

Connect With NAA

Keynote Speaker Announced For Apartment Revenue Management Conference

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2011 National Apartment Association Chairman of the Board



NAA is partnering with MultifamilyRevenue.com on a new conference, the Apartment Revenue Management Conference, to be held Sept. 12-14, 2011, at the Westin Kierland Resort in Scottsdale, Ariz. If you're in multifamily operations and interested in maximizing net income through creative revenue management strategies, you must attend this conference.

You will learn about revenue management strategies and the combined power of marketing and revenue management as integrated disciplines. Robert Cross, Chairman & CEO of *Revenue Analytics*, labeled the "Guru of Revenue Management" by *The Wall Street Journal*, is the keynote speaker. Register today, book your hotel room and get more conference information at www.multifamilyrevenue.com/conference.

Catch the Maintenance Mania® Fever!

Chances are your local apartment association is planning to host a Maintenance Mania® competition soon. Nearly 20 affiliates have already scheduled their events for the upcoming sixth season, and dates are filling up fast. This program provides a unique opportunity to recognize not only the importance of maintenance professionals to the apartment industry, but also the vital role they serve in the eyes of community residents. Additionally, Maintenance Mania® provides a platform for NAA and local affiliates to increase maintenance management and tech involvement in the associations while promoting the Certificate for Apartment Maintenance Technicians (CAMT) training program offered by the NAA Education Institute (NAAEI). Contact your local affiliate to find out how you or your company can participate in the Maintenance Mania. Visit www.naahq.org/maintenancemania.

Weekly Tips on the NAA Community Site & Online Resource Center

Each week, subject experts are logging onto the NAA Community Site & Online Resource Center at <http://community.naahq.org> to share tips, trends, and answer your questions. Join the following Communities to join the conversation:

Marketing: Join Apartment Dynamic's Mary Gwyn and University Village's Kim Cory for the latest in multifamily marketing in the Marketing Community and Discussion Forum.

Bed Bugs: Greg Baumann from Rollins Inc. and Larry Pinto with Pinto & Associates discuss pests in the Bed Bugs Community and Discussion Forum.

Maintenance: NAA's CAMT Instructor, Pablo Paz, and David Jolley with Equity Residential are joining forces in the CAMT and Property Managers Community and Discussion Forums.

Green Communities: UDR's Doug Walker and "The Green Landlady" Kimberly Madrigal will offer tips and tricks on going green, including increasing sustainability and utility resource management.

NAA Education Institute Announces SingleMostImportantThing.com

NAAEI is pleased to announce the launch of its new Web site www.singlemostimportantthing.com to promote apartment industry education and NAAEI designation programs. The website helps interested individuals learn about the single most important thing that they can do to advance their career, attain a NAAEI designation. This user-friendly site allows visitors to:

- Learn about course prerequisites for NALP, CAM, CAMT, CAPS, CAS and IROP
- Review a course syllabus
- Find a course to attend in their area and learn about online courses
- Download course brochures
- View course testimonials

A survey of supervisors who sent their employees to earn a NAAEI designation showed that NAAEI designations can lead to promotions, salary increases, bonus pay and professional distinction.

Visit www.singlemostimportantthing.com to check out the new site.

Schedule Meetings With Your Member of Congress

Members of Congress will be returning to their home districts in August to take the pulse of their constituents. Now is the time to schedule set up your meetings during Congress' District Work Period (Aug. 8 to Sept. 5).

NAA Government Affairs will help you conduct a successful meeting, and you will have the satisfaction of knowing that you did your part to make the apartment industry's voice stronger.

Congress is currently considering many issues that will significantly impact the industry in the months and years ahead. Reform of the Government-Sponsored Enterprises (Fannie Mae and Freddie Mac) is only one of many pressing issues.

Ninety-four percent of staffers for members of Congress report that constituents' visits to their district or state office to discuss issues on Capitol Hill has "some" or "a lot" of influence on an undecided member of Congress—more than any other influence group or strategy.

To learn how to set up your meeting and what to say when you meet with your members of Congress, go to www.naahq.org/governmentaffairs and click on "Congressional Recess Program."