



ATTENTION AAGNO MEMBERS

 *Mark your calendars!*

The 2012 Product and Service Showcase,
Awards of Excellence and Board of Directors Installation
Thursday, November 15, 2012
at the Landmark Hotel in Metairie.

 *Cheer on your team!*

Visit the Products and Service Showcase
and support your associate members.
Cheer on your team members who were
nominated for an Award of Excellence!

*This year there will be new questions for the awards interview.
Information on nominations and products and service showcase
entries will be mailed out in the coming weeks!*

Congratulations!

AAGNO will install a new President this year,

Katie Rigsby

with Apartment Homes by Tonti.

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Annual Fall Education Conference - September 19, 2012

Make plans to join your peers, old friends and meet new ones at the 2012 AAL Annual Education Conference & Luncheon. The conference will take place at the historic Old French Opera House built in 1859 which held Opera shows for 60 years.

Education Speaker Julie Willoz:

Julie is a dynamic speaker, coach and leader who has been inspiring others to achieve their dreams for over ten years. She specializes in speaking on leadership and customer service as well as a seasoned career coach. Her leadership values were formed when she was a Guest Service Manger with Walt Disney Resort from 1999-2003. While a Transportation Operations Manager she worked in a fast paced high guest interaction operation providing support to hundreds of Disney "Cast Members".

Full Registration :\$95

Includes all functions

Education – 8:55 am – 11:30 am: \$60

2 CEC if you attend the classes only or 3 CEC for full registration which includes all events

8:55 – 10:10 – *Covering the Role of Social Media in the Apartment Industry*

10:15 – 11:30 – *Overcoming Day to Day Communication Challenges*

Vendor Trade Show – 11:30 am – 12:30 pm

Luncheon - 12:30 pm – 2:30 pm

Board Installation & 2012 Awards : \$45

Awards presented to 2012 winners
Installation of Board Members

Hotel Reservation

Old French Opera House (Inn on Bourbon Hotel)
541 Bourbon St. New Orleans, LA 70130 - Phone: 504-524-7611
All reservations must be made by September 1, 2012
Guest Rooms: \$147.00 price includes overnight parking
Hotel Block under Apartment Association of Louisiana ▲

Refunds will be given if cancellations are received by September 5, 2012. All cancellations and no show after September 5, 2012 will be invoiced in full.

Please make checks payable to: Apartment Association of LA. 3017
Harvard Ave., Suite 201 Metairie, LA 70006
Fax Registration form to AAL office at 504-888-2601
or email: tammysponge@aagno.com

Associate\Vendor Sponsorship & Tradeshow Apartment Association of Louisiana 2012 Annual Education Conference and Awards

The 2012 AAL Education and Awards will take place September 19, 2012 in New Orleans LA. At the Old French Opera House (Inn on Bourbon) The annual conference is the largest fundraiser for AAL. There will be an education session, a vendor tradeshow and luncheon which includes, the 2012 awards ceremony and installation of the 2012/2013 Board of Directors. AAL would like for you and your company to participate in this great event. Listed below are all the opportunities to do so:

Sponsorship:

Platinum – Full Conference Sponsor \$900.00

- Company name will be at the top of the sponsor board and displayed throughout the conference.
- Admission for 4 to attend the conference, includes Education Session & Luncheon
- Attend the Board of Directors reception on Tuesday Evening at 5:30 pm
- Display in the Table Top Vendor Show.

Gold - Board of Director Meeting Sponsor \$550.00

- Company name will be on the sponsor board
- Admission for 2 to the luncheon
- Attend the Board of Directors Reception on Tuesday evening at 5:30 pm
- Display in the Table Top Vendor Show.

Diamond - Table Top Vendor Luncheon \$350.00

- Following the morning Education Session, prior to the luncheon associate/vendors will host a table top show. You may display company items on the table and decorate to your preference. A representative from each company will have an opportunity to speak during the luncheon and promote their products.
- Admission for 1 to the luncheon

In order to guarantee that attendees visit your table AAL will have a cash drawing at the end of the show for attendees to participate in. To qualify for the drawing, attendees will have to visit each vendor table and each vendor initial their sheet before it goes into the drawing. ▲

If you and your company are interested in participating in this great event, please fax or email your company name, contact person, and phone number to AAL at 504-888-2601 or tammysponge@aagno.com an invoice will be mailed.

Call for Nominations:

2012 APARTMENT ASSOCIATION of LOUISIANA INDUSTRY AWARDS

The AAL Industry Awards are designed to honor outstanding members who by their participation had a positive effect on the apartment industry.

Nominees eligible must have a minimum of three years experience in the apartment industry. A sponsor (employer or supervisor) will nominate the individual in property management or individuals for Associate of the year, stating why they feel the person deserves the award.

The nominee's local apartment association must submit a brief endorsement for each nominee, No one may be nominated for more than one category.

Nominees must be members in good standing of their local, state and national apartment associations.

QUALIFICATIONS:

You may nominate: Service Technician of The Year, CAM, CAPS, PLP/NALP and Associate of the Year. All nominees for designate awards must have a current designation.

A letter of nomination from the employer\sponsor, supervisor etc. In the letter DO NOT include the name of the management company or the property name, this information will be filled in on the nomination form. This will prevent any preference on the judge's selection for winners.

JUDGING & AWARD PRESENTATION:

All nominations will be sent to a National Representative with the National Apartment Association for judging. The winners will be presented an acrylic award during the luncheon on September 19, 2012 at Old French Opera House (Inn on Bourbon Hotel)
New Orleans LA.

DEADLINE:

All nomination must be received no later than Friday, August 17, 2012. AAL-Award Nominations, 3017 Harvard Ave., Suite 201, Metairie, LA 70006 ▲

Nomination Form

Nominee's Name & Title: _____

CAM:___ CAPS:___ PLP/NALP:___ Maintenance Tech:___ Associate Member:___

Number of years in the apartment industry:_____

Nominee's Company Name, Address & Phone Number:_____

Local Association Name:_____

Sponsors Name, Title & Employer:_____

Phone Number:_____ Relation to Nominee:_____

Please attach this nomination form to the letter of nomination. REMEMBER IN THE LETTER DO NOT USE THE NAME OF THE COMPANY OR PROPERTY.

Dear Members of the Apartment Association of Greater New Orleans:

This week the Apartment Association of Greater New Orleans (“AAGNO”) was successful in getting SB393 killed in the Louisiana House Committee on Civil Law. The Apartment Association of Greater New Orleans and the Apartment Association of Louisiana committed significant time and resources in this effort as passage of SB393 would have seriously slowed down the eviction process to the detriment of our owner members statewide.

To defeat this legislation we were able to bring together a large group of industry owners, regional managers and on site managers to pack the committee room and speak against the bill. We were also able to enlist the aid of Judge Charles Cusimano and Judge Connie Moore both whom appeared in person at the committee hearing to voice their concerns.

I would like to offer a special thanks to attendees of the hearing:

Jacob Kansas – Phoenix Properties and AAGNO
Stacey Shane-Schott - The Apartment Association of Louisiana
Tammy Sponge - The Apartment Association of Greater New Orleans
Margaret Farmer, Shreveport Bossier Apartment Association
Phil Yeates - Yeates & Company & Baton Rouge Apartment Association
Norman Morris & Jim Harris - Louisiana Realtors
Wendy Sargent, Karen Kirkland & Jami Comeaux - 1st Lake Properties
Katie Rigsby - Apartment Homes by Tonti
Melissa O’Neal - Asset Plus Properties
Michael Kraft - Angele Apartments
New Orleans Home Builders Association and Multi Family Council
Barbara Broussard, La. Justice of the Peace and Constables Association

Our efforts to kill this bill did not begin at the hearing. Early in the process we reached out to Senator Murray, the bill’s sponsor, to discuss our concerns and offer amendments to mitigate the poorly written parts of SB393. Unfortunately, Senator Murray was not willing to consider compromise or listen to our concerns. That prompted a campaign to “kill the bill” which involved persistent calls, emails and letters to members of the Legislature.

The AAGNO understands its key role in protecting our members from bad legislation and law makers who promote it. As a member of AAGNO you can depend on our commitment to fulfill our mission as spokesman, educators and defenders of our industry.

Sincerely,

J. Mark Madderra
President - AAGNO



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Please Join AAGNO in Congratulating 365 Connect for Winning The Louisiana Technology Council Coup D' Tech eWARD

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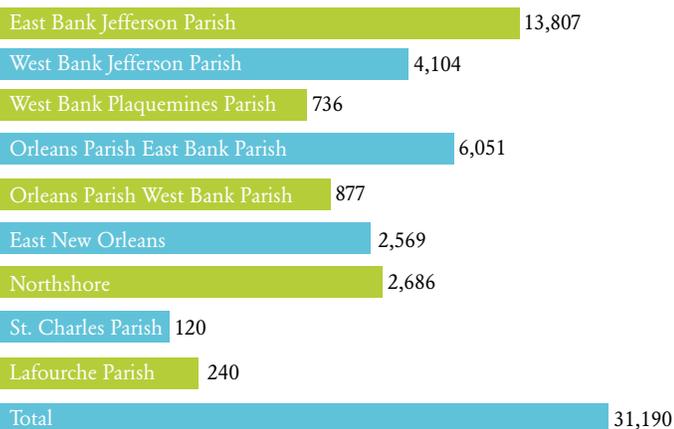
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Flooring Representative
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Steve Catalano
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365 Connect, the New Orleans based, award-winning online technology platform provider for the multifamily industry, has received the 2012 Coup



D' Tech eWARD from the Louisiana Technology Council. The eWARDS recognizes innovation and achievement for those in the community that have made a positive impact in the technology industry over the past year. This highly coveted award further cements 365 Connect's role as the leader in creating leading edge, web-based technology platforms for the multifamily industry.

The eWARDS is a statewide cooperative program designed to recognize technology achievements from regions across the State of Louisiana. The Louisiana Technology Council, regional economic development organizations and various chambers of commerce throughout the state support eWARDS. Winners in each region will compete for the Governor's Technology Awards.

365 Connect received this prestigious award for its leading edge Locate, Lease and Live Technology Platform it provides to the multifamily housing industry. The 365 Connect Platform stands out with its unique ability to market an apartment community across the Internet on high traffic sites, automate Social Media postings, deliver desktop and mobile platforms for prospects to transact business, and provide residents online services and communication tools to enhance retention rates. 365 Connect has created an array of award-winning technology platforms that work in unison to reduce marketing costs, produce revenue by renewing leases, and save management staff valuable time.

365 Connect received the 2012 eWARD from the Louisiana Technology Council in the Coup D' Tech category, which honors a company for its unique cutting edge and innovative technology product or service that is able to distinguish itself from others and help the state economically and as a technology leader. As 365 Connect builds all of its proprietary software in-house, never outsourcing a single component, it continues to serve as an economic engine for the state's economy. As an eWARD winner, 365 Connect will now compete for the Governor's Technology Award later this year. ▲

Congratulations 365 Connect from the Apartment Association of Greater New Orleans, we are proud to have you as one of our members!

The Role of Property Manager is Changing:

Will You Move With it or Will You be Left Behind?

I recently had the tremendous pleasure of hearing real estate industry expert and visionary Christopher Lee speak at a conference about his new publication, "Transformational Leadership in the New Age of Real Estate". Lee has a "Tell-it-Like-it-is" attitude that's mirrored in his writing, and his document sets out the likely future of the real estate industry.

During this talk, Lee made several thought provoking observations, but one in particular stands out. He predicts that in the course of the next 10 years, our industry will face an exodus of founders, senior-level executives, and experienced professionals. Lee forecasts that by 2025 more than 65 percent of present senior leaders will have left their roles. He comments that the combination of retiring Boomers and lack of young and next generation talent (Gen Xers who aren't ready and Gen Yers who are still learning) will result in a talent vacuum.

.....

It's becoming apparent that property managers must start thinking creatively and move away from a reactive reliance on passive revenue streams.

.....

Surely we, the younger generation of real estate managers, don't want to be categorized as generationally inept? I have no desire for my career and goals to be defined by a deficit among others in my generation. As a property management professional, the question to ask yourself is whether you are prepared to take that important next step. Becoming successful starts from within, by becoming the "CEO of your own career."

As the CEO of our own careers we have more control over our professional development than we realize. Some managers will only consider promoting employees who proactively request

a development and promotion plan. If an employee can't demonstrate the drive to move their own career forward, what confidence can a manager have that they will lead others?

The role of property manager has undergone changes over the last business cycle, and these changes offer opportunities for us, as individuals to take ownership of our role. An increased emphasis has been placed on communications, and as a result, managers spend a large part of their time managing processes instead of resources. Instead of creating value from new and existing customer relationships, they're devoting their time to collecting rents, preparing budgets and responding to enquiries from corporate offices.

As a result of this shift, managers are somewhat perceived as "an asset custodian." Its strategic potential to create long-lasting resident relationships and grow resident satisfaction has diminished. However, the manager function is changing again, so that in the future it will focus more on adding value rather than managing processes.

It's predicted that in the future, successful real estate companies will generate 50 percent or more of their income from selling knowledge, access to customer bases and non-asset services in a manner similar to the way they currently generate income from management fees. It's becoming apparent that property managers must start thinking creatively and move away from a reactive reliance on passive revenue streams. Managers will need to seek out business opportunities for building customer and stakeholder relationships.

Lee describes a change in hiring practices from the traditional focus on previous employers towards demonstration of ability in competency, motivation and cultural fit. Research conducted by Lee's organization identified the following qualities sought by best-in-class real estate firms when hiring new employees:

1. Knowledge of the Business
2. Multitasking Skills
3. A Passion for the Business
4. Leadership Skills
5. Career Growth Potential
6. Data Interpretations Skills

The industry has seen great change in recent years that is undeniably set to continue over the next 10 to 20 years. If we are to survive, our functions must change to meet these challenges and maximize the opportunities we identify. ▲

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Top 10

Social Media Priorities for Apartment Marketers

When a property management company calls, usually the only thing they know is that they need help with social media! But, help with what exactly? That's when the call can become quiet.

"You tell us." There are so many ways we can help, but we need to clarify the situation, realize the opportunities for improvement, and then establish your priorities. What have you done to-date? If you've already gotten started, will we need to work backwards to cover the basics?

Here's a Top-10 checklist to help prioritize your social media marketing needs when hiring a consultant.

Ask if your consultant/social media manager:

1. Provides guidelines for policies, work in conjunction with the legal and HR departments to finalize and distribute mandatory employee policies.
2. Creates processes for monitoring all pages and activity from a management-level, including a crisis strategy and procedure.
3. Provides training for different levels of activity. For example, all employees need basic social networking training (privacy, security) but those managing the individual community pages need specialized, hands-on training.

4. Develops a comprehensive evaluation of online presences and lists opportunities for improvement (email, website, social networks).
5. Creates basic corporate social media strategies and develops individual social media strategies depending on the needs of each community.
6. Determines measurable goals, tools and tactics.
7. Creates sample and actual content calendars for posting.
8. Brainstorms for creative marketing initiatives to spread the word about the pages online and to reward participating community members.
9. Provides high-level management and consistently branded Facebook pages, Twitter accounts, etc.
10. Shares ideas for integration of social strategy throughout marketing initiatives.

Some of these tasks are more easily done by a consultant and some are best done in-house. There are advantages to hiring a consultant – time/availability and experience are the best reasons. Determine which priorities need to come first and hire appropriately. Consultants can work within your budget, based on your priorities, and point you in the right direction! ▲



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National Lease Program

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Responding to Reviews Online:

80% of review site users feel that a management response to a bad review is reassuring. – TripAdvisor, 2010

Would you, could you, should you... respond to an online review?

Customer reviews land at the top of search results. In some cases it may be advised to respond to negative, and even positive, reviews. Set objectives and create a policy and a plan for responding to reviews.

95% of review readers become suspicious when only positive reviews are available. – Reevoo, 2011

The most important objectives for responding to reviews online:

- Demonstrate that you're listening
- Understand their perspective
- Provide the opportunity to explain the situation
- Be accountable, provide solutions, and solve problems
- Attempt to change perceptions
- Win over new residents
- Reinforce the positive

Important to note: Don't remove content posted unless it is attacking, violent, threatening, racist, offensive, pornographic, uses foul language or violates Fair Housing Laws.

When to Engage a Positive Reviewer:

Positive comments are those that thank your company for the value or their experience. Thank everyone on social networks that leave positive or thoughtful comments. Consider thanking positive reviewers occasionally on review sites.

Share positive reviews on your website, in testimonial blocks within your email marketing, on social networking sites, and within your printed materials (including signs).

When to Engage a Constructive Reviewer:

Constructive negative comments are those that criticize your brand, company or service but invite opportunities to solve the problem.

This is the MOST critical opportunity to apologize, without flaw or fault and provide a solution to the problem. Focus on these three issues first, before addressing any others:

- Maintenance
- Safety/Security
- Customer Service

Start with these questions when addressing critical issues:

1. When did the issue(s) begin?
2. How many times has the customer encountered the issue(s)?
3. Can you fix the issue(s)?
4. What can you do to improve or prevent the issue(s) in the future?



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How to Engage a Negative or Disruptive Reviewer:

Negative and disruptive comments are non-constructive insults to a company, service or employees designed to distract or interrupt the conversation.

Is there any merit to the claim(s)? If not, provide facts and ask for corrections to the content. If so, offer to discuss the issue offline. NEVER be defensive or appear to be covering up the facts!

Should You Engage With Spam?

Spam is when someone posts links or content completely unrelated to the community or service. Take a screen capture or save the HyperAlerts notification, delete the content from the social networking pages and, for repeated offenses, ban the user from publishing again.

Additional measures you can take to protect your online reputation:

- Own any and all negative URL's that include your company name and community names.
- Set appropriate privacy settings on each social networking profile.
- Claim your Google Places pages
- Claim your Yelp account
- Consider ApartmentRatings account
- Train employees about reputation management and privacy ▲

Your prospects and residents are everywhere.



Where Are You?

If you were here...

Our platforms market your community across the Internet on high traffic sites, feature desktop and mobile platforms for prospects to transact business, automatically push content to Social Media sites and deliver online services and communication tools to your residents to enhance retention rates. 365 Connect has created an array of award-winning technology platforms that work in unison with each other to market, lease and retain residents in multifamily communities. Our platforms are proven to reduce your marketing expenses, produce revenue by renewing leases, and save management staff valuable time.

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Square Footage Was So “Last Year”

The other day—a Friday night, to be exact—my roommate said she didn’t understand why we never met single guys.

“I really don’t get it,” I said to her, sitting on the couch in an oversized t-shirt, scrolling through the TV’s On Demand menu so I could watch Maria Menounos and Derek Hough’s rumba (for the third time) on “Dancing With the Stars.” “Hey, do you mind if I open a can of tuna?”

It had the makings of a “48 Hours” mystery.

Admittedly, I do spend a lot of time in my apartment. Often, I’m writing and reading, both of which seem like noble pursuits at any age—even if the books I get from the library are intended for 16-year-old girls. As for the rest of the time—when I’m watching ballroom-dancing competitions and searching for batteries for my Bop It and extracting all the sopapilla pieces from a gallon of limited edition cinnamon ice cream with the precision of brain surgeon—there’s no real excuse.

But I’m the exception, not the rule.

The majority of Gen Y renters are rarely in their apartments. According to many multifamily housing developers, these young renters prefer to spend their time socializing in a community clubhouse or out in the city. They’re hanging out in public spaces, eating at restaurants and coming home to sleep.

Thus, apartment square footage is no longer a priority.

When it comes to the kitchen, for example, some developers say that many Gen Y’ers require no more than a compact refrigerator and a two-burner cook top—more than adequate, I suppose, when preparing canned tuna.

Instead of designing enough space for a kitchen table, developers are favoring moveable islands that not only provide a place to maul a tub of ice cream, but a flexible dividing line of sorts between the kitchen and the rest of the apartment.

Bedrooms are also getting smaller. Many are now designed to flow into the rest of the apartment, with a panel divider or sliding, translucent door that provides privacy when needed and a sense of openness the rest of the time. These rooms have become a functional place to sleep rather than a space to hang out.

Although young renters are sacrificing square footage in most rooms and leasing studio apartments as small as 350 square feet, the one thing most developers say should never be downsized is closet space.

A small living room, kitchen and bedroom are no big deal, but every 25-year-old needs a place to store their Bop It.

For more on interior design and floor-plan trends, check out “Size Really Doesn’t Matter” in the June issue of units, which mails June 7. ▲





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CALENDAR OF EVENTS

August

Management Workshop: Time Management and Organization

Tuesday, August 14, 2012

Location: TBA

Instructor: Carolyn Couto with For Rent Media Solutions

Cost: \$23.00 per person – 9am-11am

2 CEC for all NAA Designations

September

Apartment Association of Louisiana Fall Conference

Wednesday, September 19, 2012

Hosted by: The Apartment Association of Greater New Orleans

See pages 2-4 in the newsletter or email

tammysponge@aagno.com

Maintenance Workshop: Appliance Troubleshooting

Date and Location TBA

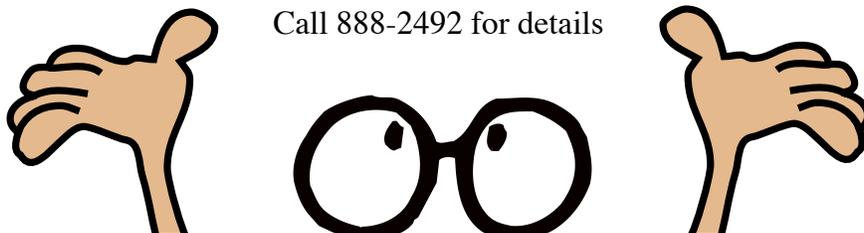


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Move.com – 800-978-7368
Real Page Inc – 972-820-3015
Rent.com – 866-441-7368

Advertising – Rental Guide

New Orleans Renters Guide
– 504-710-7230
Apartment Finder – 225-273-5907

Air Conditioning

A&R Air Conditioning & Appliance
– 504-887-1416

Broker

Larry Schedler & Associates
– 504-836-5222

Carpet Cleaning

Cosmopolitan Carpet Cleaning – 225-667-2155

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Contractors/Construction

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First Data – 504-701-0068

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Madderra & Cazalot – 504-835-6900
Lake Insurance & Financial, Inc
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Integrity Carpet – 504-712-5485
Sherwin Williams Flooring
– 504-734-0070

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Weiner Cort Furniture Rental
– 504-733-8381

Garbage Waste Service

Fast Trash Service – 504-654-7709
Richards Disposal – 504-241-2142

Insurance/Renters Insurance

Allstate: Cambias Agency – 504-888-8207

Allstate: Kelly Buckwalter
– 504-469-4800

Allstate: Eddie Corcoran – 504-469-6400
Carbo Insurance – 504-488-0070
Chumney-Powell Agency – 504-455-1234
Fontenelle & Goodreau – 504-454-8939
Lake Insurance and Financial, Inc
– 504-831-1778

Liberty Mutual – 504-837-7000

Janitorial Supply

Guillot Sanitary Supply – 504-835-1687

Landscaping

Garden of Eden – 504-391-1167
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Louisiana Landscape – 504-391-1800
Rotolo Consultants – 800-641-2427
Thrive of Louisiana – 504-453-3633

Laundry Service

Coinmach – 800-535-7327
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850-932-8348
Mac-Gray – 504-813-8789
Pierce Commercial Maytag
– 985-626-7852

Legal/Law Firm

Huber, Slack, Houghtaling, Pandit &
Thomas, LLP – 504-274-2500

Website/Internet/Marketing Apartments

365 Connect – 504-299-3444

Maintenance Product & Service

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Dr. Pipe Plumbing – 504-833-7072
Roto Rooter – 504-329-9772

Plumbing Parts

The Plumbing Warehouse – 504-378-8300

Property Savings Program (Orleans Only)

Clearesult – 504-523-9788

Real Estate Auction

Gilmore Auction Realty – 504-468-6800

Recycling Services

Phoenix Recycling – 504-322-7551

Resident Screening

Core Logic / SafeRent – 615-595-7337
Landlord Shield – 618-283-7055
Tracepoint – 504-482-2223
Trak 1 Technology – 866-998-7251

Resurfacing

Surface Restoration – 504-231-1871
Quality Resurfacing – 504-432-9495

Roofing

Independent Roofing Systems
– 601-922-4301

Solar Energy

South Coast Solar – 504-529-7869

Storage

Elmwood Self Storage – 504-737-7676

Telecommunications &

Cable Service

AT&T – 504-830-1993
Cox Communications Multi Dwelling
Units– 504-358-6870

Website Marketing

G5 – 541-693-4904

Wireless Internet

Circa – 504-520-9560
Data Shark – 985-373-7452

Utility Management – Submetering

NWP Services – 402-421-1668



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