NATIONAL APARTMENT ASSOCIATION

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We've Got You Covered

By Jerry Wilkinson, CAPS, CCIM, The Wilkinson Group
2012 National Apartment Association Chairman of the Board

Couldn't attend the 2012 NAA Education Conference & Exposition in Boston, or missed a great session?

Don't despair—you still can enjoy the best education sessions in the apartment industry, now available in video!

NAA's Education Institute (NAAEI) is offering 20 recorded video sessions and 18 PowerPoint-synced audio sessions from the 2012 NAA Education Conference—all for just $299!

Also available for purchase are entire education tracks and single sessions. Visit **http://naa.directionsav.com** to purchase your recorded education sessions today. Contact maureen@naahq.org if you'd like to learn more about our discount for corporate purchases.

2012 Apartment Vendor Marketing & Sales Conference: Register Today!

NAA and Joshua Tree Conference Group will present the 2012 Apartment Vendor Marketing & Sales Conference, to be held Aug. 15-17 at the Hard Rock Hotel San Diego. This unique conference is the only education event dedicated to helping multifamily suppliers refine their online business strategies and tactics to successfully reach target customers.

The conference is two days of outstanding education sessions, exceptional networking opportunities and discussions about successful, leading-edge trends in online marketing and sales. This year's event brings apartment vendors, suppliers and partners—everyone from service and software providers to financial partners—together in one venue.

Please visit **www.apartmentsupplierconf.com** for information.

Don't Miss the 2012 Apartment Revenue Management Conference—Oct. 15-17

As revenue management practices maturation and adoption rates continue to hit new milestones, multifamily is discovering a wealth of dynamic data and actionable business intelligence.

Discover what's next in revenue management and how to capitalize on its benefits. Join us Oct. 15–17 at the Omni Dallas for an insider's guide to revenue management and yield optimization in the multifamily housing industry. For registration and details, please visit **www.multifamilyrevenue.com**

National Lease Program Expands to 43 States With Addition of South Dakota Lease

The most widely used residential lease in the country, utilized by more than 15,000 apartment communities, has expanded its operations to 43 states. As of June 15, an apartment lease for the state of South Dakota will be available through the NAA National Lease Program.

The South Dakota lease was meticulously reviewed by Glenn J. Boomsma, Esq., of Breit Law Offices, P.C. and Michael Semko, Esq., of National Apartment Association to ensure the utmost jurisprudence for jurisdictions in South Dakota.

South Dakota becomes the 43rd state to be serviced by the National Lease Program. State-specific leases for North Dakota and West Virginia are being reviewed by the NAA National Lease Program and are expected to be released in the near future.

Questions should be directed to Justin Barker at justin@naahq.org.

Congress Will Be in Recess Through August: Remind Them Their Actions Affect Our Industry

Members of Congress need to hear from you about legislative and regulatory issues that affect the apartment industry. Your opportunity to tell them is coming up when members of Congress are at home during their recess from Aug. 4 to Sept. 9.

Please don't delay in getting on their calendars. All the resources you need for scheduling your meetings are in the Congressional Recess Toolkit available at **http://bit.ly/oCVdZj**

Please let Carole Roper know if you plan to schedule meetings. She can be reached at Carole@naahq.org or 703/797-0616.

Your engagement with your members of Congress is critical to the industry's advocacy efforts and the future of your business. Please do all you can to stand up for our industry and tell Congress how these issues will affect you.

Keep Up With the Knowledge in NAA's Resource Center

Visit the NAA Community Site & Online Resource Center at **http://community.naahq.org** every Wednesday to check out a Featured Resource highlighting the informative, ready-to-use resources, including best practices, sample policies or forms, white papers and more.

Do you have something to share with the NAA Community? Submit your resources to mary@naahq.org. All posted resources will be credited to their author.