



Mid America Apartments (MAA)		
American Hero score 449 (out of 500)	Hero rank 1 (out of 120)	Date of Report 10/20/2010
American Hero Companies highly reflect the values of Integrity, Humility, Diligence and Caring		

Business summary

A real estate investment trust (REIT), engages in acquiring, owning, and operating apartment communities primarily in the Sunbelt region of the United States. It was founded in 1977 and is based in Memphis, TN

Stock Performance*

	1 year	3 year	5 year	10 year
Mid America Apartments (MAA)	+47.16%	+11.78%	+11.10%	+14.56%
S&P 500	+10.20%	-5.63%	+2.14%	-0.17%

* These figures, from Morningstar, represent the stock's performance but not our investment results. There is no assurance this company will maintain it's "Hero" designation or be included in our portfolios. Past performance is no assurance of future results.

Values Scoring

Integrity	92%	Humility	93%	Diligence	81%	Caring	94%
Mission/Vision /Values in Corporate Culture	35/38	Servant Leadership	38/45	Fiscal Responsibility / Giving	55/75	Employee relations	55/60
Mission/Vision/ Values Statement	21/22	Teamwork	26/30	Quality/Life Enhancing Products	19/20	Support of Family	33/35
Management's commitment to values	34/35			Continuous Improvement	17/20	Community Relations	19/20
Awards and Recognition	25/30			Environmental Responsibilities	18/20	Customer Relations	48/50

Values Highlights

- Statements from the company:
The "MAC Way" of doing business involves putting people first.
We extend Open Arms® to families in medical crisis that require treatment away from home.
How we care for our residents and how we serve our communities tells the story of who we are.
Putting the customer first is a standard policy at Mid-America.
- Open Arms® provides housing to families in crisis whose members require medical treatment away from home. The Open Arms® Foundation was founded in 1994. Corporate funding, along with associates' payroll deduction participation, has helped to provide services to those in need.
- The "Resident Assistance Program" (RAP) is designed to improve the community life of the residents. Through a variety of community events, "families become friends" while living in Mid America's apartment communities. Beyond the usual pool parties and seasonal activities RAP offers a balanced series of community experiences for each member of the family. The Resident Assistance Program, at times, even creates a relationship between a Mid-America property and a local church congregation.
- For some properties the company contracts with Apartment Life, a faith-based, nonprofit organization passionate about helping owners "connect people and community". Apartment Life, headquartered in Euless, TX, recruits, trains and manages onsite CARES Teams (married couple/family or two single adults) to assist management in building community and serving residents. CARES Teams help turn an apartment into a "home" by welcoming new residents, planning social activities, providing lease renewal programs and offering resident support in times of special need.
- The company has won numerous awards and has been recognized for employee relations, leadership, landscape and beautification, and best place to live.
- Frank McRae, a former Methodist minister and "Special Consultant to the CEO for Corporate Culture" is currently working on an ambitious and involved plan to insure the company's values remain prevalent throughout its large and growing base of employees.