

Connect With NAA

Turn Good Ideas Into Great Results at the 2014 NAA Student Housing Conference & Exposition

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2013 National Apartment Association Chairman of the Board



Position yourself to meet the challenges and take advantage of the opportunities presented by the growing and changing industry segment of student housing—and for a limited time earn a \$300 discount on attendance—by registering now for the 2014 NAA Student Housing Conference & Exposition, March 3-5 at the ARIA Resort in Las Vegas.

The next generation of students have grown up in a world where technology and communication methods are on-demand, customizable and ever-changing—are you ready to turn these expectations into revenue by meeting the needs of this growing segment of residents?

To help unleash your entrepreneurial spirit and turn your good ideas into great results, the 2014 NAA Student Housing Conference & Exposition Opening General Session will feature remarks from Peter Sheahan, founder and CEO of ChangeLabs and internationally recognized for inspiring innovation and creating lasting behavioral change among organizations. Attendees should expect to hear insights into business trends and the changing needs of customers and staff from Sheahan, who recently released his sixth book, *Making It Happen*,” offering his unique perspective on the execution of ideas through business growth, understanding consumer behavior and compelling market positioning.

High-caliber sessions, great networking opportunities and the latest technology await: Visit <http://shce-naa.naahq.org> for registration, schedule and the latest announcements, and remember to use the official hashtag #NAASStudentConf to engage, discuss and follow the exciting news from this conference.

Owners and Employers: ROI of Attending the 2014 NAA Education Conference & Exposition Is Second-To-None

With regard to return on investment, nowhere else can you get so much for one price as you can by attending the 2014 NAA Education Conference & Exposition, June 18-21 in Denver.

The Mile-High City will be the place to slingshot your business and career to new heights through the practical know-how, classroom education and industry networking opportunities offered to attendees, not to mention the hundreds of supplier partners ready to fill you in on the latest in technology, products and services. For NAA members, consider that full conference registration includes:

- General sessions led by world-renowned speakers—representative of some of the greatest minds and business entrepreneurs in the

world—the value of which alone covers the price of admission.

- More than 40 breakout sessions covering the gamut of multifamily housing operations and ownership, including marketing, sales, technology, industry trends, executive issues and so much more.

- Two days of NAA Exposition exploration featuring the newest, most innovative products and services from hundreds of leading-edge rental housing supplier partners.

- Receptions, meetings and interactive education sessions where attendees can share ideas and build their network of professional colleagues and potential service partners.

- Six available continuing-education credits offer NAA designates the chance to reach their designation renewal goal (not to mention the career investment) in one place and at one time, saving time and money.

What are you waiting for? Invest in your company and your career today. Visit <http://educonf.naahq.org> and remember that the largest discounts go to those who register early.

Meet Us in D.C., for the 2014 NAA Capitol Conference

Use your political capital wisely by participating in the nation's largest gathering of apartment industry advocates, March 9-12 at the Omni Shoreham Hotel in Washington, D.C.

Involvement in the political process is not a choice—it's just good business. Join us and use your currency as an advocate to encourage Congress to address the long-term needs of the apartment industry. Start Investing in your political capital by visiting <http://capitol-naa.naahq.org>.

Students Get a Second Chance with NAAEI's CAMnesty Program

CAMnesty is a new program that offers individuals who have started but may not have completed their Certified Apartment Manager (CAM) designation the opportunity to pick up where they left off and earn the CAM designation. Learn more at www.naahq.org/camnesty.

Network Year-Round at NAA Connect

Don't miss your opportunity for year-round networking and peer-to-peer education on NAA Connect—www.naahq.org/connect—the new hub for rental housing networking and collaboration.

NAA Connect is home to eight industry-related communities—www.naahq.org/public-communities—for you to connect with like-minded professionals and discuss common issues and questions. Connect also features a multitude of topical libraries—www.naahq.org/Connect/Libraries—with ready-to-download materials to help you get things done.