



Connect With NAA

2012 Education Conference: Register By April 20

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



The next registration deadline for the 2012 NAA Education Conference and Exposition is Friday, April 20. Register now to avoid missing the largest event in the multi-family housing industry, as more than 6,000 of your colleagues gather in Boston June 28-30 to network and learn about the latest trends that will keep them on the cutting edge and at the top of the career ladder. You won't get this kind of

high-quality professional development anywhere else. Keynote speakers include Tom Brokaw and star athletes Mia Hamm and Nomar Garciaparra, who will team up for the Friday General Session. Thought Leaders include brand wizard Bert Jacobs, co-founder of Life is good®, who will show you how optimism can help grow your sales. You'll also get practical take-home tactics from the more than 40 breakout sessions and the chance to explore cutting edge products and services from over 325 suppliers on the trade show floor.

Register today! Visit **www.naahq.org/educonf**

Save With Group Conference Registrations

Additional discounts of up to \$125 per person are available for groups registering five or more attendees for the 2012 NAA Education Conference & Exposition. For more information, please visit **www.naahq.org/educonf**

NAA's Legal E-Newsletter Launches In April

NAA will launch an e-newsletter with apartment industry-relevant legal information in April. Called "Apartment Holdings," the monthly publication will support the work of NAA members such as general counsels, owners and company executives.

The e-newsletter will cover a variety of areas including pending or recent legislation or regulations, cases NAA is monitoring, summaries of NAA legal files, analyses of important industry topics in the news, statistical profiles and guest columns. The first issue will feature news on a source of income case in Maine and a recent class action case on amenity fees in Massachusetts.

Upcoming issues will report on speakers and events for the apartment industry's national legal symposium in Santa Monica, Calif., on Aug. 3.

To subscribe, contact Lauren Kelly at **laurenk@naahq.org**.

You're Missing Out! Join the Conversation on NAA's Community Site & Online Resource Center

Are you on the NAA Community? If not, you're missing out on great, ready-to-download resources (such as market reports and sample forms), networking opportunities and all of the valuable collaboration and information sharing that occurs in the NAA Community's Discussion Forums.

If you weren't on NAA Community in February, you missed the chance to win a \$50 Amazon gift card and great discussions on topics including cost-effective upgrades, protected classes and more.

Login today at **<http://community.naahq.org>**. Don't know your login? E-mail **membership@naahq.org**.

Questions? E-mail Mary Scott at **mary@naahq.org**.

NAAEI Offers Supplier Success Webinar Series

The NAA Education Institute (NAAEI) is offering its new course for apartment industry suppliers as a series of three webinars. The Supplier Success course, written by successful apartment industry suppliers with years of professional experience, offers an overview of the apartment industry and recommends ways in which suppliers can maximize partnerships with apartment owners, apartment management companies and apartment association members. The program is a prerequisite for the Certified Apartment Supplier (CAS) Designation.

NAAEI offers the courses from 2 and 4 p.m. ET on the following days:

Tuesday, March 27: Chapters 1 and 2

Instructors: Barbara Whitted; Sue Weston; Kimberlee Berry, CAE, NAA Senior Manager of Affiliate Services.

Thursday, March 29: Chapters 4 and 5

Instructors: Barbara Whitted; Sue Weston; Guest Speaker

Tuesday, April 3: Chapters 3 and 6

Instructors: Tony Sculthorpe, CAS, SVP of Sales, Coinmach Corporation; Eric Overhage, President, Multifamily Services Group LLC; Guest Speaker: Apartment Industry/Corporate Decision-Maker

Please direct questions to Shana Treger at **shana@naahq.org** or 703/518-6141. Registration for this event is \$99 for members, \$129 for non-members. Group pricing is available for 10 or more students. Visit **www.naahq.org/education/onlinelearning/Pages/NAAEIwebinars.aspx** to register. Each webinar will be recorded in the event of a student absence. NAA Affiliate Associations will receive 40 percent of net profit per student for any of their members who register for this course.