

Connect With NAA

Your Guide to the Rental Housing Industry's Pro-Apartment Campaign

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

2013 National Apartment Association Chairman of the Board



NAA and NMHC unveiled a new integrated campaign targeting policymakers on May 6.

Titled "Apartments. We Live Here," the campaign utilizes print, radio and digital ads, direct mail and an informational storytelling website experience. It highlights the 35 million apartment residents building their lives and the \$1.1 trillion economic contribution the industry and its residents add to the economy each year.

Affiliated associations and member companies are invited to customize the print ads and radio scripts for your state or locality and also post a special website button to promote the new website, **www.WeAreApartments.org**. This free toolkit also includes "The Trillion Dollar Apartment Industry" economic impact report, a reprint of the *units* Magazine article about the industry's economic impact, and a user guide. We encourage you to seek opportunities to extend the reach of the NAA/NMHC campaign beyond Washington, D.C., and into your states and localities.

The campaign tells how in communities across the nation, apartments work—helping people live in a home that meets their specific housing needs. "Apartments. We Live Here." connects policymakers across the country with the dollars and jobs associated with multifamily construction and operations, making it a powerful advocacy tool for the apartment industry.

The campaign uses a unique digital approach to information storytelling at the website, where the site navigates users through an interactive experience showing how communities grow stronger through apartment jobs, dollars and residents. The site also features an interactive map of apartment information for all 50 states along with a one-of-its-kind calculator to determine the potential economic contribution of any apartment development to a particular state.

To order the print ads, radio scripts, state/metro website button, user guide and other tools, contact Carole Roper at carole@naahq.org.

Available Online: 2013 NAA Education Conference & Exposition Audio and Video Recordings

Can't attend the 2013 NAA Education Conference & Exposition in San Diego, or are going to miss 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 \$199 if you purchase the entire series of sessions by June 23. Act fast—prices will increase \$100 after June 23. 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** for the latest information.

Make Plans Now to Visit With Your Members of Congress During Their Summer Recesses

Your involvement with your members of Congress is a year-round commitment to support the apartment industry. Take advantage of their in-district work periods by scheduling meetings with them now. Congress will be in recess the week of Memorial Day (May 27-31), the week of the Fourth of July (July 1-5) and for five weeks beginning Aug. 5. Now is the time to make your appointments.

Our industry's top issues include immigration, housing finance and tax reform. Fact sheets, talking points and resources to help you plan your meetings are available in the Congressional Recess Program Toolkit located at **www.naahq.org/learn/advocacy/congressional-recess-program**.

NAA's National Lease Program Clicks Reaches New Record in April

NAA's National Lease Program sold a 5.3 million clicks in April—an all-time high for the program for a single month. More than 212 new communities joined the National Lease Program in April. The previous record was 5 million lease clicks sold August 2012. Lease inquiries should be directed to Justin Barker at justin@naahq.org.