

Minor Investment, Major Return: The 2016 NAA Student Housing Conference & Exposition

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2015 National Apartment Association Chairman of the Board



To thrive in the today's student housing market, you need to stay on top of the latest trends, solutions, best practices and opportunities. At the 2016 NAA Student Housing Conference & Exposition, you can learn from industry experts while sharing ideas with colleagues and connecting with leading suppliers. There's no better way to grow your business and tap into success.

Also available with registration is the opportunity to hear from the dynamic General Session speakers To wit: bestselling

author and entrepreneur Polly LaBarre, who will present her *Maverick Manual for Success* during the closing general session on Wednesday, February 17 from 4:15 p.m. to 5:30 p.m.

LaBarre has spent the past 25 years with "mavericks and misfits, square pegs in round holes," emboldening and equipping leaders in every realm of endeavor to make their organizations more resilient, innovative and accountable. She is an inspiring and provocative voice on the big ideas and important questions that will shape the future of organizations, work and success.

In addition, the NAA Education Institute has announced they will be hosting a Student Housing Certificate program in conjunction with the 2016 Student Housing Conference. The CAM designation, combined with a supplemental course specific to the student housing industry, will help managers of student housing lead a team, analyze financial information, build a sense of community, communicate and engage effectively and meet property performance goals. The cost is \$199 and it is limited to 25 people. Attendees can choose this as an option during the registration process.

To sweeten the deal, register at www.naahq.org/SHC by December 18 to receive the early rate, a \$300 savings. And, groups of five or more have the opportunity to save another \$75 each by registering together.

The 2016 NAA Education Conference & Exposition: You'll Be 'Buzzing' About This Speaker

The 2016 NAA Education Conference & Exposition, June 15-18 at the Moscone Convention Center in San Francisco, your chance to plug in to all the latest trends and leading thinkers at the apartment industry's largest, most important annual gathering. Register today to learn from the best and brightest in the industry, as well as leverage the rare chance to hear a new media legend offer exactly how to use shareable content to grow your business.

How do you stand out, rise above the noise, and get your organization's voice heard online? Having successfully guided the growth of digital busi-

nesses his entire career, Jonathan Perelman—the head of digital initiatives at ICM Partners and a former executive at BuzzFeed and Google—knows how to do it right.

Join Perelman in San Francisco from 9 a.m. to 10 a.m. on Thursday, June 17, as he breaks down the tactics and mindset that propelled BuzzFeed from a small blog to a cultural phenomenon read by millions of people the world over (including the President of the United States). Perelman will not only address how to create shareable, social content, but he'll also offer insights into how to maximize its reach and impact.

The combination of education, networking and deal-making simply can't be beaten. And our new San Francisco location only makes it that much better. What are you waiting for? Invest in your company and your career by registering today at www.naahq.org/educonf

Every Member Counts: Strive for 535 at the 2016 NAA Capitol Conference

The apartment industry's national advocacy event has its largest goal ever: Reach all 535 Congressional offices on Lobby Day (March 9)!

While members of the House will be in recess the week of March 7, you can schedule meetings with their ever-important key staff members. And, of course, your help is needed in reaching all 100 members of the U.S. Senate, which will be in session. (If you aren't planning to attend the Capitol Conference, we ask that you schedule a meeting or property tour at home with your Congressman that week. Our goal is the same—reach all 535 members of Congress!)

To prepare for this historic event, learn how to enhance your advocacy skills, find out the critical issues facing the industry, and hear from former U.S. Rep. Joe Scarborough (R-FL), host of MSNBC's Morning Joe, during NAA Capitol Conference (March 8).

Then head to Capitol Hill the following day to make history! Visit www.naahq.org/Capitol for registration.

Who Says There Are No Second Chances? Relive MAXIMIZE: 2015 Multifamily Asset Management Conference

MAXIMIZE: 2015 Multifamily Asset Management Conference may be over, but that doesn't mean you can't still garner the highest level business intelligence from the industry's sole event for boosting NOI.

This year's robust program addressed current issues and provided solutions for multifamily asset managers charged with creating value for multifamily owners, managers and investors. This year's sessions represent some of the industry's best minds that build on innovative and creative ways for creating long-term value in multifamily housing communities, and all the presentations and handouts are now available at <http://mamconf.naahq.org/learn-maximize/2015-sessions>.