

## Everything Your Business Needs Is at the 2016 NAA Student Housing Conference & Exposition

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2016 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, Feb. 16-18 in Chicago, you'll find endless opportunities to learn and share ideas with colleagues and connect with leading suppliers with the latest products and services on the NAA Exposition floor. There's no better way to grow your business and tap into success!

The 2016 NAA Student Housing

Conference & Exposition provides ideas and innovation everywhere you look. Take advantage of 17+ hours of education sessions and attend stellar keynotes. We've also added new Learning Zone Sessions, which will connect off-campus student housing professionals with exhibitors in an intimate and relaxed setting for educational exchange. Each session is broken into 15-minute slots and allows attendees to interact, ask questions, experience live demonstrations and receive hands-on instruction from the exhibitors on product/services.

Make sure to use the myNAA Planner on the NAA Exposition floor—the place to connect with over 100 top suppliers in the industry. Use myNAA Planner to make one-on-one appointments with suppliers, see who is at the conference; plan your time; search for exhibitors; view the live floor plan; and explore programming and speakers.

In addition, registered attendees can try their luck at cracking the NAA Prize Vault for a chance to win \$100,000! You'll leave the 2016 NAA Student Housing Conference & Exposition with all the tools you need to improve your community for your residents—and maybe even some extra cash. What are you waiting for? Register today at [www.naahq.org/SHC](http://www.naahq.org/SHC).

### 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-Fla.), 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](http://www.naahq.org/Capitol) for registration.

### Change the Game at the 2016 NAA Education Conference & Exposition

Make sure not to miss the Game Changers, world-class movers and shakers who will inspire you with their experience, knowledge and revolutionary spirit at the 2016 NAA Education Conference & Exposition, June 15-18 at the Moscone Convention Center in San Francisco.

The Game Changers will be delivering innovative ideas and inspiration content at every corner. You'll learn the latest trends, solutions and industry best practices and return home with the tools you need to keep your business successful. Meet the Game Changers:

**Marc Randolph:** Co-founder & Former CEO of Netflix (Gain insights on fostering creativity and transforming ideas into reality).

**Jonathan Perelman:** Head of Digital Initiatives at ICM Partners, Former Executive at BuzzFeed & Google (Discover how to stand out, rise about the noise and get your organization noticed online).

**Amy Curtis-McIntyre:** Former CMO of Airbnb (Learn how to harness customer experience as an effective marketing tool).

**David Rose:** MIT Media Lab (Get the scoop on the hottest technology topics and how they'll affect your business).

**Alison Levine:** Team Captain of the First American Women's Everest Expedition & Best-Selling Author (Benefit from practical, humorous and often unorthodox advice on reaching your potential as a leader).

Come prepared to get energized and ready to succeed! 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](http://www.naahq.org/educonf)

### RPM Careers Month Is Right Around the Corner

In 2010, the NAA Education Institute announced the first-ever National RPM Careers Month, created to bring awareness and promote the attractive and recession-resistant careers in the apartment industry, and we're happy to announce that RPM Careers Month is moving to April 2016: New month, new activities, new ways to win prizes!

Throughout April, join in the fun to promote RPM Careers Month and raise awareness of our dynamic industry! Show off our work and encourage job seekers to consider careers in residential property management (RPM).

We've created an online toolkit full of ways you can promote RPM Careers Month and win prizes for showing off what you do. This toolkit can help you, your employees, and your industry partners spread the word about RPM Careers Month! Check it out at [rpm.naahq.org/toolkit](http://rpm.naahq.org/toolkit).