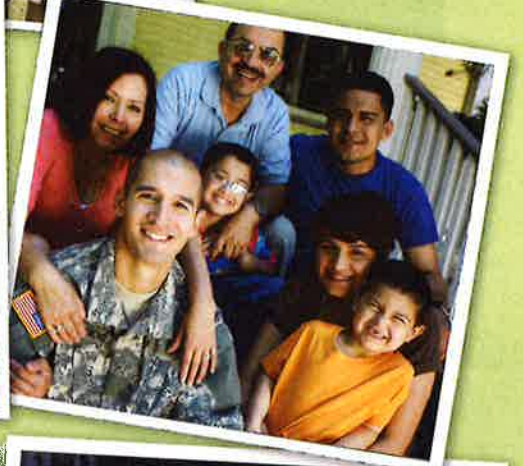


Texas

APARTMENTS



OPERATION: HERO

TAA salutes industry
heroes (like you!)
this April in
San Antonio!



MULTIFAMILY LEADER BLESSED BY INDUSTRY'S SUPPORT OF VETERANS, CAMP HOPE

Doug Brown heard the sobering statistics associated with veterans struggling with PTSD—and knew he could not sit by and do nothing. Instead, this industry vet, with an outpouring of support from others in the industry, has put his skills to use helping The PTSD Foundation of America's model Camp Hope program in Houston.

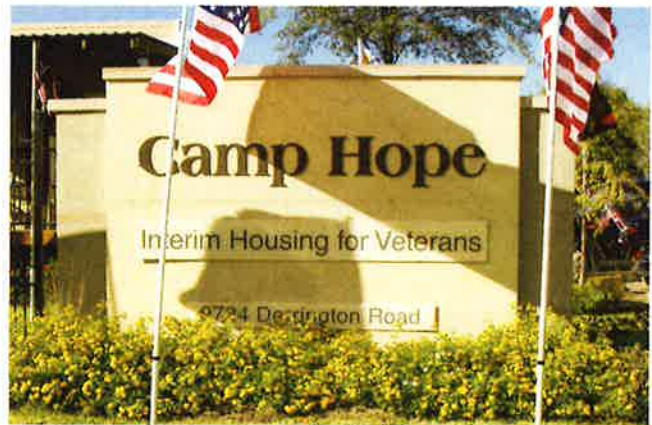
Doug Brown
Global Managing Director, GREYSTAR Capital Projects Group
Houston, Texas
Chairman of the Board, Camp Hope

Give us a little background about your work with Camp Hope and veterans. What are some of the key needs Camp Hope tries to meet?

I became involved with The PTSD (post-traumatic stress disorder) Foundation of America four years ago after learning of the terrible loss of our returning veterans due to post-traumatic stress. At that time the suicide rate for veterans was 18 per day! As a father and a patriot I could not sit idly by and not try to help stop this horrific pandemic.

I initially volunteered to help with a veterans' jobs initiative involving contractors in the multifamily industry. At that time, The Foundation had decided to create some type of interim housing for the homeless veterans that were in the program. It had just purchased a five-acre undeveloped property in Northwest Harris County and had begun to clear the site. My background has been in development, construction and renovation of multifamily properties for 30 years. I immediately felt moved to volunteer to head up this effort. My vision was that if the community could step up in support of our veterans by building Camp Hope, then it would free up The Foundation to focus all of its energy and funds in direct support of the veterans' programs.

Camp Hope currently consists of three homes, a headquarters building and a community building. We will be starting our newest residential building, The Lodge at Camp Hope, within the next 60 days. It will consist of a total of 26 bedrooms. Camp Hope is now a successful model for what the community can do to save and help our returning heroes when our government is failing so miserably. Veterans from around the country can come to Camp Hope, at no cost, for interim housing, combat trauma counseling and a variety of other programs to help them learn to live with PTSD and adjust back into civilian life.



TAAEF CEO Session focuses on military careers initiative

The TAA Education Foundation's special CEO Session at the TAA Education Conference & Lone Star Expo in San Antonio will highlight the Foundation's military careers initiative, our relationships with organizations that support the military in a variety of ways, and how these partnerships benefit our companies, industry and communities.

The invitation-only session, designed for TAAEF's major donors, company CEOs and select industry leaders, is scheduled from 1-2:15 p.m. on Thursday, April 23 during the TAA *Operation: Hero* Education Conference & Lone Star Expo in San Antonio.

Featured panelists will include representatives from Camp Hope, a representative from Workforce Development, and Sam Merrick, CPM, Vice President of Military Affairs for Lincoln Military Housing. TAA Past President Stacy Hunt, Greystar Real Estate Partners, will moderate the panel.

For more information, contact Becca Ramati at becca@taa.org.



The 3rd Annual Camp Hope BBQ Fundraiser raised more than \$100,000 for Camp Hope, attracting 30 cook-off teams and 600 attendees. The event features raffles, auctions, events for kids, live music and free barbeque. (Doug Brown is far right in the check presentation picture.)

How has your volunteer work with Camp Hope influenced your work in the apartment industry?

I've always considered myself blessed with a career in the multifamily industry! I work nationally and internationally and it's like one huge family no matter where I go. The quality and sincerity of the people I meet and work with is inspiring. The outpouring of support for Camp Hope and our veterans from multifamily contractors, material suppliers and Houston Apartment Association members has been incredible! There would not be a Camp Hope without their commitment to our veterans!

What's your perspective on hiring veterans for jobs in the multifamily industry? How can a vet's military training and experience prepare them for rental housing industry jobs?

Our veterans' job placement programs are a work in progress and will expand as we develop a larger base of business supporters. Veterans make great employees because of their military training! They tend to be very focused and mission-oriented as well as able to adapt to any job requirements. They are trained to work as team members, which is well suited for many positions in our industry.

Describe any personal experiences you have in hiring veterans to work in the rental housing industry.

Greystar is a very veteran-friendly company. We have veterans employed in all levels of our development, construction, capital projects and management divisions. We currently have two veterans in Greystar Capital Projects Group who have graduated from the program at Camp Hope. They have both been with us approximately three years and are great employees and team members. Neither had all of the knowledge required to be Construction Managers but gained it very quickly through training and on-the-job experience.

How can veterans "sell" their background and experience to hiring managers in our industry? What kinds of qualities or training are important to emphasize?

I believe veterans can "sell" themselves as candidates by emphasizing their teamwork skills. Their background is based on an organizational structure where they were continually training and learning a level of job and then mastering it before striving to be promoted to the next level. They have learned to overcome even the most extreme adversity while contributing as valuable members of the team.

What would you say to military veterans, or military spouses, who are considering the multifamily industry as a career?

First and foremost, it's important to know the multifamily industry has a line of team members who have a military background of some kind. Numerous veterans have found the industry lines up well with their skillset and provides a host of opportunities, and that the industry is a great choice for many reasons. The multifamily industry is an evergreen industry, meaning it is a core need and a part of the economic fiber of Texas and the U.S. We don't experience the extreme ebbs and flows of other industries. Also, it's constantly growing, expanding and improving and those connected to the industry are benefiting more and more in their personal growth.

However, the word about our industry has not yet reached every veteran or active military member, and the Texas Apartment Association (TAA), the TAA Education Foundation (TAAEF) and other organizations are working hard to close that gap and ensure the industry becomes a great landing spot for veterans working towards the next phase of their lives.

Describe any interaction you've had with the TAA Education Foundation, or the apartment association (at any level). How has that shaped your view of the industry?

Greystar has made both a monetary and personal investment in TAAEF. Jackie Rhone, CAPS, CPM, senior managing director at Greystar, served as President of TAAEF for two years and Greystar has been a TAAEF contributor since its inception, including the most recent fundraising campaign. It is our belief that an investment in TAAEF is an investment in the future talent pool of our industry. 🌟