



Connect With NAA

The Key To Savings Is Right Through This 'Open Door'

By Tom Beaton, CPM, The Dolben Company

2015 National Apartment Association Chairman of the Board



Unlock huge savings with NAA's new Open Door Program, an exclusive member benefit offering great value on products and services from your favorite rental housing service partners.

Participating companies include FedEx, Keurig, Office Depot, OrlandoVacation.com, Reis Reports, Gift Whippet, StartMeeting, Lowe's Pro Services, Western Governors University, NewBenefits, DocuSign and The Haney Company.

Additional companies—both within the multifamily housing industry, as well as outside of the industry—will be added as the program evolves. Companies interested in partnering with NAA Open Door should contact Kimberly Sigman, Sales & Marketing Manager, Open Door Program at kimberleysigman@naahq.org.

Participants in the program are reputable businesses that offer valuable services and competitive prices to NAA's members. Members can access the benefits featured on the Open Door website by visiting benefits.naahq.org

Apartment Industry Is Boon to the Economy

The apartment industry's second economic impact study shows that multifamily housing contributes substantially nationally as well as to local economies. The study will be released by NAA, NMHC and NAA-affiliated associations on March 10 in a national media outreach campaign.

The data will cover the economic contribution of apartment construction, operations and resident spending on a national level plus all 50 states and 40 specific metro areas. The study is based on research by economist Stephen S. Fuller, Ph.D., of George Mason University's Center for Regional Analysis.

The data, along with an interactive map and economic impact calculator, will be available on the website

www.WeAreApartments.org.

New Hotel in Downtown D.C. and Star Headliners Make This The Capitol Conference Not to Be Missed

Just look at the NAA Capitol Conference now! Condensed into two days—March 17 for education, March 18 for lobbying—the industry's largest advocacy event offers exciting new headquarters in the heart of downtown Washington, D.C., and guest speakers to inform, engage and challenge you.

All Capitol Conference sessions will take place at the elegant JW Marriott, near world-famous landmarks including the White House and the National Mall, and located less than two miles from the U.S. Capitol.

Julián Castro, new Secretary of the U.S. Department of Housing and

Urban Development, will give you the opportunity to learn more about HUD's plans for the rental housing sector and to share your perspective on issues of concern.

David Gregory, former Host of NBC's Meet the Press, will provide a comprehensive picture of the current political landscape, giving an insider's perspective on Washington's top decision-makers and a run-down of the topics that will affect 2016's potential playing field.

And there's so much more. Be part of One Industry with One Voice at the 2015 NAA Capitol Conference! Register now at <http://capitol-naa.naahq.org>.

The Search for the Best Communities in the Country Has Officially Begun

NAA is pleased to officially kick-off the 2015 NAA PARAGON Award season. The NAA Paragon Awards recognize and celebrate the exceptional contributions that builders, suppliers, industry professionals and affiliated apartment associations have made in making the multifamily housing industry what it is today. Winners of the PARAGON Award highlight those who have achieved professional and personal milestones and who have exemplified characteristics that established industry benchmarks for success. This year's winners will be announced at a special award ceremony at the 2015 NAA Education Conference & Exposition in June and featured in the September issue of units Magazine.

The 2015 NAA PARAGON Awards are open to all NAA members. Participants are encouraged to submit their entries in one or more of the following categories for which nominations are sought to cover all aspects of the multifamily housing profession across all sectors of the industry. For more information on the award categories, including the award application form, visit www.naahq.org/about/awards/paragon. The submission deadline is Friday, March 27, 2015. NSC deadline is Monday, March 2, 2015.

The Early Bird Gets the Discount

Do you hear that? It's the buzz building as the multifamily housing industry readies itself for the largest event of the year: the 2015 NAA Education Conference & Exposition, June 24-27 at the Mandalay Bay Resort and Convention Center in Las Vegas.

Take advantage of the opportunity to "Connect, Learn and Grow" with more than 8,000 of your closest friends for insight from world-class speakers, including the hardest-working man in Hollywood: Thursday Keynote Speaker Jay Leno. Hear from NAA's suite of six Game Changers, who will share their experience, knowledge and revolutionary spirit to inspire your work strategy.

Invest in your company and your career today. Register now at www.naahq.org/EduConf and remember that the largest discounts go to those who sign-up early. Have four friends? Register as a group to take advantage of even more savings!