



# We grow stronger every day.

March 13-16, 2011 | The Omni Shoreham Hotel, Washington, D.C.

## NAA's 2011 Capitol Conference Fly-In: Make Plans Now to Attend

The Capitol Conference is the one time each year when hundreds of multifamily housing industry members descend on Washington, D.C. to tell their members of Congress in person about the issues important to and affecting their businesses.

The 2011 Capitol Conference theme is "We Grow Stronger Every Day." That has never been truer than now. For many years, NAA has urged Congress to create a balanced housing policy—one that recognizes the important role apartments play in housing Americans. With Congress and the Administration now reexamining the role of homeownership in the "American Dream," the apartment industry has a tremendous opportunity to influence housing policy in a positive way.

NAA also has the opportunity to introduce, position and frame our issues correctly to the many new members of Congress. In fact, our members must be actively engaged with both new and veteran members of Congress so they hear and understand what we are saying. Our success in communicating and gaining trust with lawmakers will ensure that the apartment industry's position is given meaningful consideration during the crucial policy debates to come.

The Capitol Conference is your opportunity to learn about issues in Congress and then tell your elected officials how they impact your business and community. NAA will prepare you to carry that message as a confident and effective advocate for the apartment industry.



### Conference Kickoff

**Jim VandeHei, Co-Founder and Executive Editor of Politico**

VandeHei is better positioned than virtually anyone else to tell you what is really happening inside the Obama administration and on Capitol Hill. He combines creating a highly influential political Web site that is defining political discourse in America with his reputation as one of the nation's most influential political pundits.



### Government Affairs Roundtable Luncheon

**Trent Lott, Washington, D.C. Lobbyist and Former Senate Majority Leader**

One of the first Republicans to crack the Democratic hold on the South, Lott is highly recognized for his trademark Southern candor and good-natured enthusiasm about American's role as a global leader in democracy and free-market capitalism. His speeches provide acute insights into the policy changes likely to emerge from the new political environment.

## Thank You to Our 2011 Capitol Conference Sponsors:



## Who Should Attend?

You! Every NAA member is encouraged to participate, including:

- NAA Delegates and Committee Members
- Local and State Affiliate Leadership
- Legislative Committee Chairpersons
- Affiliate Executives
- Government Affairs Staff
- Contract Lobbyists
- NAA members interested in advocating for legislative issues
- NAA members looking for new ways to participate nationally

## Why NAA Members Should Attend

Research shows that the most effective associations in Washington, D.C. are those whose members vote and spend time talking to their elected representatives about their industry's issues and the role public policy can play.

With more than 100 new members of Congress, the 2011 Capitol Conference is one of the most important in recent history. We must reach out to and educate these newly elected officials about multifamily and commercial real estate. Few, if any, are intimately familiar with our industry or commercial real estate generally. They need to hear first-hand from you, their constituents, about the role that apartments play in their districts.

We must also establish or strengthen relationships with veteran members of Congress, who often hold important committee posts where they can decide the fate of key industry issues.

Because you vote, they'll listen!

## Hotel and Travel Information

### The Omni Shoreham Hotel

2500 Calvert Street NW | Washington, D.C. 20008 | 202/234-0700

**Reservations:** 800-THE-OMNI (800/843-6664)

### Hotel Information

The NAA Capitol Conference is returning to the grand and historic Omni Shoreham Hotel. When making your reservation, ask for the National Apartment Association room rate of **\$254** per night single/double occupancy. The cut-off date for the NAA rate is **Feb. 18, 2011**. After this date, reservations will be accepted on a rate and space-available basis.

### Travel Information

**Airports:** Ronald Reagan National Airport (DCA) is just 10 miles from the Omni Shoreham. Washington-Dulles International Airport (IAD) is 30 miles from the hotel and Baltimore-Washington International Airport (BWI) is located 40 miles from Washington, D.C.

**Ground Transportation:** Please visit our Web site for information on ground transportation and the D.C. Metro service from local airports to the Omni Shoreham.

## Registration Information

Registration for the Capitol Conference is complimentary for all attendees. However, all attendees must register. Registration includes all conference meetings, legislative sessions, the Welcome Reception and Capitol Steps performance. The Government Affairs Roundtable Luncheon and NAAPAC events are ticketed.

### NAA Refund Policy

Cancellation requests must be received in writing. Requests received on or before **Feb. 14, 2011** are entitled to a 100 percent refund less a \$25 administrative fee. After Feb. 14, no refunds will be issued. Refunds will not be issued on unused tickets.

### Special Needs

NAA complies with the Americans with Disabilities Act. To accommodate any special need, please include your request by Feb. 14, 2011 with your registration form or contact NAA at 703/518-6141, ext. 130.

### Attire

Business attire is appropriate for the joint Board of Directors and Assembly of Delegates meeting as well as the lobby day on Capitol Hill. Business casual can be worn for all other meetings. In March, Washington, D.C. has an average high temperature of 55 degrees with an average low of 33 degrees; we recommend that you bring a coat for outside activities.

## Conference Highlights

### Welcome Reception and Capitol Steps Performance.



Please join us on Sunday evening for the Welcome Reception at 5:30 p.m. Immediately following the reception, the Capitol Steps comedy troupe returns to entertain conference attendees. The Capitol Steps' performers are congressional staffers-turned-comedians who travel the country satirizing the very people and places that once employed them.

**Government Affairs Roundtable Luncheon (Ticketed Event).** Every year NAA welcomes nationally known political commentators and analysts who discuss the hot-button policy issues of the day from their "inside the Beltway" perspective. This year's presenter is former Senate Majority Leader Trent Lott.

**Advocacy Session: PACs and PAC Fundraising.** Raising funds for NAAPAC is critical to the success of NAA's advocacy efforts. This session focuses on different strategies for raising those funds and offers an open forum for affiliates and members to compare notes. A panel of your colleagues will lead the discussion with examples of what has worked for their affiliate. We encourage you to participate in this exchange of ideas for NAAPAC.

**Advocacy Session: Grassroots Mobilization.** Members of Congress always want to hear from their constituents. This is what makes grassroots advocacy so important to communicating the apartment industry's message. This session will focus on the importance of educating your elected officials and how to get your points across. An industry expert will lead the discussion and share some best practices for meeting with your elected officials. This is a great session for newcomers to the Capitol Conference and a great refresher for those who will participate in the lobby day on Capitol Hill.

**Capitol Hill Issues Briefing.** Learn everything you need to know before you convey your messages to your congressional delegation during your visits on Capitol Hill. You will be briefed on the key issues which are the focus of the Capitol Conference. Also, you will receive talking points to use during your Hill visits as well as "leave-behind" packets to give to your members of Congress. Plenty of time will be set aside to answer all of your questions.

**Lobby Day on Capitol Hill.** Wednesday, March 16, is reserved for attendees to schedule visits with their members of Congress. Use the information you learn at the Capitol Hill Issues Briefing, roundtables and advocacy sessions to educate your members of Congress on the issues affecting the apartment industry. Attendees are responsible for scheduling their visits.

## How to Register

**Internet** [www.naahq.org/events/capconf](http://www.naahq.org/events/capconf)

**Mail:** National Apartment Association  
4300 Wilson Blvd., Suite 400 | Arlington, VA 22203

**Fax:** 703/248-9440

## NAA Government Affairs Department Works for You!

- Researches and analyzes state and local issues in all 50 states
- Tracks and alerts you on "viral" legislation
- Matches up affiliates with similar issues
- Produces publications to keep you informed:
  - State & Local Policy Outlook (with four Updates yearly)
  - Issue Almanacs (periodic)
  - HotSheet (monthly)
- Develops and supports local issue advocacy campaigns
- Files amicus (friend-of-the-court) briefs on your behalf
- Monitors activities of 20-plus national policymaking and issue organizations
- Provides communications and public affairs counsel
- Surveys you to better serve your needs
- Unites with the National Multi Housing Council (NMHC) under the Joint Legislative Program
- Mobilizes the apartment industry at the annual Capitol Conference
- Sponsors the Apartment Industry Mobilization Service (AIMS)
  - AIMS Alerts on moving legislation
  - Regular AIMS Updates
- Provides annual NAA/NMHC Legislative and Regulatory Priorities booklet
- Goes in-depth on issues with the NAA/NMHC Joint Legislative Staff Report (three times a year)