

INVEST IN YOUR POLITICAL CAPITAL AT THE 2014 NAA CAPITOL CONFERENCE

Why You Should Bring Your Political Capital to Washington, D.C.

For the National Apartment Association, having political capital is the most effective way to influence decision-making on policies that impact members of the apartment industry. We are nearly 63,000 members strong, representing more than 170 affiliated associations and more than 7.1 million units. Our members are businessmen and women who know firsthand how policymakers affect their lives and livelihoods.

You have the grassroots goodwill and personal perspective that opens the doors to being heard and understood by members of Congress. Only through your advocacy will they address the apartment industry's long-term needs on issues such as housing finance reform, tax reform and fair housing disparate impact liability.

To save you time and money, for the first time ever the Conference schedule has been compacted to allow members to attend only what they want—only NAA governance activities, only advocacy activities or only the issues briefing and Lobby Day—or attend everything!

The NAA Capitol Conference will be held on March 11 in Washington, D.C., followed by Lobby Day on Capitol Hill on March 12. (The spring Board of Directors and committee meetings precede the conference on March 9 and 10.)

Use your currency as an advocate. Invest in your political capital at the 2014 NAA Capitol Conference!

Conference Highlights



Charlie Cook



Stuart Rothenberg

Capitol Conference Kickoff—*Campaign 2014 Outlook*

Charlie Cook and Stuart Rothenberg, two of the nation's top political analysts, will kick off the conference to provide unparalleled insight on the 2014 mid-term elections. Cook is Editor and Publisher of *The Cook Political Report* and Columnist for the

National Journal. When Cook makes a pronouncement based on his analysis of the political scene in America, people who want to be “in the know” sit up and listen. For years, Rothenberg has embodied the rare ability to report on all the political happenings in the nation with unbiased clarity and non-partisan precision. His newsletter, *The Rothenberg Political Report*, provides honest reporting and clear-eyed analysis of American elections and their potential ramifications.

Lobby Day Issues Briefing—*Key Messages for NAA Lobby Day*

The NAA Capitol Conference's key objective is for NAA members to carry the apartment industry's message to their members of Congress. The Issues Briefing is critical to understanding the issues, important messages and the “ask” you will convey when you sit with your Representatives, Senators and their staff. Policy experts will be on hand to review the issues with you and answer all of your questions.



Alan Simpson

Keynote Luncheon—*The Moment of Truth: Confronting Issues in America*

Former U.S. Sen. Alan Simpson (R-Wyo.) will provide a candid look on politics, the economy and the hard choices that America's leaders face during the conference keynote address. Known for his quick wit, Simpson addresses controversial topics on the national agenda with honesty and provides sensible solutions for moving the country forward. Simpson served in the Senate for nearly 20 years and later was appointed by President Obama to serve as co-chair of the National Commission on Fiscal Responsibility and Reform, a bi-partisan group looking to erase the United States' multi-trillion dollar debt.

(Ticketed Event)

NAA Legislative Committee Meeting—*Advocacy Deliberations*

What is the status of NAA's federal legislative and regulatory priorities? Where are NAA members seeing the most challenges at the state and local levels of government? How are they responding? The NAA Legislative Committee is the focal point for these discussions and the place where apartment industry policy positions are made. You want to be a part of this discussion to keep current on multifamily advocacy efforts and understand how and where you can play a role.

State and Local Government Affairs Roundtable—*Stay Ahead of the Curve*

Find out what issues or legislation your colleagues from across the nation are facing. Get an insider's view on where the industry is trending at the state and local levels, and learn from others' experiences. This session will give you in-depth background, insights on tactics, and most importantly, a professional network of knowledgeable industry experts to draw upon.

NAA Lobby Day—*Invest Your Political Capital on Capitol Hill*

Wednesday, March 12 is the apartment industry's Day on the Hill. Join your peers from across the United States to educate your members of Congress. Use the information you learned during the Capitol Hill Issues Briefing, advocacy education sessions and other events to influence your representatives and senators on legislation that affects you and your business. And don't miss a new free event exclusively for you—lunch with members of Congress!

NAAPAC Better Government Fund Reception—*Back by Popular Demand*

The NAAPAC Better Government Fund reception will again take place at the elegant Top of the Hay, the rooftop at the Hay-Adams Hotel with breathtaking panoramic views of the White House. Support NAA's growing political capital with your attendance.

(Ticketed Event)

Congress deals with thousands of issues.

The apartment industry is your livelihood. You live and breathe it every day and know how legislation impacts your business.

Congress needs to hear from you.

<http://capitol-naa.naahq.org>






NAA CAPITOL CONFERENCE

March 9-12 | The Omni Shoreham Hotel | Washington, D.C.

New to the NAA Capitol Conference?

As a bonus to all the fun you'll have, first-time attendees will be eligible to win two free nights of accommodations at the 2015 Conference! There is a spot to indicate if you are a first-timer on the registration form.

Hotel, Travel and Registration

For hotel, travel and registration information, go to <http://capitol-naa.naahq.org/attend-capitol-conference/registration> or contact Kaitlyn Palatucci at 703-797-0628 or Kaitlyn@naahq.org. Registration is free until Feb. 14. After Feb. 14, registration will be \$50.

Congressional Meeting Scheduling Assistance

NAA is offering scheduling assistance to NAA members and affiliates this year for their appointments on Capitol Hill. For more information or to participate, please



contact Katelin McCrory at katelin@naahq.org.

About NAA Government Affairs

We work to solve our members' problems. We:

- Develop public policy initiatives
- Provide research and services to protect members from business threats
- Advocate with elected officials through our national grassroots network
- Build our political clout by contributing to political campaigns
- Protect the industry's standing by educating policymakers through communications outreach



David Mason

Advocacy Education Sessions

PAC Fundraising Workshop—Raising NAAPAC dollars is critical to increasing NAA's political capital. In this two-part session, you will hear from former Federal Election Commission Chairman David Mason on the rules of Political Action Committee solicitation. Participants will then break into groups to plan your own NAAPAC fundraiser from concept to blueprint.



Susie Gorden

The Citizen Advocate—Meeting with members of Congress creates an opportunity to establish yourself as a trusted resource. Our partners at the Congressional Management Foundation (CMF) surveyed House Chiefs of Staff about the written materials left behind and the effectiveness of certain message strategies before, during and after the meetings. Hear from CMF Vice President Susie Gorden as she shares these best practices for your advocacy efforts.



Holly Pitt Young

How to Build Your Political Capital—NAA's political capital includes your political contributions, NAAPAC's political contributions, and the relationships you build. Holly Pitt Young, Senior Vice President of Public Policy at Aristotle International, will share how this all works in conjunction with NAA's overall advocacy efforts to strengthen our combined political capital.



Marisol Bello

How to Interact and Engage with Reporters—

Reduce your fear of talking to reporters and increase your understanding of how to work with the news media. Marisol Bello, who for more than six years has traveled the country and overseas as a national reporter for *USA Today*, will share her thoughts about how you can best work with the media.

