

# NAHP Update

## Creating Welcoming Communities | BY JENNIFER JONES

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Even though we are all expecting six more weeks of winter thanks to Punxsutawney Phil's forecasting skills, now is the time to prepare for the upcoming warm weather. That means spring cleaning and freshening up your property's curb appeal.

However, creating a warm and welcome first impression for residents and visitors alike does not have to break the bank. Some of NAHMA's 2017 Community of Quality Award winners share their tips on how they make their communities stand out on a budget.

At Clayton Mews in Clayton, N.J.—the Exemplary Development for the Elderly award winner—creating curb appeal is a team effort where staff will do as much as they can themselves, but the residents pitch in as well. And in the cases where an outside contractor is needed, staff still makes sure the work is done to high standards.

“With our landscaping contract, I will get bids and it is whoever comes in within our budget. We make monthly installment payments. The



Clayton Mews in Clayton, N.J.

contract includes 26 cuttings, cleaning out all the flower beds and pruning shrubs,” said property manager Kathi Luczynski. “I will go out there and show them how to cut the shrubs, if I don’t like how it is being done.”

Besides the work the landscapers do, the staff at Clayton Mews will roll up their sleeves and plant seasonal flowers in hanging baskets for the property’s front porch, pressure wash all the sidewalks and siding, paint up to two times a year and hang welcome banners from the light poles. Luczynski has even used her crafting skills to create decorative

cornstalks that line the property’s driveway. Additionally, residents on the first floor of the senior apartment community are encouraged to beautify their unit frontage with flowers and even bird feeders.

“Those little touches are nice and the residents love the flowers,” Luczynski said. “I’ve bought the flowers and pots myself.”

Another part of the curb appeal that means a lot to her residents is making sure Old Glory waves proudly.

“We replace our outside



**NATIONAL AFFORDABLE HOUSING MANAGEMENT ASSOCIATION (NAHMA)**—Protecting the Interests of Affordable Housing Property Managers and Owners



TOP: Roebbling Arms in Roebling, N.J.

ABOVE: Powdermill Village in Westfield, Mass.

OPPOSITE: Casa Farnese Apartments in Philadelphia, Pa.

flag three to four times a year. If it's a little bit frayed, the residents will say something, it's disrespectful. A lot of our residents served," Luczynski said. "If you pull in to a place and they have a tattered flag, you notice."

Another way Clayton Mews inexpensively creates curb appeal is by creating seating areas consisting of nice white rockers, plaster benches and round tables. The spaces

**"CREATING CURB APPEAL is really about fostering community. It's their home and everybody needs to respect their home. It's everybody's job to make sure it looks great."**

provide spots for resident to sit outside and chat, and look inviting to visitors. Keeping signage clean and looking fresh also helps the property to maintain a welcoming appearance, said Luczynski.

For PRD Management, which had two winners—Roebbling Arms in Roebling, N.J., which was named Exemplary Development for Residents with Special Needs, and Casa Farnese Apartments in Philadelphia, Pa., which earned the award for Outstanding Turnaround of a Troubled Property—curb appeal is more than pretty flowers, especially since several of their properties are in urban settings and therefore do not have grassy landscapes to maintain.

"Casa Farnese Apartments is

a white building. It looks clean from a far, but it can look gross close-up," Karin McGrath Dunn, PRD Management president, said. "Cleaning is a big thing in the spring."

Like Clayton Mews, PRD's properties use pressure washing, painting, signage and colorful outdoor furniture to make its buildings cozy communities.

For its properties that have the space, such as Roebbling Arms, the staff has to have a plan in place by May 15 detailing what it needs and how much it will cost. PRD has also brought in civic groups to work with the communities' garden clubs to create raised flowerbeds or grow plants and flowers in a community greenhouse that will





be used around the property.

“Even if you don’t have the money to plant flowers right now,” McGrath Dunn said, “Cleaning the bed of the dead stuff will at least make the area look neat and tidy.”

Residents that have their own entries are encouraged to put out small planters.

“When residents see neighbors putting out the small planters, others will, too, and it helps to beautify the community,” McGrath Dunn said. “We have decorating contests and at one place, we’ve provided coordinating pots to the residents to look less hodgepodge.”

McGrath Dunn said something as simple as adding twinkle lights to an outside seating area can make the spot feel special.

She also suggested having someone other than the property manager or maintenance

supervisor do a walking inspection of the property occasionally. She said it is easy for someone who sees the same thing every day to miss something.

Lynne Sales, director of resident services for Peabody Properties—whose property Powdermill Village in Westfield, Mass., won the award for Exemplary Family Development—said making sure the property looks clean also contributes to the curb appeal.

“Making sure there is no litter throughout the property, no cigarette butts on the ground and if it is a pet-friendly property, making sure they are appropriately cleaned up after,” Sales said. “We don’t have to tell our residents to pick up trash. It’s not their job, but they will pick up small bits of trash like paper blowing around because it is their home or they will report

it to management if it is something bigger.”

Peabody’s properties tend to be pretty large, so they help keep costs down by using flowers and plants that last longer and by maintaining the property’s overall appearance, such as having residents keep balconies clear of clutter and ensuring nothing is broken like fences, signage and lights.

“Being clear about expectations is important. It is also about getting residents to buy in and everyone being proud of their community,” Sales said. “Creating curb appeal is really about fostering community. It’s their home and everybody needs to respect their home. It’s everybody’s job to make sure it looks great.” **NU**

*Jennifer Jones is manager of communications and public relations for NAHMA.*



# NAHPUpdate

spring 2018  
volume 16 | number 2

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NAHP Update is published four times a year by the National Affordable Housing Management Association, 400 North Columbus St., Suite 203, Alexandria, VA 22314, Phone 703-683-8630, website: [www.nahma.org](http://www.nahma.org)

**SUBSCRIPTIONS:** Complimentary to NAHMA credential holders.

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# NAHMA Looks For Community Gems

**T**he Vanguard Award recognizes new, quality multifamily affordable housing development. The award pays tribute to developers of high-quality affordable housing; demonstrates that exceptional new affordable housing is available across the country; demonstrates the creativity and innovation that must be present to create exceptional properties given the financing and other challenges to development; highlights results of private-public partnerships required to develop today's affordable housing; and shares ideas for unique design and financing mechanisms with industry practitioners to further stimulate creative development in the affordable multifamily industry.

The deadline for nominating



make affordable housing communities gems in their neighborhoods and places residents are proud to call home.

“The Vanguard Award complements NAHMA’s

to honor communities that are too new to meet the qualifications for the COQ program. As the properties mature, they will become eligible—and will be encouraged—to enter

**2017 Vanguard award winner, Bonifant at Silver Spring in Maryland.**

Historic Structure into Affordable Rental Housing.

Affordable multifamily housing communities that are less than 3 years old—as of June 1, 2018—may apply, based on date of completion of new construction or completion of major rehab. Please note: A management company may submit only one entry for each category.

Applications and information about entry fees, judging criteria, the benefits of winning an award and more is on NAHMA’s website at [nahma.org](http://nahma.org). Click on Vanguard Award Overview.

Winners of the Affordable Housing Vanguard Awards will be recognized at an awards ceremony at the NAHMA fall meeting in Washington, D.C., Oct. 21-23. **NU**

**“THE VANGUARD AWARD was created to honor communities that are too new to meet the qualifications for the COQ program. As the properties mature, they will become eligible—and will be encouraged—to enter NAHMA’s COQ National Recognition Program.”**

a property for one of NAHMA’s 2018 Affordable Housing Vanguard Awards is June 1. The application can be downloaded from the Vanguard Award webpage, [www.nahma.org/awards-contests/vanguard-award](http://www.nahma.org/awards-contests/vanguard-award).

The award is a great way to highlight a great design or an amazing rehabilitation transformation. It also serves to show all the hard work on-site personnel do every day to

Communities of Quality (COQ) National Recognition Program, through which multifamily properties are certified as having achieved a high standard of excellence in the way they are managed, the services they provide residents, the experience and training of personnel, and other criteria,” said Kris Cook, executive director of NAHMA. “The Vanguard Award was created

NAHMA’s COQ National Recognition Program.”

Categories include:

- New Construction, two subcategories: more than 100 units and under 100 units.
- Major Rehabilitation of an Existing Rental Housing Community.
- Major Rehabilitation of a Nonhousing Structure into Affordable Rental Housing.
- Major Rehabilitation of a



## Welcome New Certificants!

### NAHP-e

- >> Patricia Juba  
Peabody Properties Inc.  
Braintree, MA
- >> Debra Kennedy  
Kennedy Management Co.,  
LLC  
Breaux Bridge, LA

### NAHMS

- >> Edwin Briggs  
Housing Management  
Resources  
Dorchester, MA

Earn one of NAHMA's prestigious professional credentials, which are dedicated solely to recognizing and promoting achievement of the highest possible professional standards in affordable housing management. Programs include:

- National Affordable Housing Professional (NAHP™)
- National Affordable Housing Professional-Executive (NAHP-e™)
- Specialist in Housing Credit Management™ (SHCM™)
- Certified Professional of Occupancy™ (CPO™)
- Advanced Issues in HUD Occupancy™ (ACPO™)
- Fair Housing Compliance™ (FHC™)
- National Affordable Housing Maintenance Technician (NAHMT™)
- National Affordable Housing Maintenance Supervisor (NAHMS™)
- Credential for Green Property Management

For more information, go to [www.nahma.org](http://www.nahma.org) and click on Education.

# Encourage Student Residents To Apply for Scholarship

At the beginning of February, the NAHMA Educational Foundation released the 2018 scholarship application to interested student residents. The application can be accessed by going to <https://nahma.community-force.com> or by going to the NAHMA website at [www.nahma.org](http://www.nahma.org) and clicking on the Educational Foundation link. It is a digital application and must be submitted online. The requirements for a completed application and the selection criteria remain the same as they have been for the past several years. The aforementioned required application components include an application form, two references, an essay and a certification of residency in

requires that an applicant be a resident in good standing at an AHMA-affiliated community and be either a high school senior with a minimum 2.5 grade-point average, a general equivalency diploma holder or a matriculated student with a minimum 2.3 grade-point average at an accredited college or trade/technical school.

Last year was a record-setting year for the foundation when \$325,000 was awarded to 130 worthy student residents. In the past five years, more than \$1,040,000 has been awarded as \$2,500 individual awards.

"The foundation is extremely proud of our continuing growth in the number of scholarships granted and the total amount of



Juxhin "Eugene" Xhuxha, a multiple year NAHMA scholar speaks at the 2017 NAHMA fall meeting.

son Melissa Fish-Crane, said. Please make your residents aware that the 2018 scholar-

**"The foundation is extremely proud of our continuing growth in the number of scholarships granted and the total amount of funding provided. This is all made possible by the continuing support of our donors. It is our goal in 2018 to surpass our totals from 2017 as we look to provide financial support to the many fine students that live at AHMA-affiliated properties across the country."**

good standing form. A grade transcript showing grades through the fall 2017 semester is also necessary and is the only component submitted to the foundation via U.S. mail. All other necessary forms are provided within the web-based system; hence, no hard copies are needed. Eligibility for the program

funding provided. This is all made possible by the continuing support of our donors. It is our goal in 2018 to surpass our totals from 2017 as we look to provide financial support to the many fine students that live at AHMA-affiliated properties across the country," NAHMA Educational Foundation Chairper-

son application is available and encourage them to apply today. The deadline for completed applications is 10 p.m. Eastern on Friday, May 25. With more than three months remaining in the application window there is plenty of time for a resident to file a completed application! **NU**



# Right Where He Belongs

**NAME:** Bert Loe, FHC, SHCM, CPO, NAHP-e

**MANAGEMENT COMPANY:** Standard Enterprises Inc.

**POSITION:** Executive Vice President

Bert Loe and the youngest of his four children, Gracie, 12, breed betta fish, also known as Siamese fighting fish, the colorful fish known for their long flowing fins and a reputation of needing to be alone. Loe had an aquarium as a child, so when Gracie said she wanted to raise bettas, he was more than willing to encourage her interest.

"She read up on them and really wanted to try to breed them. It's an easy hobby, really. They are hardy fish," Loe said. "We mostly give them away. It's really neat."

Loe said that despite their reputation, the bettas do not fight each other as long as they have plenty of room in a large aquarium. Gracie got her first taste of raising aquatic animals when they rescued a baby turtle that they later released back into the wild when it was big enough to survive on its own.

While he enjoys helping his daughter with breeding the fish, he has made his living for the last eight years as the executive vice president for Standard Enterprises Inc., based in Monroe, La. He has been with the company for 18 years overall.

Loe actually started out working for the same certified public accounting firm as his dad after he earned a bachelor's degree in accounting from Louisiana Tech University. It was while working as a CPA, he got his first introduction into the

world of affordable housing.

"I started working for the affordable housing businesses. Not a lot of CPAs did that kind of work," he said. "I did it for seven years."

That is when Standard Enterprises came across Loe's resume in its search for a new chief financial officer. He said, at the time, he was thinking of leaving Monroe. Even so, he met with representatives of the company and has been there ever since.

"It's been a good place for me," he said. "I actually tried to leave Monroe three times, before and after I got married. I've never tried to leave since I've been at Standard, I have every opportunity here."

Standard builds and renovates its own multifamily and single-family residences, and commercial buildings, which it

then manages, but it also constructs and manages projects for other clients as well.

In all, the company has 30 employees in its home office and 200 employees and 100 properties overall.

Additionally Loe is the president of LAHMA, which is gearing up to kick off its spring training program.

"We do two different annual trainings in five different locations. It's been huge," he said. "I know in today's world, everyone wants online sessions, but it's nice to get out and interact with people. We don't see each other as competition. We help each other."

Loe and his wife of 24 years, Misty, also have three other children ranging in age from 19 to 23, Jacob, Adam and Mallo-ry, all of which are in college.

—JJ NU

PROTECTING THE INTERESTS OF AFFORDABLE HOUSING PROPERTY MANAGERS AND OWNERS

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Spring 2018

NAHPupdate

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