



**2009 NAA Affiliate Education Conference  
Marketing the Value of Affiliate Education Programs  
AGENDA**

**August 31, 2009**

Welcome to Chicago!!

- 12:00 - 4:30 p.m.**    **General Check-In for affiliates and speakers**  
*Registration Table outside the Grand Avenue/Michigan/Illinois Rooms*
- 1:00 - 4:30 p.m.**    **Marketing the Value of Affiliate Education Programs – Resources/Tools/Ideas -  
AFFILIATES ONLY** *Lisa Trosien, Moderator*  
*Grand Avenue Room*
- 5:00 - 6:30 p.m.**    **Check- In for Reverse Trade Show (if you haven't checked in already)**  
*Registration Table outside the Michigan/Illinois Rooms*
- 6:00 - 8:00 p.m.**    **Reverse Trade Show and Reception - OPEN TO ALL**  
*Michigan/Illinois Room*

**September 1, 2009**

- 8:00 - 8:30 a.m.**    **Breakfast - OPEN TO ALL**  
*Michigan/Illinois Room*
- 8:30-9:30 a.m.**    **Marketing the Value of Affiliate Education Programs – Perspectives from the  
Owners – AFFILIATES ONLY**  
*Michigan/Illinois Room*  
**Owner's Panel**  
Rich George, Moderator  
Diana Pittro – RMK Management  
Bruce Weschler – Wexenthaller Realty Management  
Greg Lozinak – Waterton Residential  
Jerry Gawlick – Berkshire Property Advisors
- 8:30-9:30 am**    **NMSA Meeting – NMSA MEMBERS ONLY**  
*Wabash Room*
- 9:30-9:45 am**    **BREAK**
- 9:45-11:45 am**    **Marketing the Value of Education Programs - Marketing and PR Panel  
OPEN TO ALL**  
*Michigan/Illinois Room*  
**Marketing and PR**  
Pam Gecan – American Marketing Services  
Suzie Johnson Roettig – Cape Cod Homebuilders  
Andrea Roeker – Village Green



- 11:45 a.m. BREAK**
- 12:00-1:00 pm Networking Lunch - OPEN TO ALL**  
*Michigan/Illinois Room*
- 1:00 - 4:30 p.m. Marketing the Value of your Affiliate Education Programs – Evaluating your own marketing efforts and materials**  
**Roundtable Discussions and Activities - OPEN TO ALL**  
*Michigan/Illinois Room*

Breakdown of the Afternoon:

- 1:00 - 2:00 p.m. Marketing Questions Roundtable Discussion on Marketing Questions**
- 2:00 - 3:00 p.m. Flipchart responses**
- 3:00 - 3:15 p.m. BREAK– Wrigley Field “ALL STAR” Break - OPEN TO ALL**  
**Sponsored by the Apartment All Stars!**
- 3:15 - 3:45 p.m. Marketing Program – Group Table Assignment**
- 3:45 - 4:30 p.m. Make your Pitch!**

Evening Activity - OPEN TO ALL:

- 5:15 pm** Cabs depart Hotel for Eugenie Terrace
- 5:30-7:00 pm** **Mini “Taste of Chicago” at Eugenie Terrace** - Sponsored by CallSource
- 7:15 pm** Arrive at Second City
- 8:00 pm** **Second City** - “America All Better” - Sponsored by CallSource

**September 2, 2009**

- 8:00 - 9:00 a.m. Breakfast**  
*Michigan/Illinois Room*
- 8:30am-12:00pm NAAEI Updates – AFFILIATES ONLY**  
*Michigan/Illinois Room*

Breakdown of the Morning:

- 8:30 - 9:00 a.m. Maintenance Mania** - Kimberlee Berry, NAA Membership
- 9:00 - 9:30 a.m. National Training** - Kimberly McCrossen, NAAEI and Viann Goins-GCNKAA
- 9:30 - 9:45 a.m. EPA Lead Paint Update** - Jack Anderson- CONNOR
- 9:45 - 10:00 a.m. BREAK**
- 10:00 - 10:30 a.m. Apartment Careers Month** - Julie Barden, NAAEI
- 10:30 - 11:00 a.m. NAAEI Workforce Development Initiative** - Maureen Lambe, NAAEI
- 11:00 - 11:30 a.m. NAAEI Designation Update** - Shana Treger, NAAEI
- 11:30 am- 12 pm Call Source Update** – Doug Chasick