

## The 2016 NAA Education Conference & Exposition: Three Powerful General Sessions. Endless Takeaways.

By Marc Ross, Bob Ross Realty

2016 National Apartment Association Chairman of the Board



An NFL Hall of Famer, two HGTV stars and a successful entrepreneur are all gathering at the Moscone Convention Center in San Francisco this June 15-18 at the 2016 NAA Education Conference & Exposition. You're not going to miss it, are you?

Our speaker lineup is sure to impress and you'll leave each session motivated, inspired and ready for success!

The **Thursday General Session**, from 12:45 p.m. - 2:15 p.m., features Super Bowl

Champion and Emmy-nominated broadcaster, Michael Strahan, who will deliver endless inspiration and motivation. This triple threat-athlete, entertainer and broadcaster dazzles with his energy and experience.

The **Friday General Session**, from 3:15 p.m. - 4:45 p.m., features Chip and Joanna Gaines, the rising stars of HGTV's hit show, "Fixer Upper." They'll engage you with their experiences using renovation, design and real estate to turn clients' dreams into reality.

And, finally, on Saturday from 8:45 a.m. - 11:30 a.m., don't miss the **NAA Awards Celebration Breakfast**, featuring Charles Best. See why Oprah Winfrey named DonorsChoose.org as one of her "Ultimate Favorite Things." Beset, Founder and CEO, will share his passionate view of how his nonprofit addresses educational inequity.

For more information on our speakers, visit <http://educonf.naahq.org/general-sessions/>. Be there for all of the action! Make sure you register by June 6 at [www.naahq.org/educonf](http://www.naahq.org/educonf) to save up to \$150 off of onsite pricing.

### Registration Now Open for the Sole Industry Conference Dedicated to Boosting NOI

MAXIMIZE: 2016 Multifamily Asset Management Conference, the only industry conference solely dedicated to NOI, is open for registration. Register now at [www.naahq.org/maximize](http://www.naahq.org/maximize) to attend Oct. 17-19 in San Diego at the Loews Coronado Bay.

Be part of the action as you network with apartment industry asset managers, revenue managers, investors, executive vice presidents and C-suite level professionals in a meeting scaled to provide top-notch learning experiences in a private resort setting.

We're developing a robust program that will address current issues and challenges and provide solutions for multifamily asset managers charged with creating value for owners, managers and investors. Sessions will focus on five key topics: Revenue Management, Risk Management, Sustainability, Innovation and Affordable Housing. More information regarding conference programming will be announced in the coming

weeks, but the decision should already be a no-brainer. Register today and invest in your future.

### An Exclusive Sneak Peek at the 2016 NAA Education Conference & Exposition

The 2016 NAA Education Conference & Exposition is jam-packed with the most relevant and engaging education sessions catered to your professional needs. With more than 50 sessions to choose from, this is inspiration on a massive scale.

We're so excited about what have in store for you this year that we're sharing a sneak peek of one of the sessions! Catch ***Staying Power: A Team Engagement, Recruitment & Retention Reconstruct*** on Thursday, May 19 at 3 p.m. EST.

The sneak peek webinar will dive into marketplace dynamics as predictions show a shortage of skilled labor as Baby Boomers retire. Many apartment markets are also on accelerated growth platforms, resulting in new opportunities for apartment housing professionals. Some may be considering other options, like offering more money and/or flexibility, as well as career growth. They may be thinking, "should I stay... or should I go?" Smart operators are focused on efforts to address the intangibles, the implied and overall recruitment and retention methods to meet these changing marketplace dynamics.

Register today at [bit.ly/SneakPeekStayingPower](http://bit.ly/SneakPeekStayingPower).

And, don't forget to join us and more than 9,200 of your peers to get full access to the rest of our education program! PLUS: When you register by June 6, you'll save up to \$150 off of on-site pricing.

### Time to 'Take 5'

Attendees of the 2016 NAA Student Housing Conference and Exposition walked away with plenty of valuable insights from outstanding speakers and sessions. With more than 17 hours of education, there was a lot of information to take in.

NAA has your back. Our post-show program, "NAA Take 5," available at <http://shce-naa.naahq.org/take-5>, gives you access to key tips and takeaways from some of our most popular education sessions. There were lots of great ideas and applicable best practices presented and we don't want you to miss out!

If we haven't covered a session that you're looking for, the NAA Education Institute's (NAAEI) REWIND program (available at <http://shce-naa.naahq.org/rewind>) is also a good resource. REWIND offers 16 PowerPoint-synced audio sessions from the conference so you can revisit the sessions and share them with your colleagues to spread the knowledge.

Additionally, make sure to save the date for the 2017 NAA Student Housing Conference & Exposition, Feb. 14-15 in Chicago.