**Thursday, June 16, 9 a.m. – 10 a.m.**

**THU-A05**

**Fair Housing: ‘Sex’ Education for Property Management**

*Legal Issues*

This special session will focus on everything you need to know about the protected class of sex under federal fair housing law including discrimination based on sex/gender, gender identity and expression, sexual orientation, pregnancy, domestic violence, sexual harassment and sex/gender harassment. You will learn how to protect yourself and your company from fair housing liability in this rapidly expanding area of law. We’ll also discuss practical tips for handling these issues involving sex discrimination that commonly arise on rental properties.

**Speakers**: Lynn Dover, Managing Partner, Kimball, Tirey & St. John LLP; Shawn Bankson, Partner, Kimball, Tirey & St. John LLP; Craig McMahon, , Partner, Kimball, Tirey & St. John LLP

**THU-A06**

**Reputation Revival - #ORMrealness**

*Marketing*

Over the past several years we have discussed online reputation and have learned how to respond to positive reviews and what review sites to monitor. But what happens when a community’s reputation is already damaged? Join us as we learn how to revive a community’s overall reputation. We’ll also cover which networks to use and how frequently you should manage your company’s reputation. You’ll certainly want to take notes, but don’t worry, this session comes with a guide!

**Speakers**: Jeremy Lawson, NALP, Reputation Manager, Fogelman Management Group; Danielle Noel, Sales Director, Multifamily, Chatter Insights by Binary Fountain; Kristin Preuett, Marketing Coordinator, MAA

**THU-A07**

**How The Zero Moment Of Truth Requires Us To Change Sales**

*Leasing*

The past 15 years have seen revolutionary changes in credit scoring, pricing, property management systems and marketing. Yet most operators still model and train leasing the same as they did 15 years ago. As Google’s Zero Moment of Truth (ZMOT) study shows, prospects don't really need (or want) a salesperson anymore. No wonder--since most sales approaches are really about the salesperson's need to sell, not about genuinely helping the prospect. This session presents how operators have implemented a truly prospect-centered approach that allows leasing associates to be themselves and create an authentic "trusted advisor" role.

**Speakers**: Donald Davidoff, President, D2 Demand Solutions; Jason Whittington, Vice President, Business Solutions, Gene B. Glick Company; Joanne Chapman-Reps, Founder, Effective Leadership Solutions, LLC

**THU-A09**

**NAHMA Presents: A Year After SCOTUS – Latest Trends in Disparate Impact**

*Affordable Housing*

In June 2015, the U.S. Supreme Court upheld the doctrine of disparate impact, under which normal practices in development, rehab and management of housing may be fair housing violations if they result in disproportionate "adverse impact" on certain classes of persons, even if the practices are not intended to discriminate. In its opinion, SCOTUS outlined legal tests for disparate impact claims, and multiple court cases have ensued. Learn the trends in disparate impact litigation since the SCOTUS decision, and how these trends affect future development and management practices.

**Speakers**: Kris Cook, Executive Director, NAHMA (moderator), Harry J. Kelly, Partner, Nixon Peabody LLP; Michael W. Skojec, Partner, Ballard Spahr LLP

**Thursday, June 16, 10:15 a.m. – 11:15 a.m.**

**THU-B02**

**Leasing Existing Apartments in a New Construction Market**

*Leasing*

With thousands of brand new apartments in the pipeline, existing apartments need to stay as competitive as possible. Just because something is 'shiny and new' doesn't mean it's better. Discover the true benefits to leasing existing apartments; gain referrals from new construction comps; 'draft off' their marketing dollars (at zero cost to you); learn about technologies you can use to lease more apartments; find the secrets to successful lead follow up and learn how to sell the value that your property offers. You'll also learn how to increase the confidence of both yourself and your prospect in this interactive session.

**Speakers**: Lisa Trosien, Owner/President, ApartmentExpert.com

**THU-B04**

**Stop the Enabling: Are You Part of the Problem?**

*Human Resources*

Confrontation is part of being a manager. Still, its not fun and often avoided. Too often a manager's dislike of confrontation results in enabling of bad behavior. Consider ongoing tardiness or mild insubordination - aggravating but not cause for termination. Learn how managers inadvertently can make problem employees worse! We'll look at the rationalizations that excuse the behavior, the almost invisible ways managers enable and, of course, give you the tools to "dis-enable"! Come away with awareness and a set of tools!

**Speakers**: Susan Weston, CAM, CAPS, NAAEI Senior Faculty, President, The Susan Weston Company

**THU-B06**

**Strategic Procurement! Mastering the Art of Purchasing Intelligently**

*Operations*

Revenue is only half the story when managing a high performing portfolio. Creating a solid procurement and spend management strategy is equally important to effectively growing your NOI. A successful program cosists of strategically negotiated contracts with suppliers, standardization enforced and tracked across the portfolio and includes transparency into purchases at the site level. Our panel will discuss how they implemented efficient programs and educated their site teams to “see the big picture”.

**Speakers**: Eric Broughton, CEO, eSupply Systems; Bill Nye, Executive VP, Bonaventure Realty Group; Eve Hubert, Director, Training and Compliance Management, HRG Management Services, LLC; Jeffrey Weissman, Senior Vice President, Morgan Properties

**THU-B09**

**NAHMA Presents: Affordable Workforce Housing - Identifying the Need and Potential Solutions**

*Affordable Housing*

Mounting data highlights a vast shortfall in affordable rental housing for Americans not currently served by federal rental assistance programs who are priced out of market-rate rental housing. Referred to as Workforce Housing, it is one of the greatest needs in cities across the country, yet there are no federal programs to encourage its supply. As cities grapple with solving the problem on their own, housing and other stakeholders are uniting to encourage and identify best practices in the development and preservation of affordable rental housing across the country.

**Speakers**: Kris Cook, Executive Director, NAHMA (moderator), others TBD

**Thursday, June 16, 11:30 a.m. – 12:30 p.m.**

**​THU-C01**

**Strategic Applications of Emotional Intelligence**

*Leadership/Professional Developement*

Someone with high Emotional Intelligence demonstrates a sensibility – he or she can manage their own emotional impulses, can communicate with others effectively, can manage change well, problem solves, uses humor to build rapport, has empathy and remains optimistic even in the face of adversity. This presentation provides details on EI’s correlation to leadership effectiveness and business results. Participants will receive definitions of the skills associated with Emotional Intelligence; learn how to diagnose performance issues related to low Emotional Intelligence; and learn techniques to develop Emotional Intelligence in themselves and others.

**Speakers**: Jennifer Shirkani, Author, Keynote Speaker and Executive Coach, Penumbra Group

**THU-C03**

**It’s Not Just a Review. It’s Free Market Research.**

*Marketing*

Apartment owner/operators now place a higher value on ratings and reviews than residents do, according to a recent study of more than 2,000 residents and 80 apartment owner/operators. The vast majority of companies are monitoring and responding to reviews to better manage their online reputations. So, what’s next? Using ratings and reviews as market research to make portfolio-wide changes that eliminate negative reviews. This panel of industry experts will discuss the findings of a new study on ratings and reviews and share how they’re using the content of their reviews to improve their apartment communities across the country.

**Speakers**: Veronica Romney, Director of SEO/SEM, Entrata; Holli Beckman, Vice President of Leasing and Marketing Operations, WC Smith; Sara Graham, Director of Marketing, The Dolben Company; Michelle Moriello, Director, Digital Marketing, WinnResidential

**THU-C04**

**Data, Data, Data: What’s the Right Data for my Community?**

*Technology*

Big data and business intelligence are multifamily buzzwords. How do you determine what data is best for your community? Where should communities begin? Panelists will provide a bird’s eye view of benchmarks pertaining to rental rates, marketing, leasing performance and market/submarket performance. Attendees will learn how to identify the best data and how to use it. Progressive companies will discuss their successes, failures and best practices related to using data efficiently and effectively.

**Speakers**: Annie Laurie McCulloh, SVP, Strategic Initiatives, Rainmaker; Bryan Pierce, Director of Revenue Management, Gables Residential; Gina Johnson, Vice President of Marketing and Asset Management, Pacific Living Properties; Kevin Huss, Director of Revenue Management, Harbor Group International

**THU-C06**

**Return on Energy: Harnessing the Power of Utility Data**

*Operations*

What can utility data tell you about your building, and how can you leverage it to improve your efficiency and your bottom line? Join a panel of experts in the field of data tracking and analysis and energy benchmarking solutions as they discuss the advantages to knowing your building better and compare some of the tools available on the market. Our panelists will share what they’ve learned from both the public and private sectors, and examine some of the challenges and potential solutions available to building owners who want to maximize their building’s utility performance.

**Speakers**: Matt Miller, Industry Principal - Energy Solutions, Yardi Systems, Inc; Michael Zatz, Chief, Market Sectors Group, ENERGY STAR Commercial & Industrial Branch, US Environmental Protection Agency; Matt Ellis, LEED AP, Founder & CEO, Measurabl, Inc; Gina Anselmo, Energy Program Engineer Integrative Design Services Group, Forest City Enterprises

**THU-C07**

**Transitioning Properties from Due Diligence to Operational Brilliance**

*Operations*

Thousands of properties change ownership every year. With each transaction, it is critical to integrate the newly acquired property into the organization in an efficient, thoughtful, and seamless manner under a very tight deadline. It's far easier said than done. This panel of multifamily veterans will share their best practices on managing this transition in under three months. The panel will cover the following topics: - Lessons learned and industry best practices - Opportunities and challenges with integrating systems - Merging cultures and training employees - Using due diligence data and insights to manage the process - Key success factors

**Speakers**: Melanie French, CPM, Executive Vice President, Operations, Cortland Partners; Sherry Freitas, CPM, Managing Director of Real Estate, Greystar; ~~Julie Smith, President, Bozutto Management Company~~; Nancy Goldsmith, Senior Vice President, Bozutto Management Company

**THU-C09**

**NAHMA Presents: Key Federal Legislative and Regulatory Issues Impacting Affordable Multifamily Housing**

*Affordable Housing*

The world of affordable multifamily housing is not only highly regulated by three federal agencies, but also highly dependent on the ability of Congress to pass timely and sufficient annual funding bills. This session will focus on key current federal legislative and regulatory issues facing providers of multifamily affordable housing participating in HUD, rural housing and Housing Credit programs, and the resulting real-world impacts on communities, management companies and owners.

**Speakers**: Larry Keys, Jr., Director of Government Affairs, NAHMA (moderator), Kris Cook, Executive Director, NAHMA; Greg Brown, Senior Vice President of Government Affairs, NAA ~~(invited)~~

**Friday, June 17, 10:15 a.m. – 11:15 a.m.**

**FRI-A01**

**Yelp Can Help! So Much Information, So Little Time.**

*Marketing*

Yelp wants to be your BFF! From Reputation Management, Data Feeds to Demographics. Better understand this robust marketing and lifestyle product. Build your business, online reputation, SEO and save time doing it. BTW, many of the tricks and tips learn are FREE. Yelp is all around you and you don’t even know it. TTYL!

**Speakers**: Jeremy Lawson, NALP, Reputation Manager, Fogelman Management Group; Morgan Remmers, Senior Manager of Business, Yelp

**FRI-A02**

**How Women Win in Leadership**

*Leadership/Professional Developement*

Why are there still so few women in upper level leadership positions? Are the keys to success different for women than men? This panel of multifamily women executives will examine how women can work together to succeed together. They will discuss mentorship, networking and risk-taking and share wisdom and advice that lead to success. The competitive element that can at times impede the development of strong bonds between women will also be discussed. Join us as we pursue excellence together. After all, as Madeleine Albright said, “There is a special place in hell for women who don't help other women."

**Speakers**: Kelly Quattlebaum, Director of Marketing and National Accounts, CallMaX; Alexandra Jackiw, CPM, CAPS, President, Milhaus Management; Jennifer Staciokas, Senior Vice President, Marketing & Training, Pinnacle; Heather Jones, CEO, GROW lms

**FRI-A03**

**Your Multifamily Cyber Security Playbook**

*Technology*

You can hardly get through a day without hearing about private customer information being compromised from company databases ranging from the adultery-friendly website Ashley Madison to the soccer-mom favorite Target. It’s a reality, but one that many multifamily companies aren’t addressing as extensively as they should. This panel of owner/operators and a cyber security legal expert will discuss the holes in the practices of multifamily companies today and share the steps they’re taking to make their systems as air-tight as they can be. These tried and true tactics just might save your company from becoming the next cyber security headliner.

**Speakers**: Matt Sorenson, Chair, Utah Bar Cybersecurity Section; Maria Banks, Senior Vice President, AMLI Residential; Jay Kenney, Chief Information Officer, Lincoln Property Company; Ryan Byrd, Vice President of Engineering, Entrata

**FRI-A06**

**Created Equal? Leads Aren’t Lottery Tickets**

*Leasing*

Every lottery ticket has the same odds of being a winner, but that's not always the case with your leads. How you procure and nurture your leads affects quality and therefore, conversion chances. What if you could bring greater certainty to the value of your leads? Make business decisions with greater confidence? Move marketing and leasing decisions into real time? While some in the industry say it could never happen, we’ll debunk this myth and show you all the ways you can “cash out” with lead scoring by turbo charging revenue management, optimizing marketing spend and reducing your leasing risk.

**Speakers**: Rich Hughes, Head of Data Science, RealPage; Stephanie Versin, Vice President of Marketing, Prometheus Real Estate Group; Stephen Frapart – Mid-Market Account Executive, Marketo

**FRI-A07**

**Maintenance Training Roundtable**

*Operations*

Maintenance training is a challenging proposition. Either the property “can’t do without the Maintenance Staff” or the Technician “can’t find the time to complete the online coursework.” With challenges like this, how can the industry expect to keep up with the constantly changing knowledge and skill requirements that a maintenance team must have? Industry leaders in all segments of apartment maintenance will answer that question while dealing with issues that include: meaningful safety training, overcoming communication issues, hands-on-training, and the increased need for computer literacy. Join us and bring your own questions to this interactive and energetic session.

**Speakers**: Paul Rhodes, CAMT, CAPS, National Maintenance and Safety Instructor, NAAEI; David Jolley, CAMT, National Director of Maintenance and Purchasing, Pinnacle; Mark Vanderhoof, E-Learning Instructional Designer, MARQ; Scott Ployer, CPM, MFE, CGPM, Vice President, Operations, Trinity Management LLC

**Friday, June 17, 12:45 p.m. – 1:45 p.m.**

**FRI-B01**

**The Resident Loyalty Facelift: Stop Thinking Programs...Think Experience!**

*Leasing*

In 1929 Betty Crocker started the box top program to encourage loyalty for their cake mix. This became the framework for the modern loyalty program used for almost 75 years. Competition has grown, attaining and retaining residents has been more challenging than ever and customers are demanding more. People now need to truly be recognized, not just "rewarded". This session will examine what companies are doing inside our industry and beyond to illustrate a true vision of what makes today's customer continue to give their loyalty to one brand. Our Grandmother's Green Stamps would never survive today!

**Speakers**: Kate Good, Partner, SVP of Multifamily Development and Operations, Hunington Residential, KateGood.com & Apartment All Stars

**FRI-B02**

**Zillow Uncovers Economic Trends in Multifamily Housing**

*Leadership/Professional Developement*

Are your communities in a hot market rental appreciation or will rents experience a slowdown in the next year? Are renters prioritizing commuting time over walkability? Zillow’s chief economist, Dr. Svenja Gudell, will discuss these topics as well as economic factors impacting the rental market and what can be expected in the next year. Dr. Gudell will discuss the fastest growing rental markets and what’s driving them, what makes an area a “sweet spot” for renters, what causes some markets to slow down and where that’s happening, and exclusive demographic data about today’s renters.

**Speakers**: Dr. Svenja Gudell, MA of Economics, MS in Business Administration, Ph.D in Finance, Chief Economist, Zillow

**FRI-B03**

**Dissecting the DNA of Boomer Renters – NCIS Style**

*Marketing*

Boomers hold more than 50% of the nation’s wealth, make up about 26% of the U.S. population and are a significant market segment for all types of housing, including rental housing. As one of the largest economic group in America, what are Boomers defining characteristics and how do these influence their needs and preferences in rental housing? Learn what apartment features and amenities they want, how best to communicate and market to them, and what key distinctions (and surprising similarities do Boomers and Millennials share?

**Speakers**: Susan Sirota, President and CEO, Market-THINK, LLC; Rosemary Carucci Goss, Ph.D, Residential Property Management Advisory Board Professor and Associate Director, Program in Real Estate, Virginia Polytechnic Institute and State University; Annie Gerard, CAASH, Principal, APT Market Research; Lynn Klug, Director – National Marketing, Greystar

**FRI-B04**

**Cool As a Cucumber: Public Relations in Times of Crisis**

*Operations*

Even with careful planning and execution of a public relations strategy, something can still go wrong. Waiting until a crisis occurs is not the time to craft your response. You need to have a basic plan in place before something happens. We’ll help you prepare your community and company for a potential crisis by helping you understand: What you need to do to prepare; barriers you will encounter while trying to deliver the perfect message; essential elements for successful crisis management; and apology strategies to avoid. Everyone be cool!

**Speakers**: Lauren Boston, Staff Writer and Manager, Public Relations, National Apartment Association; Becky Sullivan, Vice President, Communications & Marketing, National Apartment Association

**FRI-B05**

**In-depth Analytics of Pricing Discovery**

*Technology*

A math-based session for advanced revenue management, financial and other analyst practitioners as well as operational executives who want to dive more deeply into the mathematical principles behind pricing. This session discusses computational challenges in revenue management and customer data analytics. Topics include forecasting and performance methodologies, statistical processes for evaluating units amenities and rehabs and processes for deal with process generated data. This session is for those who crave more analytical rigor in the development of the key analyses they use to understand demand, demand generation, sales performance and customer quality.

**Speakers**: Donald Davidoff, President, D2 Demand Solutions; Annie Laurie McCulloh, SVP, Strategic Initiatives, Rainmaker ~~LRO~~; Rich Hughes, Head of Data Science, RealPage

**FRI-B06**

**Return on Energy: Smart Apartments & “Internet of Things”**

*Operations*

As the multifamily industry looks to build upon billing and submetering business, pursuing the opportunity to bring innovations from the Smart Home model/prototype to the multifamily industry has begun. There are currently a number of companies looking for potential partnerships to create an effective “eco-system” that works with smart thermostats, lightbulbs, locks, moisture sensors, etc. We can create a win-win scenario that provides an added amenity for residents while creating ROI for owners/managers by reducing utility expenses in vacant units and minimizing staff requirements for turnovers.

**Speakers**: Howard Behr, Vice President, Product Management + NWP Submeter, NWP Services Corporation; Pamela Darmofalski, LEED Green Associate, Director, National Accounts and Sustainability, Greystar; Dan Daugherty, President, Remotely; Robert Cooper, President & CEO, Embue

**FRI-B07**

**Proactive v. Reactive: Extending the Life of Your Assets**

*Maintenance*

Remember preventative maintenance is key! When maintenance staff is proactive and anticipate problems, they are better able to find issues in a minor stage before equipment failure reaches a critical stage that requires immediate replacement. During this session, panelists will break down individual components and equipment at different property styles and show how to calculate their estimated life spans. The speakers will cover how to create a site-specific preventative maintenance program to ensure back-up documentation is available for ownership's review. This session will remind you why preventative maintenance is vital to 5 or 10 year capital needs assessments.

**Speakers**: Raymond van Beveren, Senior Vice President, CFLane; Matthew Kelly, Vice President of Facilities and Project Management, Campus Apartments; Jim Dormady, Maintenance Director, The Dolben Company, Inc.; David Nischwitz, Senior VP - Property Redevelopment, Fogelman Management Group

**Friday, June 17, 2 p.m. – 3 p.m.**

**FRI-C01**

**Succeeding in a Mobile World: Google Talks Micro-Moments and More**

*Marketing*

Is your phone your lifeline? Well, it is for your renters too. And although the frequency of mobile searches is increasing, time spent on the search is decreasing. In these quick, search-driven interactions, consumers expect brands to address their needs with real-time relevance. Google calls these micro-moments, and you have to be ready for them in order to win. During this session, Google and property marketing experts will help you understand micro-moments and how they apply to your business. Look at real-life examples of how to succeed in being found, grabbing interest, and converting leads—more quickly than ever before.

**Speakers**: Esther Bonardi, Industry Principal, Marketing Solutions, Yardi Systems; Ben Killmer, Strategic Partner Manager, Google; Karen Kossow, Vice President of Marketing, Community Realty Company, Inc.

**FRI-C02**

**45 New Ideas to Create Extraordinary Leasing Experiences!**

*Leasing*

Today, more than ever, our communities are competing to lease and retain residents against the boom of new construction, sometimes with overwhelming increases in rents. Join this session and be inspired by the wisdom of 4 of our industry’s seasoned veterans. They will deliver a high-energy session of exciting sales, marketing, customer service and retention concepts that will set your community above the others, regardless of age, market location, or budget constraints. This session is about creating memorable customer experiences which you will be able to implement immediately upon your return to your community. Don’t miss this one!

**Speakers**: Pattie Woods, CAM, CAPS, VP Training and Development, Fogelman Management Group; Valerie Sargent, President, Yvette Poole & Associates; Mary Gwyn, CPM, Chief Innovator of Apartment Dynamics, Apartment Dynamics; Donna Olson, President, Olson Training

**FRI-C03**

**Talk to the Hand! How to Deal With Difficult People**

*Leadership/Professional Developement*

Let’s face it, the universe is filled with difficult people! Don’t you have days when it feels like every difficult person in the world lives at your community, works in your office, or lives in your home? The multifamily industry is a “people business” and while we’d all love the opportunity to handpick who we get to “play with” each day- that simply is not the reality. In this entertaining, engaging and thought-provoking seminar you’ll be equipped with the tools necessary to effectively communicate, interact and engage with those “special” people in your life, so that you can succeed!

**Speakers**: Rommel Anacan, President, The Relationship Difference; Jacqueline Ramstedt, CAM, CAPS, CAS, Principal, National Speaker, Performance Coach, CMO Chief Motivational Officer, Ramstedt Enterprises, Inc.

**FRI-C04**

**Now Hiring: A Better Way to Reach and Retain Millennials**

*Human Resources*

What motivates, inspires, and attracts the next generation of leaders? Let’s ask them! This panel presentation gathers recent college graduates and current college students majoring in property management to candidly share what types of practices and culture can attract talent to your organization…. and keep them there. This session will help multifamily professionals hire and retain tomorrow’s talent by identifying the current challenges facing the industry and universities, as well as solutions which will leave you prepared to hire and keep tomorrow’s best and brightest.

**Speakers**: Erin Hopkins, Assistant Professor - Property Management and Real Estate, Virginia Tech; Terry Fields, Term Assistant Professor for the Weidner Property Management and Real Estate Program, University of Alaska Anchorage

**FRI-C05**

**Next Generation Leaders - Developing Millenials for Success**

*Leadership/Professional Developement*

By 2020 Millennials will be 46% of the work force. They view the world differently than the old generations, especially around their definition of success, both personally and professionally. If you aren’t altering your onboarding, training and succession planning toward the millennial generation, now is the time. In this session we will help you understand what motivates Millennials, what Millennials want from their employers, and how you can capitalize on their strengths and help them overcome perceived weaknesses to become your next great leaders.

**Speakers**: Melissa Smith, Chief Administrative Officer, Fogelman Management Group; Jeanette Cox, Vice President of Operations, Oddo Development Company, Inc; Jordan Hovanec, CAM, Marketing Specialist, Milhaus Management

**FRI-C06**

**Return on Energy: Keeping the Ball Rolling on Multifamily Efficiency**

*Operations*

Have you recently implemented energy efficiency improvements on your property? Are you curious about what happens next? Join a panel of owners and managers representing a range of portfolios – from a large multistate company to an independent rental owner – as they discuss their experiences improving their properties and share their strategies for maintaining energy efficiency projects. The group will also discuss possible ways to market these improvements in order to further maximize ROI.

**Speakers**: Evan Matzen, LEED AP, Manager of Sustainability, HD Supply; Mary Nitschke, Director of Ancillary Services, Prometheus Real Estate Group; Chuck Sheldon, CPM, CCIM, President, T and C Management, LLC; others TBD

**FRI-C07**

**Preventative Maintenance... 'Who Has the Time?'**

*Operations*

"I'll get to it tomorrow..." In the same way that this is heard about beginning a fitness program, Preventative Maintenance is just not started when it should be done; yesterday. Join us as we define the reason, explain why PM should be done NOW as opposed to later. and give practical, applicable methods that can be implemented at communities of all sizes. Multiple examples of equipment needs will be discussed as well as some ideas that you may not have considered before in this session that seeks to get rid of all of the excuses.

**Speakers**: Paul Rhodes, CAMT, CAPS, National Maintenance and Safety Instructor, NAAEI; Leigh Stevens, DDI Certified Facilitator, Supervisor, Customer Training, HD Supply; Keith Gibson, Director, Maintenance Training, Post Properties inc.

**FRI-C08**

**Building Customer Statisfaction & Loyalty: One Survey at a Time**

*Marketing*

As the military and multifamily landscape becomes more “People” and “Service” centric, we need to rent to our customers the way they want to buy and we need to service them the way they want to be served. Attend this session to learn what is being done to engage customers to participate in satisfaction and loyalty survey programs and the difference between the two. Learn how to effectively run a customer satisfaction and loyalty campaign and how to analyze the data and act upon the information you receive from your customers.

**Speakers**: Brunetta Harris, CPM, CDPM, Operations Manager, Forest City Residential Management; Krissy Novotny, Senior Manager of Field Marketing & Customer Service, Forest City Residential Management, Inc.; Douglas Jones, CPM, Senior Vice President and Executive Manager, Winn Residential Military Housing Services