

Connect With NAA

Looking for Hot Topics and Trends? Your Search Ends at the 2014 NAA Student Housing Conference & Exposition

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From ground-floor construction of your community's social media ecosystem to wrapping your head around the digitally savvy college student, the education lineup at the 2014 NAA Student Housing Conference & Exposition, March 3-5 in Las Vegas at the ARIA Resort, promises a wealth of knowledge designed to give you a leg up on the competition in this rapidly growing niche of the rental housing.

And, for a limited time, take \$300 off the cost of registration (<http://shce-naa.naahq.org/attend-student-housing/register>) as you prepare to join more than 900 star pupils for two days chock-full of cutting-edge insight into the mind and behavior of the next generation of residents.

Recently announced sessions for this exciting event run the gamut from marketing, leasing and operations to executive strategy, revenue management and social media, like:

1. Text 'Em, Chat 'Em and Most of All—Challenge Them! The Millennials Are Coming! Are You Ready for This Revolution? Be in the audience for new trends in job descriptions, career tracks, product design, communication, privacy, tenure and more.

2. Marketing To the Digital Generation. Start here for features and amenities students look for when deciding on a place to live; insights into marketing channels most effective among students seeking an apartment; digital marketing; and where to put your marketing budget.

3. Facebook? So Yesterday. New Ways to Reach, Engage and Win Over Students. Forward-thinking management firms are using hot new tools to lead the student housing push. Don't miss this session for successful interactive campaigns and strategies you can implement right away to attract students, boost search results and grow your audience.

Awaiting you is actionable intelligence and turnkey solutions useful in helping you achieve your personal and professional goals.

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

Help Congress make good choices and get smarter on advocacy by attending the 2014 NAA Capitol Conference. If you don't educate Congress on what to do when addressing issues affecting the apartment industry, they might make the wrong choice. And although you may know a lot about advocacy, the NAA Capitol Conference can help you learn even more.

The schedule is packed with educational sessions, expert speakers on policy and politics, a briefing on the issues and a new lunchtime event with members of Congress on Lobby Day. And, for the first time, the schedule has been compacted to allow you to only attend what you want—only NAA governance activities, only advocacy activities or only the issues briefing and Lobby Day—but don't let that stop you from attending them all! This is a big change from previous years that should save time and money for conference participants.

The Capitol Conference will be held on March 11 in Washington, D.C., followed by Lobby Day on Capitol Hill on March 12. (The spring Board of Directors and committee meetings precede the conference on March 9 and 10.)

The NAA Capitol Conference will prepare you to carry your message on our major industry issues as an informed, effective, confident advocate. Registration is now open at <http://capitol-naa.naahq.org/>.

Bill Rancic, Winner of the First Season of 'The Apprentice,' will be at the 2014 NAA Education Conference & Exposition. Will You?

NAA is pleased to announce that Bill Rancic, entrepreneur, author, TV personality and winner of the first season of Donald Trump's "The Apprentice" will be one of the featured Thought Leaders at the 2014 NAA Education Conference & Exposition, June 18-24 in Denver.

Learn how Rancic, host of "America Now" and Co-Executive Producer of "Giuliana and Bill," went from a boat wash and wax business in college to running a million dollar company and working for Donald Trump. His presentation, "How to Think Long Term in a Short-Term World," will fascinate with tales of the ups and downs he experienced on his road to success, offering attendees a glimpse into the hard earned lessons encountered during his many business experiences. Get motivated and be prepared to immediately incorporate Rancic's wisdom into your own business and career, Friday, June 20 from 2:15 p.m. to 3:45 p.m.

Let NAA help you "Reach New Heights" in 2014. More exciting announcements are forthcoming for this can't-miss event, but no need to wait to register! Visit <http://educonf.naahq.org/attend/register> and remember that the largest discounts go to those who register early. Have four friends? Register as a group to take advantage of even more savings!

NAAEI Opens New Path for Lapsed Students Through 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.