



Connect With NAA

Help Your Company—and Your Career—Reach New Heights This Summer

By Brad Williams, CPM, Lincoln Property Company.
2014 National Apartment Association Chairman of the Board



The 2014 NAA Education Conference & Exposition, June 18-21 in Denver, is more than just the largest and most important rental housing event of the year, it's your opportunity to leverage the leading education, cutting-edge multifamily housing products and services and unbeatable networking opportunities only an event like this can provide.

From the incredible cast of Keynote Speakers and Thought Leaders (not to mention the phenomenal presenters of more than 40 breakout sessions) that cement NAA's reputation as a world-class provider of education, to the latest offerings from service providers on a trade show floor, to the get-togethers designed for you to make quality industry contacts, if you can only attend one event this year, make sure it's the 2014 NAA Education Conference & Exposition.

Have a look at the online Conference brochure at www.nxtbook.com/nxtbooks/csg/naa2014_confbrochure and register today.

And, make sure to book your housing as soon as you register—rooms will go fast and you will be unable to book without first registering. Visit the Education Conference website at www.naahq.org/educonf for information and reservations for all official NAA Education Conference hotels.

Perfect Learning Opportunity: Webinar Wednesdays

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. Register today at www.naahq.org/learn/education/take-a-class-online/webinar-wednesdays

Take Advantage of Member-Only Pricing for the 2014 NAA Student Housing Conference & Exposition REWIND Program

Now for a limited time: Professionals in the student housing industry seeking to enhance their careers and better prepare for housing the next generation of residents should act now to take advantage of the top-level insight delivered during the 2014 NAA

Student Housing Conference & Exposition, all for just \$149!

NAAEI invites you to enjoy actionable intelligence and turnkey solutions perfect for helping you achieve your personal and professional goals—and earn continuing education credits while you're at it—with REWIND's 11 PowerPoint-synced audio sessions from the 2014 NAA Student Housing Conference & Exposition (available at <http://naa.directionsav.com/sh>).

NAA Has The Information You Need This Budget Season

It's a win-win when your company participates in the 2014 NAA Survey of Income & Expenses in Rental Apartment Communities.

All participants receive a complimentary copy (a \$599 value) of the final report that contains:

- Valuable information your staff needs to prepare for the upcoming budget season.
- Detailed local market and national economic analysis that will help ensure accurate financial and benchmarking information for your company.
- Data that will help you compare your community's performance against your peers.

There are two methods for your company to complete the survey, including using our designated Excel file to download data directly from your internal data systems or using our secure survey website (<https://naasurvey.celassociates.com/Home/Login.aspx>).

Contact Janet Gora of CEL at janet@celassociates.com or 310-207-7328 or to determine the best response method for your company (via Excel or Online). If your company has previously participated, be sure to contact Gora via email before you get started as she can also assist in pre-loading property data for you.

If you missed last year's 2013 NAA Income & Expense, the 2013 IES Executive Summary can be viewed at www.naahq.org/learn/income-and-expenses-survey/2013-survey.

To purchase your copy today, visit the NAA Bookstore at www.naahq.org/about/bookstore

NAA Government Affairs Launches New Flagship Publication

Be the first to read the new Apartment Advocate e-newsletter. It merges the AIMS Update and the HotSheet plus adds new content to give you an insider's look at what's happening in apartment industry advocacy.

If you receive the AIMS Update or the HotSheet, you are already subscribed. If you wish to subscribe, contact Carole Roper at carole@naahq.org.