



*Great Lakes Area Star
Awards*

Call for

Nominations!

Entry boards are due

September 23, 2005!

The Judging Process:

The following items are judged and rated from 1-10:

Board Size

Hangover

Reference Letters

Nomination Letter

Board Design

The judges also judge based on each category's criteria. The criteria are different for each category!

For Instance:

Manager of The Year also judged 1-10 on the following 2 areas:

Budgets

Management Skills

The Leasing Consultant of the Year is also judged 1 to 10 on the following two areas:

Closing Ratio

Resident Retention

All categories and criterias are listed on page 3.

Please note we added 2 new categories and eliminated 3 categories! Review page 3 for categories

CALL FOR ENTRIES

The GLAStar awards have been created to honor excellence in the Michigan apartment industry. The winners will receive recognition at the Gala Awards dinner on November 12, 2005. The winners will receive awards that they can proudly display at their community and offer the opportunity to publish their accomplishments in the media.

All members of PMAM are eligible to enter. You may

enter as many categories as you like, each entry board must have a separate entry form and supporting materials.

- Eligible entry activity must have occurred between September 1, 2004 and September 1, 2005.
- The entry fee for EACH entry board is \$35.00
- Checks should be payable to PMAM. One check

may be written for more than one entry with proper forms attached.

- Entries are due no later than September 23rd by 5pm.
- The drop off spot will be the Instant Furniture Rental office in each city.
- Judges will judge each board, **winners will not be announced until Awards dinner!**

HOW TO PREPARE A GLASTAR ENTRY BOARD

- Entries are judged on content and board design. See Judging process on this page!
- Gather documents, photos, articles, brochures, & materials for your board.
- Be sure to include all items asked for! Each category asks for different information.
- Complete the entry form by writing in category name and attach form to back of entry board.
- Attach an envelope that includes another copy of the entry form, payment and the **4 x 6 glossy picture for slide show.**
- **Label the back of the picture** that you are submitting for the slide show, include the following **typed on a label:**
 - Category Name
 - Community Name and Individual Name
 - Unit count or age
 - City & Apt Assn.

ENTRY BOARDS - WHAT YOU NEED TO KNOW

- All photographs and print materials must be mounted securely to the board.
- The board size can not be larger than 36"H X 48"W
- The board must be made of foam, poster, or card board.
- The board cannot be made of wood, glass, or plastic.
- All materials must fit on poster board. (No hangovers)
- The condition of your board for the judges and for showing at the event will only be as good as you secure your items on the board! Please use extra glue and tape. We move the boards 3 times by the date of the event!
- **All must have reference letters and one page nomination letter.**
- **The Deadline to submit board is September 23 at 5:00pm**

AWARD CATEGORIES

Manager of the Year (A)

* Show budgetary and management skills

Assistant Manager (A)

* Show management skills & support to Manager

Leasing Consultant (A)

* Show closing ratio and resident retention skills

Leasing Team of the Year (A)

* Team spirit & closing ratio

Maintenance Person (A)

* Skills & innovative ideas

Maintenance Team (A)

* Team spirit & skills

Maintenance Supervisor

* Leadership & skills

Regional Manager

* Leadership & budgetary skills

Grounds Keeper

* Dedication & skills

Housekeeper

* Dedication & skills

Vendor Categories:

Business Partner of the Year

* Involvement in Association as a company

Customer Service Rep

* Outstanding service to the customers

Best advertisement

* Creativity, concept & design

Some categories have an (A) next to them and that means it is broken down by number of units.

The Floor Plan Categories are the only (B) option and means it is broken down by year of the Community.

Some do not have anything next to them! That means there is one winner in that category!!

Best Curb Appeal (A)

* Use of landscape & design

Best Newspaper Ad

* Creativity, concept & design

Best Display Ad in a Guide

* Creativity, concept & design

Best Overall Marketing Theme

* Creativity, concept & design

Best Leasing Office (A)

* Overall design, & layout

Website of the Year for Community & Associate

* Execution & design

Best Decorated Model (A)

* Use of color & accessories

Best Exterior Signage (A)

* General appearance & theme

Best Brochure (A)

* Graphic design & copy write

Best Employee Retention

* Ideas to retain employees

Best One Bed Floor Plan

Best Two Bed Floor Plan

Best Two Bed Plus Floor Plan *all floor plans (B)

* Based on overall layout, use of space, and architectural features

Management Company of the Year * Based on Management capabilities at multiple sites with regard to all categories above.

Best Overall Star Senior Community

* Exemplifies the highest standards in the Senior Housing Industry

Best Overall Star Community (A)

Exemplifies the highest standard of the industry in all areas.

OPTION A OR B

On your category entry form please state what category & which option: A or B. Never both!!! See above.

Option A based on number of units: 1 to 150 units

151 to 300 units

301 to 450 units

451 & above

Option B based on the age of your community

1 to 10 years

11 to 20 years

21 & older

The Floor Plan category is the only category marked "B"!

All entry boards must include the following:

- Nomination letter
- Reference letters from any of the following:
 - * Residents
 - * Co-workers
 - * Management



GLAStar Entry form - *Please make copies of this form!* Each category that you choose to enter will need a separate entry form. One copy of this form goes on back of board and one copy in envelope with payment.

Category: _____

Option A: Unit Division: _____ 1 to 150 _____ 301 to 450
_____ 151 to 300 _____ 451 & up

Or (not both!!!)

Option B: This is only for the floor plan entries!! Year division: _____ 1 to 10 years
_____ 11 to 20 years
_____ 21 & up

Management Company Name: _____

Community or Vendor Company Name: _____

What city is community located: _____

Person/team who is being nominated: _____

Phone number: _____ Check enclosed _____ 4 x 6 glossy picture enclosed _____

What Local Apartment Association are you a member of? _____

(All the info here on this form needs to be on the label on the back of the picture that you turn in to be in slide show –the picture you turn in should represent your company, property or the category in some way!!)

CONTACT INFORMATION

Please call the PMAM office at 616-531-5243 for more information.

PMAM Office
2757 44th Street Suite 306
Wyoming, MI 49519
616-531-5243
pma970@aol.com
PMAMHQ.COM

Thank you for your Membership!

Deadline date to turn in entry board: 9-23-05 at 5pm

Glastar Education date:
November 11, 2005

Glastar Awards date:
November 12th, 2005

Cost: \$50.00 per person for dinner

Time: 6pm to 1am

Awards, dinner and dancing!

GLAStar Committee

Contact for each city:

Ann Arbor & Detroit

Don Eckardt - 800-521-9938

Lansing & Flint

Fred Hanna 800-852-9274

Grand Rapids & Kalamazoo

Kathy Vallie 616-531-5243

Jessica Wressel 269-375-6300

GOOZ 2005