

www.rockfordapartmentassociation.org



December

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*In lieu of our monthly meeting... Welcome to the 2008*

# RAA Christmas Party

**Monday, December 15, 2008 • 6 p.m.**

*Note early start time and different location*

**Der Rathskeller • 1132 Auburn St. • Rockford, Ill.**

**hors d'oeuvres & cash bar**

*See you on the 15th!*

## Marketing RAA

by Lori Gustafson

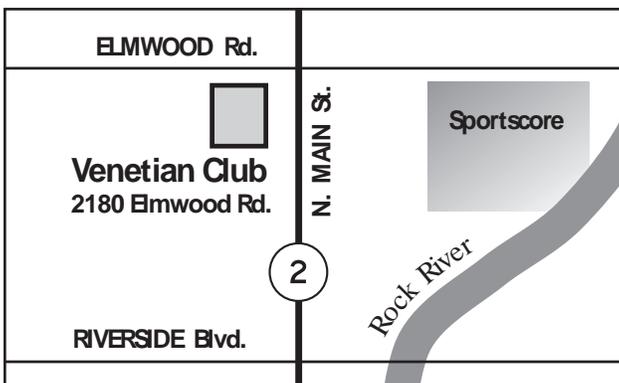
RAA has a new phone number that will let callers find out about membership, programs, forms, advertising and any other general information. The number is 1-800-RAA-6676 or 1-800-722-6676.

Coming Soon! **Rent Better, Rent RAA** signs will be popping up around Rockford. Let us know if you have nicely visible locations and would like to display RAA signage. This is part of a branding effort to increase visibility for RAA and its members.

Tune in to WNTA 1330 AM every other Monday morning at 9:05 AM for "Talking Real Estate" with Tim Hoffman and Tim Jensen, RAA members and investors.

All RAA members get a free general listing of units at <http://www.rockfordapartmentassociation.org> under Available Rental Units. It's free, produces leads for those using it, and if you have your own Web site, it may be linked. Check out the listings and send your listing to Steve Lantow at [slantow@comcast.net](mailto:slantow@comcast.net)

## RAA membership doesn't cost—it pays!



**Join RAA!** As a member, here's what you get:

- ▶ 8 monthly meetings with guest speakers covering a variety of property management topics—▶ Winter Member Mixer—▶ Spring Banquet —▶ a Web link or page advertising your units on the RAA Web site—▶ Member networking with current tips, bargains and referrals—▶ Knowledge of State and local political issues affecting property managers and owners—▶ Monthly newsletter

A one-year membership is \$99. To join or e-mail RAA, go to [www.rockfordapartmentassociation.org/newmember.html](http://www.rockfordapartmentassociation.org/newmember.html)

**To join the e-mail group:** RAA members can join the RAA e-mail group at [RAAmembers@yahogroups.com](mailto:RAAmembers@yahogroups.com) Include the name your membership is in, and your e-mail address where the group can reach you.



## Looking for newsletter articles

by **Lori Gustafson, Newsletter Editor**

Judging from the active conversations across the RAA listserve and at the monthly meetings, I would say the RAA membership has experience and opinions covering just about any topic relating to rental property ownership and management.

I am looking for help to articulate information from varied topics to include in our monthly newsletter. The newsletter goes out to an audience wider than our Rockford membership and acts as an informational tool to sum things up and move forward on issues. Is there anyone from the membership willing to help provide articles to include in the newsletter? Researching articles and/ or writing your own is a great way to understand concepts more deeply by having to make them understandable to others in writing.

I could sure use some help because it is a big job each month to come up with content for the newsletter. Even if it is a couple paragraphs about a better way to keep gutters unclogged—that is fine and useful information. Last month, Jessica Wilson sent in short and to-the-point information about keeping chimneys clean. Thank you, Jessica.

The main topic of the January meeting and newsletter will be Leasing, so if you have some information you can share about leasing, please e-mail it to me at [LoriGustafson@comcast.net](mailto:LoriGustafson@comcast.net).

Paul Arena also has interest in producing a newsletter for

tenants. This is a good idea that is done in other communities. If we want to go forward with that idea, we could use some help to produce that one as well. The more good products we produce, the greater credibility we give to the RAA organization and its membership. So if you can help, it would be greatly appreciated! ■

### Set up your contractor's table

**Attention contractors:** To set up your contractor's table at one of the Rockford Apartment Association meetings, call Karl Fauerbach at 815-877-6077. ■

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*Great Ad Rates for Your Rental Units!*

# 10% OFF for RAA members!

- Buy two weeks, get the third week FREE
- Fax, e-mail, or phone your ad in
- Deadline is Thursday noon before following Wednesday's publication
- All classified ads must be prepaid

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## RAA November meeting 11-17-08



Kevin Ciabatti from the City of Rockford Building Department is shown at the November RAA meeting. Other representatives included Heather Swartz from the City of Rockford Neighborhood Code Enforcement, Mark Marinaro from the Rockford Fire Department, Kristine Stensland from Winnebago Health Department Lead Programs and Eric Bates of Eckburg & Bates Insurance Agency.

*“Our Service Agreement Program  
saves you money and headaches”*



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Taden Hartsfield of Norstar Heating and Cooling (*above*) introduced his company to the association at the November RAA meeting, while Brent Versendaal of All Seasons Carpet Care (*below*) manned his company's contractor table at the same meeting.



### RAA Coupon

**\$5 off your next order of  
RAA Forms.**

Welcome to RAA.

As a good-will gesture for our valued members, RAA is proud to present you with this coupon good for \$5.00 off your next order of forms. We think once you use the forms available to only RAA members, you'll keep coming back for more. Let us prove it! Give it a try...

Fine print:

- Coupon expires on April 1, 2009, No Exceptions!
- One coupon per paid RAA membership.
- Only you can redeem your coupon.
- Only one coupon may be used per order.
- If you order less than \$5.00 in forms ... you don't get any cash back.
- Not valid with any other offer or coupon.
- Void where prohibited!

### Join RAA!

- ▶ 8 monthly meetings covering a variety of topics
- ▶ Winter Member Mixer
- ▶ Spring Banquet
- ▶ a Web link or page advertising your units on the RAA Web site
- ▶ Member networking with current tips, bargains & referrals
- ▶ Knowledge of State and local political issues affecting property managers & owners
- ▶ Monthly newsletter



## IRPOA News—Lobby Day

by Karl Fauerbach

At our November 2008 meeting, Paul Arena announced Lobby Day, which will be Wednesday, March 4, 2009. Lobby Day is where all the state apartment associations send members to Springfield to meet with our State lobbyist, tour the Capital and meet our individual State Representatives and Senators. Last year, myself and four other members of the RAA—Paul Arena, Tim Hoffman, Pete Suknaich, and Ken Hagemeyer—attended Lobby Day.

We first met with our IRPOA Lobbyist Tim Hennesey and the other associations. We were given an orientation before touring the Capital. Box lunches were served while we listened to Tim Hennesey. Last-minute instructions were given and then we dispersed across the street to the Capital to find our representatives from the Rockford area. After getting lost in the basement of the Capital, we found Dave Syverson's office. Senator Syverson welcomed us and spent almost an hour letting us bend his ear.

The Senator then escorted all of us to the House of Representatives, where we met and shook hands with Chuck Jefferson, Dave Winters, and Ron Wait. They all thanked us for coming. Afterward

we went to the house gallery where visitors can observe discussions and voting from the Upper Deck. The House has 118 representatives, so it was quite noisy. I was able to walk around and take pictures. To get the full tour, we left the house and went to the Senate gallery. Paul and Ken went on to the Senate floor as guests of Senator Syverson. It takes a suit and tie to get that privilege. It was much quieter, and just so you don't get asked to leave the gallery by armed guards I should give you a piece of advice: "Don't take pictures."



I have to say that this was a great experience and I am planning on going again in March. Last year we pledged to IRPOA that we would bring twice as many people the following year. This is a powerful way for the RAA to have a voice and the more people that get involved the better. For those of you members who think you need more out of the association, please think about going. You will be amazed at the difference we can make. ■



Posing during Lobby Day activities are (from left) Karl Fauerbach, Pete Suknaich, Senator Dave Syverson, Ken Hagemeyer, Tim Hoffman, and Paul Arena.

## Service Directory

### ADVERTISING

#### Rock River Times

Frank Schier • 815-964-9767

### BANKING

#### Midwest Community Bank

3963 N. Perryville Road • Richard A. Schrom, Executive VP  
Commercial Lending • 815-637-7847

### CARPET CLEANING

#### Amazing Carpet Cleaning

815-229-9222 • Commercial-Residential  
www.amazingcc.com

### HARDWARE

#### Nicholson Hardware

1131 Second Ave. • 815-963-4821

### HEATING & COOLING

#### Norstar Heating & Cooling

Dan O'Boyle • 815-398-1973 • 608-273-4200  
www.norstarhvac.com

### LAUNDRY FACILITY LEASING

#### Hales Equipment

1607 Fulton Ave. • 815-965-8767  
Sales-Service-Leasing • www.HalesEquipment.com

#### Great Lakes Commercial Sales

Bill White • 262-790-5885  
800-236-5599 Toll Free • www.greatlakeslaundry.com

#### Coin Appliances Inc.

Geoffrey Erdman • 800-242-5453  
e-mail: gerdman@bizwi.rr.com

### REAL ESTATE

#### Ken Becker Realtors

1720 Rural St. • 815-399-8000  
eves 815-226-4800 • cell 815-670-3300

### RENTALS—RESIDENTIAL

#### Rockford Area Renter Guide

815-964-6700 • Free to tenants

### SEWER SERVICE

#### Northern Illinois Sewer Service, Inc.

Doug M. Rogers • 815-229-1174  
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## RAA 2008-09 Board Members

<b>President / IRPOA Rep</b> .....	Paul Arena.....	815-243-2924
<b>Vice President / Nominating Memb.</b> .....	Ken Becker.....	815-399-8000
<b>Secretary / Taxes</b> .....	Tim Hoffman .....	815-988-4004
<b>Treasurer</b> .....	Mike Cavataio .....	815-397-3320
<b>Bus. Relationships / Ads</b> .....	Jim Merrick .....	815-222-7423
<b>Business Forms</b> .....	Pete Suknaich .....	815-332-9463
<b>Membership</b> .....	Vince Miosi .....	815-877-3272
<b>Newsletter / Fair Housing Rep</b> .....	Lori Gustafson.....	815-963-0268
<b>Programs</b> .....	Karl Fauerbach .....	815-877-6077
<b>Lease Committee</b> .....	Ken Hagemeyer .....	
<b>Website / Promotions / Special Events</b> .....	Steve Lantow.....	815-633-9967

## Rockford Apartment Association Code of Ethics

We, the members of the RAA, recognizing our duty to the public and the intimate nature of the relationship between the apartment resident and the owner, or manager, and being aware of the vastly increasing role of the apartment industry in providing the home of the future, and in order to provide the apartment-residing public with the maximum in quality and service upon the highest standards of honest and integrity, do hereby bind ourselves, with each and every member, together and alone, agreeing that, so long as we remain members of the RAA and so long as nothing contained herein shall be unlawful, we shall:

1. Promote, employ and maintain a high standard of integrity in the performance of all rental obligations and services in the operation of our apartment communities.
2. Maintain and operate our apartment communities in accordance with fair and honorable standards of competition, ever mindful of the purposes of the Rockford Apartment Association and in compliance with the bylaws thereof.
3. Strive continually to promote the education and fraternity of the membership and to promote the progress and dignity of the apartment industry in creating a better image of itself in order that the public may be better served.
4. Seek to provide better values, so that an even greater share of the public may enjoy the many benefits of apartment living.
5. Establish high ethical standards of conduct within the apartment industry in the business relationship between the owner, managers and suppliers of products and services to the apartment industry.
6. Maintain property standards of the appropriate governmental authority.
7. Ensure that every qualified individual, regardless of that individual's race, color, religion, gender, disability, familial status or national origin is afforded the same opportunity to rent an apartment and enjoy the benefits of apartment living.

### Volunteers needed

Rockford Apartment Association (RAA) is in need of a few volunteers to help in a variety of areas within the association. Please consider sharing your specific knowledge and expertise with RAA. If any of you would like to help, please call Karl Fauerbach at 815-877-6077. Thank you.

### Content disclaimer

The content and opinions expressed in the RAA newsletter do not necessarily reflect the views of, nor are they necessarily endorsed by, the Rockford Apartment Association or its board.

PO Box 2502 • Loves Park IL 61132

