



Connect With NAA

Early Enrollment Open for the NAA 2013 Student Housing Conference

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2012 National Apartment Association Chairman of the Board



Make plans now to matriculate to the Aria Resort in Las Vegas Feb. 25-27 for the 2013 NAA Student Housing Conference & Exposition.

Join other star pupils of the student housing industry for two days full of education and networking opportunities, from general and breakout sessions led by recognized experts in the student housing business, to reception and time spent interacting with exhibitors on the trade show floor.

The deadline for early registration is Jan. 4. Visit www.naahq.org/shc for registration and schedule.

Don't forget to use the official hashtag #NAASStudentConf to engage, discuss and follow the exciting news from this conference.

2013 Capitol Conference Dates Announced

Mark your calendars now for NAA's annual Capitol Conference from March 10-13 at the Omni Shoreham in Washington, D.C.

Don't miss out on this important opportunity to learn about our industry's issues on Capitol Hill and then inform members of Congress how these issues affect your business and community.

During the Capitol Conference, you will learn from nationally recognized political analysts and commentators, network with your peers and learn about critical legislative and regulatory issues—all to prepare you to advocate on behalf of the industry in front of your elected officials on our annual Lobby Day. More details will be announced in the near future. Stay tuned to www.naahq.org.

Green Is The New Black: Visit Baltimore in April to Learn Why

Green is the buzzword in the real estate industry today and NAA is at the forefront of this issue. The ever-growing market of sustainable, environmentally friendly and recycled building products, along with the greater availability of educational opportunities for developers, owners, operators and residents has quickly accelerated green building's acceptance in the marketplace.

NAA is helping its members move the practice of green building and operations into the multifamily mainstream. Energy efficiency, water and resource conservation, sustainable or recycled products, and indoor air quality are increasingly being incorporated into the

everyday process of the multifamily housing industry.

Make plans now to attend NAA's Green Conference, April 15-17 in Baltimore, where education and networking opportunities will aid members prepare for the market shift to sustainable building and operations. Visit www.naahq.org/green.

Apartment Careers Month: 4 Ways to Prepare

February, Apartment Careers Month, is quickly approaching, and there is no better time than now to begin preparing. Interested in participating? Try these strategies:

- Get your city or state to designate February 2013 as Apartment Careers Month. Visit www.naahq.org/education/naaei/campaigns/Pages/AptCareersMonth.aspx for guidance.
 - Participate in a local high school, college or military career fair. Email julia@naahq.org to request free marketing materials from NAAEI.
 - Want to win a free trip to the 2013 NAA Education Conference & Exposition, June 20 to 22 in San Diego? Enter the 2013 NAAEI "Get Reel" Career Challenge. All that's required is the submission of a 30-second YouTube video on a day in your life as a multifamily housing professional. Visit <http://www.naahq.org/education/naaei/campaigns/Pages/CareerVideoChallenge.aspx> for information.
 - NAAEI is always on the lookout for new ideas to showcase apartment careers. Interested in writing an article for *units* Magazine or pitching an idea? Email kimberlymccrossen@naahq.org.
- Remember to keep NAAEI posted on your Apartment Careers Month activities. For even more tips on Apartment Careers promotion, visit www.naahq.org/education/naaei/campaigns.

Where in the World is *units* Magazine?

Say "cheese!" NAA welcomes readers to share your best photos for its contest, "Where in the World is *units* Magazine?" Entry is simple: snap a picture of you (or a celebrity, or your child or whomever happens to be standing close by reading *units*) and e-mail it to frank@naahq.org. Winning entries will be printed in the magazine each month, as well as shared through NAA's various social media pages. Winners will be selected based on the subjective views of *units* staff.

Gone Green? We Want To Hear About It!

Have you recently "gone green" at your community? Have you implemented sustainable, eco-friendly initiatives? Whether small or large, from recycling to retrofitting, NAA is in search of your success stories. Email frank@naahq.org about your project, whether complete or ongoing, and it may be showcased online and in print.