



STUDENT HOUSING CONFERENCE & EXPOSITION

FEBRUARY 22-23, 2010 | LAS VEGAS, NV
BEST PEOPLE. BEST COMPANIES. BEST PRACTICES.
 MANDALAY BAY CONVENTION CENTER



ALLEN & O'HARA EDUCATION SERVICES INC.; PHOTOS BY CHUCK JONES

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General Sessions

Monday, February 22

9 a.m. – 10:30 a.m.

Student Housing Executive Panel – Perspectives From the Top, One Year Later

Back by popular demand, this group of top student housing executives will share their perspectives one year later. The panel will provide an update and share relevant and topical information as it relates to the student housing industry, in an interactive framework that will involve the entire audience.



Speaker/ Moderator

Mike Peter
President and CEO,
Campus Advantage



Executive Panelists

Mike Mouron, President and Chairman, Capstone Development
Jim Short, President and CEO, Campus Living Village
Tom Trubiana, Chief Investment Officer, Education Realty Trust



3:30 p.m. – 4:30 p.m.



Moderator Jessica Nix

National Director,
Place Properties

Ask the Experts: Students

This fun, interactive general session will showcase students from around the U.S. Hear what's driving their lives, what affects them, their thoughts on social media, what their goals are, and what property amenities they demand and desire. Attendees will learn more about why the current and future student customer is very different than a normal conventional customer; which lifestyle options must be available; and the importance of matching physical apartment features and amenities demanded by this group to satisfy their need to "get what they pay for." Moderated by Jessica Nix National Director of Marketing, Place Properties, scheduled panelists will include students from Virginia Tech, Ball State, Florida State University, Texas Christian University, University of North Texas, St. Augustine's College, University of Georgia, and UNLV.

Tuesday, February 23



Noon – 1:30 p.m.

Keynote Luncheon: Tweet and Eat – Delivering Happiness*

During the general session luncheon, Tony Hsieh, CEO of Zappos.com will enlighten conference goers with key insights into how to increase employee and customer satisfaction and loyalty, building brand recognition, and ultimately achieving happiness.

Speaker

Tony Hsieh
CEO, Zappos.com

*This session is included in all full conference registrations. A la carte tickets can be purchased for \$65.

Education Sessions

Monday, February 22

10:45 a.m. – 11:45 a.m.

1A - Finding Common Ground: Developing On- and Off-Campus Housing Partnerships

This highly experienced panel will discuss developing on-and off-campus relationships. Attendees will learn how to foresee and respond to challenges, opportunities and achieve common ground with various stakeholders.

Presented by: Janice A. Johnson, U.S. Equities Student Housing LLC, Executive Director
Maureen Blair, University Housing Services, Director
Floyd Hoelting, University of Texas, Director of Housing and Food Services
Tonya Neumeier, Campus Advantage, Regional Vice President for Professional Services

LEVEL: Undergrad / **TRACKS:** Operations | University Relations | Residence Life

1B - Why Your Social Networking is Not Working

Learn how to set up Social Media accounts and how to manage them, create compelling content and avoid violating those dreaded Terms of Service. Industry specific examples of Twitter, Facebook, MySpace and Flickr pages and blogs, as well as study AptRatings responses created by properties will be addressed.

Presented by: Lisa Trosien, Apartment Expert.com

LEVEL: Graduate / **TRACKS:** Marketing | Technology

1C - Creating Value: How, What and Why of Recouping and Lowering Utility Costs

Opportunities for off-campus student housing communities to lower and/or recoup utility costs through sub-metering, ratio utility billing (RUBs), converged billing, invoice processing and automated payments will be addressed.

Presented by: Amye Baker, RealPage, Inc., VP, Professional Services
Nancy Hovind, Energy Advisory Services, President
Michael Radice, NWP, President and CEO

Moderator: Kirk Preiss, The Preiss Co., CFO

LEVEL: Generalist / **TRACKS:** Operations | Technology | Green Initiatives | Yield management

1D - It's 2010 - WAKE UP! Discrimination is Alive and Well, Diversity is Black and White and Fair Housing Just Ain't Fair!

Employee handbooks typically state that the company's policy is not to discriminate on the basis of race, color, religion, sex, national origin, age, handicap or disability, with respect to recruitment, hiring, training, promotion and other terms and conditions of employment. Do your employees know what that means? Learn how to sharpen skills to inform, inspire and initiate conversations to involve all team members in the inclusion process.

Presented by: Donna Olson, Olson Training, National Speaker/Trainer/Consultant
Doug Chasick, CallSource, Senior VP, Multifamily Professional Services

LEVEL: Generalist / **TRACKS:** Legal Issues | Behavioral Control | Fair Housing

2:15 p.m. – 3:15p.m.

2A - Moving Training Into the 21st Century

Talking heads, three-ring binders and tired PowerPoint presentations no longer gain staff's attention—especially when addressing a younger generation of workers. Today's student and young professional staff are looking for more interactive and flexible training options. Learn about methods that can save time, money and resources dedicated to planning and delivering traditional training.

Presented by: Dan Oltersdorf, Campus Advantage, Vice President, Residence Life
Tonya Neumeier, Campus Advantage, Regional Vice President for Professional Services

LEVEL: Graduate / **TRACKS:** Marketing | Operations | Technology

2B - Social Media 101

Find ways to maximize your current marketing plan by utilizing social media and discover tricks that make your current marketing sources more social-media friendly and discover cost-effective programs that make the most of this platform and develop a plan and framework that is easy to implement.

Presented by: Ed Spiegel, RentMineOnline.com, Founder, CEO,
Virginia Love, Waterton Residential, Vice President, Training and Marketing (Moderator)
Patty Blum-Crawford, Apartment Finder, Vice President of Sales, East
Janet Settle, Capture the Market – Video, Co-Founder

LEVEL: Undergrad / **TRACKS:** Marketing | Technology

2C - Highly Effective Lead Generation with Mobile Marketing

This presentation centers on the uses of mobile marketing, the rise of mobile applications, the mobile Internet and text messaging to create a more integrated new media strategy for marketing. Attendees will leave better equipped to capitalize on the social and mobile marketing opportunities.

Presented by: Natalie Duke, IRIO Mobile Marketing, Vice President of Sales
Barrie Nichols, Campus Apartments, Vice President of Marketing and Leasing

LEVEL: Generalist / **TRACKS:** Marketing | Operations | Technology | Green Initiatives

2D - Surveying the Decision Makers: Parents Influence on Student Housing Decisions

Parents are instrumental in student housing decisions because they are typically the guarantor of rental payments. A correlation exists between a parent's influence and a student's final rental housing decision. Recognizing this dynamic, owners should consider parents a high priority audience when developing successful marketing strategies.

Presented by: Joseph Batdorf, J Turner Research President
Craig Cardwell, Allen & O'Hara Education Services, President

LEVEL: Generalist / **TRACKS:** Marketing | Operations

Tuesday, February 23

10:45 a.m. – 11:45 a.m.

3A - Best Practices for Engaging with the Media in Times of Crisis

This session focuses on site and corporate-level strategies and methods for engaging with the media, both proactively to build relationship and in times of crisis to insure accuracy of media coverage. It will cover the importance of media training staff before crisis strikes, including some examples of ways to accomplish this for both corporate and property-based employees.

Presented by: Ben Conrad, c.a.k. + associates, Vice President
Tyler Sieswerda, Evening News Anchor, KVUE-TV

LEVEL: Generalist / **TRACK:** Operations

3B - Cost-Effective Bulk Services and Other Technology Amenities

The session will discuss how to negotiate, contract, budget and market cost-effective bulk video, bulk high-speed Internet access and other resident services and technology. The costs and benefits of transition to digital by video providers as well as premium and upgraded video services in student housing also will be addressed.

Presented by: Henry Pye, RealPage, Inc., VP, Resident Technology Services
David Daugherty, Korcett Holdings, Inc., CEO
Ian Davis, Munsch Hardt, Shareholder
Jared Schenk, GEM Realty Capital, Inc., Operating Partner
Maximus Yaney, Campus Habitat, President

LEVEL: Graduate / **TRACKS:** Operations | Technology | Residence Life | Green Initiatives

3C - CSI Las Vegas: Community Staff Instruction

Cross the police tape and join our investigation team as we explore innovative community assistant recruitment and training strategies. Learn how to use the latest CSI (Community Staff Instruction) modus operandi (MO) and technologies to effectively select and train student staff members.

Presented by: Bradley Shaw, Allen & O'Hara, Corporate Director of Residence Life & Student Development
Brooke Daniel, Allen & O'Hara, Associate Director of Residence Life
Danny Hyche, Allen & O'Hara Education Services, Inc., Community Manager

LEVEL: Undergrad / **TRACKS:** Residence Life | Recruiting/Hiring the best staff

3D - Creating THE BEST Student Housing Turn-Over Yet

This presentation provides a practical and easy way to understand student housing turnover in order to carefully manage the huge costs on a property. Participants will leave with actual forms and methods to go back and effectively turn their properties.

Presented by: Miles Orth, Campus Apartments, LLC, EVP and Chief Operating Officer

LEVEL: Generalists / **TRACKS:** Operations

1:45 p.m. – 2:45 p.m.

4A - Finding Student Leaders, Not Student Workers: Tools to Select Your Best Student Staff

Come learn how to find and hire students with the right mix of social skills, creativity, work ethic and teamwork. This session will provide tools that can immediately improve the recruitment and selection of student staff.

Presented by: Jonathan Bove, Campus Advantage, Inc, National Director

LEVEL: Undergrad / **TRACKS:** Residence Life | Recruiting/Hiring the best staff

4B - Profit by Investing In Student Housing

Participants will learn the factors that are enhancing student housing investment as well as techniques for evaluating student housing investment opportunities to increase the likelihood of success. Participants will learn unique methods to analyze the best deals available on student housing properties, how to raise equity; and how to minimize risk in acquiring and operating student housing investments.

Presented by: Michael Zaransky, Prime Property Investors, Ltd, CEO

LEVEL: Graduate / **TRACKS:** Operations | Yield management

4C - Marketing to Gen Y

Attendees will learn how to utilize technology to best communicate with Gen Y, creating brand evangelists to strengthen your business; how to listen and find out what's already being said about your brand online; and how "doing what's always been done" may be fatal.

Presented by: Elysa Rice, Ellipse Communications, Inc., Marketing Coordinator
Ben Smithee, Spych Market Analytics, Managing Partner
Natalie Teinert, Campus Living Villages, Web & Multimedia Designer

LEVEL: Generalist / **TRACKS:** Marketing | Technology

4D - Are Leaders Destroying Employee Engagement & Commitment

Leaders often fail to sustain the natural enthusiasm and commitment their employees displayed when newly hired. Attend this session to learn how staff disengagement occurs, ways it is displayed, and how it undermines leadership. Discover how to correct these permeating issues with concrete examples.

Presented by: Donna Hickey, Donna Hickey Research and Development Company, Owner

LEVEL: Graduate / **TRACK:** Operations

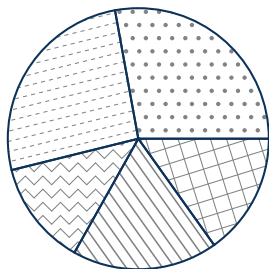
Why you can't miss this conference....

Here are just a few of things you will learn and hear about:

- Current trends in social and mobile media
- Estimates of actual costs by geographic region from the 2009 turn-over process and how to budget accordingly
- The findings of a multi-month survey of parents and their perceptions of student housing
- Various opportunities that are available for off-campus student housing communities to recoup and lower energy costs
- Examples of various types of online training currently in use for student and professional staff along with discussion of lessons learned and limitations of the applications
- Challenges and opportunities in off-campus privatized housing that allow for evaluation of benefits and an understanding of methods used to initiate conversations with college administrators.
- Innovative and successful strategies for recruiting and training community assistants
- How to work with the press, particularly in times of crisis and list 3-5 basic rules of media engagement
- What amenities and features are important to the student customer

Who attends?

All Operation Personnel involved in Student Housing Management.



 **Owner/President/Principal**
28%

 **Vice President/Management Executive**
26%

 **Property Manager (onsite)**
13%

 **Regional Supervisor/Manager (multi-site)**
18%

 **Other**
15%

Schedule at a Glance ^{*}

Sunday, February 21

2 p.m. – 5 p.m. Exhibitor Move-in

Monday, February 22

7 a.m. – 10 a.m. Exhibitor Move-in

8 a.m. – 6:30 p.m. Registration Open

9 a.m. – 10:30 a.m. Opening General Session

10:30 a.m. – 10:45 a.m. Break

10:45 a.m. – 11:45 a.m. Concurrent Sessions

Noon – 2 p.m.

12:30 p.m. – 2 p.m. Lunch on tradeshow floor

2 p.m. – 2:15 p.m. Break

2:15 p.m. – 3:15 p.m. Concurrent Sessions

3:30 p.m. – 4:30 p.m. General Session with keynote speaker

4:30 p.m. – 6:30 p.m. Welcome Reception on tradeshow floor

**NAA Reserves the right to modify the schedule as necessary.*

Registration Fees

**Help your organization's bottom line
and register TODAY!**

Until Jan. 22

Member: \$500

Non-member: \$600

After Jan. 22

Member: \$600

Non-member: \$700

Hotel Information

Mandalay Bay Resort & Convention Center
3950 Las Vegas Blvd. South | Las Vegas, NV 89119
Reservations: 877/632-9001

- Group Rate: \$159 (single/double occupancy) plus tax
- The NAA group rate is available to conference attendees three days prior and post conference dates, Feb. 21-23
- Make your reservation by Jan. 28, 2010 to ensure the group rate. After this date, rooms are available on a limited basis

**For session descriptions, housing information
and to register online, visit**

www.naahq.org/events/shc

Schedule at a Glance ^{*}

Tuesday, February 23

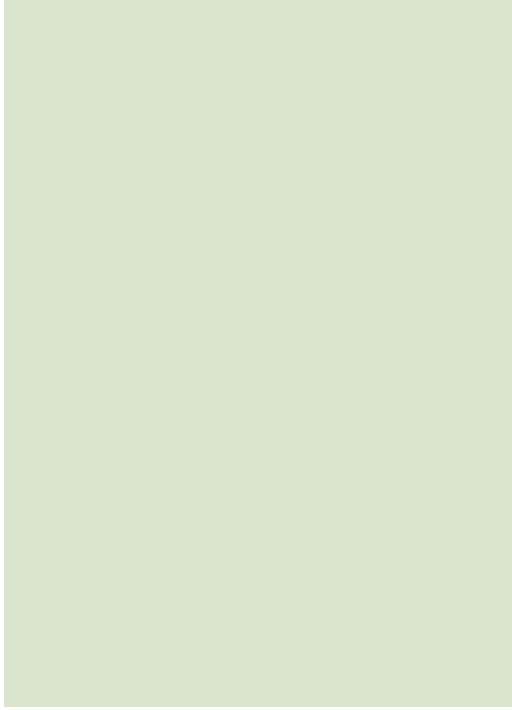
8:30 a.m. – 1 p.m. Registration Open
9 a.m. – 10:30 a.m. Tradeshow Open
Continental Breakfast
10:30 a.m. – 10:45 a.m. Break
10:45 a.m. – 5 p.m. Exhibitor Move-out
10:45 a.m. – 11:45 a.m. Concurrent Sessions
11:45 a.m. – Noon Break

Noon – 1:30 p.m. General Session
Luncheon
1:30 p.m. – 1:45 p.m. Break
1:45 p.m. – 2:45 p.m. Concurrent Sessions

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schedule as necessary.*



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By attending this conference's education sessions, you are eligible to receive six Continuing Education Credits!