

# Connect With NAA

## New NAAEI Designation Given ‘Green’ Light

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2012 National Apartment Association Chairman of the Board



For the multifamily housing industry, efforts to conserve energy and preserve the environment yield benefits frequently lauded by society; the less extolled but no less important advantage is the one that concerns your wallet: “going green” can also conserve greenbacks.

Barry Weaver, author of “Green Within Reach: A Practical Guide to Green Real Estate Management” and a certified green-building expert, has designed a

self-paced, 16-hour course for multifamily housing professionals seeking to earn the Credential for Green Property Management™ (CGPM™) offered by the NAA Education Institute (NAAEI).

Visit [www.naahq.org/education/designationprograms/other/Pages/CGPM.aspx](http://www.naahq.org/education/designationprograms/other/Pages/CGPM.aspx).

### Maximize Your Advocacy ROI at the 2012 NAA Capitol Conference

Reap returns on your investment—both for your business and the apartment industry—by attending the 2012 NAA Capitol Conference. This once-a-year descent on Washington, D.C., is your opportunity to tell your members of Congress in person how federal legislation could affect the industry.

Join fellow NAA members March 11-14, 2012, to learn from political analysts and commentators, attend advocacy education sessions and issue briefings and meet with your members of the U.S. Senate and congressional staff for both houses. (The House will be in recess.)

Speakers include political strategist and commentator Donna Brazille and former Bush White House Press Secretary Dana Perino, who will present a lively point-counterpoint discussion about politics. Editor and Publisher of the Rothenberg Political Report, Stuart Rothenberg will share insightful, humorous comments about the elections and the nature of politics itself.

Visit [www.naahq.org/events/CapConf](http://www.naahq.org/events/CapConf).

### 2012 NAA Education Conference & Exposition Presents Brokaw, Hamm, Garciparra and More!

The 2012 NAA Education Conference & Exposition is the largest event in the multifamily housing industry. More than 5,500 of your colleagues will gather in Boston June 28-30, to network and learn about the trends that will keep them at the top of the career ladder.

Tom Brokaw will entertain attendees with his insights from more

than 40 years of broadcast journalism. Other speakers include star athletes Mia Hamm and Nomar Garciaparra, and brand wizard Bert Jacobs, co-founder of Life is good®. You will also gain practical, take-home tactics from the more than 40 breakout sessions as well as the chance to explore products and services from more than 325 suppliers on the trade show floor.

Enjoy early registration rates at [www.naahq.org/educonf](http://www.naahq.org/educonf).

### Follow the 2012 NAA Student Housing Conference

Follow the 2012 NAA Student Housing Conference & Exposition on Twitter! Join the conversation at

[#NAASStudentConf](http://www.twitter.com/NAASStudentConf)

### NAA Launches Member Advocate of the Year Award

NAA will recognize the first Member Advocate of the Year at the Assembly of Delegates meeting this November. All NAA industry members are eligible to win this award.

Minimum Criteria: Attendance at Capitol Conference; participation in lobby day; attendance at two (2) of the following: Town hall meeting, tele-town hall meeting, meet with your members of Congress during a constituent work week or the August congressional recess; take action on a legislative action alert by conducting a business call, or sending an e-mail, letter or fax to your representative or senator.

Above and Beyond Criteria: Recruit two (2) additional industry members to lobby day meetings or during a constituent workweek or August congressional recess; author a published op-ed or letter to the editor on a local, state or federal industry issue; speak on behalf of the industry at a town hall meeting or local meeting; recruit three (3) industry members to register to vote; work with your local affiliate to organize a candidate meeting. Contact Kathleen Youngblood at [Kathleen@naahq.org](mailto:Kathleen@naahq.org) or 703/797-0633.

### Help Build the NAA Online Resource Center

NAA wants your best resources to share in the Online Resource Center. These can include policies, procedures, best practices, staff training tools and more. For example, Independent Rental Owner Frank Barefield of Abbey Residential Services recently shared sample forms and policies, such as a Chart of Account Income Statement and Balance Sheet. View these at <http://bit.ly/ylw9tE> (login required).

E-mail NAA's Mary Scott at [mary@naahq.org](mailto:mary@naahq.org) to submit your resources, or do so through the NAA Community Site & Online Resource Center <http://community.naahq.org/> by clicking “Add New Entry” under the Libraries tab.