

# ANYTHING YOU CAN DO I CAN DO DIFFERENT

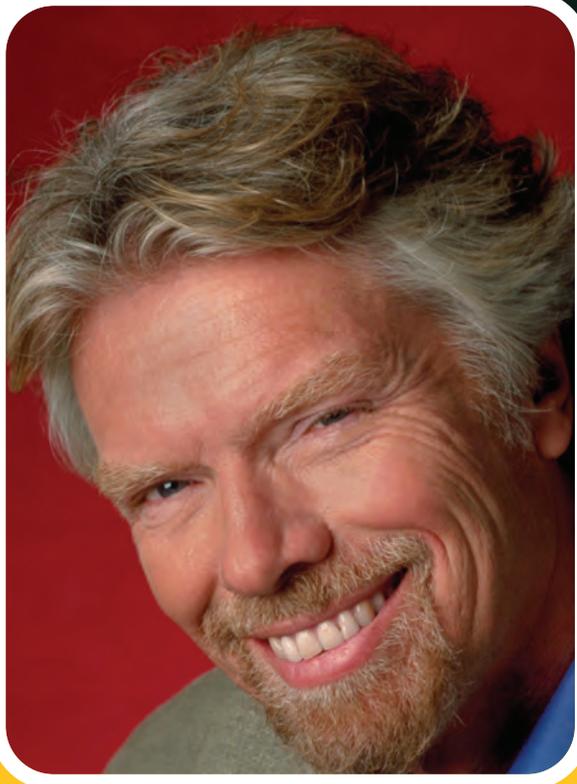


NATIONAL APARTMENT ASSOCIATION

EDUCATION CONFERENCE & EXPOSITION  
SAN DIEGO, CA | JUNE 19-22, 2013

## Opening General Session Speaker

*Sir Richard Branson*  
*Founder, Virgin Group*



## Friday General Session Speaker

*Erik Wabl*  
*Graffiti Artist, Author  
and Entrepreneur*



## Saturday Breakfast Speaker

*Bert Jacobs*  
*Chief Executive Optimist*  
*Life is good®*

Desire to be **inspired**,  
crave new **connections**  
and wish to witness  
the vanguard of **innovation**?

**Then don't miss the largest  
industry event of the year.**

**C**aptured in the headline is the essence of innovation, one of the key themes of the 2013 NAA Education Conference & Exposition, June 19-22 in San Diego.

NAA has earned a reputation for hosting world-renowned keynote speakers who help boost your career and your organization to new heights, and 2013 promises to raise the bar once again.

Included among the myriad benefits of attendance is the opportunity to hear from three outstanding individuals who, in their own unique ways, personify the ideals of doing things different.

Prepare to be entertained and inspired by these innovative leaders on your way to making key multifamily connections.

### **Just Do It: Sir Richard Branson**

#### **Opening General Session Speaker**

*Thursday, June 20, 12:30 p.m. to 2 p.m.*

If there's anyone with a reputation for doing things different, it is Sir Richard Branson, international business magnate and founder of Virgin Group, one of the world's most recognized and respected brands.

Sir Richard will offer 2013 NAA Education Conference & Exposition attendees insight into what appears to be an uncanny knack for identifying new opportunities in the marketplace, an almost implausible ability for engaging and inspiring others, and how his organization has managed to unseat dominant legacy players in industries ranging from mobile phones to airlines.

His guidance is certain to resonate with apartment operations staff at all levels, from leasing to management to maintenance.

"I became an entrepreneur by mistake," he says in "Reflections on Success." "Ever since, I've gone into business not to make money, but because I think I can do it better than it's been done elsewhere. And, quite often, just out of personal frustration about the way it's been done by other people."

That frustration manifested itself early on, with Branson's first business venture in 1966, the magazine "Student." He was just 16.

"I didn't do it to make money—I did it because I wanted to edit a magazine," he says in Business 2.0 Magazine. "There wasn't a national magazine run by students, for students. I didn't like the way I was being taught at school. I didn't like what was going on in the world, and I wanted to put it right."

Just four years later he founded Virgin as a mail-order record retailer and then as a record shop, recording studio, and music label. Virgin has since expanded into air and rail travel, leisure and hospitality, telecommunications, media, health and wellness, space tourism and clean energy. Today it has more than 400 companies in 30 countries with global branded revenues of \$21 billion.

Branson's book, "Screw it, Let's Do It," encapsulates his entrepreneurial spirit, unique approach to leadership, gift for connecting with abilities and unparalleled skill in the art of promotion. Multifamily housing professionals are guaranteed to learn from this business icon and his innovative approach to leadership.

Why wouldn't you want to hear from him? After all, a billionaire wants to share his methods of success with you—one who was knighted by the Queen of England for "services to entrepreneurship."

## Portrait Of An Artist: Erik Wahl

Sponsored by AZUMA

### Friday General Session Speaker

*Friday, June 21, 8 a.m. to 9:30 a.m.*

Internationally recognized graffiti artist Erik Wahl is a different brand of keynote speaker. He paints and motivates, creating unbelievable artworks as a metaphor for the core of his message: Pushing organizations toward profitability through innovation and superior levels of performance—a goal no doubt sought by owners and property managers.

Wahl says the key to the best sustainable edge in business is an organization's ability to differentiate itself, and multifamily professionals attending the 2013 NAA Education Conference & Exposition will learn how to achieve greater success through differentiation by pushing their boundaries.

During the last decade, Wahl has shared this message with clients that include archetypes of creativity like Disney, as well as industry leaders in telecommunications, logistics, energy, finance and higher education, from FedEx and Exxon Mobil to Ernst & Young and the London School of Business. He's also spoken at previous NAA events, and if the past ovations are any indication of what attendees can expect this year, his presentation is certain to be another hit.

Wahl's drive to approach art differently stems from the frustration experienced during an eight-year career in the corporate arena. He cites the lack of innovative thought and the corresponding profits as the primary reason he set out to challenge companies to shift their way of thinking while simultaneously pursuing his passion of art.

Wahl is well known for the masterpieces he creates onstage, likenesses of the Statue of Liberty, Abraham Lincoln, Albert Einstein and other instantly recognizable figures. He leaves them with the people and companies he speaks to serve as a reminder of his passion for breakthrough thinking.

Wahl's entertaining and practical program—The Art of Vision—uncovers ways in which your organization can be more creative, innovative and profitable by helping to understand the need for better storytelling.

Oh, and one more thing attendees have to look forward to: Wahl's "Art Drop." During the conference he will be hiding one of his famous artworks valued at more than \$10,000 somewhere in the San Diego Convention Center for one lucky treasure hunting conference attendee to take home as a souvenir and a as a reminder to be different.

## Life is good®: Bert Jacobs

Sponsored by Apartment Finder

### Saturday Breakfast Speaker

*Saturday, June 22, 9:15 a.m.*



Bert Jacobs, Co-Founder with brother John of Life is good®, got his start in Boston in 1989 selling t-shirts out of the back of a van at fairs and colleges along the Eastern seaboard. They admittedly knew little about the t-shirt business.

Five years later, they nearly folded the company following a less-than-successful sales tour. Searching for answers to keep their dream alive and, whether by a twist of fate, luck or coincidence, the solution turned out to be hanging on the living room wall of their apartment.



It was a drawing of a smiling, beret-sporting stick figure—“Jake”—accompanied by an optimistic tagline.

They made 48 shirts and sold out on the streets of Cambridge, Mass., within an hour.

That was 1994—sales of Life is good® now annually eclipse \$100 million, with products sold in 4,500 retailers nationwide and in 30 countries. Life is good® has grown from a t-shirts to 900 different products in 14 categories.

Jacobs defines branding as “knowing who you are and acting like it,” and ensuring that each business decision reflects an acute understanding of the organization’s brand and its values. Innovation informs these decisions and keeps brands fresh, enabling Life is good® to fulfill its mission of spreading the power of optimism.

Jacobs gave an impassioned speech as a thought leader at the 2012 NAA Education Conference & Exposition, which was met by rave reviews from attendees who walked away with ideas for improving the strength and meaning of their organizations’ brands.

He’s returning this year in a special Saturday NAA Awards Breakfast Celebration session, where this successful businessman with an innovative outlook on life will once again entertain and inspire. Additionally, NAA is teaming up with Jacobs for the NAA Play it Forward campaign.

### Join Us In June In San Diego

The benefits of attendance only begin with these three keynoters—but they don’t end there. Awaiting you in San Diego are practical, take-home tactics from the more than

40 breakout sessions, as well as the opportunity to engage like-minded professionals during the plethora of networking events NAA has scheduled. And don’t forget about perusing the latest and greatest from NAA’s supplier partners, who are pushing the envelope of multifamily housing products and services in an exhibit space equivalent to four football fields.

Catching this wave doesn’t require a surfboard, but you will need to register. Visit <http://educonf.naahq.org/onlinereg> and remember to consider group discounts: register five or more attendees and save your organization up to \$400!

## Donate to Life is good® Playmakers



Join NAA as we Play it Forward and donate to Life is good’s Playmakers children’s charity.

For details and more information on how to participate, please visit

<https://lifeisgood.fundraise.com/naa-playit-forward>

