

Robin Roberts to Keynote Friday General Session at the 2017 NAA Education Conference & Exposition

By Cindy Clare, Kettler Management

2017 National Apartment Association Chairman of the Board



NAA is pleased to announce that Good Morning America Anchor Robin Roberts will deliver the Friday General Session Keynote at the 2017 NAA Education Conference & Exposition, June 21-24 at the Georgia World Congress Center in Atlanta.

Roberts, a four-time Emmy Award winner and author, has overcome breast cancer and charted her own course to the top as one of the most successful women in broadcasting. Prepare to be lifted up—personally and professionally—by her awe-inspiring

journey.

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.

New Year, New Website, New *units* Magazine

Some of the most visible aspects of NAA have also undergone a makeover and are new for 2017. Our website has a fresh look and feel with more user-friendly navigation and a responsive design for an improved experience on tablets and mobile devices, making www.naahq.org an invaluable resource for our members. Our magazine, *units*, has an updated look that is cleaner and more attractive. We'll be tweaking the design throughout the year, so please feel free to send your feedback to units@naahq.org.

We've Saved a Seat at the Head of the Class: Register Today for the 2017 NAA Student Housing Conference & Exposition

Everything student housing insiders need to succeed is at the 10th annual 2017 NAA Student Housing Conference & Exposition, Feb. 14-15, 2017, at the Hyatt Regency in Chicago. .

Get in on the latest trends, industry expertise, top suppliers and networking opportunities—all to take your success to the next level.

Attendees include student housing marketers, leasing and sales specialists, property and portfolio managers, developers and suppliers.

Registration is now available at shce-naa.naahq.org. Be sure to consider group registrations to take advantage of even further discounts.

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.

We Like to Call it the Power of Two

NAA is pleased to announce its new Sponsorship Program, focused on giving supplier partners the freedom to create a sponsorship that aligns with their business goals and objectives. Customization is a key element to this new program, with more than 300 options for customizing the way NAA members and the apartment community see your brand.

By becoming an NAA Partner, you'll be able to embed your brand with the NAA brand, the No. 1 name in apartment housing. Let's get together and build a winning partnership! To learn more about the new Sponsorship Program, visit <http://www.naahq.org/partner/sponsor> or contact Sharon Salang at 703-797-0663.