

WEDNESDAY, APRIL 22ND

ALL FULL CONFERENCE REGISTRATIONS WELCOME!

11:00 AM REGISTRATION OPEN - 3RD FLOOR

12:45 – 2:10 PM OPENING GENERAL SESSION - 4TH FLOOR

Quit Hitting Snooze™ on Tough Conversations: Break the Silence, Fix the Problem with Courtney Ramsey



Courtney Ramsey helps leaders quit hitting snooze on the conversations and actions that truly move the needle on employee satisfaction, retention, and engagement. With a powerful blend of real-world business insight and human connection, Courtney teaches leaders how to build trust, communicate with clarity, and create cultures where people want to stay and grow. Her engaging style and practical tools leave audiences inspired—and equipped—to take immediate action. Courtney holds both an MBA and BBA from Texas A&M University, served as adjunct faculty at SMU's Cox School of Business, and is dual-certified as a Professional in Human Resources (PHR) and a Certified Professional in Talent Development (CPTD). She's also the Past President of NSA North Texas. Offstage, Courtney loves to unwind with an episode of Dateline, a glass of wine, and being asleep by nine!

Don't forget to stick around after the opening session for our first CASH GIVEAWAY of \$2,000! Must be present to win!

2:30 PM – 3:15 PM BREAKOUT SESSIONS

- 1: Be the Brand: Defining and Living Your Value in the Workplace with Candice N. Manning
- 2: How to Avoid Going Viral for All the Wrong Reasons: A Fair Housing Guide for Marketing and Social Media with Katie Rigsby
- 3: Purpose vs. Platform – Reclaiming the Hierarchy of What Matters Most with Kevin Goodnight
- 4: Bridging the Gap: Enhancing Maintenance Through Technology Adoption in Multifamily with Monica M Frazier
- 5: Tech Meets Touch: Balancing Automation with Human Connection in Leasing with Steve Wunch

3:45 PM – 4:30 PM BREAKOUT SESSIONS

- 1: Fuel the front Line: Building High Performance Leasing Teams that Close with Candice N. Manning
- 2: Better Than the Bot: Standing Out in a Tech-Driven World with Katie Rigsby
- 3: 10 Principles for Becoming Rich in Life and Leadership with Kevin Goodnight
- 4: Breaking Barriers: Elevating Cultural Intelligence in Multifamily Communities with Monica M Frazier
- 5: The Other Move-In: Rethinking Team Onboarding Through the Resident Lens with Steve Wunch

5:00 PM - 7:00 PM OPENING PARTY RECEPTION

Blue Moon Taphouse at Waterside

THURSDAY, APRIL 23RD

ALL FULL CONFERENCE + APRIL 23RD ONLY REGISTRATIONS WELCOME!

8:00 AM - REGISTRATION OPENS & BREAKFAST - 3RD FLOOR

8:45 AM - 9:45 AM BREAKOUT SESSIONS

- 1: Legal Symposium
- 2: What A Gen Wants: Decoding Generational Diversity At Work with Dana Duckworth
- 3: The Turnover Live: Ask the Experts Roundtable with Mark Sharp, Chris Caramanica & Paul Rhodes
- 4: The Path of Lease Resistance: How to Help Prospects Say "Yes" Without Stress, Pressure, or Pushback with Rommel Anacan
- 5: The New Renter Reality: Trends Reshaping the Multifamily Industry with Virginia Love

10:05 AM – 11:05 AM BREAKOUT SESSIONS

- 1: Legal Symposium
- 2: Hope Floats: Navigating the Waves of Organizational Change with Dana Duckworth
- 3: Tackling the Toughest Mental Health Challenges in Multifamily Maintenance with Mark Sharp
- 4: The Leadership Snowball Effect: Small Actions. Big Momentum. Lasting Impact. with Rommel Anacan
- 5: Solving for the Icks: Leveraging Tech for Difficult Situations with Virginia Love

11:05 AM – 1:00 PM VAMACON LUNCH MARKET

Network and have lunch with your suppliers and peers!

1:15 PM – 2:00 PM BREAKOUT SESSIONS

- 1: You Are the Capital: Maximizing Your ROI in the Workplace with Ishea Shepherd and Dana Duckworth
- 2: Make Better Decisions with Renee Pulliam, Tammy Longo and Donje Putnam
- 3: AI + SEO/GEO: Smarter Visibility for Apartments in a Renter-First World with Mike Whaling
- 4: Retain the Human: Create a Culture That Makes People Stay with Shanenn Bryant
- 5: From Lip Service to Leadership: Coaching that Sticks with Steve Matre

2:20 PM - 3:05 PM BREAKOUT SESSIONS

- 1: SOS: Service Over Stuff with Ishea Shepherd and Marci French
- 2: Tools, Talent, Talk: The Complete Maintenance Professional with Mark Sharp
- 3: Chick-fil-A Table Ordering for Apartments: How Deep Linking Can Drive Resident Convenience and Loyalty with Mike Whaling
- 4: Quick Tips for AI Productivity Featuring Microsoft Copilot & Google Gemini with Randall "Randy" Dean, MBA
- 5: Affordable Housing – Speaker TBA

3:25 PM – 4:10 PM BREAKOUT SESSIONS

- 1: How To Bake A Cake: Clear Communication For Decisive Decisions with Marci French
- 2: Incorrect Assumptions (IA) in HVAC with Paul Rhodes
- 3: Finding an Extra Hour Every Day: Time & Tech Management Tips for Busy Professionals with Randall "Randy" Dean, MBA
- 4: When Everyone's Being A Jerk: Mastering Your Emotions When No One Else Is with Shanenn Bryant
- 5: Artificial Intelligence & You: Finding Your Fit in a Shifting World with Steve Matre

4:10 PM – 6:45 PM TRADE SHOW RECEPTION - 4TH FLOOR

Networking, connections, prizes and your chance at a \$3,500 CASH GIVEAWAY! Must be present to win!



FRIDAY, APRIL 24TH

ALL FULL CONFERENCE REGISTRATIONS WELCOME!

8:30 AM BREAKFAST OPENS - 4TH FLOOR

9:30 AM CLOSING CEREMONY & KEYNOTE

PUNCH IT MARGARET!: Dancing Through Discomfort, Change and The Messy Middle with Anne Bonney

Our \$1,500 CASH GIVEAWAY winner will be announced after the closing keynote session! Must be present to win!



Anne Bonney was born to talk—just ask any of her childhood teachers who wrote "talks too much" on her report cards! Now, she's turned that chatter into a powerhouse career, jet-setting around the globe to help overwhelmed professionals build resilience in the discomfort of change. A dynamic keynote speaker, energizing conference Emcee, two-time author, and host of the hit podcast *Dancing in the Discomfort Zone*, Anne lights up both virtual and in-person stages with her high-energy, relatable style. After 20 years of crushing it in corporate and nonprofit leadership positions, she now uses her hard-earned experience and fiery passion to ignite YOUR courage to build resilience in change and challenges, tackle tough conversations, and lead with emotional intelligence.