

# Connect With NAA

## Don't Forget to 'Rewind' the 2013 NAA Education Conference & Exposition

By Alexandra Jackiw, CAPS, CPM, McKinley, Inc.

2013 National Apartment Association Chairman of the Board



Couldn't attend the 2013 NAA Education Conference & Exposition in San Diego, or missed a great session? Don't despair—you still can enjoy the best education sessions in the apartment industry, including video!

NAA's Education Institute (NAAEI) is once again presenting its "Rewind" program, offering 21 recorded video sessions and 20 PowerPoint-synced audio sessions from the 2013 NAA Education Conference—all for just \$299! Visit

<http://naa.directionsav.com> to purchase your recorded education sessions today.

### Save the Date for the 2014 NAA Education Conference & Exposition in Denver

The largest and most anticipated industry event of the year, the NAA Education Conference & Exposition, will convene June 19-21, 2014, in Denver.

Make plans now to experience the Mile-High City like never before—with more than 6,200 attendees, over 40 education sessions, at least 350 exhibitors and surprises around every corner, the NAA Education Conference & Exposition is the must-attend event each year for any multifamily housing professional who is serious about bettering their organization's performance and enhancing their own career. Stay tuned to [www.naahq.org/educonf](http://www.naahq.org/educonf) for the latest information.

### Register Now for the 2013 Apartment Revenue Management Conference

In its third year, the Apartment Revenue Management (ARM) Conference®, September 23-25 in Miami, is the apartment industry's sole event dedicated to staying ahead of the ever-changing operational curve.

Interested in strategies and tactics to improve revenue generation? Are you responsible for ancillary income? You're not alone. The ARM Conference® is the place to be for revenue managers, operations executives, marketing directors, risk managers, rental housing business intelligence experts, pricing managers, investors, asset managers and anyone else who understands (or wants to learn about) the value inherent in revenue management.

Learn more about the ARM Conference® by visiting <http://arm-naa.naahq.org>—and register today!

### Meet With Your Members of Congress in August

Make plans to visit your members of Congress this August during their in-district work periods. Congress will be in recess for five weeks beginning August 5—which means it's now time to schedule a meeting.

Congress makes decisions that can affect every aspect of your business, so now is not the time to remain silent. Apartments are a trillion dollar industry that helps 35 million renters live in a home that's right for them. It's your time to meet with your representatives and senators and remind them about the critical issues that can impact the apartment industry.

NAA will provide you with talking points and other handouts to assist you with your preparation for these meetings. You can find everything you need for your visit via the Congressional Recess Program web page at [www.naahq.org/learn/advocacy/congressional-recess-program](http://www.naahq.org/learn/advocacy/congressional-recess-program).

Remember that you are their constituent and they want to hear from you. This is an important time for the apartment industry, and Congressional calendars fill up quickly so please don't delay in making your voice heard.

Please let Carole Roper know if you have any questions or plan to schedule meetings. She can be reached at [carole@naahq.org](mailto:carole@naahq.org) or 703/797-0616.

### Network Year-Round at NAA Connect

Don't miss your opportunity for year-round networking and peer-to-peer education on NAA Connect—[www.naahq.org/connect](http://www.naahq.org/connect)—the new hub for networking and collaboration.

NAA Connect is home to eight industry-related communities—[www.naahq.org/public-communities](http://www.naahq.org/public-communities)—for you to connect with like-minded professionals and discuss common issues and questions. Connect also features a multitude of topical libraries—[www.naahq.org/Connect/Libraries](http://www.naahq.org/Connect/Libraries)—with ready-to-download materials to help you get things done with having to reinvent the wheel.

### Wednesdays Are For Webinars

Join NAAEI, Apartment All Stars and Multifamily Insiders for Webinar Wednesdays, the largest premium webinar series in the industry to provide state and local association members with access to industry thought leaders to discuss innovative ideas, best practices and emerging industry trends. These webinars will give participants the tools they need to become industry superstars in their own right.

Visit [www.naahq.org/learn/education/take-a-class-online/webinar-wednesdays](http://www.naahq.org/learn/education/take-a-class-online/webinar-wednesdays) for information and registration.