

Don't Miss the Apartment Event of the Year: The 2017 NAA Education Conference & Exposition

By Cindy Clare, Kettler Management

2017 National Apartment Association Chairman of the Board



It's time to Apartmentalize, which means taking your career, your team and your business to the next level. You can do it all at the apartment housing industry's largest, most important annual gathering—the NAA Education Conference & Exposition—convening June 21-24 at the Georgia World Congress Center in Atlanta.

The reasons to attend the Education Conference just keep growing. Whether it's the education and insight from the brightest minds in the industry, or a chance

to connect with your peers, trust me—you'll forever regret missing this event.

Registration is now open at www.naahq.org/educonf—join nearly 10,000 of your peers in Atlanta for powerful education sessions, cutting-edge solutions and valuable networking. So get focused, get inspired and get going to #NAAEDU17.

The biggest discounts go to those who register early, so don't delay and register today! And remember, even larger discounts are available when you register as a group.

NAA Wants You to Be a Model of Excellence

The NAA Excellence Awards are now accepting online submissions at www.naahq.org/excellence for the 2017 awards.

The NAA Excellence Awards ("Excels") recognize excellence and leadership in the apartment housing industry. These national awards celebrate builders, industry professionals and affiliated apartment associations that make unique contributions to our industry.

The deadline for NAA Excellence Awards submissions is 11:59 p.m. EST on March 17, 2017.

Winners will receive their NAA Excellence Award at a ceremony during the 2017 NAA Education Conference & Exposition on Saturday, June 24 in Atlanta. They will also be featured in an issue of *units* Magazine, NAA's monthly publication that reports on the apartment industry.

Washington Is Calling—Will You Answer?

The NAA Capitol Conference & Lobby Day is the industry's largest advocacy event, dedicated to educating grassroots activists on key issues and mobilizing them to advocate with their members of Congress. Participants represent a diverse cross-section of the apartment industry from across the U.S.

The upcoming event, from March 7-8 at the JW Marriott in Washington, D.C., may be the most critical ever as advocates introduce themselves to the new members of Congress and strengthen their rela-

tionships with returning members. Our goal is to reach all 535 members of Congress.

Registration is free and available at www.naahq.org/capitol.

In the Market for a New Product or Service? NAA has the Resources You Need

NAA is pleased to announce the all-new NAA Resource Center, available at www.NAAResourceCenter.org, a site for one-stop shopping for new products and services from suppliers who know the apartment market. At the Resource Center, you can:

- Browse a searchable directory of supplier companies;
- Catch up on the latest industry news; and
- Let NAA help you achieve success.

Don't delay—Start shopping (and learning) today!

Have You Taken Your Visto Test Drive Yet?

The National Apartment Association Education Institute (NAAEI) is partnering with Grace Hill—the leading provider of online training for the property management industry and NAA's nearly 170 affiliated apartment associations—to deliver online training to its members, Grace Hill customers and the broader property management industry.

Helping to elevate the performance of the entire property management industry is a key driver behind Grace Hill and NAAEI joining forces to co-develop and support the launch of Visto—a new eLearning resource designed specifically to help property management professionals build and strengthen their careers through outstanding credential programs and continuing education courses. Take a test drive today at www.gowithvisto.org.

NAA's Click & Lease Program an Industry Executive Favorite

The NAA Click & Lease is a web-based leasing program offered exclusively to members of the NAA. This powerful, easy-to-use leasing program allows an apartment community to save time and money by speeding up preparation and printing of legal documents. In addition to providing greater efficiency to the onsite leasing process, prospective residents may fill out a rental application online, and property managers may audit and edit entire portfolios of leases with a few clicks of a mouse. Top industry executives representing numerous leading companies operating throughout the U.S. and abroad choose to use the NAA Click & Lease Program. But don't take our word for it—hear it straight from them at bit.ly/ExecTestimony. To learn more about how the NAA Click & Lease program can benefit your business please visit www.naahq.org/lease.