnati and Northern Kentucky. A constant effort is made to keep members alert and informed regarding measures being considered by city, county, state and national legislatures. We maintain a line of dialogue with government officials at the local, state and federal level. Our Director of Government Affairs has made great strides in having our voice heard at all levels of government. Pro-

posed legislation is carefully analyzed and interpreted to determine the effect on the multifamily housing industry.

Our “Meet the Candidates” Forums, along with an insert in the newsletter, provide information on candidates running for local government.

The Political Action Committees (PAC) for both Kentucky and Ohio, work very hard to show industry support to those government officials who support our industry.

GCNKAA Member Communications

The **Membership Directory** is our annual listing of members. This directory listing is a free service and is organized by management companies, communities, Associate members and their products. This puts you in contact with the people who make decisions. It can also help you find members that can provide you with the products and services necessary to run your business effectively. Only members receive the Directory.

The **Apartment Advantage** is a monthly newsletter filled with information on local, state and national trends. Educational courses, monthly calendar of events, and overviews of the entire industry are in every issue. Associate members can take part in a section called “Associate Spotlight.” This section of the newsletter is used to spotlight a company’s products and/or services. The Apartment Advantage is received by all of our members, includ-

ing communities, potential members and other associations across the nation.

www.gcnkaa.org, the Apartment Association website provides the latest information on all association activities and membership benefits. With our calendar of events you will never miss another seminar or committee meeting again!

Special Events and Sponsorships

The Apartment Association holds several annual events which attract a large number of member attendance.

General Membership Meetings

(GMMs) are information packed and held most months. These meetings are take place in the evenings and offer the best chance for networking with our membership. Tabletop Displays at GMMs give Associate members the opportunity to display their products and services to a captive audience.

The annual **Expo and Trade Show** draws over 1800 people in your target market. This yearly showcase of



Associate members is free to attend with complimentary food and beverages throughout the evening. It consists of both educational seminars and supplier booths. Suppliers are available to show you the latest goods and services available in the apartment industry. Sponsorships and booth rentals are available through the Association office. Each year the Expo has a new and exciting theme getting everyone involved.

The **Golf Outing** is also an annual event that is sure to be a hit. Hole sponsorships, beverage and food sponsorships are available.

The **Prestige Awards** were designed to honor the best in the industry as well as celebrate what we, as an association, have accomplished. This black-tie affair is held every 5 years. Emcees from the past include

Bob Braun and Nick Clooney.

Throughout the year, several committees offer **Group Outings**. These usually include Reds games, Keeneland trips, Holiday Cheers Party and Auction. Each year, these outings change, so be on the lookout for the next event!



Committee Involvement

The following is a list of committees open to all GCNKAA members.

Membership Committee - responsible for the recruitment of new members and membership retention.

Education Committee - responsible for planning and implenting the NAA Certification programs and seminars provided throughout the year.

Golf Outing Committee - responsible for planning the annual golf outing in June. Involves securing sponsors, creating promotional pieces and ideas, and providing general input regarding the Golf Outing.

Ohio/Kentucky Legislative Committee - works with state associations and local councils to stay informed about issues related to our industry.

Code of Ethics

All active members of this Association shall agree to observe and abide by the following Code of Ethics:

- A. Members shall constantly seek to provide better values, so that people may know and enjoy the benefits of apartment living.
- B. Members shall at all times contribute their knowledge in multi-family building and management to the best interest of those they serve.
- C. Members shall not obtain any business by means of fraudulent statements or by use of implications unwarranted by fact or reasonable probability.
- D. Members shall comply both in spirit and letter with rules and regulations prescribed by law and government agencies for the health, safety, and progress of the community.
- E. Members shall not perform or cause to be performed any act which would tend to reflect on or bring into disrepute any part of the multi-housing industry.
- F. Members shall conduct their business practices between other members with integrity in an honest manner and shall not conduct any business transaction which would tend to bring disrepute to the Member's business, the business of another member, or to any part of the multi-family housing industry.
- G. Members acknowledge that the policy of the Association is to support and foster Fair Housing. Members understand that it is illegal to advertise or in any way to discriminate in the rental of a dwelling to a person because of race, color, religion, sex, handicap, familial status or national origin. All members pledge to uphold all Fair Housing Laws.

