



2012 NAA Capitol Conference

Maximizing Our Advocacy ROI

The Best Investment You'll Ever Make!

March 11-14 | The Omni Shoreham Hotel, Washington, D.C.

The 2012 NAA Capitol Conference Fly-In: Make Plans Now to Attend

The Capitol Conference is the only time every year when apartment industry members arrive in Washington, D.C., to tell their members of Congress face-to-face how federal legislation could impact them and their businesses.

The 2012 NAA Capitol Conference theme is "Maximizing Our Advocacy ROI." By investing your time as an advocate, you can generate returns for your own business and the entire apartment industry.

By educating members of Congress on public policy issues relevant to our industry, you will ensure that they make informed decisions.

This is your opportunity to introduce, position and frame industry issues correctly. We must be actively engaged with members of Congress so they hear and understand our message. Our success in communicating and gaining trust with policymakers will ensure that the apartment industry's position is given meaningful consideration during the crucial policy debates to come.

Through advocacy education sessions, issues briefings, presentations from influential political commentators and analysts, and networking opportunities, NAA will prepare you to carry your message as a confident and effective advocate for the apartment industry.



Conference Kickoff

Monday, March 12 | 9 a.m.

DONNA BRAZILLE

Political Strategist and Commentator
Vice Chair, Democratic National Committee



DANA PERINO

Former Bush White House Press Secretary
Political Commentator; Co-Host, Fox's *The Five*

Start the Capitol Conference with a lively point-counterpoint discussion between two of America's foremost political commentators.



Government Affairs Roundtable Luncheon

Tuesday, March 13 | Noon

(Ticketed Event)

STUART ROTHENBERG

Editor and Publisher, *Rothenberg Political Report*
Columnist, *Roll Call*

Rothenberg will captivate NAA members with insightful, often humorous comments about the elections, issues facing Capitol Hill's decision makers and the nature of politics itself in an unbiased, non-partisan way.

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Who Should Attend?

You! Every NAA member is encouraged to participate, including:

- NAA delegates and committee members
- State and local affiliate leadership
- State and local Legislative Committee members
- Affiliate executives
- Affiliate government affairs staff
- Contract lobbyists
- NAA members interested in advocating for legislative issues
- NAA members looking for new ways to participate nationally

Why Attending Is Your Best Investment

Research shows that the most effective associations in Washington, D.C., are those whose members vote and spend time talking to their elected representatives about their industry's issues and the role public policy can play.

The 2012 Capitol Conference is one of the most important in recent history. We must reach out to and educate Congress and their staff members about multifamily rental and commercial real estate. Many are not familiar with our industry or commercial real estate generally. They need to hear first-hand from you, their constituents, about the role that apartments play in their districts. We must also build rapport or strengthen relationships with veteran members of Congress, who often hold important committee posts where they can decide the fate of key industry issues.

Because you vote, they'll listen!

Hotel and Travel Information

The Omni Shoreham Hotel

2500 Calvert Street NW | Washington, D.C. 20008 | 202/234-0700

Reservations: 800-THE-OMNI (800/843-0004)

Hotel Information

The NAA Capitol Conference is returning to the grand, historic Omni Shoreham Hotel. When making your reservation, ask for the National Apartment Association room rate of **\$254** per night single/double occupancy. The cut-off date for the NAA rate is **Feb. 17, 2012**. After this date, reservations will be accepted at the NAA rate on a space-available basis.

Travel Information

Airports: Ronald Reagan National Airport (DCA) is just 10 miles from the Omni Shoreham. Washington-Dulles International Airport (IAD) is 30 miles from the hotel and Baltimore-Washington International Airport (BWI) is located 40 miles from Washington, D.C.

Ground Transportation: Please visit our website for information on ground transportation and the D.C. Metro service from local airports to the Omni Shoreham.

Registration Information

Registration for the Capitol Conference is complimentary for all attendees. However, all attendees must register. Registration includes all conference meetings, legislative sessions, the Welcome Reception and Capitol Steps performance. The Government Affairs Roundtable Luncheon and the BGF/NAAPAC reception are ticketed events.

NAA Refund Policy. Cancellation requests for any ticketed events must be received in writing. Requests received on or before **Feb. 13, 2012**, are entitled to a 100 percent refund less a \$25 administrative fee. After Feb. 13, 2012, no refunds will be issued. Refunds will not be issued on unused tickets.

Special Needs. NAA complies with the Americans with Disabilities Act. To accommodate any special need, please include your request by Feb. 13, 2012 with your registration form or contact NAA at 703/518-6141, ext. 130.

Attire. Business attire is appropriate for the joint Board of Directors and Assembly of Delegates meeting as well as the Lobby Day on Capitol Hill. Business casual can be worn for all other meetings. In March, Washington, D.C., has an average high temperature of 55 degrees with an average low of 33 degrees; we recommend that you bring a coat for outside activities.

How to Register

Internet www.naahq.org/events/capconf

Mail: National Apartment Association
4300 Wilson Blvd., Suite 400
Arlington, VA 22203

Fax: 703/248-9440

Conference Highlights



Welcome Reception and Capitol Steps Performance.

Please join us on Sunday evening for the Welcome Reception at 5:30 p.m. Immediately following the reception, The Capitol Steps comedy troupe returns to entertain conference attendees. The Capitol Steps' performers are congressional staffers-turned-comedians who travel the country satirizing the very people and places that once employed them.

Capitol Conference Kickoff. Let two of D.C.'s foremost commentators tell it like it is, each with their unique Democratic and Republican perspectives. Join Donna Brazille and Dana Perino for a memorable kickoff for the two action-packed days that follow.

Capitol Conference Newcomers Orientation. Are you new to the Capitol Conference, or just want a refresher course? Join us for an overview on how a bill becomes law and the valuable role you play in the legislative process.

Advocacy Education Session: PACs and PAC Fundraising. Raising funds for NAAPAC is critical to the success of NAA's advocacy efforts. This session focuses on different strategies for raising those funds and offers an open forum for affiliates and members to compare notes. A panel of your colleagues will lead the discussion with examples of what has worked for their affiliates. We encourage you to participate in this exchange of ideas for NAAPAC.

Government Affairs Roundtable Lunch (Ticketed Event). Every year NAA welcomes nationally known experts who discuss the topics of the day, whether it's the elections or policy issues. This year renowned political columnist and editor of the *Rothenberg Political Report*, Stuart Rothenberg, will share his insights from an "inside the Beltway" vantage point.

Advocacy Education Session: Maximizing the Impact of Your Advocacy Efforts. Members of Congress always want to hear from their constituents. This is what makes grassroots advocacy so important when communicating the industry's message. This session will focus on the tools NAA provides its members to communicate with members of Congress. Also hear from congressional staffers on how to best utilize the meeting time from their perspective.

Capitol Hill Issues Briefing. Learn everything you need to know before you convey your message to your congressional delegation during your visits on Capitol Hill. You will be briefed on all key issues affecting the apartment industry and provided with talking points that you can use during your Hill visits as well as "leave-behind" packets. Plenty of time will be set aside to answer all of your questions and ensure that you are well prepared, comfortable and confident for your Hill meetings.

Lobby Day on Capitol Hill. Wednesday, March 14, is reserved for attendees to schedule visits with their members of the U.S. Senate and staff in congressional offices. (Note: The House of Representatives will be in recess.) Use the information you learn at the Capitol Hill Issues Briefing, roundtables, presentations and advocacy education sessions to inform your members of Congress on the industry's issues. **Attendees are responsible for scheduling their visits.**

NAA Government Affairs Department Works for You!

NAA advocates for policy initiatives that support a strong, vibrant rental housing market providing decent, affordable "homes of choice" for 17 million American households. Through NAA's Government Affairs Department, a comprehensive range of strategies are employed to influence public policy:

- **Federal advocacy** to promote and protect the industry's ability to house Americans in a supportive legislative and regulatory climate.
 - NAA unites with NMHC on the Joint Legislative Program, the foremost proponent for the apartment industry that assures that apartment developers, owners and operators have a strong voice in Congress and the executive branch.
- **State and local government affairs** to provide expert insight, research, analysis and resources for NAA affiliates on the most important state and local topics and trends.
 - NAA staff members develop advocacy campaign strategies, create materials such as model legislation and issue almanacs, track legislation in all 50 states, and maintain an extensive library of information on the NAA website.
- **National grassroots outreach** to educate and mobilize 54,000 activists on issues impacting their businesses and the industry overall.
 - Under NAA and NMHC's Joint Legislative Program, the Apartment Industry Mobilization Service (AIMS) is the industry's only national grassroots network and provides:
 - Timely advocacy news through the AIMS Updates
 - AIMS Alerts on moving legislation
 - Grassroots educational resources
- **Contributions to political campaigns** to support pro-apartment candidates through NAA's Political Action Committee (NAAPAC).

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