



Connect With NAA

What Happens in Vegas Shouldn't Stay in Vegas

By Tom Beaton, CPM, The Dolben Company

2015 National Apartment Association Chairman of the Board



With the exception of some of the goings-on at the highly popular networking events during the 2015 NAA Student Housing Conference & Exposition (<http://shce-naa.naahq.org>), February 17-18 at the ARIA Resort in Las Vegas, the education and insight into the student housing business is designed to accompany you back to the office.

The next generation of students is coming soon to a campus near you with new technology, new needs and new ways

of communicating. Are you prepared with the right amenities? Can you speak their language? Do you know how to find them and are they able to find you? Are you up to date on the latest trends to take your NOI to the next level?

Take advantage of thought-provoking breakout sessions on important student housing issues and learn from dynamic business leaders and speakers during the general sessions).

Awaiting you is actionable intelligence and turnkey solutions perfect for helping you achieve your personal and professional goals. Register today at <http://shce-naa.naahq.org/registration-information/> and keep checking www.naahq.org/shc for schedule, housing and the latest announcements. And remember to use the official hashtag #NAAStudentConf to engage, discuss and follow the conference.

Post Your Jobs and Save Some Green

In recognition of NAAEI's new RPMCareers.org website and February' RPM Careers Month, receive 25 percent off any job posting package. Use promo code "rpmcareers" from now through Feb. 28, 2015 to receive your discount. Visit <http://careers.naahq.org/employers> to get started or email sales@apartmentcareers.com for more information.

Get Congress' Attention at the 2015 NAA Capitol Conference

How does the apartment industry get Congress's attention?

With members like YOU attending the 2015 Capitol Conference on March 17-18 in Washington, D.C.

By being a part of NAA's annual advocacy and fly-in, attendees will gain knowledge on policy issues from speakers such as Former "Meet the Press" Host David Gregory. Then be briefed on the industry's key issues before embarking on the Capitol Hill to educate old and new members of Congress alike on the importance of apartments in addressing American's housing needs.

Whether you attend the Capitol Conference every March or have never participated before, this is your year to attend. In addition to David Gregory, don't miss out on: • Kickoff Speaker Platon, the world-

renowned, award-winning photographer; • Six education sessions to hone your advocacy skills; • Issues message training to help you prepare for your day on Capitol Hill; and, • Our exciting new venue at the JW Marriott!

Visit the 2015 NAA Capitol Conference website at <http://capitol-naa.naahq.org> for more information. Register now and, as One Industry with One Voice, champion policies for the betterment of our industry.

**2015 NAA Spring Governance Meetings will take place prior to the 2015 NAA Capitol Conference*

Four Reasons to Connect, Learn and Grow at the 2015 NAA Education Conference & Exposition

The 2015 NAA Education Conference & Exposition, June 24-27 at the Mandalay Bay Resort & Convention Center in Las Vegas, is the premier destination for rental housing professionals seeking to "Connect, Learn and Grow" in their personal and professional lives. Need a reason to attend? How about four?

1. Networking and idea exchange with like-minded professionals. More than 8,000 fellow rental housing professionals will be meeting, greeting and exchanging ideas on the issues you encounter every day. Not only will your peers be in attendance, you'll also have the opportunity to interact with some of the biggest names in the multifamily housing marketplace.

2. With general and breakout sessions, the level of education at the NAA Education Conference & Exposition is unparalleled and best in class. Specifically crafted with the audience in mind, attendees will be engaged, entertained and educated, leaving the conference with tactical insight designed to create an edge in their market and increase their revenue streams. (Check out the entire lineup at <http://educonf.naahq.org/learn/>)

3. Take a break from class and visit with leading-edge suppliers in the rental housing marketplace. With more than 400 companies demonstrating the latest and greatest in technology, products and services, attendees will be streamlining operations quicker than you can say, "Where do I sign-up?"

4. And speaking of entertainment, the hardest-working man in show business, Jay Leno, is the Opening Keynote Speaker. NAA's reputation of bringing to the stage the biggest names in business and entertainment continues this Emmy Award-winning late-night TV host, best-selling children's book author and pioneering car builder and philanthropist, set to take the stage on Thursday, June 25 from 12:45 p.m. to 2:15 p.m.

Fortunately, registration is just a click away. Register prior to February 2nd to take advantage of the early bird rate and keep checking the 2015 NAA Education Conference & Exposition website for schedule, housing and the latest announcements.