



Transcript from June 24, 2010 to June 26, 2010

All times are Pacific Time

June 24, 2010

- 12:09 am **greenlandlady:** Hello from #NAA10 NOLA Carbon taxes and tax credits affecting multifamily? Part 2 of our interview with Will CLark <http://bit.ly/92s1sQ>
- 12:12 am **trainingfactor:** RT @GreenLandlady: Hello from #NAA10 NOLA Carbon taxes & tax credits affecting multifamily? Part 2 of R interview <http://bit.ly/92s1sQ>
- 12:15 am **LeaseLabs:** The gang in New Orleans #naa10 <http://twitpic.com/1zdlyf>
- 12:23 am **mbj:** #naa10 ? at Lá Bayou Restaurant <http://gowal.la/r/d56T>
- 12:23 am **trainingfactor:** @greenlandlady sitting in my sustainable train cabin sleeper.. almost in NOLA for #NAA10
- 12:37 am **LeaseLabs:** #naa10 We are giving away 3 gifts from Tiffany's! - 3 chances to win! Booth 1419!
- 12:39 am **LeaseLabs:** Nothing like a team dinner that ends with all on their BlackBerry. #naa10 <http://twitpic.com/1zdseo>
- 12:44 am **mbj:** #naa10 (@ Mr. B's Bistro) <http://4sq.com/7P03x8>
- 12:45 am **trainingfactor:** Almost there #NAA10 (@ Amtrak Station-Slidell) <http://4sq.com/cLCx5O>
- 12:51 am **LeaseLabs:** Steven ozburn and mardi gras indian doing it up on Lafayette st. #naa10 <http://twitpic.com/1zdvsq>
- 1:10 am **CharityHisle:** At house of blues with @kimcoryfitness #NAA10
- 1:12 am **ericacampbell:** Whoop whoop #NAA10 (@ Bourbon Street) <http://4sq.com/4MVclD>
- 1:12 am **Eric_Urbane:** Having a cocktail and some dinner by the river, listening to some Blues #naa10
- 1:17 am **Sparty1216:** RT @Eric_Urbane: Having a cocktail and some dinner by the river, listening to some Blues #naa10 < #nice
- 1:29 am **Eric_Urbane:** A great start to #naa10, <http://tweetphoto.com/28780547>
- 1:41 am **Eric_Urbane:** Sure seems like these ships passing in the night need on the river need to be alert, Just Sayin, #naa10
- 1:47 am **Eric_Urbane:** @trainingfactor Jonathan, How many forms of transpertaion have you done to get to #naa10, Planes, Trains and Automobiles,
- 1:54 am **noicoach:** The first person that finds me and says Hire the Best Ditch the Rest gets a free signed first edition copy of my book. #NAA10
- 1:55 am **kimcoryfitness:** OMG finally we find @ericacampbell what are the odds of all the places on bourbon st! #NAA10 whooo hoo bad ass band at Cool Catz.
- 2:04 am **noicoach:** Forgot to say at the apts.com party --bright blue shirt says NOI Coach #NAA10
- 2:10 am **bdunc1:** For all you #optsum folks at #naa10, find my father-in-law Sam Merrick (Lincoln Military Housing) and say hey. He's a stud.
- 2:10 am **ericacampbell:** With @kimcoreyfitness and @charitwyhisle and the @aptsforrent crowd on bourbon st :) #NAA10
- 2:29 am **HAAonline:** We're jealous of all y'all on Bourbon St for #NAA10 tonight (looking at you @AptsForRent @CharityHisle @ericacampbell @roryellis, et al)
- 2:29 am **kimcoryfitness:** Party on Bourbon St with @ericacampbell @CharityHisle @AptsForRent let the good times begin #NAA10 <http://tweetphoto.com/28789034>
- 2:34 am **TheEllipseCow:** NOLA on tipping (*it's not just for cows)... #NAA10 <http://tweetphoto.com/28789743>
- 2:35 am **mbj:** #naa10 ? at House Of Blues <http://gowal.la/r/d7SN>

2:55 am **elysa:** RT @TheEllipseCow: NOLA on tipping (*it's not just for cows)... #NAA10 <http://tweetphoto.com/28789743>

3:09 am **trainingfactor:** @Eric_Urbane I skipped the plane part this time :) #naa10

3:10 am **treehugnrncss:** @artchickhb Follow @Shelleydellis She is on Bourbon and there for #NAA10 too!

3:30 am **noicoach:** @Eric_Urbane yeah up in Waterford let's finally meet this week in NOLA. I am speaking tomorrow at #NAA10 10:15 room 208 and 209.

3:37 am **kdolejsi:** RT @aptguide: On way to #NAA10! <http://fb.me/Bo3WOpjC>

3:38 am **LeaseLabs:** Kristine and john having hello shots - at apts.com party - thanks for the invite #naa10 <http://twitpic.com/1zf4jm>

3:39 am **CharityHisle:** @roryellis Totally would love to see you here at #NAA10!

11:12 am **AptsForRent:** #NAA10 Media Room is open all day in room 223. Set up some time 2 speak w/FRMS communications contact @MeredithMobley #onlyatFRMS

11:33 am **CharityHisle:** Good morning #NAA10! Hope everyone is ready for an educational day! :-)

11:43 am **AptsForRent:** Conference Kick Off Session @ 8am. Get ready 2 jumpstart ur morning & learn how 2 max ur opportunity @ #NAA10! Sponsored by @ApartmentSearch

11:48 am **trainingfactor:** Good morning #NAA10 delegates!

12:10 pm **shelleydellis:** First seminar for me: Resident's Use & Perception of Social Media in the Multifamily Industry. #NAA10 <http://4sq.com/5M3T3Z>

12:29 pm **WendyRaeWalker:** Come see me at both 1314 where I am showing online policy manuals demos! #naa10

12:34 pm **LauraLynchWhite:** #NAA10 Go Orange!

12:55 pm **AptsForRent:** Education sessions begin #NAA10 Residents Use & Perceptions of Social Media & the Multifamily Industry presented by @RentWiki & @30lines

1:02 pm **AptsForRent:** Important, hopefully LOTS of good info!! @NAAEduConf Benchmarking Your Portfolio 2 Drive Down Operating Costs & Green Your Portfolio #NAA10

1:04 pm **kimcoryfitness:** Where are all my bourbon st buddies?? Its time to kick off #NAA10 in just about 5min. Ready for a great day & sure hope to win this Ipad!!

1:08 pm **shelleydellis:** This is our speaker. #NAA10 <http://twitpic.com/1zit73>

1:16 pm **KabaMH:** Hey everyone we are at #NAA10 in New Orleans. Stop by our booth 1336 and make sure you ask about our new product the #RezShield.

1:17 pm **kimcoryfitness:** Congratulations to my home town @CbusAptAssoc for winning the 2010 Paragon Communications Award! Nice to see C-Bus recognition #NAA10

1:19 pm **trainingfactor:** @artchickhb just plain rocks!! #NAA10

1:21 pm **marketing_mommy:** @kimcoryfitness Hey! I'm supposed to win the I pad! :) Hello #naa10 peeps! Let the good times roll!

1:25 pm **kimcoryfitness:** @marketing_mommy girl you always win the prizes! Its my turn to win:) don't I deserve a break somewhere? LOL #NAA10

1:26 pm **mdutech:** Hello #NAA10!

1:33 pm **kimcoryfitness:** 756 booths & 330 exhibitors @#NAA10!! How will I ever get through it all? Glad I've got 2 days to see it all!

1:34 pm **CharityHisle:** Sitting in the opening session in the center of an orange sea! The money doesn't make it this far back. #NAA10

1:40 pm **kimcoryfitness:** @kategood @CharityHisle I'm up front & all I've won so far all I've won are some beads & \$1 whoo hoo #NAA10 opening kick off

1:47 pm **30lines:** #NAA10

1:47 pm **30lines:** Getting ready to start our session at #NAA10

1:48 pm **jlowder:** <http://znl.me/PV44PG> Registration at NAA Ed Conf #naa10

1:55 pm **shelleydellis:** Great start #NAA10. Already won some money. Headed now to seminar. <http://4sq.com/92w2BZ>

1:59 pm **reya98:** First seminar for #naa10. Overslept. Flying low. :)

- 2:08 pm **greenlandlady:** Enhance your image with Energy Star benchmarking #NAA10
- 2:09 pm **misty55:** Kicking off #naa10 w use and perception of social media. Great panel. Can't wait to hear the findings.
- 2:09 pm **elysa:** #naa10 (@ 2010 National Apartment Association Education Conference & Exposition w/ @mwhaling @kimcoryfitness) <http://4sq.com/92w2BZ>
- 2:09 pm **greenlandlady:** #NAA10 Increase among renters and increase in legislation regarding benchmarking, so doing it now gives you a head start!
- 2:10 pm **jlowder:** Going Global session at NAA Ed Conf. World as village of 100 only 1 has college degree #naa10
- 2:10 pm **CharityHisle:** Sitting next to @Iaramarmarketing & @kimcoryfitness in the 1st soc. media session to hear @30lines at #NAA10
- 2:10 pm **greenlandlady:** Utility costs are the largest controllable cost of operating expenses 24-31% #NAA10
- 2:11 pm **AptsForRent:** Be sure 2 chk out @LisaTrosien session "The Science and Psychology of Leasing" @NAAEduConf #NAA10 It's sure 2 be a gr8 one!
- 2:12 pm **marketing_mommy:** @kimcoryfitness Yes, it is def your turn to win! You need some fabulous things to happen for you after all you've been thru lately!#naa10
- 2:12 pm **greenlandlady:** Increase asset value!!! Benchmark, take steps to reduce expenses and hedge against rising utility prices #NAA10
- 2:13 pm **greenlandlady:** NT, Austin, DC, CA, WA loads of legislation being proposed or already in place to benchmark bldg performance #NAA10
- 2:13 pm **30lines:** RT @AptsForRent: Be sure 2 chk out @LisaTrosien session "The Science and Psychology of Leasing" @NAAEduConf #NAA10 It's sure 2 be a gr8 one!
- 2:14 pm **greenlandlady:** Green starts with energy efficiency #NAA10
- 2:14 pm **30lines:** Find the research data at <http://jturnerresearch.com/socialmedia> #NAA10
- 2:14 pm **greenlandlady:** Use the low, no cost energy reduction efforts to finance more expensive upgrades #NAA10
- 2:14 pm **jlowder:** Going global: Drew a pig and apparently my drawing indicates I'm optimistic, innovative and have a so-so love life. #naa10
- 2:15 pm **sarasgraham:** 93% of residents have never been to a community's FB page. (Note: check out pingdom.com for some social media stats) #naa10
- 2:15 pm **apartmentsearch:** RT @AptsForRent: Conference Kick Off Session @ 8am. Get ready 2 jumpstart ur morning & learn how 2 max ur opportunity @ #NAA10! Sponsored by @ApartmentSearch
- 2:16 pm **greenlandlady:** Cool RT @30lines: Find the research data at <http://bit.ly/dmZMCD> #NAA10
- 2:16 pm **kimcoryfitness:** 93% of residents say they have NOT visited community sites #NAA10 on social networks.
- 2:16 pm **DearTenant:** At #naa10! Many new Dear Tenants coming your way!
- 2:16 pm **shelleydellis:** 69% of your residents frequent Facebook and 45% on a daily basis @treehugnpncss #NAA10
- 2:16 pm **AptsForRent:** 69% of resident respondents use #Facebook the most of all social networking sites #NAA10
- 2:17 pm **greenlandlady:** RT @kimcoryfitness: 93% of residents say they have NOT visited community sites #NAA10 on social networks.
- 2:17 pm **ericacampbell:** In the 'residents perception of social media' session with @Eric_Urbane #NAA10
- 2:18 pm **greenlandlady:** RT @shelleydellis: 69% of your residents frequent Facebook and 45% on a daily basis @treehugnpncss #NAA10
- 2:18 pm **greenlandlady:** Remember you can track continued performance against a baseline when benchmarking #NAA10
- 2:18 pm **rentmarketer:** at NAA Conference in New Orleans - #NAA10 Hope to see you here.
- 2:19 pm **sarasgraham:** 24% of residents in conventional housing do not use social media AT ALL. #NAA10

- 2:20 pm **TheEllipseCow:** 24% of residents in conventional housing do not engage in social networking at all #NAA10
- 2:20 pm **G5local:** #naa10 Resident's use of social - only 7% have ever visited a community's networking page; when is the tipping point?
- 2:20 pm **shelleydellis:** @treehugnprncss go to JTR.com/social media #NAA10 check out results on social media with residents
- 2:20 pm **TheEllipseCow:** RT @30lines: Find the research data at <http://jturnerresearch.com/socialmedia> #NAA10
- 2:20 pm **cambridgemgi:** At #naa10 first seminar. Be here now! How to manage your attitude and thrive in chaos.
- 2:21 pm **TheEllipseCow:** RT @sarasgraham: 93% of residents have never been to a community's FB page. (Note: check out pingdom.com for some social media stats) #naa10
- 2:21 pm **kimcoryfitness:** What others R saying, finding a deal & apt. Search reasons why residents R searching UR social media networks #NAA10
- 2:22 pm **TheEllipseCow:** top 5 reasons apartments are afraid of social media: 1st up ApartmentRatings.com #NAA10
- 2:22 pm **shelleydellis:** Find the research data at <http://jturnerresearch.com/socialmedia> #NAA10 @treehugnprncss
- 2:23 pm **sarasgraham:** RT @shelleydellis: Find the research data at <http://jturnerresearch.com/socialmedia> #NAA10 @treehugnprncss
- 2:23 pm **CharityHisle:** What's the next big thing? #socialmedia #NAA10
- 2:23 pm **reya98:** Learning about benchmarking energy performance. Interesting online tools provided by Energy Star to track how properties are doing. #naa10
- 2:24 pm **artchickhb:** "The way u treat your people is the way they will treat ur residents" true dat! #naa10
- 2:24 pm **greenlandlady:** Energy decisions are business decisions and you can do well and do good at the same time #NAA10
- 2:24 pm **shelleydellis:** Learn from your haters on social media sites; people will defend you #NAA10
- 2:24 pm **aptjedi:** RT @TheEllipseCow: 24% of residents in conventional housing do not engage in social networking at all #NAA10 /That means that 76% DO!!!
- 2:24 pm **aptguide:** Practicing on touch screens @ #NAA10. Stop by booth #903!!! <http://fb.me/AdcVCGz4>
- 2:25 pm **WendyRaeWalker:** having fun watching the Secret Service Agents running around the hotel for George W. #naa10
- 2:25 pm **aptjedi:** Is living vicariously through all of your tweets from the social media session at #NAA10. Please keep the flow of consciousness.
- 2:25 pm **kimcoryfitness:** Social media requires a budget! Not cheap or free. It takes experience to make it work. #NAA10
- 2:25 pm **greenlandlady:** We have fiduciary duty at TIAACREF that's why we benchmark #NAA10
- 2:26 pm **CharityHisle:** RT @kimcoryfitness: Social media requires a budget! Not cheap or free. It takes experience to make it work. #NAA10
- 2:26 pm **firebelly:** Its still marketing right?! RT @kimcoryfitness: Social media requires a budget! Not cheap or free. need experience to make it work. #NAA10
- 2:27 pm **CharityHisle:** RT @kimcoryfitness: What others R saying, finding a deal & apt. Reasons why residents R searching UR social media networks #NAA10
- 2:27 pm **greenlandlady:** Look at expenses, look at P&L stmt, value to tenants, 80% renters look for sustainability but 24% say they'll pay more #NAA10
- 2:27 pm **TheEllipseCow:** google alerts, create an action plan, reach out to happy ones & not so happy ones #NAA10
- 2:27 pm **AptsForRent:** People want to say good things, but have to have a reason (and place) to do so! #NAA10 #socialmedia #aptchat
- 2:28 pm **jlowder:** <http://zn1.me/P5NLZY> Triad Apt Assn board member Rebecca Rosario and Full House partner Leah Brewer presenting Going Global #naa10
- 2:29 pm **greenlandlady:** Info is the most important commodity you hav.e #NAA10

- 2:29 pm **kimcoryfitness:** Become a SM expert...start slow, register ur username, B transparent, don't stop & embrace it! #NAA10
- 2:29 pm **sarasgraham:** Check out KnowEm and you can find out whether your username has already been taken. #naa10
- 2:29 pm **ericacampbell:** Social Media: if you start DON'T STOP! Embrace your built in feedback loop #NAA10
- 2:31 pm **marketing_mommy:** #naa10 friends...heading to see @lisatrosien's session at 10:15, come find me!
- 2:31 pm **TheEllipseCow:** there's nothing that worries me more than handing over my brand image to a *dramatic pause* an INTERN - @30lines #NAA10
- 2:31 pm **TheEllipseCow:** RT @kategood: Turnbull: social media is your built in feedback loop. Feedback is the breakfast of champions. #naa10
- 2:32 pm **kimcoryfitness:** I just want to say I miss @firebelly wishing you were here #NAA10
- 2:32 pm **CharityHisle:** Benefits of outsourcing SM: Time; partner w/experts; access to info; scale; initial training; budget consistency From @30lines #NAA10
- 2:33 pm **CharityHisle:** RT @kimcoryfitness: I just want to say I miss @firebelly wishing you were here #NAA10
- 2:33 pm **aptjedi:** RT @kategood: Turnbull: social media is your built in feedback loop. Feedback is the breakfast of champions. #naa10
- 2:33 pm **greenlandlady:** Reduced common area energy usage at Kierland saved \$50K annually, 28% energy reduction. #NAA10
- 2:33 pm **shelleydellis:** Reasons people visit social media site-what others say bout your community, find discounts, & events #NAA10 Be funny but transparent!
- 2:33 pm **kimcoryfitness:** See you there! Can't wait! RT @marketing_mommy: #naa10 friends...heading to see @lisatrosien's session at 10:15, come find me!
- 2:33 pm **jlowder:** Going Global: In America "Parents obey their children" #naa10
- 2:34 pm **greenlandlady:** Just changing the pool temp. from 82 --> 78% saved 14K/yr #NAA10
- 2:34 pm **artchickhb:** Checking out Nadeen's session - such great info! #naa10
- 2:35 pm **CharityHisle:** Cons of outsourcing: voice; still takes time; training; content ideas; sharing info; relationship building From @30lines #NAA10
- 2:35 pm **cambridgemgi:** #naa10 you cannot save time. Multitasking is a myth. Things fall through the cracks and you end up spending more time fixing mistakes.
- 2:36 pm **firebelly:** Miss you'll too ;) I know its crazy but we're so hella busy I couldnt make it! @kimcoryfitness @CharityHisle #NAA10
- 2:36 pm **AptsForRent:** Cons of outsourcing SM 4 ur brand? Not ur voice, time, unique content & relationships w/customer #NAA10
- 2:36 pm **kimcoryfitness:** Is UR content remarkable, unique? Who can help U with this? Outsourcing relationships may be the answer #NAA10
- 2:36 pm **greenlandlady:** PMs fel empowered and want to do more to reduce energy consumption #NAA10
- 2:36 pm **artchickhb:** Nadeen suggests to never have maint people in an apt with minor children alone - its just plain smart! #naa10
- 2:37 pm **CharityHisle:** RT @cambridgemgi: #naa10 u can't save time. Multitasking is a myth. Things fall through cracks & u end up spending more time fixing mistakes
- 2:37 pm **cjedmonds:** RT: G5local: #naa10 Resident's use of social - only 7% have ever visited a community's networking page; when is the tipping point?
- 2:37 pm **TheEllipseCow:** RT @greenlandlady: Just changing the pool temp. from 82 --> 78% saved 14K/yr #NAA10
- 2:38 pm **greenlandlady:** Benchmarking helped TIAA-CREF return 200% on the investment #NAA10
- 2:38 pm **greenlandlady:** RT @artchickhb: Nadeen suggests to never have maint people in an apt with minor children alone - its just plain smart! #naa10
- 2:39 pm **sarasgraham:** Great advice from @30lines: measure outcome, not output. #naa10
- 2:39 pm **artchickhb:** An early 2010 bill was introduced in VA to make the FH laws apply to all landlords - even those w/ fewer than 4 units #naa10

- 2:39 pm **CharityHisle:** Love it! Customer says "I don't care what you do, just get me results." #Sherpa #NAA10
- 2:40 pm **AptsForRent:** @artchickhb What's a key take-away you r gettin frm Nadeens session? #NAA10
- 2:40 pm **dailyderbi:** Great social media presentation at #naa10: <http://j.mp/bCrm4k>
- 2:40 pm **artchickhb:** Do you have EOH logo on your facebook page? What a/b your twitter? #naa10
- 2:41 pm **kimcoryfitness:** Yep! Amen RT @CharityHisle: Love it! Customer says "I don't care what you do, just get me results." #Sherpa #NAA10
- 2:41 pm **annpadgett:** RT @NAAEduConf: Need to charge your electronics at the convention center? Go to one of the charging stations to charge your battery! #naa10
- 2:42 pm **TheEllipseCow:** Jamie Gorski in da house! #NAA10 smart lady
- 2:42 pm **CharityHisle:** Great point! -> RT @artchickhb: Do you have EOH logo on your facebook page? What a/b your twitter? #naa10
- 2:42 pm **greenlandlady:** Energy savings across TIAA-CREF multifamily portfolio in excess of 9%, CO2 emission reductions over 3500 tons #NAA10
- 2:43 pm **greenlandlady:** Remeber that the DOE's Portfolio manager is free and online. the only benchmarking tool TIAA-CREF is using. #NAA10
- 2:43 pm **kimcoryfitness:** wow how did i miss this? Its on all print! RT @artchickhb: Do you have EOH logo on your facebook page? What a/b your twitter? #naa10
- 2:43 pm **treehugnrncss:** Thank you @shelleydellis for the #NAA10 updates! It's like I'm in NOLA with you! Not really. But thx for the info!
- 2:43 pm **marketing_mommy:** RT @artchickhb: Nadeen suggests to never have maint people in an apt with minor children alone - its just plain smart! #naa10
- 2:44 pm **greenlandlady:** Simple inputs foe benchmarking and value of info is exponential #NAA10
- 2:46 pm **artchickhb:** 5 bad FH words - Mature, Adult, Exclusive, Traditional, Independent Living #naa10
- 2:46 pm **CbusAptAssoc:** RT @kimcoryfitness: Congratulations to my home town @CbusAptAssoc for winning the 2010 Paragon Communications Award! Nice to see C-Bus recognition #NAA10
- 2:46 pm **ericacampbell:** Social media: outsource or inhouse? Whoop whoop I'm pro inhouse :) #NAA10
- 2:49 pm **Laramarketing:** great presenters at the SM sessions #NAA10
- 2:49 pm **sarasgraham:** Measure exposure *and* engagement. #naa10
- 2:50 pm **craigsherpa:** RT @CharityHisle: RT @kimcoryfitness: Social media requires a budget! Not cheap or free. It takes experience to make it work. #NAA10
- 2:50 pm **socialEspeaking:** RT @aptjedi RT @kategood Turnbull social media is UR built in feedback loop. Feedback is D breakfast of champions. #naa10 ;) #SaveOurShores
- 2:51 pm **artchickhb:** The community decency act says that if u r not controlling who is posting to ur site, u r not liable. #naa10
- 2:53 pm **ericacampbell:** Social media is more than just engagement it is also about Google Juice Google Juice Google Juice #NAA10
- 2:53 pm **erinkoro:** @ericacampbell: in-house social media engagement FOR SURE! Its inherently authentic, who better then YOU? #NAA10
- 2:54 pm **cambridgemgi:** #naa10 how often do you give yourself time to just "be"? Take time to just breathe.
- 2:54 pm **shelleydellis:** Science and Psychology of leasing w/ Lisa Trosien room 228 #NAA10 will be next on my agenda
- 2:54 pm **dailyderbi:** @jamiessgorski- Great presentation- I really liked your advice on proactive listing on 4SQ. #NAA10
- 2:54 pm **TheEllipseCow:** @jamiessgorski will you be sharing your #NAA10 slides? ps: hi!
- 2:54 pm **artchickhb:** App swim wear questions? Just ask them to have a dedicated outfit for the pool (not street clothes) - u shouldn't req a "swimsuit" #naa10
- 2:55 pm **G5local:** #naa10 - social media session - "message control is an illusion," "measure outcomes, not outputs," "reduces attrition, won't drive leases"

- 2:55 pm **AptsForRent:** Would love 2 hear frm some1 in GREEN track. R u learning gr8 Strategies 2 Significantly Reduce Water Use in Ur Community? Plz share! #NAA10
- 2:55 pm **putrut4amc:** Great social media educational class at #NAA10
- 2:55 pm **cambridgemgi:** #naa10 You are in control. You determine your reality.
- 2:56 pm **artchickhb:** Should u take food stamps into consideration when qualifying a renter? - source of income protections can make a difference #naa10
- 2:57 pm **TheEllipseCow:** audience ?: do u think content of blogs/FB should be relevant to apts? answer from @30lines: NO post things others find interesting #NAA10
- 2:57 pm **AptsForRent:** RT @ericacampbell: Social media is more than just engagement it is also about Google Juice Google Juice #NAA10
- 2:59 pm **cambridgemgi:** #naa10 *be honest w/self. *live in the now. It's all you hae *be lifelong learner. *look for good in life. *shut up and get over it.
- 2:59 pm **jlowder:** Going Global: General mkting may not reach multi-cultural market. Ex. LA Times only reaches 12% of 6 million hispanics in its market #naa10
- 3:00 pm **AptsForRent:** RT @TheEllipseCow: audience ?: do u think content of blogs/FB should be relevant to apts? answer from @30lines: NO post things others find interesting #NAA10
- 3:02 pm **cambridgemgi:** Mine too! RT @shelleydellis: Science and Psychology of leasing w/ Lisa Trosien room 228 #NAA10 will be next on my agenda
- 3:07 pm **kimcoryfitness:** Ready to rock it with @lisatrosien psychology of leasing! We all can learn from this topic #NAA10
- 3:09 pm **cambridgemgi:** #naa10 *be honest w/self.*live in the now.It's all you have.*be lifelong learner.*look for good in life.*shut up & get over it. @aptdoctor
- 3:13 pm **artchickhb:** Getting ready to tweet like mad - time for psychology and science lof leasing with @lisatrosien ! #naa10
- 3:16 pm **CharityHisle:** RT @artchickhb: Getting ready to tweet like mad - time for psychology and science lof leasing with @lisatrosien ! #naa10
- 3:17 pm **kimcoryfitness:** GO @lisatrosien you rock girl! #NAA10
- 3:19 pm **NatLeaseProgram:** RT @AptsForRent: People want to say good things, but have to have a reason (and place) to do so! #NAA10 #socialmedia #aptchat
- 3:19 pm **NatLeaseProgram:** RT @ericacampbell: Social Media: if you start DON'T STOP! Embrace your built in feedback loop #NAA10
- 3:19 pm **NatLeaseProgram:** RT @kategood: Turnbull: social media is your built in feedback loop. Feedback is the breakfast of champions. #naa10
- 3:20 pm **NatLeaseProgram:** RT @treehugnrncss: Thank you @shelleydellis for the #NAA10 updates! It's like I'm in NOLA with you! Not really. But thx for the info!
- 3:21 pm **NatLeaseProgram:** RT @cambridgemgi: Mine too! RT @shelleydellis: Science and Psychology of leasing w/ Lisa Trosien room 228 #NAA10 will be next on my agenda
- 3:21 pm **reya98:** Standing room only in 'Appropriate Irreverence'! #naa10
- 3:21 pm **artchickhb:** People have a 9 second attention span - the same as a goldfish #naa10
- 3:22 pm **CharityHisle:** Riverstone has a behavioral leasing class! How cool is that?! From @lisatrosien #NAA10
- 3:22 pm **bhbeak:** NAA Session "Capture and Retain Residents through Popular New Media Channels"! Presented by Apts.com & Milestone Mgmt! #NAA10
- 3:22 pm **PCMGtwit:** RT @artchickhb: People have a 9 second attention span - the same as a goldfish #naa10
- 3:23 pm **NAAEduConf:** Great turnout at the Conference Kick-off this morning! It was raining money, great prizes were given out and beads galore #naa10
- 3:23 pm **artchickhb:** "Are you getting socialled out?" #naa10
- 3:24 pm **erinkoro:** remembering my old friends in the apt industry and wishing i were in #nola! So glad to see social media in the spotlight! #NAA10
- 3:24 pm **cambridgemgi:** #naa10 the more time you spend on the Internet the shorter ur attention span becomes. 9 seconds?!? That's the attentions span of a goldfish!

- 3:25 pm **CharityHisle:** #NAA10 should've used hashtags for these sessions for easy tweeting.
- 3:25 pm **kimcoryfitness:** Do your leasing pros have them at hello? Do they project an image of confidence? Prospects need 2 feel special #NAA10
- 3:26 pm **artchickhb:** Do you know how to make people feel important? You'll close more leases if u do ! #naa10
- 3:27 pm **SGreenough:** Sorry, what? I stopped paying attention! :) RT @artchickhb: People have a 9 second attention span - the same as a goldfish #naa10
- 3:28 pm **NatLeaseProgram:** RT @NAAEduConf: Great turnout at the Conference Kick-off this morning! It was raining money, great prizes were given out and beads galore #naa10
- 3:28 pm **danielrmccarthy:** RT @CharityHisle: Riverstone has a behavioral leasing class! How cool is that?! From @lisatrosien #NAA10
- 3:28 pm **SGreenough:** RT @ericacampbell: Social media is more than just engagement it is also about Google Juice Google Juice Google Juice #NAA10
- 3:28 pm **marketing_mommy:** @lisatrosien's session at #naa10 is standing room only - as always! She rocks!
- 3:30 pm **SGreenough:** Good tips! RT @artchickhb: Do you have EOH logo on your facebook page? What a/b your twitter? #naa10
- 3:30 pm **erinkoro:** Why save it for Friday? If you're not following @lisatrosien go ahead and do it now. You won't be sorry. #FF #NAA10
- 3:30 pm **artchickhb:** When you are having fun and enjoying your job, people WANT to lease from you #naa10
- 3:31 pm **kimcoryfitness:** Does UR leasing center resonate w positivity? #NAA10
- 3:31 pm **marketing_mommy:** Today's renters are sophisticated! Keep up with them! #naa10
- 3:31 pm **shelleydellis:** Get rid of target apts and get to know your residents #NAA10
- 3:32 pm **jlowder:** Presenter provided number to text email address to if attendees want PP deck sent to them. Good idea and should be SOP. #naa10
- 3:32 pm **cambridgemgi:** #naa10 radiate positive energy everyday! We need to feed off of each other!
- 3:33 pm **erinkoro:** presenters - why not use slideshare.net so everyone can see, share and spread? #NAA10
- 3:34 pm **kimcoryfitness:** Why do we still us now leasing signs? Or popcorn thanks 4 popping in? No value actually insulting 2 prospects! People notice! #NAA10
- 3:34 pm **30lines:** @CharityHisle We'll be posting the slides to SlideShare. I'll be sure to send you the link. #NAA10
- 3:34 pm **erinkoro:** RT @chrisbrogan Do you only show your good side, or do you reveal your humanity? Why? #NAA10
- 3:34 pm **jlowder:** Presenter 4 crisis comm session speaks very softly. That's a good thing for someone who's biz is all abt "stay calm, all is well" #naa10
- 3:35 pm **artchickhb:** It's more than being likeable - its showing people what they're looking for #naa10
- 3:35 pm **shelleydellis:** No Banner-No photo copied floorplans (it's cheesy) Today's renter is sophisticated @treehugnprcss #NAA10
- 3:36 pm **TamelaCoval:** Yep! Amen RT @CharityHisle: Love it! Customer says "I don't care what you do, just get me results." #Sherpa #NAA10 (via @kimcoryfitness)
- 3:36 pm **CharityHisle:** RT @30lines: @CharityHisle We'll be posting the slides to SlideShare. I'll be sure to send you the link. #NAA10
- 3:37 pm **WendyRaeWalker:** Just got to meet the New Orleans Mayor. He was very nice!! #naa10
- 3:37 pm **artchickhb:** Allow your employees a chance to be vulnerable & hire people who can 100% focus w/ residents (not multitask!) #naa10
- 3:38 pm **kimcoryfitness:** Everyday onsite is a job interview w prospects & residents! Will help U focus in a more productive way #NAA10
- 3:38 pm **marketing_mommy:** Every single day onsite is a job interview w/your prospects&w/your residents for renewals. #naa10
- 3:38 pm **TamelaCoval:** Jamie Gorski in da house! #NAA10 smart lady (via @TheEllipseCow)and what about the handsome, hunky and brilliant Robert @Rentwiki Turnbull!

- 3:40 pm **TamelaCoval:** Fist Bump on "in-House"!!//Social media: outsource or inhouse? Whoop whoop I'm pro inhouse :) #NAA10 (via @ericacampbell) @Rentwiki
- 3:40 pm **artchickhb:** Time to turn off our I me my approach - talk about the prospect and not YOU #naa10
- 3:41 pm **TamelaCoval:** great presenters at the SM sessions #NAA10 (via @Laramarketing) Milestone's Melanie Stiles & Apts.com, Lisa McQueeney...ROCKIN' SESSION.
- 3:44 pm **kimcoryfitness:** Practice empathetic listening, be fully engaged! Pauses R Gr8t shows respect #NAA10
- 3:45 pm **cambridgemgi:** RT @kimcoryfitness: Everyday onsite is a job interview w prospects & residents! Will help U focus in a more productive way #NAA10
- 3:46 pm **reya98:** Keys to happy workplace: give the rules, discipline misbehaving coworkers, appreciate, don't scare, be a role model, give autonomy... #naa10
- 3:47 pm **marketing_mommy:** Is anyone ever going 2 learn 2 give @lisatrosien a bigger room w/more seating when she does her speaking engagements?She's a big deal!#naa10
- 3:48 pm **artchickhb:** Gestures go a LONG way! Learn the most powerful ones -open arms and point emphasis #naa10
- 3:48 pm **kimcoryfitness:** People by on emotion. Will buy when U feel the best. Ask how does this apt. Make U feel? #NAA10
- 3:51 pm **ericacampbell:** Don't use the Facebook and Twitter logo in your ads (violation of terms) instead use the icons #NAA10
- 3:52 pm **marketing_mommy:** @artchickhb find me afterwards...I'll wait for you! I see @30lines here in the back. #naa10
- 3:53 pm **SusanLegge:** At #NAA10 conference in New Orleans. Lots of great stuff. Urbane Apartments so gets social media! Love it.
- 3:53 pm **reya98:** Re-evaluate what you consider inappropriate. #naa10
- 3:53 pm **artchickhb:** Make sure your models are furnished with furniture that actually reflects your demographic #naa10
- 3:54 pm **ericacampbell:** @Eric_Urbane nice little plug and yes you guys r "ubber cool" <http://twitpic.com/1zk49g> #NAA10
- 3:54 pm **ekmadrigal:** RT @artchickhb: Make sure your models are furnished with furniture that actually reflects your demographic #naa10
- 3:55 pm **kimcoryfitness:** Power of similarity. Model decor should reflect UR demographic as well as leasing wardrobe. #NAA10
- 3:58 pm **kimcoryfitness:** Repeat prospects needs back what they want. Make sure U have the order right #NAA10
- 4:01 pm **jmist84:** Loving the conference #NAA10
- 4:02 pm **mdutech:** Surprising number of iPads being used to take notes at #NAA10
- 4:02 pm **kimcoryfitness:** Use a handwritten sticky note on the brochure or floor plan sheets. Personalize it, thank them. #NAA10
- 4:02 pm **californiagf:** #naa10 The power of similarity. Great sales tips! Dress staff in accordance with demographic.
- 4:04 pm **marketing_mommy:** Handshakes are EXPECTED in sales. If you're afraid of germs, invest in hand sanitizer (seriously!). #naa10
- 4:04 pm **treehugnrncss:** RT @shelleydellis: No Banner-No photo copied floorplans (it's cheesy) Today's renter is sophisticated @treehugnrncss #NAA10
- 4:05 pm **mdutech:** Packed house for @LisaTrosien at #NAA10 <http://twitpic.com/1zk75r>
- 4:05 pm **kimcoryfitness:** Transitions of needs: 3 step process. Prospects needs, establish need 4 one another & UR needs #NAA10
- 4:06 pm **apartmentsearch:** Getting lots of nuggets from <http://tweetchat.com/room/naa10> <- A tweet stream of #naa10
- 4:06 pm **californiagf:** Transition of needs: 1. their needs, 2. establish need for one another, 3. your needs. #naa10
- 4:07 pm **artchickhb:** We match moods - so figure out how to break out of your bad mood on Mondays! #naa10

- 4:08 pm **artchickhb:** Yellow is the first color that the eye can recognize #naa10
- 4:10 pm **kimcoryfitness:** Don't pounce! Let them walk in, there not ready. Give them a 12ft decompression zone. #NAA10
- 4:11 pm **artchickhb:** Magic sentence " will you please call me if you have to cancel?" - reduce ur no shows #naa10
- 4:12 pm **treehugnrncss:** @shelleydellis Do you know how to click on the hashtag #NAA10 and see all of the tweets/ users from the conference?
- 4:14 pm **trainingfactor:** leasing IS sales via LT #NAA10
- 4:14 pm **CharityHisle:** So much of @lisatrosien 's session is relevant to EVERY industry! #NAA10
- 4:16 pm **AptsForRent:** General Session with George W. Bush frm 12:30-2pm @NAAEduConf Come hear a unique perspective on a wide range of issues. #NAA10
- 4:17 pm **G5local:** #naa10 - yet another social session - new ROI (return on interaction)
- 4:21 pm **NatLeaseProgram:** Great photo from the 2010 @NAAEduConf -> RT @mdutech Packed house for @LisaTrosien at #NAA10 <http://twitpic.com/1zk75r>
- 4:22 pm **aimeecmiller:** @LisaTrosien talks about Apartment Leasing at #NAA10
- 4:22 pm **NatLeaseProgram:** RT @G5local G5local #naa10 - yet another social session - new ROI (return on interaction)
- 4:23 pm **aimeecmiller:** RT @aimeecmiller: @LisaTrosien talks abt Apt Leasing at #NAA10 (Tweetdeck - that was supposed to have a picture!) <http://bit.ly/cNkfpb>
- 4:24 pm **AptsForRent:** Testing out the ForRent.com hurricane glasses...pretty fun!! Photo 2 be posted soon! #NAA10 #onlyatFRMS <http://4sq.com/dwSaty>
- 4:25 pm **NatLeaseProgram:** GO! -> RT @AptsForRent General Session with George W. Bush frm 12:30-2pm @NAAEduConf A unique perspective on a wide range of issues #NAA10
- 4:25 pm **azjoan:** RT @ericacampbell: Google Alerts clogging ur inbox? Try using peoplebrowser and other aggregators to help manage ur time and inbox #NAA10
- 4:30 pm **AptsPhoenix:** RT @kategood: 50% of traffic to Bozzuto Homes web site was from Facebook. #naa10
- 4:38 pm **NAAEduConf:** The President has arrived! #naa10
- 4:40 pm **ericacampbell:** Almost show time at the @aptsforrent booth 719 #NAA10 (@ For Rent Media Solutions NAA Booth 719) <http://4sq.com/9xeUef>
- 4:41 pm **azjoan:** RT @ericacampbell: Almost show time at the @aptsforrent booth 719 #NAA10 (@ For Rent Media Solutions NAA Booth 719) <http://4sq.com/9xeUef>
- 4:41 pm **AptsPhoenix:** RT @ericacampbell: Almost show time at the @aptsforrent booth 719 #NAA10 (@ For Rent Media Solutions NAA Booth 719) <http://4sq.com/9xeUef>
- 4:43 pm **SGreenough:** True, true, true.... RT @trainingfactor: leasing IS sales via LT #NAA10
- 5:00 pm **shelleydellis:** In a sea of people waiting to hear George Bush. #NAA10 #georgebush <http://twitpic.com/1zkmed>
- 5:03 pm **jlowder:** RT: @NAAEduConf The President has arrived! #naa10
- 5:15 pm **jlowder:** <http://znl.me/PSF3S0> Waiting to see W in NOLA #naa10
- 5:16 pm **PCMGtwit:** RT @shelleydellis: In a sea of people waiting to hear George Bush. #NAA10 #georgebush <http://twitpic.com/1zkmed>
- 5:22 pm **WendyRaeWalker:** Waiting in the long line to see George W. #naa10
- 5:28 pm **marketing_mommy:** About to hear George W. Bush speak at #naa10. I've missed him!
- 5:28 pm **ericacampbell:** Excited to hear George Bush here in a few #NAA10
- 5:33 pm **G5local:** Question of the day? How many iPads will be given out at #NAA10? Check with @G5local (Booth 1331) for the answer.
- 5:36 pm **SamGainous:** Excited for the general session to begin at #NAA10 !!!
- 5:39 pm **roryellis:** Sitting in general session #naa10 watching a marching band and waiting to listen to George W. Bush speak with @theellipsecow!
- 5:39 pm **elysa:** irony of day: AT&T is platinum sponsor of #NAA10 and none of our phones work

- 5:39 pm **ericacampbell:** Love this! <http://twitgoo.com/157lgh> #NAA10
- 5:43 pm **marketing_mommy:** I still get chills every single time I hear our National Anthem. #naa10
- 5:44 pm **roryellis:** Hey @CharityHisle hope you are havin a great time at #naa10!
- 5:46 pm **misty55:** Very excited to hear what W has to say. It is packed in here! #naa10
- 5:46 pm **californiagf:** #naa10 waiting for George Bush totaled the stage! Lots of people and lots of excitement!
- 5:47 pm **californiagf:** RT @elysa: irony of day: AT&T is platinum sponsor of #NAA10 and none of our phones work
- 5:49 pm **jamespero:** RT @elysa: irony of day: AT&T is platinum sponsor of #NAA10 and none of our phones work
- 5:50 pm **aimeecmiller:** RT @G5local: Question of the day? How many iPads will be given out at #NAA10? Check with @G5local (Booth 1331) for the answer.
- 5:52 pm **reya98:** Waiting through the opening obligatory stuff to hear George W Bush speak at #naa10.
- 5:54 pm **reya98:** LOL! So true! Had to reboot iphone to get working RT @elysa: irony of day: AT&T is platinum sponsor of #NAA10 and none of our phones work
- 5:57 pm **_EverGreen_:** We are at #NAA10 , and it is amazing. Come see us! Booth # 1548!
- 6:00 pm **SamGainous:** Hoping everyone at #NAA10 stops by Appliance Warehouse 931 to enjoy our photo booth!!!
- 6:02 pm **SamGainous:** Attending #NAA10 ?? Stop by Coinmach 831 for an awesome laundry bag & to enjoy our fun photo booth!!
- 6:09 pm **AptsForRent:** Opening of the Exhibit Hall! Stop by "We've Got it" Booth 719 2 meet @AptsForRent @EricaCampbell & @MeredithMobley. #NAA10 #onlyatFRMS
- 6:12 pm **AptsPhoenix:** RT @AptsForRent: Opening of the Exhibit Hall! Stop by "We've Got it" Booth 719 2 meet @AptsForRent @EricaCampbell & @MeredithMobley. #NAA10 #onlyatFRMS
- 6:12 pm **lee_ellipse:** Spin To Win Elliot! (@ Ellipse Communications Booth 131 @ #NAA10) <http://4sq.com/dgkYqe>
- 6:13 pm **tamimccarthy:** RT @danielrmccarthy: Come see Sugar & Spice at the #ApartmentFinder booth at #naa10 today and get down with the #sherpashake #fb
- 6:14 pm **mbj:** I'd like to see those numbers live. I'm skeptical. RT @kategood: 50% of traffic to Bozzuto Homes web site was from Facebook. #naa10
- 6:14 pm **marketing_mommy:** George W. rocks! #naa10
- 6:21 pm **SusanLegge:** #NAA10 GeorgeWBush speaking now. Refuses to speak about current leadership. Happy to be back in Texas walking his dog, picking up poo. Lol
- 6:21 pm **FirstLightLA:** @trainingfactor knock em dead today sir! #NAA10 #crushit
- 6:22 pm **aptguide:** CEO speaking @ #NAA10 to our first to market mobile products. <http://fb.me/uD3VjbAy>
- 6:23 pm **californiagf:** #naa10 George Bush!
- 6:23 pm **resiteonline:** RT @30lines Want to follow everyone tweeting from #NAA10? Check out <http://blastfollow.com>.
- 6:23 pm **shelleydellis:** Decisions you make today lead to a better tomorrow. #NAA10 #georgebush
- 6:24 pm **resiteonline:** #naa10 Are we having fun yet? I am!!
- 6:29 pm **misty55:** George W is hilarious! #NAA10
- 6:31 pm **marketing_mommy:** RT @30lines: Want to follow everyone tweeting from #NAA10? Check out <http://blastfollow.com>.
- 6:37 pm **californiagf:** <http://twitpic.com/1zlabn> #naa10 George Bush! I don't care what people say, he is a great man!
- 6:38 pm **californiagf:** RT @shelleydellis: Decisions you make today lead to a better tomorrow. #NAA10 #georgebush
- 6:38 pm **cambridgemgi:** RT @shelleydellis: Decisions you make today lead to a better tomorrow. #NAA10 #georgebush

- 6:39 pm **apartmentsearch:** Wishing we were at #naa10. Hopefully we can make it next year!
- 6:45 pm **WendyRaeWalker:** Lovin' George W. #naa10
- 6:46 pm **trainingfactor:** #NAA10 is rocking!!! check in on Foursquare when you visit us (@ The Training Factor- Booth #1740) <http://4sq.com/9bZD0k>
- 6:47 pm **shelleydellis:** RT @30lines: Want to follow everyone tweeting from #NAA10? Check out <http://blastfollow.com>.
- 6:48 pm **marketing_mommy:** The institution of the Presidency, is much bigger than the individual in it. #georgebush #naa10
- 6:50 pm **PCMGtwit:** RT @marketing_mommy: The institution of the Presidency, is much bigger than the individual in it. #georgebush #naa10
- 6:52 pm **jlowder:** Pres GW Bush gave a great speech. Lots of jokes. Who knew Repubs could be that funny:) Doing a Q&A onstage with NAA Chairman now. #naa10
- 6:53 pm **marketing_mommy:** The most important job of the President is to protect the homeland. #georgebush #naa10
- 7:02 pm **rentpayment:** is at @NAAEduConf #NAA10 - stop by Booth # 542 and say meet our RentPayment reps Anand, Austin, Monte and Casey! Also giving away an iPad!
- 7:03 pm **trainingfactor:** #NAA10 The Training Factor Booth <http://twitpic.com/1zlm8v>
- 7:05 pm **CharityHisle:** GW Bush is phenomenal. I'm so grateful to get to hear him speak. Thank you #NAA10!
- 7:13 pm **staciedrake:** RT @kategood: Turnbull: social media is your built in feedback loop. Feedback is the breakfast of champions. #naa10
- 7:22 pm **AptsForRent:** @trainingfactor Booth looks great!! Niice work! :) #NAA10 #naa10
- 7:27 pm **AptsForRent:** Be sure 2 stop by booth 719 4 ur chance 2 win an iPad!! Mobile, Print, Distribution, Social media & Video..We've Got It #onlyatFRMS #NAA10
- 7:28 pm **AptsPhoenix:** RT @AptsForRent: Be sure 2 stop by booth 719 4 ur chance 2 win an iPad!! Mobile, Print, Distribution, Social media & Video..We've Got It #onlyatFRMS #NAA10
- 7:29 pm **zkestenbaum:** Congrats to loyal BuildingLink customer, Kettler's Metropolitan at Pentagon City, on 2010 NAA Community of the Year Award! #NAA10
- 7:31 pm **yabork:** #GWBush was absolutely hilarious, engaging, and very insightful. #naa10
- 7:31 pm **NAAEduConf:** Huge turn out for President Bush! Congratulates to our 2010 Hall of Fame inductee Phil Carlock and all of our Paragon winners! #naa10
- 7:45 pm **AptsForRent:** Chk out @ericacampbell in the FRMS booth showcasing the #onlyatFRMS products! #NAA10 <http://bit.ly/9sqr2o>
- 7:50 pm **jlowder:** <http://znl.me/PHU4S2> Tradeshow floor at #naa10
- 8:40 pm **LeaseLabs:** Stop by booth 1419! Hot Mobile Websites, Newsletters, so much more! #naa10 <http://twitpic.com/1zmgur>
- 8:40 pm **tradeshows:** <http://znl.me/PHU4S2> Tradeshow floor at #naa10: <http://znl.me/PHU4S2> Tradeshow floor at #naa10 <http://bit.ly/cusoc1>
- 8:40 pm **AptsForRent:** #NAA10 Attendees: Check out these lovely hurricane ladies! <http://bit.ly/bZDwCh> #onlyatFRMS <http://fb.me/vxjktSe>
- 9:07 pm **NAAEduConf:** UNITS Today articles are now on the Education Conference Web site! Take a look! <http://bit.ly/9zXTX5> #naa10
- 9:10 pm **NAAEduConf:** Huge turn out for President Bush! Congratulations to our 2010 Hall of Fame inductee Phil Carlock and all of our Paragon winners! #naa10
- 9:18 pm **trainingfactor:** @blackledger1 howdy #NAA10
- 9:26 pm **AptsForRent:** Enjoyed talking to the lovely @TrainingFactor ladies! :) #NAA10 (@ The Training Factor- Booth #1740 w/ @trainingfactor)
- 9:31 pm **MeredithMobley:** RT @AptsForRent: Opening of the Exhibit Hall! Stop by "We've Got it" Booth 719 2 meet @AptsForRent @EricaCampbell & @MeredithMobley. #NAA10 #onlyatFRMS
- 9:32 pm **MeredithMobley:** Just left the @trainingfactor booth 1740 at #NAA10!

- 9:34 pm **MeredithMobley:** @30lines gave us his take on social media in the #multihousing industry at #NAA10. We've got the vid coming soon! #onlyatFRMS!
- 9:35 pm **MeredithMobley:** Be sure 2 stop by booth 719 4 ur chance 2 win an iPad!! Mobile, Print, Distribution, Social media & Video..We've Got It #onlyatFRMS #NAA10
- 9:37 pm **MeredithMobley:** Who got a chance to listen to #Fairhousing expert Nadeen Green this morning at #NAA10? What did you think?
- 9:43 pm **trainingfactor:** @MeredithMobley did u check in on 4sq? #NAA10
- 9:47 pm **aimeecmiller:** Elvis made it to NAA this year! #NAA10 <http://tweetphoto.com/28931697>
- 9:47 pm **AptsForRent:** A don't miss event!! NSC Sponsored Opening Party 2 Mardi Gras World with music frm Big Bad Voodoo Daddy. Starts at 7:30 and ends ??? #NAA10
- 9:54 pm **LeaseLabs:** The whole team end of trade show day one - #naa10 <http://twitpic.com/1zn151>
- 10:01 pm **NAAEduConf:** It's gladiators! NAA style! Join the fun at the Maintenance Mania finals! #naa10
- 10:07 pm **resiteonline:** 1:04.2 is the leading score at close of the first expo session. #naa10
- 10:25 pm **apartmentsearch:** Good looking booth! RT @trainingfactor: #NAA10 The Training Factor Booth <http://twitpic.com/1zlm8v> (booth #1740)
- 11:05 pm **trainingfactor:** good to see you today @madler11 ! Great meeting you #NAA10
- 11:07 pm **trainingfactor:** good to meet @Blackledger1 today. James you have a cool resident retention product #NAA10
- 11:09 pm **trainingfactor:** Thanks for visiting the booth today @JaminHark #NAA10
- 11:11 pm **trainingfactor:** @ApartmentSearch thanks dudes.. which booth are you guys at? #NAA10 #1740
- 11:14 pm **trainingfactor:** @FirstLightLA had a great day today.. almost time for the kickoff party #NAA10 #crushit
- 11:18 pm **trainingfactor:** Hey #NAA10 I need some help with a social media poll. Thanks <http://bit.ly/cH1a1a>
- 11:28 pm **tamimccarthy:** Sugar&Spice'ers @keshanichols, @allymisslove @NYChristieKirk rocked the @AptFinderNews booth today. #naa10 <http://tweetphoto.com/28945755>
- 11:29 pm **TheEllipseCow:** So @TheEllipseCow crew is singing "All My Exes Live in Texas" to our #NAA10 taxi driver
- 11:34 pm **resiteonline:** Dinner with The Preiss Company at Acme Oyster House. The chargrilled oysters are fabulous! #naa10
- 11:34 pm **trainingfactor:** Getting ready for #naa10 kickoff party (@ Hampton Inn and Suites w/ @kimcoryfitness @artchickhb) <http://4sq.com/drh8V5>
- 11:47 pm **rentlinx:** Today's NAA RentLinx prize drawing winner is Jennifer Harley from Associated Management. #NAA10 Congratulations Jennifer!

June 25, 2010

- NAAEduConf:** Get your dancing shoes on!Big Bad Voodoo Daddy is playing the opening party tonight at Mardi Gras world! #naa10
- 12:14 am **artchickhb:** Well...he totally is! #naa10 <http://twitpic.com/1zo26d>
- 12:16 am **shelleydellis:** Big Bad VooDoo Daddy Band! #NAA10 #mardigrasworld (@ Blaine Kern's Mardi Gras World w/ 2 others) <http://4sq.com/b1moqo>
- 12:37 am **TheEllipseCow:** Elvis & Ellipse at #NAA10 opening party <http://fb.me/yvHX7wrx>
- 12:56 am **ericacampbell:** This place is amazing:) #NAA10 (@ Mardi Gras World East Bank w/ @samgainous @artchickhb) <http://4sq.com/bmrReS>
- 1:23 am **marketing_mommy:** Hoping all my Twitter friends have an awesome night at Mardi Gras World for #naa10 kickoff party. Miss you all!
- 1:25 am **marketing_mommy:** @trainingfactor @kimcoryfitness @30lines @artchickhb @CharityHisle Have fun tonight guys! Miss you already! #naa10
- 1:30 am **shelleydellis:** Big Bad VooDoo Daddy #NAA10 <http://twitpic.com/1zomg6>

- 1:33 am **aptguide:** @ Cochon for dinner with Multifamily Executive. Discussing our latest news and #NAA10. <http://fb.me/BHfcOV6w>
- 1:41 am **CharityHisle:** Just hangin with @kimcoryfitness at the #NAA10 Mardi GRAS party.
- 1:46 am **artchickhb:** I wish to point out that Big Bad Voodoo Daddy is AWESOME! #naa10
- 1:47 am **shelleydellis:** Just did the swing #whateveryoucallit with Mark Lambert from Contractors Inc. #NAA10
- 1:54 am **shelleydellis:** RT @artchickhb: Great job NAA with the opening party! Awesome location, great food and fantastic entertainment at Mardi Gras World! #naa10
- 1:59 am **30lines:** Big Bad Voodoo Daddy! #NAA10 <http://twitpic.com/1zou3p>
- 2:00 am **LeaseLabs:** Dana kate and christine at Broussards #naa10 eating oysters and crawfish <http://twitpic.com/1zoub6>
- 2:10 am **TheEllipseCow:** who wants chance to win \$5,000? We have 2 tickets left at #NAA10 opening party.
- 2:11 am **roryellis:** Yay Beads! #naa10 (@ Mardi Gras World w/ @elysa) <http://4sq.com/8rkfY4>
- 11:01 am **AptsForRent:** #NAA10 Media Room is open all day in room 223. Set up some time 2 speak w/FRMS communications contact @MeredithMobley #onlyatFRMS
- 11:27 am **NAAEduConf:** Maintenance Mania finalists will be featured on WGNO - Channel 26 (ABC) TV in New Orleans this morning! #NAA10
- 11:35 am **AptsForRent:** Just curious, did anyone register 4 the property tours going on 2day? If so, which one are u going 2? #NAA10
- 11:51 am **kimcoryfitness:** I may have partied like a rock star last night, but I'm up & ready to party like an Apt. All Star this am w @LisaTrosien & @kategood #NAA10
- 11:55 am **AptsForRent:** Another gr8 education line up 4 2day! First up Idea Factory 2010 presented by Apartment All Stars @KateGood & @LisaTrosien #NAA10
- 12:28 pm **jmist84:** Good morning to everyone attending the #naa10 conference!
- 2:26 pm **trainingfactor:** Be responsive dependable courteous professional #NAA10 #retention
- 2:34 pm **artchickhb:** When you're being "sold to" you're always expecting to get ripped off #naa10
- 2:34 pm **trainingfactor:** Do u know how your residents want u to communicate with them? #NAA10
- 2:35 pm **artchickhb:** do you talk more that 25% of the conversation? You're telling, not selling. Listen to them #naa10
- 2:35 pm **kimcoryfitness:** ABC-always be closing = so 1980! Now always be present! #naa10 don't spend more than 25% of time talking. Telling is NOT selling!!
- 2:36 pm **TimSackett:** RT @artchickhb: Go from ABC (Always be closing) to ABP (Always be Present) #naa10 (Blasphemy!) #glengarryglenross
- 2:36 pm **trainingfactor:** Email is number one form of communication for residents 57.4% #NAA10
- 2:37 pm **kimcoryfitness:** Sellers will risk rejection, solve problems & translate features into benefits.#naa10
- 2:39 pm **artchickhb:** I love stafferations by Mindy Williams - check her stuff out at Cafe Press! #naa10
- 2:40 pm **kimcoryfitness:** My boss loves me mugs or shirts for leasing team my mission: to lease you an awesome apt. #naa10 capture attention within first 10seconds
- 2:40 pm **trainingfactor:** Monitor move in follow up call everyone #NAA10
- 2:42 pm **artchickhb:** Vistaprint . com has signs for \$20 that are customizable - also \$7 for posters #naa10
- 2:42 pm **kimcoryfitness:** Vistaprint.com lawns signs, posters, window decals very creative & affordable #naa10
- 2:42 pm **artchickhb:** www. pizza toppings. org - edible signs on top of pizzas! this is AWESOME!! #naa10\
- 2:43 pm **shelleydellis:** Check out pizzatoppings.org #naa10 @treehugnrncss great advertisement and marketing
- 2:43 pm **JaminHark:** RT @kimcoryfitness: My boss loves me mugs or shirts for leasing team my mission: to lease you an awesome apt. #naa10 #aptchat

- 2:45 pm **trainingfactor:** Set your maint team for success with proper service request #NAA10
- 2:45 pm **jlowder:** Sustainability: Q: Residents in low income housing are less in tune with going green. How do u get them on board? A: Educ, \$ savings #naa10
- 2:50 pm **trainingfactor:** Teach maintenace teams to be conversational with residents #NAA10
- 2:50 pm **artchickhb:** "Because of your call my job is possible!" - Sears call center #naa10 Gotta love that kind of customer interaction
- 2:51 pm **kimcoryfitness:** RT @artchickhb: "Because of your call my job is possible!" - Sears call center #naa10 Gotta love that kind of customer interaction
- 2:52 pm **trainingfactor:** Make it easier to be a resident #NAA10
- 2:52 pm **TheRealMarkCase:** Yardi: doesn't believe that REITs are benefiting from revenue management. #NAA10
- 2:53 pm **artchickhb:** It's Lisa T. Time! The crowd loves @Lisatrosien at #Naa10
- 2:53 pm **trainingfactor:** RT @artchickhb: Have you thought about getting your team trained in CPR and FirstAid? #naa10
- 2:53 pm **NAAEduConf:** Join the #NAA10 Flickr group and share your photos from the conference! - <http://bit.ly/cu1DeO>
- 2:53 pm **kimcoryfitness:** I know I do:) RT @artchickhb: It's Lisa T. Time! The crowd loves @Lisatrosien at #Naa10
- 2:54 pm **artchickhb:** Grab hold of those opportunities for expanding your marketing! Great ideas are everywhere! #naa10
- 2:54 pm **trainingfactor:** RT @NAAEduConf: Join the #NAA10 Flickr group and share your photos from the conference! - <http://bit.ly/cu1DeO>
- 2:55 pm **artchickhb:** HeyHey Hey NAA-ers! check this out! RT @Vistaprint: @artchickhb We also offer up to 90% off @ <http://bit.ly/ZoTIE> #naa10
- 2:55 pm **trainingfactor:** Uh oh. They are talking about social media #NAA10
- 2:56 pm **artchickhb:** #2 requested thing on ILS sites - REVIEWS! So stop being afraid of them - check out @rentwiki if you're looking for help! #naa10
- 2:56 pm **trainingfactor:** Be in a position to monitor sm channels. #NAA10
- 2:58 pm **artchickhb:** If you add a coupon to your ILS ad you'll increase leads by 18% - specifically priced you'll go up by 30% #naa10
- 2:58 pm **artchickhb:** Show that floor plan baby! Increase your leases by almost 38%! or as we say in NOLA - "SHOW ME YOUR FLOORPLANS!!!" #naa10
- 2:59 pm **kimcoryfitness:** Embrace reviews! Check out rentwiki.com takes resident reviews to a whole new level! So much more than just a neg. Comment #naa10
- 2:59 pm **artchickhb:** stop putting a pic of your sign in your ads. seriously. #naa10
- 3:00 pm **kimcoryfitness:** 28% more leases happen when you have more than 5 photos in your listings! Show us what is go great about YOU! #naa10 via @lisatrosien
- 3:00 pm **TheRealMarkCase:** Bateman: ridiculous to deliver apt listing content via iPhone apps #NAA10
- 3:02 pm **artchickhb:** Have you explored the options of Print on Demand rather than paying for brochure printing costs? #naa10
- 3:02 pm **sarasgraham:** Taking in what the "Titans of Technology" have to say re: trends. Mobile, SEM, cloud computing and revenue management. #naa10
- 3:10 pm **jlowder:** Sustainability: CFL swap out at TIAA-CREF: 275k bulbs over 2 years (12 per multifam unit), \$14 million in energy savings. #naa10
- 3:10 pm **artchickhb:** "Catio" - put up meshing or screening on the patios/balcony spaces! #naa10
- 3:11 pm **apartmentsearch:** @trainingfactor Couldn't make it to #NAA10. Hope we can make to #NAA11. Thanks for asking! Did you get to see the President?
- 3:11 pm **artchickhb:** Vinyl clings of skylines - Uprinting . com \$326 #naa10
- 3:12 pm **kimcoryfitness:** Create your own view using clings. Uprinting.com get rid of those crummy views! #naa10
- 3:12 pm **artchickhb:** Scent Air!!!! Get yourself a signature scent #naa10 They've got tons of smells and at \$99/month

- 3:12 pm **jlowder:** Sustainability: Prediction from panelist is LEDs will leapfrog CFLs. CFL will go way of the typewriter. #naa10
- 3:13 pm **artchickhb:** Stock photos of bill and jan (the people come come with every frame you buy at the store) need to go away! #naa10
- 3:14 pm **artchickhb:** Do something a little more fun, touchable and memorable #naa10
- 3:15 pm **PaulJones3:** RT @jlowder: Sustainability: Prediction from panelist is LEDs will leapfrog CFLs. CFL will go way of the typewriter. #naa10
- 3:15 pm **artchickhb:** SeeltFurnished . com - virtual furniture or empty rooms ! way nifty! Promo code ALLSTARS get \$10 off any package for next 10 days! #naa10
- 3:15 pm **AptsForRent:** The convention ctr #Starbucks...my savior! :) #NAA10 (@ Starbucks Marriott Convention Center) <http://4sq.com/dwSaty>
- 3:15 pm **kimcoryfitness:** Virtualstagingsolutions.com virtual furnishing of your empty models with furnishings. Use promo code all stars get \$10 off 4 10 days. #naa10
- 3:16 pm **jlowder:** Sustainability: Prediction from panelist - in 5 years multifamily industry will face higher energy costs and more regulation #naa10
- 3:17 pm **artchickhb:** Lisa, Mindy and Kate really did touch our hearts, turn our lives around and they earned that standing ovation!!! #naa10
- 3:18 pm **kimcoryfitness:** Apartment All Stars = amazing energy, creativity & motivation! Loved it #naa10 fabulous @lisatrosien @kategood & Mindy Williams
- 3:20 pm **MeredithMobley:** The exhibit hall is now open at #NAA10, let the excitement begin!
- 3:21 pm **MeredithMobley:** @artchickhb Don't forget to come see us today! Booth 719 #NAA10!
- 3:21 pm **USEnergyGroup:** RT @jlowder: Sustainability: Prediction from panelist - in 5 years multifamily industry will face higher energy costs and more regulation #naa10
- 3:25 pm **MeredithMobley:** @trainingfactor Don't forget to stop by our booth today (719), we want to pick your brain about social! #NAA10!
- 3:26 pm **MeredithMobley:** RT @AptsForRent: #NAA10 Media Room is open all day in room 223. Set up some time 2 speak w/FRMS communications contact @MeredithMobley #onlyatFRMS
- 3:29 pm **artchickhb:** @rentsentinel @evepanna u guys here #naa10? Would love to see u!
- 3:34 pm **trainingfactor:** @ApartmentSearch i was in meetings all morning #NAA10
- 3:35 pm **trainingfactor:** @MeredithMobley i will stop by in the afternoon sessions #NAA10
- 3:35 pm **trainingfactor:** RT @artchickhb: @rentsentinel @evepanna u guys here #naa10? Would love to see u!
- 3:41 pm **homequestnh:** RT @VistaPrint: @artchickhb We also offer up to 90% off @ www.vistaprint.com/twitter #naa10
- 4:10 pm **artchickhb:** Cowbear baby! I gots me an Elliot! #naa10 (@ Ellipse Communications Booth 131 @ #NAA10) <http://4sq.com/dgkYqe>
- 4:12 pm **AptsForRent:** FRMS Beads, come get yourself 1 & have a drink on us! :) <http://bit.ly/9esnoC> #NAA10 #onlyatFRMS
- 4:28 pm **LeaseLabs:** Our first tiffany winner Nikki Moodt has claimed her prize. #naa10
- 4:56 pm **artchickhb:** Want the best pens on the conf floor? Booth 221 -Vallet waste! #naa10
- 4:58 pm **MeredithMobley:** Looking for a way to find out what's going on at #NAA10 w/o being there? We've got that! #onlyatFRMS (<http://bit.ly/bJOmaS>)
- 5:04 pm **apartmentsearch:** Social Media + Events = Magic. Couldn't go to #naa10 this yr but your tweets & posts are virtually as good! cc @FirstLightLA @trainingfactor
- 5:08 pm **mbrewer:** @artchickhb Have my ellipse cow hangin' atop my computer - hope you are having a blast #NAA10 <http://yfrog.com/j29ldj>
- 5:16 pm **mbrewer:** @jon_harrington I am enjoying via @MeredithMobley @artchickhb @ericacampbell @trainingfactor - I didn't make the trip this year - #NAA10
- 5:18 pm **mbrewer:** @MeredithMobley Can I cast an absentee iPad entry? ;-)) #NAA10 - Sounds like you are having a great time in NOLA -
- 5:24 pm **PCMGtwit:** Me too! RT @mbrewer: @MeredithMobley Can I cast an absentee iPad entry? ;-)) #NAA10 - Sounds like you are having a great time in NOLA -

- 5:35 pm **CharityHisle:** @kimcoryfitness I got a ticket! Paranormal Baby! When/where would you like to meet up? I really want a decent meal tonight. #NAA10
- 5:44 pm **G5Jennie_Mac:** RT @G5local: @G5local (booth 1331) at #NAA10 <http://tweetphoto.com/29072731>
- 5:56 pm **AptChat:** Reminder: No #AptChat today. Follow #NAA10 for the latest updates from the conference. See you next week!
- 5:57 pm **kimcoryfitness:** @AptsForRent you all have been a blast to hang out with & I've really enjoyed getting to know all of you #NAA10 For Rent rocks! Gr8t people!
- 5:59 pm **AptsForRent:** @kimcoryfitness It was great talking to you earlier! Hope to see you later girl! :) #NAA10
- 5:59 pm **shelleydellis:** The Great Debate Humanity vs Technology- Toni Blake and Russ Sandlin --- #toniblakerocks #naa10
- 6:01 pm **MeredithMobley:** @PCMGtwit @mbrewer lol! Wish you guys were here. We are having a great time at #NAA10!
- 6:03 pm **kimcoryfitness:** Second that! RT @MeredithMobley: @PCMGtwit @mbrewer lol! Wish you guys were here. We are having a great time at #NAA10!
- 6:05 pm **trainingfactor:** @FirstLightLA missing u my man #naa10
- 6:08 pm **shelleydellis:** Business is going to change more in the next 10 yrs than it has in the next 50 yrs #naa10 #toniblakerocks
- 6:10 pm **MeredithMobley:** @kimcoryfitness Kim, you've gotta stop back by our booth. We want to get your thoughts on social in the industry and put it on video! #NAA10
- 6:10 pm **shelleydellis:** 28% of consumers say that customer service experience is as important as the product being sold #naa10
- 6:11 pm **AptsForRent:** Lookin 4ward 2 @NAAEduConf speaker Kevin Nealon & his unique sense of humor, dry wit, and likeable demeanor. #NAA10
- 6:11 pm **artchickhb:** Watching Jackie and Alex - great stuff here! Rm208 #naa10
- 6:13 pm **artchickhb:** Do you have an "ego wall" full of plaques you've earned? How do u think ur staff sees that? #naa10
- 6:14 pm **shelleydellis:** 60% of people still want live conversation vs web chat #naa10
- 6:14 pm **artchickhb:** "We babyboomers love our plaques!" - alex said it. Its hilariously TRUE! #naa10
- 6:14 pm **AptsForRent:** RESPOND, RESPOND, RESPOND (via Virginia Love) to everything! Good or BAD #NAA10 #socialmedia
- 6:15 pm **WendyRaeWalker:** Foot Massage and Bloody Mary it doesn't get any better! #naa10
- 6:15 pm **artchickhb:** When you're trying to communicate, figure out how your audience needs to hear you #naa10
- 6:17 pm **shelleydellis:** You control technology, don't let technology control you #naa10
- 6:18 pm **shelleydellis:** Humanize your technology #naa10
- 6:20 pm **artchickhb:** On email - "reply to all should be wiped off the face of the earth" - Alex. #naa10
- 6:22 pm **artchickhb:** There's a difference between reading between the lines and reading into something when it comes to email #naa10
- 6:24 pm **artchickhb:** Gr8 interview question - "tell me about the time you had to fire a friend" #naa10
- 6:25 pm **shelleydellis:** "@artchickhb: On email - "reply to all should be wiped off the face of the earth" - Alex. #naa10"// I totally agree!
- 6:25 pm **artchickhb:** @mbrewer I totally miss you! Its a great conference #naa10
- 6:26 pm **shelleydellis:** RT @artchickhb: Gr8 interview question - "tell me about the time you had to fire a friend" #naa10
- 6:27 pm **shelleydellis:** "@artchickhb: "We babyboomers love our plaques!" - alex said it. Its hilariously TRUE! #naa10"// yes we do and star stickers too.
- 6:33 pm **artchickhb:** When you're on the phone and checking your email, signing reports, etc. Are u really listening? #naa10
- 6:34 pm **shelleydellis:** Printable needs to be on your website. Make it bright and colorable. #naa10 #printbuttons coupons, day passes, floorplans, etc.

- 6:35 pm **artchickhb**: Tell me what u want from me, give me a chance to perform, tell me how I'm doing, guide me when I need it (1 of 2) #naa10
- 6:36 pm **artchickhb**: And reward me according to my contribution! 5 things happy employees need #naa10
- 6:37 pm **artchickhb**: 40% of companies w/ poor leadership have increased severance costs. #naa10
- 6:39 pm **artchickhb**: Poor leadership is poison to your business #naa10
- 6:40 pm **artchickhb**: Your business card title means jack if u don't have the skills to back it up! #naa10
- 6:40 pm **artchickhb**: Stop hiring who you can control - hire people who will challenge you! #naa10
- 6:41 pm **mbrewer**: RT @artchickhb: Stop hiring who you can control - hire people who will challenge you! #naa10
- 6:43 pm **artchickhb**: Small incremental change is key #naa10
- 6:46 pm **artchickhb**: Respect + responsibility = results! #naa10
- 6:47 pm **artchickhb**: If ur missing this presentation by Jackie and Alex, u r missing something incredible! #naa10
- 6:47 pm **shelleydellis**: 68% is word of mouth marketing #naa10
- 6:48 pm **30lines**: @ApartmentSearch No #AptChat today, but you should follow #NAA10 for some good info. See you next week!
- 6:48 pm **artchickhb**: Consider having your people onsite be the policy developers #naa10
- 6:50 pm **artchickhb**: Success depends on YOU taking care of yourself. If u r burned out, u r hurting the company #naa10
- 6:50 pm **ericacampbell**: Social networking, social networking session was not on target to the session description at all and it was a sales pitch #NAA10 #fail
- 6:51 pm **artchickhb**: Job descriptions are worthless - work with people, not pigeonhole job titles! #naa10
- 6:52 pm **30lines**: RT @ericacampbell: Social networking, social networking session was not on target to the session description at all and it was a sales pitch #NAA10 #fail
- 6:58 pm **rentlinx**: National Apartment Association Conference Kick-Off Appears Upbeat per Multi Family Executive Magazine #NAA10
- 6:59 pm **trainingfactor**: @ericacampbell glad i missed it #NAA10
- 7:00 pm **firebelly**: Who gave this session? RT @ericacampbell: Social networking, social networking session - sales pitch #NAA10 #fail
- 7:00 pm **artchickhb**: Stop hurting people's feelings. Good leaders DO care if they hurt ur feelings #naa10
- 7:00 pm **NAAEduConf**: 15 minutes until the general session with Kevin Nealon. It is going to be hilarious! #naa10
- 7:31 pm **AptsForRent**: Stop by booth 719 & learn more bout mobile, social media, video, print & more! Not joking when we say 'We've Got It!' #NAA10 #onlyatFRMS
- 7:33 pm **shelleydellis**: Getting ready to hear Kevin Nealon #naa10 (@ Ernest N. Morial Convention Center w/ 2 others) <http://4sq.com/5M3T3Z>
- 7:34 pm **ericacampbell**: Congrats @aptdoctor <http://twitgoo.com/15bt3l> #NAA10
- 7:39 pm **kimcoryfitness**: @AptsForRent Demo of new ap @ericacampbell shared with me yesterday is AMAZING! Love the virtual detail. You do got it going on. #NAA10
- 7:44 pm **TheEllipseCow**: RT @artchickhb: Cowbear baby! I gots me an Elliot! #naa10 (@ Ellipse Communications Booth 131 @ #NAA10) <http://4sq.com/dgkYqe>
- 7:48 pm **TheEllipseCow**: midday tradeshow break to get out feet massaged. best idea ever! #NAA10
- 7:50 pm **Laramarketing**: Kevin Nealon = funny #naa10
- 7:52 pm **WendyRaeWalker**: General session #naa10 <http://twitpic.com/1zw8yi>
- 7:52 pm **annpadgett**: True Dat! RT @artchickhb Success depends on YOU taking care of yourself. If u r burned out, u r hurting the company #naa10

- 7:53 pm **annpadgett:** RT @30lines: @ApartmentSearch No #AptChat today, but you should follow #NAA10 for some good info. See you next week!
- 7:53 pm **lee_ellipse:** Come see me. (@ Ellipse Communications Booth 131 @ #NAA10) <http://4sq.com/dgkYqe>
- 7:53 pm **lee_ellipse:** I just became the mayor of Ellipse Communications Booth 131 @ #NAA10 on @foursquare! <http://4sq.com/dgkYqe>
- 7:56 pm **annpadgett:** RT @shelleydellis Printable needs to be on your website. Make it bright and colorable. #naa10 #printbuttons coupons, day passes, floorplans
- 8:03 pm **annpadgett:** The last #naa10 expo session starts in 30 mins. Stop by @resiteonline's booth for a chance to win a FREE mobile website community website.
- 8:04 pm **annpadgett:** Time to beet is still at 1:04.2 @resiteonline is in booth 1012 #naa10
- 8:04 pm **jalbertbowdenii:** RT @annpadgett: The last #naa10 expo session starts in 30 mins. Stop by @resiteonline's booth for a chance to win a FREE mobile website community website.
- 8:05 pm **annpadgett:** Ha! I've been spelling beat wrong all day. Opps #naa10
- 8:10 pm **resiteonline:** at least you admit your mistakes hehe RT @annpadgett Ha! I've been spelling beat wrong all day. Opps #naa10
- 8:11 pm **AptsForRent:** Don't 4get to 2 stop by booth 719 4 ur chance 2 win an iPad & chat up w/the FRMS crew! #NAA10 #onlyatFRMS
- 8:12 pm **resiteonline:** Time to beat is still 1 min 2.4 secs. Who wants to take the Movin on Up challenge to win a FREE mobile and desktop community website? #naa10
- 8:15 pm **resiteonline:** #naa10 Don't forget to @foursquare our booth #1012 <http://foursquare.com/venue/5062699>
- 8:21 pm **LeaseLabs:** #naa10 Kevin Nealon really funny - see u at booth 1419 - giving away another Tiffany necklace at 545!
- 8:30 pm **Eric_Urbane:** @SusanLegge Hey Susan, Thank you for the Shout Out, We sure appreciate it! Hope you enjoyed #NAA10
- 8:37 pm **AptsForRent:** Come stop by our booth and enter to win one of our awesome prizes!! #NAA10 #onlyatFRMS (@ For Rent Media Solutions NAA Booth 719)
- 8:44 pm **AptsForRent:** @SamGainous Hey, stop by booth 719 to get ur thoughts on social in the industry put on video! Chance 2 win a prize!! :) #NAA10 #onlyatFRMS
- 8:45 pm **WendyRaeWalker:** Come by The Strategic Solution booth1341 to win an iPad #naa10
- 8:47 pm **jlowder:** Kevin Nealon still has it. Love the comic relief NAA gets us on the second day. #naa10
- 8:50 pm **Rentals_com:** #NAA10 sessions have been great. Social, Kevin Nealy, learning lots. <http://fb.me/AeqQ1oul>
- 8:53 pm **AptsForRent:** @TotallyToni at the FRMS Booth (719) with @camarple <http://bit.ly/czvOU7> #NAA10 #onlyatFRMS
- 9:00 pm **ericacampbell:** @mbrewer we miss you! #NAA10
- 9:25 pm **artchickhb:** Gotta love these folks!#naa10 (@ Ellipse Communications Booth 131 @ #NAA10) <http://4sq.com/dgkYqe>
- 9:36 pm **lee_ellipse:** Cows are going fast!!! (@ Ellipse Communications Booth 131 @ #NAA10) <http://4sq.com/dgkYqe>
- 9:50 pm **AptsForRent:** Congratulations @artchickhb on winning!! WHOO HOO! #NAA10
- 9:52 pm **TheEllipseCow:** Heather Blume just won \$5k at #NAA10!!" <http://fb.me/uKIDzwr>
- 9:53 pm **greenlandlady:** Couldn't have happened to a nicer person. hRT @TheEllipseCow: Heather Blume just won \$5k at #NAA10!!" <http://bit.ly/bx7kU6>
- 10:08 pm **artchickhb:** I just won 5,000 dollars! So - pretty much say #naa10 rocks!
- 10:12 pm **CharityHisle:** RT @artchickhb: I just won 5,000 dollars! So - pretty much say #naa10 rocks!
- 10:13 pm **CharityHisle:** @artchickhb you are a lucky star girl! #NAA10
- 10:19 pm **marketing_mommy:** @artchickhb Could not have happened to a nicer person! Good things happen to good people. So happy for you! #naa10

10:25 pm **ericacampbell:** RT @AptsForRent Congratulations @artchickhb on winning!! WHOO HOO! #NAA10

10:29 pm **CharityHisle:** @laramarketing dinner plans? Reservations at redfish grill, 6:45. Wanna join us? #naa10

10:39 pm **rentlinx:** Announcing our 2nd RentLinX winner at #NAA10. Carla Varnold from Grand Peaks Properties just won a \$250 RentLinX Plus! advertising package!

10:40 pm **rentlinx:** Congratulations Kayla Roeder from Cambridge Management! You just won a iPod Touch at the #NAA10 RentLinX booth! Congratulations!!!

10:43 pm **FirstLightLA:** Wish I could have been a part of the festivities! What convention are you planning on attending next? @trainingfactor #naa10

10:49 pm **JD_Paragon:** Nice! RT @artchickhb I just won 5,000 dollars! So - pretty much say #naa10 rocks!

10:55 pm **ericacampbell:** Congrats to Virginia Love with Waterton Residential for winning today's @AptsForRent iPad giveaway! #NAA10 #onlatFRMS

10:56 pm **AptsForRent:** RT @ericacampbell Congrats 2 Virginia Love w Waterton Residential 4 winning today's @AptsForRent iPad giveaway! #NAA10 #onlatFRMS

10:57 pm **CharityHisle:** @laramarketing dinner plans? Reservations at redfish grill, 6:45. Wanna join us? #naa10

11:11 pm **mbrewer:** Congrats!!!!!! RT @artchickhb: I just won 5,000 dollars! So - pretty much say #naa10 rocks!

11:21 pm **FirstLightLA:** NICE! RT @mbrewer: Congrats!!!!!! RT @artchickhb: I just won 5,000 dollars! So - pretty much say #naa10 rocks!

11:30 pm **NAAEduConf:** Interested in local music? Check out Frenchman street in the quarter! #naa10

11:31 pm **RockStarAlley:** Interested in local music? Check out Frenchman street in the quarter! #naa10: Interested in local music? Check out... <http://bit.ly/ayxUc6>

11:54 pm **mbj:** Meeting up with fellow #aptnerds #naa10 (@ Red Fish Grill) <http://4sq.com/6ZABLM>

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12:08 am **CharityHisle:** Mmm! Come eat with us at Red Fish! #NAA10

12:09 am **mbj:** Awesome!!! RT @artchickhb: I just won 5,000 dollars! So - pretty much say #naa10 rocks!

12:11 am **SGreenough:** Totally! RT @mbj Awesome!!! RT @artchickhb: I just won 5,000 dollars! So - pretty much say #naa10 rocks!

12:13 am **artchickhb:** My sense of irony wonders if the HD Supply guys take down their own booth #naa10

12:15 am **TamelaCoval:** Heaven can only be better with a warm sudsy footsoak following 2 long Expo days. #NAA10

12:37 am **shelleydellis:** Core Logic Safe Rent Party #naa10 (@ Tommy's Cusine) <http://4sq.com/82a1nf>

1:08 am **roryellis:** #naa10 (@ House of Blues w/ @elysa) <http://4sq.com/4mZlNg>

1:16 am **LeaseLabs:** Maria P. Chillen after a long day at the show... #naa10 - see you at the basin street party tonight! <http://twitpic.com/1zyrdn>

1:41 am **RayMarie:** Best take away from the conference so far: Be Here Now. Do what you are doing when you are doing it. #naa10

1:45 am **CharityHisle:** This place is so cool! Paranormal party! #NAA10 (@ Basin Street Station w/ @kimcoryfitness) <http://4sq.com/dmWVua>

1:48 am **mwhaling:** Holy spirits! #NAA10 <http://twitpic.com/1zz0rs>

1:51 am **ericacampbell:** At our Paranormal Activity party that the amazing RentWiki team organized! #NAA10 (@ Basin Street Station w/ @mwhaling @kimcoryfitness)

1:51 am **AptsForRent:** Let the partying begin!! #NAA10 (@ Basin Street Station w/ @mwhaling @kimcoryfitness @ericacampbell) <http://4sq.com/dmWVua>

1:57 am **RayMarie:** Hearing Kevin Nealon today made me want to go buy Weeds on DVD and catch up. He was hilarious! #naa10

1:59 am **LeaseLabs:** Jere does absinthe at the paranormal party - #naa10

2:05 am **CharityHisle:** View from the Paranormal Activity Party. This is the best venue yet! #NAA10 <http://yfrog.com/0gn7gj>

2:06 am **CharityHisle:** The Absinthe Fairy Elizabeth at the Paranormal party. #NAA10 <http://yfrog.com/j551523148j>

2:15 am **californiagf:** #naa10 heading to basin street station for the for rent bash. Then to funky butt to finish off the night.

2:16 am **LeaseLabs:** Lu lu White offering her girls to @leaselabs and@rentwiki party #naa10 <http://twitpic.com/1zz8dp>

2:47 am **californiagf:** <http://twitpic.com/1zzhwu> cemetery tour! #naa10 basin street station.

2:55 am **roryellis:** RT @lee_ellipse: Spin To Win Elliot! (@ Ellipse Communications Booth 131 @ #NAA10) <http://4sq.com/dgkYqe>

2:59 am **gskatz:** Catching up on #naa10 tweets. Some of the most informative ones I've read are from @artchickhb. Thanks Heather.

3:12 am **SamGainous:** House of Blues in New Orleans is packed with tons of #NAA10 folks. So much fun!!

3:42 am **CharityHisle:** Waiting in line to get my fortune at the Paranormal party! Too fun! #NAA10

3:46 am **AptsForRent:** Great convo with @KimCoryFitness @MeredithMobley & @CharityHisle at FRMS/ @Rentwiki party! #NAA10

3:47 am **artchickhb:** The folks at apartment guide throw a nice shindig! #naa10

3:54 am **reya98:** Hanging out on Frenchman st in NoLA listening to college kids jam on the corner. #naa10 oh so awesome

3:55 am **MeredithMobley:** RT @AptsForRent: Great convo with @KimCoryFitness @MeredithMobley & @CharityHisle at FRMS/ @Rentwiki party! #NAA10

4:01 am **kimcoryfitness:** @kategood Thanks Kate! It was AMAZING & so worth getting up for. Gr8t chat w/ U yesterday at lunch w @LisaTrosien you girls R a blast #NAA10

4:08 am **ericacampbell:** Terry Slattery of For Rent @aptsforrent is fencing! <http://twitgoo.com/15deyw> #NAA10

4:10 am **ericacampbell:** <http://twitgoo.com/15df6c> here is the full url :) #NAA10

4:16 am **trainingfactor:** @ericacampbell @kimcoryfitness #NAA10 @artchickhb @MeredithMobley missing you guys!! see you for breakfast?

4:20 am **artchickhb:** @trainingfactor would love to! Just want to make the 1015 session #naa10

4:25 am **artchickhb:** And the crowd goes nuts for the Boogie Knights! #naa10 <http://twitpic.com/200emz>

4:27 am **trainingfactor:** goodnight..see all #NAA10 folks in the morning (@ Hampton Inn and Suites) <http://4sq.com/drh8V5>

4:39 am **trainingfactor:** @artchickhb I am going to the disney seminar earlier... I know the hampton is not fancy but it works:) #naa10

4:40 am **AptsForRent:** @TrainingFactor...wow, I'm hurt. No breakfast invite 4 me?!? :(#NAA10

4:46 am **mbj:** #naa10 (@ House of Blues w/ @artchickhb) <http://4sq.com/4mZlmg>

4:49 am **trainingfactor:** @AptsForRent ouch..sorry.. end of day stupidity and fatigue.. I want everyone! #NAA10

4:49 am **trainingfactor:** @misty55 when do you head out MIsty? #naa10 .. so cool meeting you

4:52 am **artchickhb:** @aptguide has a blast at their own party - just like their guests! #naa10 <http://twitpic.com/200ngr>

4:57 am **AptsForRent:** @trainingfactor lol....no worries! ;) Def see you be4 we leave! #NAA10

5:04 am **CharityHisle:** Good night everyone! #NAA10 (@ New Orleans Marriott at the Convention Center) <http://4sq.com/94qd06>

5:08 am **artchickhb:** @mbj invites you to "take me oooooonnn" at the @aptguide party tonight #naa10 <http://twitpic.com/200scz>

5:15 am **artchickhb:** @sarasgraham 's Dolblen people rocking it at the @aptguide party! #naa10 <http://twitpic.com/200uie>

- 5:31 am **artchickhb:** Alex from Dolben brought his dancin' shoes to the @aptguide party - did u? #naa10 <http://twitpic.com/200z0f>
- 5:52 am **artchickhb:** Share your cabs people! U would want someone to do it for you! #naa10
- 9:28 am **rickkoontz:** Thanks for a fantastic conference #NAA10!
- 12:06 pm **sarasgraham:** Very sad that #naa10 ends today; it feels like we all just got here.
- 12:07 pm **sarasgraham:** PS: my friends from @aptguide, you all throw a rockin' party. :) #naa10
- 12:17 pm **AptsForRent:** Lookin 4ward 2 attending General Session @NAAEduConf w/ @brucekimbrell "Disney's Approach 2 Quality Service" should be a good one! #NAA10
- 12:31 pm **trainingfactor:** Getting ready for Disney seminar #NAA10
- 12:35 pm **RayMarie:** Pat O Briens, Bourbon St, Jackson Square and an incredible private party at House of Blues. What a fabulous night! #naa10
- 1:01 pm **NAAEduConf:** Good Morning! Last day of the conference ? Don?t miss the general and education sessions. #naa10
- 1:03 pm **trainingfactor:** RT @NAAEduConf: Good Morning! Last day of the conference ? Don?t miss the general and education sessions. #naa10
- 1:23 pm **kimcoryfitness:** @CharityHisle Thanks so much for lifting my spirits on this trip! Being with you & all our friends at #NAA10 was just what I needed:)
- 1:35 pm **trainingfactor:** Time for the Disney seminar #naa10 (@ 2010 National Apartment Association Education Conference & Exposition) <http://4sq.com/92w2BZ>
- 1:45 pm **NAAEduConf:** General session with Disney Destination?s Bruce Kimbrell is starting! #naa10
- 1:50 pm **trainingfactor:** Looking forward to a recognized brands perspective #NAA10 (disney)
- 2:19 pm **trainingfactor:** If u want someones attention. Whisper. #disney #NAA10
- 2:21 pm **trainingfactor:** Disney word. Guestology. Study of our guests. #NAA10
- 2:24 pm **trainingfactor:** What are your 3 oclock parade questions #NAA10
- 2:39 pm **trainingfactor:** Amazing thoughts on the front lines of our business #NAA10
- 3:04 pm **AptsForRent:** Time to break down the booth! Loads of fun @NAAEduConf #NAA10 :) (@ For Rent Media Solutions NAA Booth 719) <http://4sq.com/9xeUef>
- 3:41 pm **LeaseLabs:** Leaselabs getting schooled on voodoo and new orleans cemetery stuff ... Its fascinating #naa10 <http://twitpic.com/205h3z>
- 3:42 pm **CharityHisle:** @trainingfactor Disney was fantastic! Took lots of notes to apply at Sherpa Ops. :-) #NAA10
- 4:02 pm **aptguide:** Saturday brainstorming session going well. Then everybody heads home after #NAA10. <http://fb.me/AlgU3E6e>
- 4:03 pm **aptguide:** Thanks to everyone who stopped by our booth #903 @ #NAA10!!! <http://fb.me/As5yzb15>
- 4:08 pm **TamelaCoval:** Did Vampires get you last night at amazing Paranormal Activities w/For Rent & RentWiki teams? #NAA10 @mwhaling @kimcoryfitness@ericacampbell
- 4:17 pm **TamelaCoval:** U give 3 performances: the 1 U plan, the 1 U give & the 1 U wished U gave while thinking about it on the way home. @DanThurmon #NAA10
- 4:22 pm **artchickhb:** Watching Dan Thurmon - great presenter! #naa10 <http://twitpic.com/205ubw>
- 4:31 pm **artchickhb:** "It's about having space between your throws and catches!" Dan Thurmon is a great guy to watch! #naa10
- 4:42 pm **trainingfactor:** Post #NAA10 cool treats <http://twitpic.com/2060wp>
- 4:45 pm **NAAEduConf:** Last general session! Join NAA in welcoming Bill Taylor! #naa10
- 5:02 pm **artchickhb:** Watching the final session for the conference #naa10 <http://twitpic.com/206795>
- 5:05 pm **artchickhb:** What are you "The Most" of? #naa10
- 5:06 pm **artchickhb:** "The middle of the road has become the road to ruin" #naa10
- 5:11 pm **artchickhb:** Be more than just a company - be a cause #naa10
- 5:13 pm **artchickhb:** If you do business the same way everyone else does business, what makes you think you'll have better results? #naa10

- 5:25 pm **artchickhb:** Success goes beyond pure economic values and dips in to emotion and passion. #naa10
- 5:32 pm **artchickhb:** www.gethuman.com - a website dedicated to helping people get a hold of real humans at companies! #naa10
- 5:33 pm **artchickhb:** If you want to "listen to the voice of the customer," then try picking up the phone! #naa10
- 5:35 pm **mfguide:** @mdutech Mike: thanks for the shout out. Missing #NAA10 but great tweet streams. Connect when you return?
- 5:39 pm **artchickhb:** Are you a "passion brand" in an industry devoid of passion? Umqua banks in the PNW is! How can you do it differently? #naa10
- 5:40 pm **artchickhb:** What do you see that everyone else is missing? #naa10
- 5:47 pm **30lines:** Anyone want to meet up to watch the soccer match? #NAA10
- 5:59 pm **NAAEduConf:** Thanks for attending #NAA10 and making it a fabulous conference! Have a safe trip home & we will see you in Vegas in 2011!
- 6:44 pm **MilestoneMgt:** RT @TamealaCoval: great presenters at the SM sessions #NAA10 (via @Laramarketing) Milestone's Melanie Stiles & Apts.com, Lisa McQueeney...ROCKIN' SESSION.
- 6:52 pm **artchickhb:** In the french quarter w/ @30lines grabbing some lunch before my flight home tonight #naa10
- 7:49 pm **artchickhb:** Bye bye Bourbon Street and my friends from the #naa10 ! Can't wait to see you next year in Las Vegas for #naa11 !
- 7:52 pm **jmist84:** What a great conference! So pumped to lease some apartments! #NAA10
- 8:00 pm **NAAEduConf:** We hope you had a great conference! See you next year in Las Vegas! #naa10
- 8:39 pm **RayMarie:** Goodbye New Orleans. Praying I have time to get a pedicure in Charlotte, my feet had a long week! #naa10
- 9:16 pm **SamGainous:** About to board a flight home from NOLA to PHX. Had a great time with friends at #NAA10 !!!
- 9:16 pm **SamGainous:** RT @aptguide: Thanks to everyone who stopped by our booth #903 @ #NAA10!!! <http://fb.me/As5yzb15>
- 9:18 pm **SamGainous:** Appliance Warehouse and Coinmach would like to thank all of the #NAA10 attendees that stopped by our booths!!
- 11:01 pm **mbj:** Thanks to all the vendors for their support and parties at #naa10 . Much appreciated!
- 11:01 pm **theaptnerd:** Thanks to all the vendors for their support and parties at #naa10 . Much appreciated!
- 11:03 pm **Eric_Urbane:** Much agreed, and appreciated! RT @mbj: Thanks to all the vendors for their support and parties at #naa10 . Much appreciated!
- 11:10 pm **kimcoryfitness:** Agree! Thank You for all you do for us. @theaptnerd: Thanks to all the vendors for their support and parties at #naa10 . Much appreciated!
- 11:42 pm **AptsForRent:** @kimcoryfitness Crazy stalker girl!! Lol. First @aptsforrent, then @ericacampell and now @Bmaclean You really do luv us! VL #NAA10
- 11:47 pm **trainingfactor:** last night out with my beautiful wife..thanks NOLA and #NAA10 (@ Crazy Lobster) <http://4sq.com/cXGVyz>
- 11:50 pm **ThreeBeesTea:** RT @kimcoryfitness: Agree! Thank You for all you do for us. @theaptnerd: Thanks to all the vendors for their support and parties at #naa10 . Much appreciated!