



# EDUCATION CONFERENCE

NATIONAL APARTMENT ASSOCIATION  
EDUCATION CONFERENCE & EXPOSITION  
June 23-25, 2011 | Las Vegas, Nevada

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NATIONAL APARTMENT ASSOCIATION

SUMMARY

JUNE 2011

## NAA EDUCATION CONFERENCE

June 23-25, 2011

Chairman Mike Gorman presided over the Joint Board of Directors and Assembly of Delegates meeting in Las Vegas. The NAA Board of Directors approved the following action items from committees:

### Budget & Finance Committee

- Approved the 2012 NAA dues structure to be the same as 2011:

#### **Annual Dues**

Owner/Manager Members - \$0.47 per Unit  
Supplier Members - \$30.00  
Direct Members - \$125.00 per member and \$0.75 per Unit

The NAA Executive Committee approved a \$200,000 contribution to NAAEI for the Anthony V. Pusateri Apartment Career Promotion Fund.

In 2008, \$200,000 was pledged from NAA to EI for technology updates for the designation programs from the 2007 profits. CallSource subsequently pledged to fund the development of the LMS; consequently this funding was never distributed and placed back into the Emergency Reserve Fund. Therefore, there is a request to take this original \$200,000 from the Emergency Reserve Fund to be contributed to the Pusateri Apartment Career Promotion Fund.

- Approved \$200,000 from the Emergency Reserve Fund to the NAAEI Anthony V. Pusateri Apartment Career Promotion Fund.

#### **Net Income for April 2011**

Total revenue is \$3,766,887 which is a \$353,296 positive variance from budget (\$3,413,591).

Total expense is \$4,182,131 which is a \$13,014 less positive variance from budget (\$4,195,145).

Total net income is a loss of \$415,244 which is a \$366,310 positive variance from budget (\$781,554).

- Accepted the April financial statements.

#### **Restricted Reserve Funds**

Restricted Reserve Funds – the Strategic Funds Review Task Force created the guidelines and funding requirements for the Industry Mobilization Fund and State/Local Fund per a Board motion at the Capitol Conference.

- Industry Mobilization Fund is for advocacy efforts of major issues in the industry with a component of this covering affiliate issues on a state or local level.

- State/Local Fund was renamed the Affiliate Assistance Fund which is for non-government affairs projects of significant importance to NAA affiliates.

- Originally the State/Local Fund was to cover both advocacy and non-advocacy projects for affiliates. With this change, it is recommended that the original \$500,000 allocated to this fund be split with \$250,000 allocated to the Affiliate Assistance Fund and \$250,000 allocated to the Industry Mobilization Fund to increase the fund balance to \$1,250,000.

- Approved that \$250,000 of the Affiliate Assistance Fund (formerly State/Local Fund) be reallocated to the Industry Mobilization Fund for state and local advocacy efforts (this would bring the Industry Mobilization Fund balance to \$1,250,000 and the Affiliate Assistance Fund balance to \$250,000).

### Membership Committee

- Approved the charter application for the East Bay Rental Housing Association in Oakland, California. EBRHA represents 1,124 properties, 25 management companies, 59 suppliers and 15,929 units.

### Strategic Funds Review Task Force

Per the direction of Chairman Mike Gorman as a result of the motion passed during the Capitol Conference whereby the Board of Directors on March 15, 2011 approved a State/Local Fund in the amount of \$500,000, a Task Force undertook an effort to draft funding guidelines and application criteria for the State/Local Fund (now called the Affiliate Assistance Fund). In addition, the Task Force drafted similar guidelines for the IMF (Industry Mobilization Fund) and the Pusateri Apartment Career Promotion Fund.

Having completed this process, the Task Force recommended and the NAA Board approved the attached guidelines as drafted and amended. (See page 15)

An amendment to the IMF was also approved by the NAA Board to include: Industry Mobilization Guidelines Page 2, paragraph two, line 1 is amended to read as follows:

“A maximum of twenty percent of the balance of the IMF – as of the beginning of the calendar year based upon the prior year’s December 31 audited financial statements – may be distributed annually for affiliate requests.”

### 2011 NAA OFFICERS

#### Chairman

Mike Gorman

#### Chairman-Elect

Jerry Wilkinson

#### Vice Chairman

Alexandra Jackiw

#### Treasurer

Brad Williams

#### Secretary

Tom Beaton

#### Past Chairman

Marc Rosenwasser

### REGIONAL

#### VICE PRESIDENTS

##### Region I

DC-DE-MD-PA-VA-WV

Cindy Clare

Jessica Scully

Kevin Wolfgang

##### Region II CT-MA-ME

NH-NJ-NY-RI-VT

Mike Beirne

Bill Wollinger

##### Region III

IL-IN-MI-MN-OH-WI

Diana Pittro

Don Brunner

##### Region IV

GA-KY-NC-SC-TN

Linda Page

Scott Wilkerson

David Hirsch

Mike Holmes

##### Region V

IA-KS-MO-NE-OK

Gary Wilson

Christine Lee

##### Region VI

AR-NM-TX

Marc Ross

Jeff Lowry

Gary Blumberg

Robert Tinning

##### Region VII

AK-AZ -ID-NV-OR-WA

Mike Clow

Bret Holmes

##### Region VIII

CO-MT-ND-SD-UT-WY

Rex Gambrell

Gloria Froerer

##### Region IX

AL-FL-LA-MS

Kathy Ratchford

Susan Truesdale

Ellen Maxime

##### Region X

CA-HI

Rick Snyder

Malcolm Bennett

# 2011 EDUCATION CONFERENCE SUMMARY

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## **ASSOCIATION EXECUTIVE COUNCIL**

President - Gary Scarboro  
Apartment Association of Greater Orlando

Membership Committee Chairman Marc Ross provided an update on the NAA Strategic Growth Initiative and encouraged affiliates to take advantage of the program.

Gary Scarboro announced price changes to some of the NAAEI designation courses for 2012

Mike Hendel of HD Supply encouraged AEs to attend the 2011 Maintenance Mania National Championship and introduced Hector Garcia, Associate Marketing Manager for HD Supply. He is the main point of contact for Maintenance Mania. Mike also announced the launch of the new wireless score keeping system sponsored by OpsTechnology, a RealPage Company. He said that a demonstration will be provided during the conference to interested affiliates.

Kathleen Youngblood gave an update on the PAC goals for 2011 and talked about the upcoming poker tournament.

Judy Roettig announced the launch of the IROP designation program and the benefits to affiliates.

AEC Staff Liaison Kimberlee Berry reported that the AEC held its first Idea Swap Conference Call earlier in June, its focus was on membership recruitment and retention. The call was a huge success and other calls will be scheduled for the remainder of the year. Additionally, the new Affiliate PR Portal will be launched this summer, offering affiliates tools and resources to manage their organization's public relations efforts. Kimberlee also reminded AEs to submit requests for visits by NAA staff for the remainder of 2011 and for 2012.

## **BUDGET & FINANCE COMMITTEE**

Chair - Brad Williams  
Lincoln Property Company

### **2012 Dues Structure**

It is the responsibility of the Budget and Finance Committee to review the NAA dues structure and recommend changes, if any, to be used in the next year's budget. The Budget & Finance Committee recommended and the Assembly of Delegates approved that the 2012 dues structure remain the same as 2011.

All other actions of this Committee are described on page 1 of this Summary in the approved action items of the NAA Board.

## **COMMUNICATIONS ADVISORY BOARD**

Chair -Cindy Clare  
Kettler Management

The Communications Advisory Board discussed current topics affecting onsite operations and the industry such as the recent pool-cover recall, repositioning, marketing and setting rents during an improving economy.

The UNITS magazine sales report and a report on progress with NAA's Community Site were given. There was a brief exchange among members about the use and value of the electronic edition of UNITS magazine. It continues to receive positive feedback for its value.

## **2011 CONFERENCE COMMITTEE**

Chair - Alexandra Jackiw  
Buckingham Management LLC  
Co-Chair - Margette Getto  
Apartment Guide  
Co-Chair - Gary Scarboro  
Apartment Association of Greater Orlando



NATIONAL APARTMENT ASSOCIATION  
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# 2011 EDUCATION CONFERENCE SUMMARY

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Chairman Gorman thanked Conference Chair Alex Jackiw and Co-Chairs Margette Getto and Gary Scarboro for their tremendous efforts in planning the conference.

They recognized and thanked all the metal sponsors of the 2011 Education Conference including:

**Platinum Sponsors** – Apartment Finder, Apartment Guide, Appliance Warehouse of America, AT&T, AZUMA Leasing, CallSource, Coinmach, Comcast Cable, CORT, Criterion Brock, For Rent Media Solutions, HD Supply, Mac-Gray, Rainmaker Group, RealPage, Rent.com, Time Warner Cable, and Yardi.

**Gold Sponsor** – Wilmar

**Bronze Sponsors** - CoreLogic SafeRent and MOEN.

Alex Jackiw thanked the Conference Committee and also the five Executive Forum sponsors for 2011: Apartment Guide, AT&T Connected Communities, AZUMA Leasing, HD Supply and Time Warner Cable.

She acknowledged the efforts of the NAA staff and thanked Jeremy Figoten for his return.

She was pleased to report that we had exceeded Attendee & Exhibitor Full Paid Registration Goals by 22%; exceeded Registration Budget Goal by 19%; exceeded Sponsorship Revenue Goal; and exceeded Booth Revenue Goal by 3%.

This was the largest attended conference in NAA's history.

She thanked everyone for their support and participation.

## 2012 CONFERENCE COMMITTEE

Chair - Terry Danner

Riverstone Residential Group

Co-Chair - Margette Getto

Apartment Guide

Co-Chair - Patrick McCloud

Central Virginia Apartment Association

## SAVE THE DATE

2012

## Education Conference & Exposition

## Boston Convention & Exhibition Center

June 28-30, 2012!

## NAA EDUCATION INSTITUTE

President - Jeff Lowry

McDougal Companies

Vice President - Maitri Johnson

Riverstone Residential

Secretary/Treasurer - Alexandra Jackiw

Buckingham Management LLC

The NAAEI Board accepted the Anthony V. Pusateri Apartment Career Promotion Fund Criteria.

The Board approved the Ed2Go College Opportunity:

- Ed2Go has over 1,000, 2 and 4-year colleges that offer certificate programs through their continuing education departments.

- The target audience is people interested in apartment leasing who do not work in the apartment industry.

# 2011 EDUCATION CONFERENCE SUMMARY

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- NAAEI will bundle NALP Online, Fair Housing and Beyond Online, the NALP Market Survey and a 40-hour unpaid Internship.
- The Cost associated with this comprehensive program would be over \$1000, so it will not compete with affiliate NALP courses or the NAAEI Online NALP course.
- Ed2Go can limit access to its courses in case there is a state or local association that has an ongoing program with a college and does not want the Ed2Go program to dilute its efforts.

The Board approved the following requirements for RAM and ARM Designates to convert their designation to CAM:

- Applicant is a current ARM or RAM (Dues paid in current year)
- Applicant must complete CAM Online Course 110
- Applicant must pass the CAM Online Exam
- Applicant must attend a Community Analysis Webinar
- Applicant must complete the CAM Community Analysis Online

Total for Conversion: \$399  
Affiliate Revenue Share: \$50

The Board approved an increase in the price of CAM Online from \$699.99 to \$749.99 with the affiliate revenue share remaining the same at \$280. The increase will take effect on January 1, 2012.

The Board approved an increase in the price of NALP from \$115 to \$130, effective January 1, 2012.

The Anthony V. Pusateri Apartment Career Promotion Fund has a balance of \$265,195.

## **NAAEI APARTMENT CAREERS COMMITTEE**

Chair - Susan Sherfield  
Mercy Housing

### Meeting Highlights:

Apartment Careers Month Update: Tami Fossum and John Cullens are the Chairs of the Apartment Careers Month Subcommittee. They will be encouraging affiliates, member companies and suppliers to participate. Our goal is to have 25 affiliates and 25 companies to participate.

### Committee approved Ed2Go College Opportunity:

Ed2Go has over 1,000, 2 and 4-year colleges that offer certificate programs through their continuing education departments. The target audience is people interested in apartment leasing who do not work in the apartment industry. NAAEI will bundle NALP Online, Fair Housing and Beyond Online, the NALP Market Survey and a 40-hour unpaid Internship. The Cost associated with this comprehensive program would be over \$1000, so it will not compete with affiliate NALP courses or the NAAEI Online NALP course. Ed2Go can limit access to its courses in case there is a state or local association that has an ongoing program with a college and does not want the Ed2Go program to dilute its efforts.

NAAEI is working with Greg Brown to see if there are any existing sources of funding available through the Departments of Labor and Education that would allow NAAEI to partner with technical and community colleges to offer CAMT to job seekers. NAAEI will report these findings at the meeting in November.

The Anthony V. Pusateri Apartment Career Promotion Fund.

Tony was notified about this award in late March. Tony and his family were very appreciative of this honor. The Texas Apartment Association Education Foundation is the first recipient of the Anthony V. Pusateri Apartment Career Promotion Award.

# 2011 EDUCATION CONFERENCE SUMMARY

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Tony's family designated NAAEI as a recipient of any memorial contributions and these contributions will be earmarked for Apartment Career Promotion efforts. NAAEI contributed \$200,000 to this fund in Tony's honor. To date, \$265,195 has been raised.

The Anthony V. Pusateri Fund Criteria was approved as presented. (See page 21).

As NAAEI develops a budget for 2012, one initiative that the committee recommends is using social media ads that target specific student profiles to recruit college students to learn more about apartment careers.

## **NAAEI CURRICULUM DEVELOPMENT COMMITTEE**

Chair - Maitri Johnson  
Riverstone Residential Group

### **ANSI Annual Surveillance Update**

NAAEI had an onsite visit from the ANSI assessor to conduct our first annual surveillance for CAMT accreditation. CAMT was granted continued accreditation with no non-conformities and three small opportunities for improvement (OFIs).

### **Curriculum Development Updates**

NAAEI now has 12 courses available through the LMS.

The CAMT online maintenance courses are available. NAAEI will pilot a CAMT blended learning class in the fall. The online portions of CAMT will significantly cut the seat time by almost half. Students will still need to complete the hands-on components in the classroom.

The CAS course has been updated to include 4 required modules and no electives. The course includes Management of Residential Issues, Fair Housing, Risk Management, and Financial Management.

NAAEI continues to work with NSC SMEs to produce a new intro course, "Supplier Success". The course will be a half-day, classroom-delivered program. NAAEI will pilot the "Supplier Success" course in Dallas on August 9 and 10 and the revenue will go to the Tony Pusateri Apartment Career Education Fund. The pilot course is \$99 per person if you register by July 30. This course will become a prerequisite for CAS effective January 1, 2012.

New Webinar Schedule. NAAEI sent out an RFP to over 800 national speakers at the beginning of May to solicit topics and facilitators. NAAEI is developing a calendar of events for the remainder of the year that will include a larger array of Webinar topics.

## **NAAEI PROGRAM ADMINISTRATION COMMITTEE**

Chair - Gary Scarboro  
Apartment Association of Greater Orlando

### **NAAEI Learning Management System**

Since the official launch of the LMS – meaning post-Beta, CallSource has contracted with over 30 affiliates for their own LMS. The E-commerce feature is fully functioning. LMS Quarterly Best Practice Call: NAAEI has established quarterly best practice webinars. All affiliates are invited the first one on July 19 at 2:00 pm Eastern.

Affiliate Education Conference will be on August 22-24 in Austin, Texas hosted by the Austin Apartment Association. The conference will be held at the Intercontinental Stephen F. Austin in Downtown Austin. Room rate is \$119. Information is posted on the NAA Web site under meetings and events.

The Committees approved the following requirements for RAM and ARM Designates to Convert their designation to CAM:

- Applicant is a current ARM or RAM (Dues paid in current year)

# 2011 EDUCATION CONFERENCE SUMMARY

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- Applicant must complete CAM Online Course 110
- Applicant must pass the CAM Online Exam
- Applicant must attend a Community Analysis Webinar
- Applicant must complete the CAM Community Analysis Online

Total for Conversion: \$399  
Affiliate Revenue Share: \$50

## **Education Product Pricing**

The committees approved the price of CAM Online from \$699.99 to \$749.99 Effective Jan 1, 2012. The affiliate revenue share of \$280 will remain the same.

## **INDEPENDENT RENTAL OWNERS COMMITTEE**

Chair - Frank Barefield  
Abbey Residential LLC

The committee has almost completed all of its eight plan of work items for 2011.

The Rental Owners Course (ROC) was upgraded from a certificate course to an NAAEI designation. The ROC also has a new name – Independent Rental Owner Professional (IROP). NAAEI will offer the IROP designation through classroom, webinar, and blended learning formats.

The committee hosted an IRO Networking Breakfast and Forum at the NAA Conference on June 25 from 8– 9:45 AM.

The next IROC Conference Call will be held on August 17 from 2:30-3:45 PM.

## **JOINT LEGISLATIVE COMMITTEE**

NAA Representatives:  
Terry Danner, Mike Gorman, Rick Graf,  
Stacy Hunt, Tom Shuler

The meeting opened with discussion about altering the format of the meeting and the goals of the JLC to be forward looking.

What issues will the industry face in the coming years and what should the JLC recommend be done to address that.

There was further discussion about what resources should be made available to the staff of the two organizations to deal with these emerging issues.

Staff gave updates on the top priority issues at the federal, state and local levels.

There was additional dialogue on the issues of immigration, rent control and housing finance reform.

Several ideas were suggested for roles and functions for the JLC, including:

- Recruitment of other members to participate, both for the PAC and for the advocacy process overall.
- Forming the core of a speakers bureau of experts to discuss issues.

There was some discussion about how the NAA Legislative Committee operates and what changes could be implemented to increase the utility of that group.

Staff were tasked with coming up with a plan of what the two groups need to do in the long-term in regards to media, grassroots, etc and what it will take to accomplish that. A report will be delivered before the next JLC meeting in September.

## **LEGISLATIVE COMMITTEE**

Chair - Terry Danner  
Riverstone Residential Group  
Nation Issues Chair - Cindy Clare  
Kettler Management  
State & Local Issues Chair - Mike Beirne  
The Kamson Corporation

The Committee reviewed the 2011 Plan of Work and members were given the opportunity to update the status of their assignments under the Plan.

# 2011 EDUCATION CONFERENCE SUMMARY

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The Committee discussed greater engagement of the NAA grassroots, specifically the upcoming August Congressional recess. Affiliates were charged with reaching out to other affiliates in their regions who did not attend the NAA Capitol Conference to urge them to meet with the Members of Congress in August.

David Hirsch, 2011 Chair of NAAPAC, gave an update on fundraising to date for the PAC, Better Government Fund and grassroots recruitment.

Mike Beirne, State and Local Issues Chair, gave an update on advocacy at the State and Local level. There was a focus on the issue of immigration and some broader discussion amongst Committee members on their experience locally on this topic.

Staff from the National Multi Housing Council gave an update on a short list of high priority issues. There was some additional discussion amongst the Committee members on topics like the recent recall of pool drain covers, new credit reporting disclosure requirements and potential federal tax reform.

Chairman Danner announced the 2011 recipients of NAA scholarships to the Government Affairs Roundtable:

- Alice Ehn, Washtenaw Apartment Association
- Laura Russmann, Southern Colorado Apartment Association
- Emily Osterberg, Apartment Association of Orange County
- Kellie Senye, Apartment Association of New Mexico
- Joe Pucket, Washington Multifamily Housing Association

## **NAAPAC BOARD OF TRUSTEES**

Chair - David Hirsch  
ECI Group, Inc.

The NAAPAC Board of Trustees reviewed the 2011 NAAPAC financial report.

The Committee approved the NAAPAC Board of Trustees Bylaws as well as approving the NAAPAC Policies & Procedures, including the restructuring of the PAC Ambassadors.

The Support for Affiliate Fundraising was tabled so that the RVPs and the NAA Board could review and discuss. The committee will review the support for affiliate fundraising at the Assembly of Delegates meeting in November.

## **LEADERSHIP LYCEUM**

Chair - Kellie Jackson  
Milestone Management

Kellie Jackson recognized the following Education Conference graduates of the Lyceum Program:

- Lisa Delgado, Apartment Association of Central Pennsylvania
- Jennifer Grissom, Apartment Association of Central Oklahoma
- Barbara Middlebrook, Apartment Association of Greater Dallas
- Sherrin Vail, Maine Apartment Association

The Lyceum Committee discussed the current and future curriculum and graduates of the program.

John Mitchell formulated a State and Local Lyceum program template for affiliates to use in crafting their own programs, while maintaining flexibility for local interests. A resource/toolbox will be created containing agendas, Power Point and curriculum content from those affiliates with existing programs to share their expertise with others.

Sponsorship, networking opportunities and continuing education were also discussed.

Owner/Manager members may enter the program through their local affiliate. NAA is currently accepting applications for the next session during the Assembly of Delegates on November 3, 2011.

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Supplier members should contact the NSC directly for an application.

For more information on the Leadership Lyceum Program please contact Lynn Miller at 703/797-0632 or lynn@naahq.org.

## **MEMBERSHIP COMMITTEE**

Chair - Marc Ross  
Bob Ross Realty  
Member Relations Chair - Diana Pittro  
RMK Management Corporation

The Membership Committee approved the charter application for the East Bay Rental Housing Association (EBRHA), formerly the Rental Housing Association of Alameda County. Located in Oakland, California, EBRHA represents 1,124 properties, 25 management companies, 59 suppliers and 15,929 units. EBRHA will service the areas of Northern Alameda and Contra Costa county cities. Cathy Hayden is the Association Executive and Bill Bagnell is the EBRHA president. At the start of the meeting, NAA represented 54,438 members and 6,193,591 units. With the addition of EBRHA, NAA now represents 55,646 members and 6,209,520 units.

The Membership Committee was briefed on the strategic growth planning retreats that were held by the following affiliates: South East Florida Apartment Association, Nevada State Apartment Association, Chicagoland Apartment Association, Detroit Metropolitan Apartment Association, Apartment Association of Orange County, Apartment Association of California Southern Cities, Apartment Association of New Mexico and the Apartment Association of Metro Denver. As a result of the strategic growth retreats, NAA has gained an additional 25,752 units.

The Membership Committee also discussed branding and creating Redbooks/legal guides as part of the Strategic Growth Initiative.

## **NATIONAL SUPPLIERS COUNCIL**

Chair - Margette Getto  
Apartment Guide

The 2011 NSC plan of work was reviewed and a status update was provided on each item.

Revising and marketing the new Certified Apartment Supplier (CAS) designation is one of the plan of work objectives. NAAEI has completed the CAS designation revision and will pilot a new introductory course "Supplier Success" in Dallas in August and the revenue will go to the Anthony V. Pusateri Apartment Career Promotion Fund.

Pete Regules with CORT Furniture was congratulated for winning the 2011 NSC PARAGON Award.

Two new NAA Conferences were highlighted – Apartment Revenue Management Conference (Sept. 12-14, 2011) and the Apartment Supplier Internet Marketing Conference (Dec. 7-9, 2011).

The 2012 Student Housing Conference will be held February 29-March 2, 2012 at the Wynn in Las Vegas.

There was an owner-manager panel which focused on best practices for supplier client development within different sectors of the industry (conventional, affordable and owner).

## **PRIVATIZED MILITARY HOUSING COMMITTEE**

Chair - Sam Merrick  
Lincoln Military Housing

The committee received an update from its Education Subcommittee regarding the privatized military housing education sessions that were held later in the conference.

Further, the committee discussed a recent GAO (Government Accountability Office) report regarding service member housing allowance calculations and how the committee may become

# 2011 EDUCATION CONFERENCE SUMMARY

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more involved in the housing allowance process.

Lastly, the committee discussed its progress regarding its 2011 Plan of Work and established a Legislative Subcommittee.

## **STUDENT HOUSING COMMITTEE**

Chair - Stacey Lecoche  
Grand Campus Living  
Vice Chair - Miles Orth  
Campus Apartments Inc.

The Student Housing Committee conducted a recap of the 2011 Student Housing and focused on the areas that worked very well and areas that could use improvement.

The committee then moved on to discuss planning the 2012 Student Housing Conference, which will be held, February 29-March 2 at the Wynn Las Vegas.

Education sessions were a primary focus of conversation as well as what new groups to target. Independent Rental Owners, is a group that needs some focus and additional targeting for this conference. The overall schedule was looked to evaluate if the last session of breakout sessions are needed in 2012 since attendance was so poor. The idea of offering a big incentive prize for people to stay for the last sessions was discussed. Staff will evaluate if the schedule can be shifted slightly to start earlier on Wednesday and end earlier on Friday.

General Sessions were also covered at length and the committee needs to evaluate what will work for 2012. Staff will compile a list of ideas for the committee to rate in order of preference. There are 3 slots available for the following suggestions: Keynote, Student Panel, Student/Parent Panel, State of the Industry, Turks or executive panel session, and College Housing Leaders.

Subcommittees were formed for Education and Marketing.

Unrelated to the conference, the committee discussed old business related to the Student Housing Designation. Staff will work with the subcommittee that was formed and involved NAA Education Institute. NAAEI Institute also promoted February 2012 Apartment Careers Month and asked for involvement from committee members.

## **STRATEGIC PLAN COMMITTEE**

Chair - Jerry Wilkinson  
Wilkinson Real Estate Advisors

In 2011, NAA's strategic planning cycle moved from a 3-year to an annual cycle, creating a dynamic process with the next years' plan taking shape within the previous plan's implementation. Consequently, there are no dramatic shifts from year to year. Updates will occur in real time with completed initiatives and strategies dropping off the plan as new initiatives and strategies unfold. These changes will be reflected in the 2012 Quarterly Updates.

The Board received the draft 2012 Strategic Plan as part of their Conference materials. The consensus was to build upon and extend the 2011 five overarching themes and key focus areas.

Therefore, the 2012 Key Focus Areas are as follows:

Objective 1: NAA will raise key stakeholder awareness of the importance and value of NAA programs and services.

Objective 2: NAA will continue to focus on strengthening its co-branding marketing and communications efforts with NAA affiliates.

Objective 3: NAA and NAAEI will implement a marketing and sustainability program emphasizing the mission-critical importance of education to NAA members.

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Objective 4: Complete implementation of the Government Affairs Task Force recommendations.

Objective 5: NAA will reinforce its appreciation and strengthen its relationship with the National Suppliers Council.

Implementation of the plan strategies are contingent upon budget approval for 2012.

The NAA Board approved the 2012 Strategic Plan as presented.

## **REPORTS FROM TASK FORCES**

### **AFFORDABLE HOUSING**

Chair - Robert Tinning  
Churchill Residential Management

There was a brief discussion about goals for the task force. The group decided to proceed focusing on potential policy issues that should be added as priorities for the group.

Kris Cook from NAHMA gave a brief update on the SHCM credential program.

There was extensive discussion on the subject of using zip codes to determine Fair Market Rents (FMRs) for the Section 8 Housing Choice Voucher program. HUD implemented a pilot program on this approach in Dallas, Texas that it is now replicating in other markets around the country. NAA members have expressed concern about the impacts of this proposal on low-income properties in poorer neighborhoods that rely on Section 8 since this approach to setting FMRs will likely result in lower rent subsidies in those areas. This, in turn, could jeopardize the financial viability of the property.

There was discussion of other important legislative issues, including: 2012 HUD

Budget; LIHTC – General Update; and LIHTC – Proposal to average incomes at LIHTC Properties.

### **Green Task Force**

Chair - Scott Wilkerson  
Gingko Residential

The Green Task Force discussed having a Green Conference/Meeting and all of the components/factors that go into holding a conference/meeting: date, format, attendees, exhibitors, financial aspect, content, etc. The Task Force provided good input into these components and over the next few weeks, staff will compile information and conduct surveys and will report the findings back to the Task Force on a conference call. The Task Force will then discuss the findings on the call and come up with a formal recommendation to the NAA leadership on how to proceed.

In addition, the Green Task Force has asked staff to discuss what resources are needed (staff, financial, etc.) in order to move forward with creating and acquiring information for a “Green On-Line Repository”. The Green Task Force would like for NAA to have a web site/information center for NAA members and the public to get information on “green” information, initiatives, white papers, case studies, best practices, training sessions, etc.

### **INTERNATIONAL**

Chair - Mike Gorman  
Edward Rose Companies

The International Task Force reviewed the presentation that was made during the March meeting and had limited discussion about the International update reported in the May 2011 issue of Units.

The Task Force spent considerable time talking about American companies that have made investments in the international marketplace. The contacts in these companies will be provided to

# 2011 EDUCATION CONFERENCE SUMMARY

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staff in order to reach out for their knowledge and incorporate into what NAA is doing.

The Task Force reviewed the reasons and potential benefits that could accrue by spreading portfolio risk and a discussion ensued as to the potential business available to an industry supplier should they be able to adapt their business model.

The Task Force agreed that the industry is bound by a "world economy" and that the process of learning who the players are and facilitating introductions is an ongoing process and was a 5-10 year commitment that could potentially pay significant dividends to NAA and our members as a result of this effort.

Staff was tasked to forward information on this year's Expo Real meeting in Munich, Germany, October 4-6, 2011.

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## **NOMINATING**

Chair - Marc Rosenwasser  
Meadow Wood Property Company

We have received seven Nominations for the four officer positions in 2012 for NAA Chairman-Elect; Vice Chairman, Treasurer; and Secretary.

Jerry Wilkinson will be the 2012 NAA Chairman.

They nominees are in alphabetical order:

1. Frank Barefield with Abbey Residential Services Inc and the Greater Birmingham Apartment Association,
2. Tom Beaton with The Dolben Company and the Rental Housing Association of the Greater Boston Real Estate Board,
3. Cindy Clare with Kettler Management and the Apartment and Office Building Association of Washington DC,
4. Alex Jackiw with Buckingham Management LLC and the Indiana Apartment Association,

5. Greg Lozinak with Waterton Residential LLC and the Chicagoland Apartment Association,

6. Marc Ross with Bob Ross Realty and the San Antonio Apartment Association,

7. Brad Williams with Lincoln Property Company and the Apartment Association of Greater Dallas.

Nominee Interviews will take place during the Fall Board of Directors Meeting on September 21, 2011 in Boston and a slate of officers will be identified and announced.

The Assembly of Delegates will be notified of the proposed slate for 2012 by October 5th, 2011.

The Committee must receive any other nominations at least 15 days prior to the Annual meeting because no other nominations will be accepted from the floor.

The Slate of Officers for 2012 will be elected by the AOD on November 5th in Atlanta.

## **PRESIDENT'S REPORT**

Doug Culkin

He reported that tornadoes, floods, wildfires, snowmelt, thunderstorms and drought have plague the United States since January, in a year some experts are already calling one of the worst in the country's history.

Inevitably, the lives of thousands of apartment residents, owners and employees have been affected.

In April, thunderstorms, severe winds and tornadoes ravaged the South, killing dozens of people in Alabama, Mississippi, Georgia and Tennessee. President Obama declared a state of emergency for Alabama.

A month later, the deadliest tornado in the United States since 1947 ripped through Joplin, Missouri, destroying 300-unit apartment communities and leaving the town in a state of disaster.

## 2011 EDUCATION CONFERENCE SUMMARY

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Currently, rising water levels in the Missouri River pose the threat of major flooding in Iowa, South Dakota, Nebraska and Missouri—a situation that likely will not resolve until August. And hurricane season has just begun.

With 2011 on track to break natural disaster records, it is crucial that we as an association reach out to affiliates and members who have been—and will be—affected by the damage.

All of our affiliates matter—whether they represent thousands of units or less than 1,000 in Joplin—because each is an integral part of the NAA family.

The same can be said of our members. Those who own units nationwide tend to make the news, but in reality, a significant percentage of our members are Independent Rental Owners. They play an equal role in NAA's success and when they are hurting, it is up to the rest of NAA's members to lend a hand.

While there is still much to be done, I am proud to say that NAA's members have already helped tremendously, donating both their time and money to those in need.

Less than a week after the Joplin tornado touched down, NAA Region 5 Vice Presidents Gary Wilson and Christine Lee, Apartment Association of Kansas City President Jeannette Cox and Heather Elkins of BluSky Restoration met with several members of the Southwest Rental Housing Association.

After surveying the devastation and meeting several owners who had entire communities completely destroyed, Gary and Christine provided FEMA with a list of all NAA members in nearby Springfield, Mo., as a point of contact for Joplin residents in need of temporary housing. Our members opened their doors to others in great need.

This is just one example of outreach efforts. The Greater Dayton Apartment Association, Iowa Apartment Association, Texas Apartment Association and the St. Louis Apartment Association also volunteered their support, donating to the Red Cross and Convoy of Hope. In addition to donating money, Missouri Apartment Association affiliates delivered supplies of basic necessities to the area.

NAA and countless other affiliates and members donated to this cause and other natural disaster relief efforts as well. Not all received public recognition, but all deserve our gratitude and should inspire us to give what we can.

Monetary donations are always needed, but it is not the only way to help. Owners with available apartment homes may consider waiving application and security deposit fees to residents who have lost everything and are in immediate need of housing. Maintenance employees can offer their services in rebuilding areas destroyed by storms. Suppliers have the opportunity to donate equipment and products. The ways in which we can help are endless.

These events—though devastating—also provide an opportunity to remind residents about the importance of having the necessary insurance, should a natural disaster strike.

The majority of the residents affected by the Joplin tornado were not covered and lost everything.

As we have already seen several times this year, it only takes one storm to destroy everything a resident has worked for his or her entire life. We are in the business of customer service and without residents, we have no one to serve.

# 2011 EDUCATION CONFERENCE SUMMARY



## NAAEI PRICING 2012

Designation Program	Affiliate Price Per Student Manual	Corporate Sales Price Per Student Manuel	Affiliate Revenue Share for Corporate or Online Sales	NAAEI National Training Price
NALP	\$130*	\$215	\$85	\$350
CAM	\$240	\$396	\$156	\$750
CAMT	\$275**	\$450	\$175	\$800
CAPS	\$480	\$792	\$312	\$1250
CAM Online	\$750***	N/A	\$280	N/A
CAM Online Modules	\$185***	N/A	\$70	N/A
NALP Online	\$300	N/A	\$100	N/A
NALP Online Modules	\$40	N/A	\$15	N/A
IROP	\$125	N/A	N/A	N/A
CAS****	\$120 6/1/11 \$135 1/1/12	\$200 6/1/11 \$225 1/1/12	\$80 6/1/11 \$90 1/1/12	N/A

\* NALP Pricing Effective 1/1/2012

\*\* CAMT Pricing Effective 6/1/2011 (approved November 11, 2010)

\*\*\* CAM Online Pricing Effective 1/1/2012

\*\*\*\* CAS Pricing Effective 6/1/2011 is \$120 for a CAS Binder with all four required modules. A Supplier Success module will be added and required 1/1/2012 and price will increase to \$135.

# 2011 EDUCATION CONFERENCE SUMMARY

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## 2012 NAAEI DESIGNATION RENEWAL DUES

<u>Designation</u>	<u>Renewal Dues</u>
NALP	\$50
CAM	\$100
CAMT	\$50
CAPS	\$100
Reinstatement of Designation	\$50

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## FAIR HOUSING AND BEYOND!

<u>Program</u>	<u>Price</u>
NAA Affiliate Delivered Course	\$79 member \$109 non-member \$39/student manual
Online Course	\$79 member \$109 non-member

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# 2011 EDUCATION CONFERENCE SUMMARY

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## **AFFILIATE ASSISTANCE FUND**

### **FUNDING CRITERIA & APPLICATION PROCESS**

#### **PURPOSE and ELIGIBLE ACTIVITIES**

The purpose of the NAA Affiliate Assistance Fund (“AAF”) is to support non-government affairs-related projects of significant importance to NAA affiliates. Examples of items for which AAF funds may be used include, but are not limited to: membership-focused projects (i.e. purchasing membership database software); education-related initiatives outside the purview of NAAEI funding (i.e. conducting an education course related to compliance with a local ordinance or regulation or developing a legal guide).

#### **APPLICATION PROCESS & REQUIREMENTS**

Requests for AAF funding must be submitted by an NAA affiliated association. All applications will be considered first by the NAA Membership Committee before being forwarded, with a recommendation, to the NAA Board of Directors for review at its next scheduled meeting. If expedited consideration of the affiliate AAF application is needed the NAA Board of Directors will consider and vote upon the application within 10 business days by electronic means. The NAA Board of Directors, by majority vote, shall have final approval regarding the awarding of all AAF funds.

A maximum of \$100,000 may be distributed from the AAF per year; however NAA reserves the right to make distributions in an amount less than the maximum amount. Once this cap has been reached additional AAF funds may only be distributed if an emergency exception is approved by the NAA Board of Directors by a 2/3 majority vote. All applications will be evaluated on their merits and only the strongest applications will be funded.

All applicants must complete the AAF Application Form located on the NAA web site – LINK TBD. A complete application includes the following information:

- Summary of the project, its current status, and desired outcomes.
- The specific dollar amount being requested (i.e. no open-ended funding requests shall be considered).
- Explanation of the project’s significance to the applying affiliate.
- Preliminary information on the likelihood of success for the effort.
- Detailed outline of the affiliate’s action plan for executing the project and how AAF funds will be allocated.
- Detailed explanation of the applicant’s financial resources already committed to the project, if any, and why additional support from the AAF is needed.
- Schedule of when AAF funds for the project will be spent (i.e. a timeline for requested distributions of AAF funds).
- Explanation of how the use of AAF funds will be tracked.
- Listing of any other groups who are contributing financially to the effort and in what amounts.

# 2011 EDUCATION CONFERENCE SUMMARY

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In evaluating AAF applications financial need will be a factor, but not necessarily the deciding factor. Depending on the financial resources of the requesting affiliate additional matching funds may be required in order to receive AAF funding. To assist in the evaluation of financial need, applicants shall submit:

- A copy of their latest compiled or audited annual financial statements and most recent monthly financial statement or an in-house prepared financial statement that has been approved by the affiliate's Board of Directors.

No funds will be approved to pay for the establishment of local programs when that program/service is already supplied (or is in the process of being supplied) by NAA or NAAEI.

Each of the above items must be specifically addressed and answered in full or applications will be returned for revision. Applicants are also encouraged to submit any additional supporting information that would be helpful to the Committee. Any supporting information should be unbound, unstapled and single-sided.

In addition to completing a formal application, applicants must present their request before the NAA Membership Committee. This presentation may take place during one of the committee's in-person meetings or via teleconference.

The following restrictions apply to AAF funds:

- A maximum of \$20,000 in AAF funding may be requested per project.
- An affiliate may only be granted a maximum of \$20,000 in AAF funding per three year cycle. This three year cycle shall begin immediately following the date on which the first AAF funds are received by the affiliate. Exceptions to this \$20,000 per three year cycle limit may be granted by a 2/3 majority vote of the NAA Board of Directors upon the conclusion of the normal AAF funding request process.

## **DISTRIBUTION OF AAF FUNDS**

If approved, AAF funds will only be distributed upon NAA's receipt of a formal invoice, receipt or similar documentation. Funding can be sent to organizations other than the applying affiliate with appropriate documentation. Approved funds will be earmarked within the AAF for a maximum period of 12 months. After this time unused dollars will be returned to the fund's general balance. Further, upon completion of the project, any unused AAF funds which have been distributed to an affiliate must be returned to NAA.

If the affiliate changes its priorities or extenuating circumstances in the opinion of the Membership Committee renders the project moot, any unspent allocated funds shall be withdrawn and any unspent distributed funds must be returned to NAA.

## **REPORTING & FOLLOW-UP**

The applying affiliate is solely responsible for any and all reporting requirements, which may apply as a result of receiving monies from the AAF for taxation and/or other purposes. In addition, the affiliate agrees to provide all relevant information that may be needed for NAA to comply with any reporting requirements which may apply as a result of distributing monies from the AAF.

# 2011 EDUCATION CONFERENCE SUMMARY

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## **AFFILIATE ASSISTANCE FUND**

### **FUNDING CRITERIA & APPLICATION PROCESS CONTINUED**

All applicants agree to the following requirements as a condition of receiving funding from the AAF.

1. Provide the Membership Committee – via NAA staff - progress reports within 15 business days of the end of each calendar quarter.
2. Deliver a comprehensive debriefing before the Membership Committee within 15 business days following completion of the project. This debriefing will include description of:
  - a. Spending of AAF funds.
  - b. The success or failure of the project.
  - c. What parts of the project worked and did not work.
3. Deliver samples of all materials developed in support of the project to NAA staff.

Any questions regarding the AAF funding guidelines or application process can be directed to Valerie Hairston at [valerie@naahq.org](mailto:valerie@naahq.org).

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# 2011 EDUCATION CONFERENCE SUMMARY

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## INDUSTRY MOBILIZATION FUND

### FUNDING CRITERIA & APPLICATION PROCESS

#### PURPOSE and ELIGIBLE ACTIVITIES

The purpose of the NAA Industry Mobilization Fund (IMF) is to support advocacy efforts to address issues of major significance to the apartment industry that may have national implications if not successfully addressed. Examples of items for which IMF funds may be used include, but are not limited to:

- State and local advocacy campaigns (e.g. defeating rent control regulation, inspection ordinances, building code retrofit requirements),
- national advocacy efforts, not presently supported adequately through NAA's government affairs program,
- public opinion polling (e.g. support for higher rents in exchange for greater energy efficiency in apartments), or
- research projects; the results of which could be utilized nationally in a positive way (i.e. alternatives to sprinkler retrofit mandates or economic impacts of rent control).

Awards from the IMF cannot be used to fund campaign contributions to any individual running for elected office. As well, any activities which are in conflict with NAA policy positions will not be funded. Requests for legal action or support (e.g. NAA bringing litigation or filing amicus briefs on behalf of an affiliate), these requests are presently addressed through a specific line item in the NAA Government Affairs budget. Should that budget line item be exhausted, the IMF could be an eligible secondary source of funding.

#### APPLICATION PROCESS & REQUIREMENTS

Proposals for IMF funding may be submitted by an NAA Affiliate, the Board of Directors, the Legislative Committee or NAA staff. All applications to the IMF will be reviewed first by the Legislative Committee before being forwarded, with a recommendation, to the NAA Board of Directors for review at its next scheduled meeting. If expedited consideration of the affiliate IMF application is needed, the NAA Board of Directors will consider and vote upon the application within 10 business days by electronic means. The NAA Board of Directors, by majority vote, shall have final approval regarding the awarding of all IMF funds.

A maximum of twenty percent of the balance of the IMF – as of the beginning of the calendar year based upon the prior year's December 31 audited financial statements – may be distributed annually for affiliate requests. Once this cap has been reached additional IMF funds may only be distributed for affiliates if an emergency exception is approved by a 2/3 majority of the NAA Board of Directors. All applications will be evaluated on their merits and only the strongest applications will be funded.

# 2011 EDUCATION CONFERENCE SUMMARY

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## INDUSTRY MOBILIZATION FUND

### FUNDING CRITERIA & APPLICATION PROCESS CONTINUED

All applicants must complete the IMF Application Form located on the NAA web site [LINK TBD](#). A complete application will include the following information:

- Summary of the project, its current status, and desired outcomes.
- The specific dollar amount being requested (i.e. no open-ended funding requests shall be considered).
- Explanation of the project's significance to the applying affiliate and to the national apartment industry as a whole.
- Preliminary information on the likelihood of success for the effort.
- Detailed outline of the affiliate's action plan for executing the project and how IMF funds will be allocated.
- Detailed explanation of the applicant's financial resources already committed to the project, if any, and why additional support from the IMF is needed.
- Schedule of when IMF funds for the project will be spent (i.e. a timeline for requested distributions of IMF funds).
- Explanation of how the use of IMF funds will be tracked.
- Listing of any other groups who are contributing financially to the effort and in what amounts.

In the case of affiliate applications financial need will be a factor, but not necessarily the deciding factor, in determining the awarding of IMF funds. Depending on the financial resources of the requesting affiliate additional matching funds may be required to receive IMF funding. To assist in the evaluation of financial need, applicants shall submit:

- A copy of their latest compiled or audited annual financial statements and most recent monthly financial statement or an in-house prepared financial statement that has been approved by the affiliate's Board of Directors.

Each of the above items must be specifically addressed and answered in full or applications may be returned for revision. Applicants are also encouraged to submit any additional supporting information that would be helpful to the Committee. Any supporting information should be unbound, unstapled and single-sided.

The following restrictions apply to affiliate requests for IMF funds:

- A maximum of \$25,000 in IMF funding may be requested per project.
- An affiliate may only be granted a maximum of \$25,000 in IMF funding per three year cycle. This three year cycle shall begin immediately following the date on which the first IMF funds are received by the affiliate.
- Exceptions to the \$25,000 maximum or one application per three year cycle limit may be granted by a 2/3 majority vote of the NAA Board of Directors

# 2011 EDUCATION CONFERENCE SUMMARY

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## **DISTRIBUTION OF IMF FUNDS**

If approved, IMF funds will only be distributed upon receipt of a formal invoice, receipt or similar documentation. Funding can be sent to organizations other than the applying affiliate (non-profits or other entities involved in the campaign) with appropriate documentation. Approved funds will be earmarked within the IMF for a period of 24 months. After this time unused dollars will be returned to the fund's general balance. Further, upon completion of the campaign, any unused IMF funds which have been distributed to an affiliate must be returned to NAA.

If the affiliate changes its priorities or extenuating circumstances render the issue moot, any unspent allocated funds shall be withdrawn and any unspent distributed funds must be returned to NAA.

## **FOLLOW-UP & REPORTING**

The applicant is solely responsible for any and all reporting requirements, which may apply as a result of receiving monies from the IMF, for taxation or political, campaign, lobbying disclosure purposes. In addition, the affiliate agrees to provide all relevant information that may be needed for NAA to comply with any reporting requirements which may apply as a result of distributing monies from the IMF.

All applicants agree to do the following as a condition of funding from the IMF.

1. Provide the Legislative Committee – via NAA staff - progress reports within 15 business days of the end of each calendar quarter with a concluding update at the end of the calendar year.
2. Deliver a comprehensive debriefing before the Legislative Committee following completion of the project. This debriefing will include description of:
  - a. Spending of IMF funds.
  - b. The success or failure of the project.
  - c. What components of the project worked and those that did not.
  - d. Lessons learned.
3. Deliver samples of all campaign or collateral materials (promotional pieces, model legislation, advertisements, white papers, etc) to NAA staff.

Any questions regarding the IMF funding guidelines or application process can be directed to Greg Brown at [greg@naahq.org](mailto:greg@naahq.org).

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# 2011 EDUCATION CONFERENCE SUMMARY

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## **NAAEI** **ANTHONY V. PUSATERI** **APARTMENT CAREER PROMOTION FUND** **FUNDING CRITERIA**

### **PURPOSE and ELIGIBLE ACTIVITIES**

The Purpose of the Anthony V. Pusateri Apartment Career Promotion Fund is to provide funding for NAAEI to address the ongoing need for skilled talent in the areas of apartment leasing and maintenance. To date, NAAEI has developed apartment career promotion tools and events that are used to promote apartment careers among high school and college students, military veterans and military spouses and career changers. These tools include:

- Apartment Career website
- Apartment Career videos
- Apartment Career brochures
- Apartment Career Month
- Apartment Career Video Challenge

NAAEI will continue to update and offer these tools and events free to local and state apartment associations and member companies to use in outreach activities with local high school, college and university students and at career fairs. With Anthony V. Pusateri Funds, NAAEI will be able to utilize these apartment career promotion assets in a program developed to reach university students who are exploring their career options. Using targeted social media advertising, NAAEI will promote free online interactive events that will be held monthly and expose university students to apartment careers and feature apartment industry recruiters and HR executives who will provide career information and advice to participating students.

In addition, NAAEI has worked with a number of organizations to test whether these organizations would be viable pipelines of talent for entry level leasing and maintenance positions. These organizations include:

- DECA, the student marketing association for high school and college students
- SkillsUSA, the student association for high school and college students pursuing careers in technical fields
- Job Corps
- Jobs for America's Graduates, a high school program for "at risk" youth
- American Association of Community Colleges (AACC)

After working with these organizations, NAAEI has identified the following as the organizations that offer the best opportunities to create pipelines of talent:

- DECA
- SkillsUSAAACC

# 2011 EDUCATION CONFERENCE SUMMARY

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In the past, NAAEI focused on creating awareness of careers in the apartment industry through trade show booths, mailings to advisors and instructors and speaking engagements at national meetings. In addition, a number of pilot programs were conducted at community colleges and high schools that did result in students with appropriate skill sets entering the apartment industry. These successes on a small scale now need to be replicated across the country.

NAAEI proposes that moving forward, dollars from the Anthony V. Pusateri Apartment Career Promotion Fund should support activities that create more than awareness, the focus should be on programs that result in students being formally trained in apartment leasing and maintenance and being hired to work in the apartment industry.

Some examples of programs that could jump start getting more people from across the country to enter the apartment industry from technical schools, high schools or community colleges are:

1. Partner with DECA to offer an "In-Service Training" program for DECA college advisors where advisors, who are community college faculty members, are invited to submit an application to attend an all expense paid 2-day workshop delivered by NAAEI, which will prepare them to:

- promote apartment leasing careers to students
- engage local apartment association members to serve as guest faculty and to offer Job Shadow opportunities to interested students
- offer the NALP certificate (online or classroom delivered) to interested students
- offer Fair Housing and Beyond (online or classroom delivered) to NALP completers
- offer students who complete NALP and Fair Housing and Beyond the opportunity to participate in an unpaid 40-hour internship at a local apartment community
- invite local NAA members to attend a career fair for students who have met all the above requirements
- track students who were hired and by what company and allow NAAEI to continue to track whether these students are still in the apartment industry after 1 year and 3 years.

2. Partner with SkillsUSA to offer an "In-Service Training" program for SkillsUSA college advisors where advisors, who are community college faculty members, are invited to submit an application to attend an all expense paid 2-day workshop delivered by NAAEI, which will prepare them to:

- promote apartment maintenance careers to students
- engage local apartment association members to serve as guest faculty and to offer Job Shadow opportunities to interested students
- offer the CAMT certificate to interested students
- offer students who complete CAMT the opportunity to participate in an unpaid 40-hour internship at a local apartment community
- invite local NAA members to attend a career fair for students who have met all the above requirements
- track students who were hired and by what company and allow NAAEI to continue to track whether these students are still in the apartment industry after 1 year and 3 years.

## 2011 EDUCATION CONFERENCE SUMMARY

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3. Partner with AACC to offer an “In-Service Training” program for AACC members who work with local Workforce Investment Boards (WIBs) to train people without jobs using community college faculty who teach industry certificate or certification programs. Community college faculty members and administrators, are invited to submit an application to attend an all expense paid 2-day workshop delivered by NAAEI, which will prepare them to:

- promote apartment maintenance and leasing careers and certificate programs to the local workforce board so the board
- engage local apartment association members to host an open house for community college faculty and workforce board staff where they will learn about careers in the apartment industry
- offer NALP and CAMT certificates to people screened by the local WIB (drug test, criminal background check, valid driver’s license, etc.) These certificate programs may be fully or partially funded by the local WIB or state funds.
- offer students who complete NALP and CAMT the opportunity to participate in an unpaid 40-hour internship at a local apartment community
- invite local NAA members to attend a career fair for students who have earned provisional NALP and CAMT certificates
- track students who were hired and by what company and allow NAAEI to continue to track whether these students are still in the apartment industry after 1 year and 3 years.

4. Explore the best way to target and train military veterans and military spouses for entry in the apartment industry. A collaboration among NAAEI, members of NAA’s Privatized Military Housing Committee and community colleges is the most likely initiative. NALP and CAMT have been approved for funding by the Department of Defense’s My CAA program, a program that pays for military spouses to receive a certificate in an industry that offers career portability. Military Veterans have access to other sources of funding.

### APPLICATION PROCESS & REQUIREMENTS

The Anthony V. Pusateri Apartment Career Promotion Fund is managed by NAAEI. NAAEI encourages affiliated apartment associations who have contacts with local career and technical high schools and technical and community colleges to contact NAAEI to determine whether NAAEI, the state or local apartment association and high school or college can work collaboratively to offer NALP or CAMT training and follow up that training with job placement activities. Requests to partner with NAAEI may be submitted to:

ATTN: Maureen Lambe, CAE  
Executive Vice President  
NAA Education Institute  
4300 Wilson Boulevard, Suite 400  
Arlington, VA 22203  
703/797-0601  
maureen@naahq.org

# 2011 EDUCATION CONFERENCE SUMMARY

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Programs funded by the Anthony V. Pusateri Apartment Career Promotion Fund must meet the following criteria:

- potential apartment employee is trained to meet NAAEI Skill Standards developed for Leasing Consultants and Maintenance Technicians
- potential apartment employee participates in an internship
- potential apartment employee participates in an apartment industry career fair
- NAAEI certificate holders who are hired by the apartment industry are tracked over a 3-year period

## DISTRIBUTION OF ANTHONY V. PUSATERI APARTMENT CAREER PROMOTION FUND

- NAAEI will present funding requests as part of the annual NAAEI budget cycle or, if an opportunity is presented after the budget has been approved, at a NAAEI meeting
- The request initially goes to the NAAEI Apartment Career Committee for approval
- If approved by the Apartment Career Committee, the request will be presented to the NAAEI Board for approval
- If approved by the NAAEI Board, the request is presented to the NAA Board for approval (Note: the NAA Board approved the NAAEI Budget as well as any unbudgeted expenses approved by the NAAEI Board.)

## REPORTING & FOLLOW-UP

All projects funded by the Anthony V. Pusateri Apartment Career Promotion Fund must track the following:

- Number of program participants who enter the program
- Number of program participants who complete the program
- Number of program participants who are hired by the apartment industry and industries that require similar skills (hotel, resorts, facilities management)
- Number of program participants still working in the apartment industry after six months, one year, two years and three years

Any questions regarding the Anthony V. Pusateri Apartment Career Promotion Fund guidelines can be directed to Maureen Lambe at [maureen@naahq.org](mailto:maureen@naahq.org).

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NAA has partnered with HD Supply to host the Maintenance Mania Program. The objective of the program is:

- Recognize the importance of maintenance professionals to the apartment industry.
- Provide a platform for NAA and the local Affiliates to increase maintenance management and techs involvement in the apartment associations.
- Promote the Certificate of Apartment Maintenance Technician (CAMT) training program offered by NAAEI.

### **Congratulations to the 2011 Maintenance Mania National Championship Finalists!**

Arizona

Paul Buchman

California Southern Cities

Peter Seda

First Coast

Jason Frotten

Greater Nashville

Brad Rappette

Greater Orlando

Scott Kenny

Greater Wichita

Aaron Adams

Justin Heenan

Bradley Zeman

Houston

Rolando Valdez

Indiana

Enrique Alarcon

Brian Neihaus

Jose Torreblaca

Maryland

Sam Gilley

Metro Denver

Lannon Quintana

NAA - Greater Los Angeles

Dave La Berre

New Jersey

David Berryman

Kevin Berryman

Tony Cintron

Washington

Alexandru Bucalov

Angel Munoz

### **2011 Maintenance Mania National Champion**

**Jose Torreblaca**

**Indiana Apartment Association**

**Van Rooy Properties**

**Indianapolis, Indiana**

For more information about hosting a local Maintenance Mania competition, please contact Kimberlee Berry, Senior Manager of Affilite Relations at 703/797-0625 or kimberlee@naahq.org.



**SAVE THE DATE!**

**2011 ASSEMBLY OF DELEGATES  
NOVEMBER 3-5, 2011  
ATLANTA, GEORGIA**



**INTERCONTINENTAL BUCKHEAD  
INSTALLATION OF JERRY WILKINSON  
2012 NAA CHAIRMAN OF THE BOARD**