

Apartment industry takes a bow

AWARDS | Annual CAMME presentation covers all aspects of rental business in Chicago area

BY BILL CUNNIFF

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The Chicagoland Apartment Marketing and Management Excellence Awards — billed as the “Academy Awards” of the Chicago area’s apartment industry — recently were presented to winners in all facets of the business.

About 800 apartment industry professionals attended the festivities, the 17th annual, at the Chicago Marriott Downtown Magnificent Mile.

“The CAMMEs are special because they recognize people who on a daily basis extend themselves to residents and meet the challenges of day-to-day operation of property,” said Judy Roettig, executive vice president of the Chicagoland Apartment Association, the sponsor of the event. The CAA represents 6,000 apartment professionals owning/managing 550 properties and 120,000 apartments in the six-county Chicago area.

“We honor all those involved in the operation of apartment buildings — on-site managers, maintenance staff, landscapers, architects, marketing staff and many more,” she said.

Here are the winners of the most prestigious CAMMEs, the Property Excellence Award:

Tides at Lakeshore East

Best High-Rise Built after January 1995.

The 51-story building has 608 apartments, including studios, convertibles, 1-bedrooms and 2-bedrooms, plus parking for 381 cars.

“The CAMME awards represent the best in rental properties throughout Chicago. We are honored our marketing and management efforts have been recog-

nized,” said Tricia Van Horn, vice president of marketing for NNP Residential, the managing firm.

“The Tides has been very successful due to an outstanding Shore Club amenity package, well-designed floor plans, fantastic views and one of the best locations in Chicago,” she said.

Lakeshore East is a new downtown neighborhood rising where the Chicago River meets Lake Michigan.

For more information, visit www.rentNNP.com or call (312) 540-0400.

McClurg Court Center

Best Mid-Rise/High-Rise built before January 1995.

The high-rise at 333 E. Ontario in Streeterville was constructed in 1972. The building has 1,058 apartments, including studios, convertibles, 1-bedrooms and 2-bedrooms.

“What is most enjoyable about winning a CAMME Award is the look of pride on the faces of your employees when they truly know that their peers have rewarded all their efforts,” said Diana Pittro, president of RMK Management.

For more information, visit www.rmk.com or call (312) 407-6700.

Riverside Village

Best Affordable Development built before January 1995.

Riverside Village, at 13215 S. Indiana in the Riverdale neighborhood on the Far South Side, was renovated in 2007.

“Our property manager, Shangwe Parker, worked diligently to overcome security issues and other challenges — while maintaining a 96 percent occupancy rate,” said Maureen Vaughn, director of marketing and communications for Habitat Co.

For more information, visit www.habitat.com or call (312) 527-5400.

AMLI at Danada Farms

Best Garden Apartments built before January of 1995.

Apartment amenities at the site in west suburban Wheaton include full-size washer & dryers, vaulted ceilings and wood-burning fireplaces. Complex highlights include a fitness center, a business center, tennis courts and two swimming pools.

“With 600 units, you never know where the next phone call will take you,” said Bonnie Kaplan, who won a CAMME as “Best On-Site Manager.” “Every day is different, and that is what makes this job so much fun.”

For more information, visit www.amli.com or call (630) 682-8448.

AMLI at Naperville

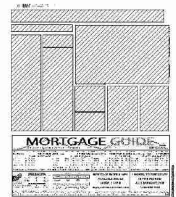
Best Garden Apartments built after January 1995.

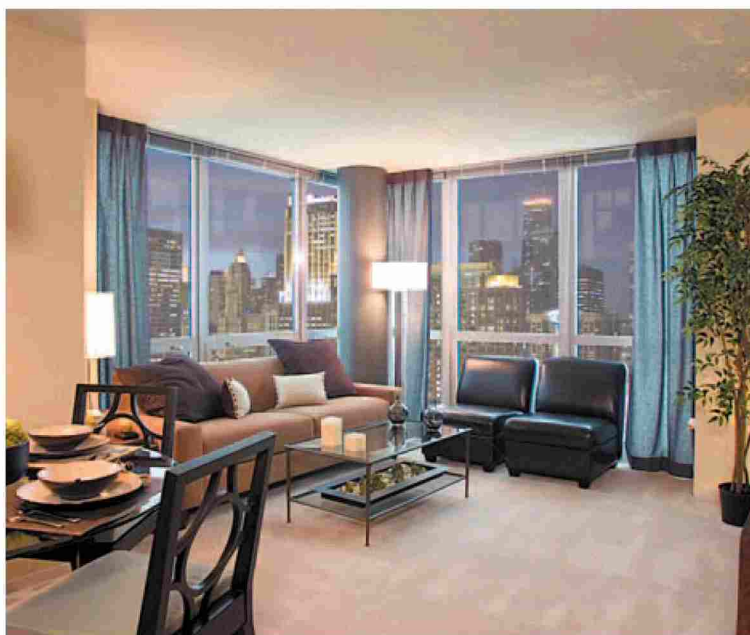
“We get really excited about the CAMME Awards every year,” said Darlene Egan, an AMLI regional manager. “I think winning an award is an honor to our people. It also is a great honor to be recognized by our peers and by the Chicagoland Apartment Association.

“Our secret to success is our people,” she said. “The people on-site maintain their properties in a consistent manner. So when the time comes, they’re ready for a nomination, and they present themselves well.”

For more information on AMLI at Naperville, visit www.amli.com or (630) 428-1400.

For a complete list of 2009 CAMME winners, visit www.caapts.org.





The Tides of Lakeshore East (left) won a Chicagoland Apartment Association Award for “Best High-Rise Built after January 1995.” Above: The building at the Chicago River and the lake provides splendid views.