



FOR IMMEDIATE RELEASE

Contact: Jason Kinney
Desk: (916) 290-6155
Mobile: (916) 806-2719

San Diego County Apartment Association Rebuilds and Strengthens for 2011, Affiliates with National Apartment Association and Retains New State Government Advocates

NAA, State Lobbyists Steve Carlson and Tim Coyle offer a powerful mix of new capabilities and services for SDCAA members

SACRAMENTO, CA (February 2, 2011) – The San Diego County Apartment Association (SDCAA), one of the state’s most effective rental property associations, announced today that they have strengthened their organization and service to members by terminating their contract with the California Apartment Association (CAA), affiliating with the National Apartment Association (NAA) and retaining well respected advocacy firm Steve Carlson & Associates to represent them in the halls of state government. The action comes during a historic downturn in the economy and was precipitated by a significant cost increase to the local association by CAA.

Joining Carlson in representing SDCAA is long-time housing lobbyist Tim Coyle. Carlson and Coyle have partnered to represent other residential rental associations in Southern California including the Apartment Association of Greater Los Angeles and the Santa Barbara Rental Property Association.

“Our board felt that Steve Carlson and Tim Coyle were the right fit, with the right experience dealing with housing issues, the right relationships at the capitol and the right value to represent our members’ needs in Sacramento,” said Karen Murphy Gross, President of the SDCAA Board of Directors. “It was a tough decision, but these are tough times and we needed to make sure that our interests were well represented.”

Carlson and Coyle predict 2011 to be a year of transition with a new administration and many new legislators. Issues such as rent control and changes to Costa-Hawkins, which governs rent control, potential new regulations such as certain types of tenant restrictions, sub-metering regulations and the state’s budget problems are likely to occupy much of their time on behalf of SDCAA.

“We’re excited to represent SDCAA and help their members communicate the needs and concerns of the San Diego rental property community,” said Steve Carlson. “It’s a dynamic moment in California’s history and San Diego’s rental property professionals can be key players

in protecting their residents, while helping the Legislature, Governor Brown and his new administration on solutions to the various problems facing our state,” added Tim Coyle.

Carlson has an extensive background in the rental property industry, including serving as the Executive Director and state legislative advocate for the California Housing Council (CHC) for 26 years. CHC was a trade organization representing the largest owners, managers and developers of multi-family properties in California. As well as representing the Apartment Association of Greater Los Angeles since 1987, and the Santa Barbara Rental Property Association since 2007, Carlson also represents CTIA - The Wireless Association and the Direct Marketing Association, among others.

Coyle is no stranger to multi-family residential property issues having served as Governor Wilson’s Director of Housing and Community Development (HCD) for five years. Prior to coming to HCD, Coyle served in the US Department of Housing and Urban Development as Assistant Secretary for Legislative and Congressional Affairs. After leaving HCD, Coyle became the Senior Vice President and chief lobbyist for the California Building Industry Association for 14 years.

Affiliation with NAA also comes at an important time as the federal government grapples with budget, taxation and social policy issues that could dramatically impact the residential rental economy.

“Our members are concerned about their economic future not just here in California, but nationally as well,” said Gross. “NAA adds the collective strength and grass-roots legislative, regulatory and political intelligence on local, state and federal issues of 170 associations in 48 States at a very low cost,” Gross continued.

The National Apartment Association (NAA) is America’s leading advocate for quality rental housing. Based in Arlington, Virginia, NAA’s mission is to serve the interests of multifamily housing owners, managers, developers and suppliers and maintain a high level of professionalism in the multifamily housing industry to better serve the rental housing needs of the public. NAA is a federation of nearly 170 state and local affiliates, comprised of more than 51,000 multifamily housing members representing more than 6.1 million apartment homes throughout the United States and Canada.

For more than 90 years, the SDCAA, a not-for-profit trade association has been serving the needs of rental housing operators and industry suppliers. SDCAA’s 2,200 members with more than 134,000 units provide valuable housing opportunities for many San Diego County renters, and it is the volunteer leaders in particular who strive to ensure the adequacy and continued local supply of rental housing.

###