

Are You Ready to 'Celebrate Home?' National Apartment Housing Day (#aptday) is April 5

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2016 National Apartment Association Chairman of the Board



Now is the time for NAA affiliates and supplier partners to start planning to "Celebrate Home. Combine an education session, a property tour with media or an editorial board with a luncheon, dinner or a happy hour celebration.

"With one-third of Americans now renting their homes, there has never been a more exciting time to be a part of the apartment housing industry," said Doug Culkin, CAE, President & CEO of the National Apartment Association. "It's time

to celebrate the new American Dream."

Formerly National Multifamily Day, National Apartment Housing Day will recognize the continued growth and success of the apartment industry. Visit www.naahq.org for updates, and be sure to use the hashtag #aptday to share your industry stories and post to NAA's social media platforms.

Make Connections with Top Players in the Industry at the 2016 NAA Education Conference & Exposition

Business is all about connections, and there's no better place to make them than the 2016 NAA Education Conference & Exposition, June 15-18 at the Moscone Convention Center in San Francisco. Register today at www.naahq.org/educonf to meet the top players in the apartment housing industry, network with peers and discover the latest services and solutions.

At the 2016 NAA Education Conference & Exposition, there are plenty of great reasons to attend but here's the bottom line: this is the only event for apartment housing industry professionals where an investment of a few days can boost your business all year long. The world-class education program and networking opportunities can't be beat! Register by April 15 to receive a registration discount up to \$275 with our advance rate.

The networking opportunities alone are worth the trip! You will have daily opportunities to connect with colleagues, share ideas and insights and enjoy fun, food and beverages. Networking opportunities include:

- **Living Room Learning:** Talk about a fun way to learn! Each presenter gets 20 slides that advance automatically every 20 seconds-which means they get to the point, fast! This event features industry experts addressing an eclectic array of topics.

- **Conference Welcome Reception:** Kick off your 2016 NAA Education Conference & Exposition experience at the Conference Welcome Reception. Ease into the week by mixing and mingling with friends, colleagues and exhibitors in a relaxed atmosphere while enjoying great food

and drinks.

- **NAA Exposition:** The NAA Exposition is the largest national gathering of buyers and sellers in the apartment housing industry. More than 425 suppliers will be on hand to showcase new products and services to help professionals in our industry stay on top of their game in today's competitive market.

- **NAA Thursday Night Party:** You'll have a fun and memorable evening partying at the San Francisco City Hall Civic Center Plaza.

- **NAAPAC Silent Auction:** Come ready to bid at the NAAPAC Silent Auction in support of the National Apartment Association Political Action Committee (NAAPAC) and the Better Government Fund (BGF) - New items will be added daily! Auction items include authentic hand signed sports memorabilia, movie collectibles, music, jewelry and so much more.

Did You Miss the 2016 NAA Student Housing Conference & Exposition?

If you're feeling like you missed out, we don't blame you. It was an educational, inspirational and entertaining two days in Chicago with nearly 1,000 of the industry's top professionals growing their network at the 2016 NAA Student Housing Conference & Exposition.

Nothing can beat the experience of being there in person, but we have the second-best thing. The NAA Education Institute REWIND program offers 16 PowerPoint-synced audio sessions from the conference now available for purchase at <http://shce-naa.naahq.org/rewind>.

We've had an amazing conference. Save the date for the 2017 NAA Student Housing Conference & Exposition so you don't miss out! The event will take place on February 14-15 in the fabulous host city of Chicago.

Coming This May: NAAEI Leadership Experience: Powered by Dale Carnegie

Responding to the need for leadership training within the apartment industry, NAAEI has partnered with Dale Carnegie Training to deliver a world-class program called the NAAEI Leadership Experience.

Two, two-day courses will be offered this May in both Philadelphia (May 4-5) and Atlanta, May 11-12.)

Before the program, participants complete an assessment, the Profiles Performance Indicator, which helps them focus on developing skills and changing behaviors. A post-program assessment will measure training effectiveness. Participants commit to their manager to improve a system or process that will lead to a measurable ROI. Participants share their progress, by webinar, 60 days after the program concludes.

Investment: \$1,695 per person, with early-bird and multiple-attendee discount pricing available at www.naahq.org/learn/education/naaei-leadership-training/leadership-experience.