



2013 NAA Capitol Conference

MAKE AN INVESTMENT IN ADVOCACY

Give the Industry a Stronger Voice: Make an Investment with Dividends!

March 10-13 | The Omni Shoreham Hotel, Washington, D.C.

The NAA Capitol Conference is your **once-a-year opportunity** to join your industry peers in advocating face-to-face with your members of Congress.

This year's theme is **"Make an Investment in Advocacy."** In other words, **by dedicating a small amount of time, you can create a large impact** for your business and the industry for the long term.

Every apartment industry member needs to be part of the NAA Capitol Conference because **every day Congress makes decisions that affect you and your livelihood.** Congress needs to know how housing finance reform, tax reform and federal regulations help or hinder our industry in providing quality

apartment homes to 35 million Americans.

At this year's NAA Capitol Conference, you'll find out about our industry's **critical issues before Congress** and how to **present the issues effectively** to your elected officials on Lobby Day. You'll learn all about the **major economic impact** the industry makes both nationally and in the 50 states (as well as 12 major metropolitan areas). You'll hear from **nationally known speakers** and participate in **advocacy education** sessions to ratchet up your advocacy IQ. And you'll be briefed on the latest developments in NAA/NMHC's exciting **new public relations campaign.**

So don't miss out. Make an investment in advocacy. It will be the smartest investment you will ever make.



Conference Kickoff Monday, March 11 | 8:30 a.m.

MICHAEL E. DUNN
Grassroots Advocacy and PAC Expert
"Taking Political Involvement to the Next Level"

Set the stage for the Capitol Conference with Dunn's entertaining, motivating talk about how the new Congress creates opportunities and challenges for apartment industry advocates.



Government Affairs Roundtable Luncheon Tuesday, March 12 | Noon (Ticketed Event)

DAVID M. WALKER
Founder, CEO of the Comeback America Initiative

The former U.S. Comptroller General, subject of the critically acclaimed documentary *I.O.U.S.A.*, shares how we can fix the fiscal crisis to ensure that our country enjoys a sustainable economy.

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Who Should Attend?

Every NAA member needs to invest in advocacy, especially:

- NAA Delegates and committee members
- State and local Affiliate leadership
- State and local Legislative Committee members
- NAA Affiliates' association executives
- NAA Affiliates' government affairs staff
- Contract lobbyists
- NAA members interested in advocating for legislative issues
- NAA members looking for new ways to participate nationally.

Why Attending Is Your Best Investment

The most effective national associations in Washington, D.C., are ones whose members vote and spend time talking to their elected representatives about their industry's issues and the role public policy can play. Most new members of Congress don't know about multifamily rental housing and commercial real estate. As a working representative of the apartment industry, you can tell new and returning members of Congress first-hand about the role apartments play in their districts. You can build or strengthen relationships with them—especially with veteran members of Congress who often hold important committee posts. As a constituent, you have a powerful influence.

Because you vote, they'll listen!

Hotel and Travel Information

The Omni Shoreham Hotel

2500 Calvert Street NW | Washington, D.C. 20008 | 202/234-0700

Reservations: 800-THE-OMNI (800/843-0004)

Hotel Information

When making your reservation, ask for the National Apartment Association room rate of \$259 per night single/double occupancy. The NAA room block fills quickly. Please make your reservations early. **Friday, Feb. 8 is the NAA rate cut-off date.** This date only guarantees the NAA rate; it does not guarantee that the hotel will have available rooms.

Travel Information

Airports: Ronald Reagan National Airport (DCA) is just 10 miles from the Omni Shoreham. Washington-Dulles International Airport (IAD) is 30 miles from the hotel and Baltimore-Washington International Airport (BWI) is located 40 miles from Washington, D.C.

Ground Transportation: Please visit NAA's website for information on ground transportation and the D.C. Metro service from local airports to the Omni Shoreham.

New to the Capitol Conference? If you have never attended before and attend this year's Conference, you will be eligible to win two nights of accommodations at the 2014 Conference.

Registration Information

Registration for the Capitol Conference is complimentary for all NAA members. However, all attendees are asked to register in advance. A \$50 fee will be charged to anyone who registers after Thursday, March 7 or on-site. Registration includes all conference meetings, the Conference Kickoff, Welcome Reception, Capitol Steps performance, Advocacy Education Sessions and Capitol Hill Issues Briefing. The Government Affairs Roundtable Luncheon and NAAPAC/BGF reception are ticketed events.

NAA Refund Policy. Cancellation requests for any ticketed events must be received in writing. Requests must be received on or before Feb. 8 are entitled to a 100 percent refund less a \$25 administrative fee. After Feb. 8, no refunds will be given. Refunds will not be issued on unused tickets.

Special Needs. NAA complies with the Americans with Disabilities Act. To accommodate any special need, please include your request by Feb. 8 with your registration form or contact NAA at 703/518-6141, ext. 130.

Attire. Business attire is appropriate for the joint Board of Directors/Assembly of Delegates meeting as well as Lobby Day on Capitol Hill. Business casual can be worn for all other meetings. Washington, D.C., in March has an average high temperature of 55 degrees with an average low of 33 degrees. A coat is recommended for outside activities.

How to Register

Internet: www.naahq.org/events/capconf

Mail: National Apartment Association
4300 Wilson Blvd., Suite 400
Arlington, VA 22203

Fax: 703/248-9440

Conference Highlights



Welcome Reception and Capitol Steps Performance. Join us for light refreshments followed by the Capitol Conference's favorite entertainment ensemble, The Capitol Steps comedy troupe. These congressional staffers-turned-comedians travel the nation satirizing the very people and places that once employed them.

Capitol Conference Kickoff. Michael E. Dunn, popular speaker on grassroots advocacy and political action committees, will set the stage for the upcoming events and sessions by "Taking Political Involvement to the Next Level." An overview and new developments with NAA/NMHC's exciting new national public service campaign also will be featured.

Newcomers Orientation. If you're new to the Capitol Conference or want a refresher's course, join us for an overview of how a bill becomes law and the valuable role you play in the legislative process.

Advocacy Education Sessions. Choose to attend two of the following informative sessions—twice as many as in previous years:

- **PACS and PAC Fundraising:** Raising funds for NAAPAC is critical to the success of NAA's advocacy efforts. This session focuses on different strategies for raising those funds. A panel of your colleagues will lead the discussion with examples of what has worked with their affiliates.
- **PAC and Grassroots Advocacy 2.0:** In this three-part session, you'll have the opportunity to hear from a series of speakers on topics including turning your Lobby Day meetings into real relationships for advocacy and the next trends and new tools in PACs and grassroots advocacy. You'll also share your current challenges and successes in a town hall work session.
- **Maximizing the Impact of Your Advocacy Efforts:** Effectively telling your story to impact legislation is key to advocacy success. Learn how to build your story in this interactive, hands-on session and practice effective storytelling with your peers in preparing for your Hill meetings.
- **Developing a Strategic Communications Campaign:** This can't-miss session tells you how to use communications campaigns to garner the support you need. A Public Affairs Council expert will share secrets on integrating traditional and social media to amplify your messages. Then two of our industries' top PR professionals will tell you how they created their own successful campaigns.

Lobby Day. Wednesday, March 13 is the apartment industry's Lobby Day on Capitol Hill. Join your peers from across the U.S. and meet face-to-face with your representatives in Congress. Use the information you learned during the Capitol Hill Issues Briefing, advocacy education sessions and other events to tell your members of Congress how legislation and regulations impact you and your business. **Attendees are responsible for scheduling their visits.**

NAA Government Affairs Department Works for You!

We work to promote the apartment industry's public policy interests and protect its business practices. Our work provides a safety net for NAA members so they can focus on what's important to them—the business of providing quality homes for Americans.

At the federal level, we partner with the National Multi Housing Council to advocate for a supportive legislative and regulatory climate to benefit our members' businesses. At the state and local levels, we analyze legislation, conduct research and provide resources including legal advocacy to help our affiliated associations build their members' strength and influence.

Our grassroots advocacy network (the Apartment Industry Mobilization Service) represents 60,000 people who voluntarily engage with their elected officials and ensure that constituents' voices on apartment issues are heard and understood. Our political action committee, the NAA Political Action Committee (NAAPAC), supports congressional candidates who represent good government and understand our industry's needs and concerns.

And we protect the apartment industry's reputation and build its position through communications and public affairs initiatives targeting policymakers and other influential groups.

Contact us if we can help you! government_affairs@naahq.org