



Connect With NAA

Profit From the Apartment Revenue Management Conference

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2012 National Apartment Association Chairman of the Board



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

Don't miss out on what's next in revenue management and how to capitalize on its benefits. Presented by the NAA and Joshua Tree Conference Group, join us Oct. 15-17 at the Omni Dallas for the

2012 Apartment Revenue Management Conference, an insider's guide to revenue management and yield optimization in the multifamily housing industry. For information and registration, please visit <http://www.multifamilyrevenue.com>.

Register Now for the 2012 Apartment Vendor Marketing and Sales Conference—Aug. 15-17

The National Apartment Association and Joshua Tree Conference Group 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 help multifamily suppliers refine their online business strategies and provide 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. To register and for more information, please visit www.apartmentsupplierconf.com

Enjoy the Best Sessions from the 2012 NAA Education Conference & Exposition

Looking to relive the excitement of the Education Conference or share a favorite session with colleagues? Thanks to the NAAEI, you can still enjoy the best education sessions in the multifamily housing industry with 20 recorded video sessions and 18 PowerPoint-synced audio sessions from the 2012 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.

Members of Congress Need to Hear From You When They're Home in August

Now is your opportunity to inform your members of Congress how their actions affect your business and the apartment industry. They will be home during the congressional recess from Aug. 4 to Sept. 9 and want to hear from their constituents.

Don't delay in getting on their calendars. Ask to meet them in their district offices. Invite them to tour your apartment community. Offer your club house for one of their town hall meetings.

The resources you need for scheduling your meetings can be found 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. Please do all you can to stand up for multifamily housing and make your voices heard.

Coming in August: NAA's Survey of Income & Expenses

NAA's annual Survey of Income & Expenses includes an executive summary, detailed data, reports and charts about rental communities.

Look for the executive summary in the August 2012 issue of *units* magazine—full results will be made available on a CD for purchase in early September.

Community of the Year in September's *units*

Gables Residential's Gables Park Plaza in Austin, Texas, was named NAA's PARAGON Community of the Year at the NAA Education Conference & Exposition in Boston and will be featured on the cover of the Sept. 2012 issue of *units*.

The PARAGON Awards recognize the multifamily housing industry's top communities, executives, employees and affiliate programs.

Gables Park Plaza was designed to appeal to the renter-by-choice seeking the convenience of mixed-use, urban living, with interior features surpassing most upscale single-family homes. The community is a LEED SILVER-certified community offering dramatic views of downtown and Lady Bird Lake. Gables Park Plaza also won a PARAGON in the category for Best Community, Specialty Housing—Green Housing. Be sure to keep an eye out for your copy of the Sept. issue for a complete list of PARAGON Award winners.