



Connect With NAA

Register Now for the 2013 Apartment Revenue Management Conference

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2013 National Apartment Association Chairman of the Board



Does your net operating income need a lift? Then make plans to attend the Apartment Revenue Management (ARM) Conference, September 23-25 at the Turnberry Isle Resort in Miami. This isn't your grandfather's revenue management event: the ARM Conference features a radically expanded scope of topics to include ancillary income, expense management, business intelligence and

other subject matter designed to aid you reach your organization's revenue goals.

There are user conferences for those wishing to learn how to use specific revenue management software. The ARM Conference is something you won't find elsewhere: best practices, benchmarking, networking and bringing ideas from outside the industry. To wit: Keynote speaker Greg Cross, Senior Vice President of Revenue Management for Hyatt Hotels Corporation, who will speak about current trends in lodging and their possible parallels in the rental housing industry.

And, if you register at www.naahq.org/aptrevenue by August 14, you'll save \$100 on admission to the rental housing industry's sole event dedicated to staying ahead of the ever-evolving operational curve.

Remember to 'Rewind' the 2013 NAA Education Conference & Exposition

Couldn't attend the 2013 NAA Education Conference & Exposition in San Diego, or missed a great session? Don't despair—you still can enjoy the best education sessions in the apartment industry, including video!

NAA's Education Institute (NAAEI) is once again presenting its "Rewind" program, offering 21 recorded video sessions and 20 PowerPoint-synced audio sessions from the 2013 NAA Education Conference—all for just \$299! Visit <http://naa.directionsav.com> to purchase your recorded education sessions today.

New NAA/NMHC Video Makes the Case for Apartments

As part of NAA/NMHC's major multimedia public relations campaign, "Apartments. We Live Here," a new two-minute video made its debut at the 2013 NAA Education Conference & Exposition. The video reinforces some of the key messages about apartments' economic and job growth contributions and promotes some of the online tools

available at the campaign's website, www.WeAreApartments.org.

The video is available on NAA's "Apartments. We Live Here." campaign webpage, which also includes information about the campaign's suite of public relations and advocacy resources. Affiliates and member firms are encouraged to link to the video from their websites to help spread the word about how apartments help build strong communities. For information about customizing the video for your state (or in some cases, metro area), contact Carole Roper at carole@naahq.org

Network Year-Round at NAA Connect

Don't miss your opportunity for year-round networking and peer-to-peer education on NAA Connect—www.naahq.org/connect—the new hub for networking and collaboration.

NAA Connect is home to eight industry-related communities—www.naahq.org/public-communities—for you to connect with like-minded professionals and discuss common issues and questions. Connect also features a multitude of topical libraries—

www.naahq.org/Connect/Libraries—with ready-to-download materials to help you get things done without having to reinvent the wheel.

Wednesdays Are For Webinars

Join NAAEI, Apartment All Stars and Multifamily Insiders for Webinar Wednesdays, the largest premium webinar series in the industry to provide state and local association members with access to industry thought leaders to discuss innovative ideas, best practices and emerging industry trends. These webinars will give participants the tools they need to become industry superstars in their own right.

Visit www.naahq.org/learn/education/take-a-class-online/webinar-wednesdays for information and registration.

Save the Date for the 2014 NAA Education Conference & Exposition in Denver

The largest and most anticipated industry event of the year, the NAA Education Conference & Exposition, will convene June 19-21, 2014, in Denver.

Make plans now to experience the Mile-High City like never before—with more than 6,200 attendees, over 40 education sessions, at least 350 exhibitors and surprises around every corner, the NAA Education Conference & Exposition is the must-attend event each year for any multifamily housing professional who is serious about bettering their organization's performance and enhancing their own career. Stay tuned to www.naahq.org/educonf for the latest information.