

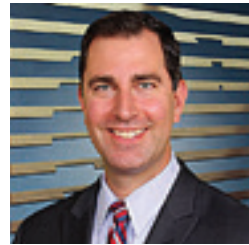
# RISK MITIGATION TECHNIQUES FOR MOLD AND OTHER INDOOR HEALTH HAZARDS



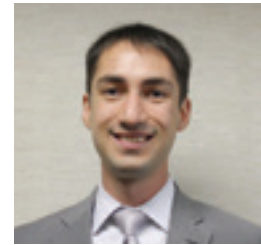
Steven Ramiza,  
PE, LEED AP,  
LAN Associates



Dennis Toft, Esq.,  
Chiesa, Shahinian,  
& Giantomasi PC



Neil Owens, CIC,  
Esq., E.B. Cohen  
Insurance & Risk  
Management



Nicholas Kikis,  
New Jersey  
Apartment  
Association

Risk management strategies for mold and other indoor health hazards are crucial for owners, managers, and maintenance officials. Gain an in-depth understanding of how to properly identify and prevent these hazards in tenant spaces; as well as how to effectively manage tenant complaints. With the recent changes in environmental legislation in New Jersey, learn more about best practices for what, how, and when to test. Financial components will also be explored including common filed insurance claims, their associated costs within the industry, and tips for appropriate use of property's insurance policies.

Join us on May 22 at NJAA's Annual Conference and Expo for a one-hour discussion on mold issues and other indoor water related hazards impacting the multifamily housing industry.

The session will be a facilitated panel discussion led by moderator Nicholas Kikis of the New Jersey Apartment Association. Our diverse panel of experts include

Environmental Engineer, Steven Ramiza; Environmental Attorney, Dennis Toft; and Risk Management Insurance Specialist, Neil Owens.

*Steven Ramiza is the Vice President of LAN Associates, a full-service engineering, planning, architecture, and surveying firm. Steven has nearly twenty years of experience providing environmental and regulatory compliance services to a variety of clients; and has been recognized as an expert witness for several litigation cases involving mold, indoor air quality (IAQ), and water infiltration.*

*Dennis Toft, Esq., is renowned environmental attorney and current member of Chiesa, Shahinian & Giantomasi PC, where he chairs the Environmental Group. He is ranked as a leading environmental lawyer who provides counsel on all aspects of environmental law, including regulatory counseling, environmental due diligence,*

*permitting, enforcement and environmental litigation, development/redevelopment, and environmental insurance.*

*Neil Owens is a senior vice president and team builder at E.B. Cohen. He manages the commercial practice group and develops long term business partnerships by applying his unique expertise to client needs. With over 19 years of experience, Neil delivers caring, professional solutions to complex insurance and risk management problems.*

*Nicholas Kikis is the Vice President of Legislative and Regulatory Affairs for the New Jersey Apartment Association. He represents the multifamily housing industry before regulators and legislators on a variety of housing policy issues.*

# WHAT IS YOUR LEADERSHIP LANGUAGE? UNDERSTANDING YOUR UNIQUE LEADERSHIP AND VOICE



Rommel Anacan  
*The Relationship Difference*

Four team leaders walk into a conference room (that sounds like the beginning of a corny joke, doesn't it?) and they're tasked by their boss to solve a problem.

The first leader orders her team together and says, "This is the problem we have to solve. Here is what you need to do, how you need to do it, and when you need to do it by." After telling everyone what to do, the leader asks, "Any questions?" as she walks out of the room before anyone can ask anything.

The second leader sends an email out to his team saying, "I know you're busy, and I hate bothering you, but can you let me know when you're free today to meet? We have a project and I need your help. I'm so sorry for the trouble." The meeting never happens because everyone is too busy.

The third leader spends a few hours compiling and analyzing information and data before calling a team meeting. He gives an extremely detailed briefing covering every aspect of the problem, using an extensive series of flowcharts and diagrams to emphasize his point. He then emails them multi-page spreadsheets (with more data and information on them) and asks everyone to use them to document their progress. Some of his team members look to be in shock from information overload.

The fourth leader has a cool vision on how to solve the problem and huddles her team together. During their conversation they end up talking about a lot of things, much of which had nothing to do with the problem that needed to be solved. When someone on the team points this out, the leader says, "I think we'll be okay to start. We'll figure it out along the way and if we have to change things up then we will." As the leader walks out one of the team members turns to another and asks, "So, what are we doing?"

Does this sound familiar?

If you want to be an effective leader you have to be aware of your default leadership language and style and the impact that your language and style has on people! Are your people

energized or drained by your style? Are they clear on what they're supposed to do or dazed and confused? Are they honest and transparent or scared to give you the whole truth? Are they constantly waiting for you to make a tough or decisive decision?

Once you know the positive and negative impact you have on the people you lead, you'll have a clearer picture of what you need to do to be a more effective leader. Want to learn more? Plan on attending my "What Is Your Leadership Language?" workshop!

*A multifamily veteran and engaging speaker, Rommel Anacan returns to the NJAA Annual Conference & Expo. Since founding his company, The Relationship Difference, Rommel has spoken to leading companies and organizations nationwide. He has powerfully impacted people by providing the clarity, inspiration, and education they need to break through their limits and achieve the success they desire. When not traveling around the country, Rommel loves spending time with his family in southern California, watching Hallmark movies and drinking Coke Zero.*

## TEAM MANAGEMENT



Michael Olvera  
*HD Supply*

Whether you work in the field or in the office, alone or in a team setting, there are many challenges the multifamily industry faces and common goals we all strive to reach. In the hands of a skilled and thoughtful supervisor, managing these daily challenges can be a powerful tool that can bind your colleagues together.

When your personal commitment to doing a great job everyday finally leads to that hard-earned promotion, it often means you will be managing a team; and building and leading a group of individuals requires a whole new set of tools, skills, and abilities.

In this course, we will present some of the fundamentals, principles, and techniques you can use to build a mission-driven, loyal, and problem-solving team of individuals who care about your property as much as you do. This fast-paced presentation will review some of the proven tools and techniques to help you manage, empower and drive the success of your team.

*Michael Olvera's decision to accept a position as porter in 1993 has led to a 20+ year career in multifamily maintenance. Michael's range of expertise in all aspects of facilities maintenance from managing new construction lease-up to renovating 20-year-old apartment communities has given him the ability to share his expertise by training maintenance technicians. As a Training Specialist for HD Supply, Michael is excited to share his experience with property management and maintenance professionals. He currently holds the following certifications: EPA 608 Universal, EPA 608 Proctor, Certified Pool Operator, NSPF Instructor.*

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## CUSTOMER AND EMPLOYEE RETENTION AND CULTURE



Robert Francis  
*Planned Companies*

Have you considered how your strategy and culture impacts the retention of your staff? In today's property management and real estate service world, there are always new residents and staff that come and go.

Property managers must constantly deal with this and find the ability to retain residents and employees.

In this seminar, you'll learn about how the culture of your organization and a values system impacts your brand and ultimately leads to attracting the ideal workforce.

We will discuss how to use culture and values in employee recruitment, on-boarding, satisfaction and retention so you can find satisfied clients whose word-of-mouth and loyalty will build your brand.

Be inspired by how brands infuse culture and values within their organization and learn how the effective implementation affects nearly every aspect of a company.

*Robert Francis represents the fourth generation of leadership in the real estate service industry and is passionate about building the Planned Companies brand that is synonymous with accountable and professional service. His focus is on associate and client satisfaction and retention, and new business.*

# TRAINING TO BE CYBER SENTINELS



Tom Hasard  
*WilkinGuttenplan*

The technology landscape has become a mine field of malicious emails, suspicious websites, and unwanted software. As attackers have refined their targets, organizations with personal or financial information have become enticing prey. While the security industry has continued to implement new technologies and governments have been

trying to enhance privacy regulations, breaches still happen.

According to security research by IBM, 95 percent of all successful cyber-attacks rely on human error to succeed. One of the best ways to protect yourself and your organization is to be aware of the types of attacks that happen and what to do when the worst happens. While humans are often considered the “weakest link” in security, we also have a great knack for noticing when something is just a bit off. Sometimes an email feels wrong or a website doesn’t look right. Spending a few extra seconds to confirm that something is what it claims to be can be the difference between an

unpleasant security incident and just another day in the office.

*Tom Hasard is the IT Director at WilkinGuttenplan. He is responsible for ensuring the security, performance, and availability of technology for the firm. He is responsible for creating and executing the firm’s IT strategy and manages the firm’s Technology Services practice. He works with clients in the professional services and healthcare industries on operational, strategic, and security matters. Tom is a Certified Information System Security Professional.*

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# THREATS, ONLINE REVIEWS AND HANDLING EVERYTHING IN BETWEEN



Tracey Goldstein  
*Feinstein Raiss Kelin Booker & Goldstein LLC*

In today’s world, property managers and owners are often subjected to name calling, insults and threats from residents. In other instances, residents circulate letters in the community, post on social

media and/or leave a scathing online review.

In this seminar you will learn how to handle name calling, insults and threats from residents; what is and is not considered defamation; what actions can be taken as a result of a defamatory online review; and best practices for dealing with negative online reviews.

*Tracey Goldstein, Esq. is a partner with the Livingston-based law firm Feinstein Raiss Kelin Booker & Goldstein LLC where she represents and counsels multifamily apartment*

*owners, property managers and developers in real estate-related litigation. She is a media resource and guest speaker for conferences, educational forums and special events hosted by legal, multifamily and business organizations. Her areas of concentration include novel and complex landlord/tenant issues, contract and real estate disputes, residential and commercial evictions, rent control and housing discrimination matters, and toxic tort defense (mold and lead paint).*

# STAYING FOCUSED IN A DISTRACTION-FILLED WORLD



Rommel Anacan  
*The Relationship Difference*

Life can often feel like a computer with too many tabs up. You open one tab to check your email, then in the middle of that you open social media. Then as you're poring over your feeds you see a post which makes you wonder, "Wait, when did that happen?"

So, you then visit a news site to find out the details. During this, you remember that you needed to pay a bill, so you open a new tab to pay it. Thankfully, you paid the bill (victory!), but you forgot to close the tab because you opened a few more while paying the bill. Later in the day you panic because you see the tab for the bill still up and think, "Oh no! I didn't pay it!"

Sound familiar? Even as I write this article I'm being tempted to take my focus off of writing it! My phone is flashing to tell me that I have new messages. I see

a new email notification. I have other major things on my agenda today, with thoughts constantly racing in my mind about what I need to do to get it done.

Can you relate? Here's two hacks to help you stay focused.

## Hack #1: Go Old School

How can we stay focused in a distraction-filled world? Here is what I do when I have a lot of things I need to get done in a day. It is so old school it's not even funny. I use a to-do list. I write down all of the things I need to accomplish in a day on a piece of paper. I prioritize the tasks in order of urgency and when new things pop up in a day I pause to think about where it should rank on the urgency scale and write it down on the list. As I complete things I cross them off the list and it feels so good!

## Hack #2: Focus on One Thing at a Time

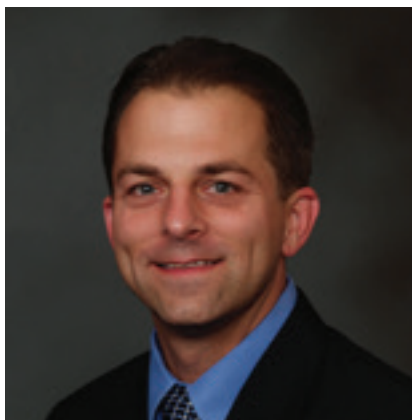
The second hack that has helped me tremendously is to work on only one thing at a time until that one thing is completed. Once that's done, and only when it's done, will I go to the next item on my list. This prevents the multiple tab scenario in our lives which leads to feelings of frustration, overwhelm, stress, and the feeling that nothing is getting done.

You may be thinking, "I can't ignore everything that comes up until I finish what I'm working on!" No, you can't, but you could probably defer more things to a later date or time than you think you can. The big picture is you're in control of where you spend your time, so take control!

Learn more about focusing in such a distracting world at my "Staying Focused in a Distraction-Filled World" workshop.

*A multifamily veteran and engaging speaker, Rommel Anacan returns to the NJAA Annual Conference & Expo. Since founding his company, The Relationship Difference, Rommel has spoken to leading companies and organizations nationwide. He has powerfully impacted people by providing the clarity, inspiration, and education they need to break through their limits and achieve the success they desire. When not traveling around the country, Rommel loves spending time with his family in southern California, watching Hallmark movies and drinking Coke Zero.*

# SAY THIS NOT THAT - PHRASEOLOGY AND WAYS TO IMPROVE COMMUNICATION



Mark Cukro  
*Plus One Consulting*

Have you ever watched a person interact with a customer and thought to yourself, “Did they really just say that?” or, “How do they not know that is unprofessional?”

Being professional, genuine, articulate, and concise is appreciated by customers more than you might think. It is not uncommon for a customer service representative to respond or blurt out what comes to their mind with little consideration of how it may be perceived by the person receiving the message.

Most residents or customers want a maintenance technician or company representative to be glad they brought something to their attention. From a service request to just letting you know something is happening on the property, residents don't want to feel like they are an interruption or that they are interfering with

your day when they are trying to communicate with you and your team.

What is often overlooked is the simple phrases or “phraseology” of communicating with a customer or resident. There is a significant difference in responding to a customer or associate with “no problem” compared to “it is my pleasure to help.” “No problem” will make a customer feel that their request is somewhat (but not too much) of a bother while “it is my pleasure to help” expresses gratitude for being able to provide service.

Think about your typical responses or some of the common phrases you get when interacting with someone. Which ones make you feel as if the person was grateful to help? Which ones made you feel as if they didn't have much choice and were replying out of unhappy obligation?

Not only are the phrases we use more indicative of how much we care about our customers, they also illustrate how much effort and detail your company puts into customer service. In addition to what phrases you are using, the way they are said is equally important and cannot be overlooked.

If you or your associates have never thought about it, take some time to consider using

phrases that express gratitude and a sincere appreciation for being able to help a customer. If someone reports that a few parking lot lights are not working, replying with a “thanks for letting us know, we'll get to it as fast as possible” is a much better choice than “yeah, we'll get to it when we get a chance,” or “really? I had no idea; we'll get to it as soon as possible.” All those phrases may get the same result, but one communicates an appreciation more than the other two and people are glad to see appreciation.

Be sure to keep the replies honest and sincere but don't give a reply that is easy to negatively misinterpret. You don't have to be a master at communication, but there are ways to improve how a customer perceives how much you care by the way you talk with them.

*Mark Cukro is the president of Plus One Consulting, Inc. and founder of [serviceteamtraining.com](http://serviceteamtraining.com). He is a leading resource in the field of service team development. Through his exceptional leadership and industry-proven effectiveness, Mark has become a highly sought-after resource to train service departments and assist companies in creating a customized training program to achieve their goals.*

# CONSERVATION MAINTENANCE



Michael Olvera  
*HD Supply*

While every department on every property seems to be hearing the message, “Do more with less,” there hasn’t been a clear plan as to how to make that kind of magic happen. Conservation Maintenance may be your answer.

With new local, state, and federal environmental legislation

becoming law each year, having programs that address use of electricity, natural gas, water, sewer, and waste removal can be critical to avoiding penalties and assuring a profitable future operation. Improving efficiency by choosing appliances and equipment that have recognized national program endorsements can reduce purchase, operation and maintenance costs.

This course will provide attendees with ideas that can give competitive advantages in costs and provide compliance with local, state and federal programs. The topics include energy use evaluations; water use evaluations; routine repairs; replace and repair options; and awareness of utility or government rebate/incentive programs.

*Michael Olvera’s decision to accept a position as porter in 1993 has led to a 20+ year career in multifamily maintenance. Michael’s proven ability was rewarded as he was progressively promoted. Michael’s range of expertise in all aspects of facilities maintenance from managing new construction lease-up to renovating 20-year-old apartment communities has given him the ability to share his expertise by training maintenance technicians. As a Training Specialist for HD Supply, Michael is excited to share his experience with property management and maintenance professionals. He currently holds the following certifications: EPA 608 Universal, EPA 608 Proctor, Certified Pool Operator, NSPF Instructor.*



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# SILENCE IS NOT GOLDEN - HOW TO GET TOP NOTCH SERVICE FROM EVERYONE



Mark Cukro  
*Plus One Consulting*

Unfortunately, many people consider a quiet customer that isn't complaining to be a satisfied or happy customer. But that couldn't be further from the truth. The overwhelming reason people don't complain or report a service request is that they think little, if anything, will get done; or that the people in the company don't really care.

I can't tell you how many times I have heard, "Well, I don't hear anyone complaining" as both an answer and indicator to how good their service is. The bottom line is that when people are glad to talk with you and bring something to your attention, they think you care and will at least try to help them resolve their issue. All the research you can find on customer service highlights how much customers will always want to be heard and deal with a person that will help them get through the process.

Silent relationships don't last. But, when a customer brings something to your attention or makes a request, they trust you. When they are silent, they don't trust you. It is too easy to get caught up in technology that removes the human touch, but technology is supposed to enhance communication, not replace it.

There is a trend rising in customer service to engage the customer, admit what went wrong, display your ability to handle a situation with a genuine concern, provide a personal touch, and find a resolution. Some new and upcoming companies with amazing customer service ratings have a "see our worst reviews" page so you can see firsthand how everything is handled. While no company or person is perfect, being transparent is appreciated. It will increase your team's customer service efforts and will ultimately result in much happier customers or residents.

There is no need to hide behind the truth when all you have to do is show how excellent service is delivered and experienced by everyone - internally and externally.

A customer should never think, "Oh I better not report that," "they won't do anything anyway," or, "they smugly tell me what I want to hear and do nothing." Excellent service begins with excellent

communication and clear standards. Standards are not personal so don't make them personal. They are either met or not. Every person and every customer you meet wants to have a pleasant experience when they see you. They want you to be glad they came in and brought something to your attention. They want the tone of an email or message to be professional and have a level of accountability.

While it may seem simple to do, it is not always easy to implement into a company's culture. But if you can do it, you will have customers that gratefully engage you because you are so different from what they expected and have experienced. After all, a person and their home are what we take care of both during and after business hours. The more you can engage with customers, the more you can improve for them.

*Mark Cukro is the president of Plus One Consulting, Inc. and founder of [serviceteamtraining.com](http://serviceteamtraining.com). He is a leading resource in the field of service team development. Through his exceptional leadership and industry-proven effectiveness, Mark has become a highly sought-after resource to train service departments and assist companies in creating a customized training program to achieve their goals.*



# CUSTOMER SERVICE: SEEING WHAT YOUR CUSTOMERS SEE



Bill Nye  
*Bill Nye Training*

For years, I have been saying that the only person with the power to validate your customer service is your customer. It really doesn't matter how you feel about your customer service. If a reasonable person thinks the service is bad; then the service is bad.

The multifamily industry has a stigma to overcome. Due to past experiences or other perceptions, many renters have a biased belief about us. They believe two things: if something breaks, we aren't going to fix it and when they move out, we are going to find ways to "steal" their security deposit. This is how our customers see us and we have work to do to overcome these beliefs.

I realize that many of you might be thinking that my assertions are overstated because you are responsive and would never "steal" anyone's security deposit. But if you have an honest conversation with your residents,

a large percentage of them will tell you horror stories they've seen or heard online or possibly even from their own previous rental experiences.

Once we start to see the experience through the eyes of our customers, we can do something about it. During this year's Super Bowl, Hyundai ran a commercial starring Jason Bateman. The idea behind it was that nothing is worse than buying a car unless you are buying a Hyundai. The company was admitting to the negative reputation car dealerships generally have and wanted its audience to know that Hyundai is different. This was a view of the car buying process through the eyes of the customer and it was refreshing.

Why is renting so hard? Does it really have to be? I don't think so. If I take my car to a repair shop and I am not happy, I can pick up my car and take it someplace else. I am not locked into a contract with the repair shop that prevents me from going to a competitor to get the repairs or service needed. Our customers can have a terrible experience and yet they are locked into a contract that says they can't just walk away. This obligation should increase our sense of responsibility, not lower it. If your customers could walk away without penalty if you made a mistake or failed to do your job, would it change the way you approach customers service? If they could simply go live someplace else tomorrow

because you didn't communicate with them, would you be a better communicator? Think about it. We have an advantage and it is easy to take the customer for granted when we know they can't just walk away.

See it through their eyes. I shouldn't have to call or email the office multiple times to get someone to respond to me. Once should be enough. I shouldn't worry about my security deposit. You should be transparent and up front about any charges that would impact my deposit refund. Renting shouldn't be hard. When a prospective renter finds that person that listens, cares, and understands the stress involved in finding a new rental home, they will select that apartment 78 percent of the time. I constantly ask my team, "Would you want to be your customer?" See it through the eyes of the customer and not through the income statement and when you do you will be amazed at the improvement you will see in your income statements!

*Bill Nye is the Chief Operating Officer for Berger Rental Communities in Wayne, PA. For more than 20 years Bill has traveled the country speaking and presenting at the largest multifamily conferences. Bill's sessions are the perfect blend of humor and practical information to deliver a message that will stay with you for a lifetime.*

# UNBOXING LEADERSHIP: STEPPING INTO YOUR TRUE POWER



Marla Posey  
SPARK Multifamily Learning + Consulting

Leadership comes with significant responsibility to your

organization and the people you lead. While a title change can make you the boss, we know that there is much more to being a great leader than a new office, updated business cards, or enhanced perks. Leadership is about people because you can only be a great leader if you have people that trust you enough to follow.

So, how do you step into your true power as a leader and provide results; foster an environment for growth and engagement; and create a culture that is inclusive, nurturing and positive? Join me as we delve into the eight

elements of stepping into your true leadership power that will wow both your team and your organization.

*Marla Posey, CPM is the Founder & Chief Executive Officer of SPARK Multifamily Learning + Consulting and the host of SPARKed TV. With deep roots in the multifamily space, Marla understands the industry and launched the SPARK brand as a platform to share her message and knowledge. She is a respected national speaker, author, NAAEI Faculty Member, and a regular contributor to national and regional industry publications.*

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# BLUEPRINTS OF SUCCESS: THE SECRETS OF HIGHLY SUCCESSFUL PEOPLE



Rommel Anacan  
*The Relationship Difference*

It was not all that long ago when almost everywhere I looked, life wasn't what I thought it was going to be. My relationships, especially my marriage, were not what I wanted them to be. I had a new business that was just barely hanging on. There was more money going out than money coming in. My days were filled with stress, fear, and frustration. Something needed to change.

So, I hit the reset button! I began meeting with someone who would become my mentor. In our first meeting together, after I told him my story, he said to me, "Rommel, your best thinking got you in this mess!" Ouch.

The sad part is, he was right! There was a gap, a huge one, between where I was and where I wanted to be. He helped me realize that I needed a different way of thinking about everything in my life so that

I could not only get out of the mess, but truly live the life I wanted to live.

Successful people think differently. Successful people act differently. Successful people see the world differently. Consequently, they achieve results that many people don't. If you want to be successful in life you need to transform your way of thinking, which will, in turn, transform your life.

You might be thinking, "Rommel, I already have everything I need right now." And if that's you, congratulations! Now, let me ask you, "What is your plan today to ensure that you have success tomorrow?" Today's success is no guarantee that you'll be successful tomorrow!

Want proof? When was the last time you rented a movie at Blockbuster? Is Radio Shack your go-to store for electronics? Are you still shopping for your Christmas presents from the Sears catalog? Do some of you even remember the Sears catalog?

Blockbuster, Radio Shack and Sears were huge! Blockbuster is gone, Radio Shack is a shell of itself, and Sears is struggling just to stay afloat. All of these companies have one thing in common: they didn't respond to a changing world.

What can you do now? Commit yourself to your personal and professional growth! John

Maxwell says, "Growth is the only guarantee that tomorrow will get better." Start by learning from successful people! Read their books. Listen to their podcasts. Attend their seminars and webinars. Meet with a mentor or coach. Then commit yourself to implementing the things you've learned in your life.

As you do this you will see positive results. You will see your influence expanding and your impact increasing. You will see opportunities open for you, and because you've been committed to your growth, you'll be ready for those opportunities.

Want to learn more? Join me for "Blueprints of Success: The Secrets of Highly Successful People!"

*A multifamily veteran and engaging speaker, Rommel Anacan returns to the NJAA Annual Conference & Expo. Since founding his company, The Relationship Difference, Rommel has spoken to leading companies and organizations nationwide. He has powerfully impacted people by providing the clarity, inspiration, and education they need to break through their limits and achieve the success they desire. When not traveling around the country, Rommel loves spending time with his family in southern California, watching Hallmark movies and drinking Coke Zero.*