**Register Now for 2014 Maximize: The Multifamily Asset Management Conference**

Register now for the 2014 Maximize: The Multifamily Asset Management Conference—October 13-15 at the Amelia Island Plantation Resort in Amelia Island, Fla.—the industry’s only event dedicated to staying ahead of the ever-evolving operational curve. The new name for the hugely successful Apartment Revenue Management Conference reflects the important role that revenue management plays in professional apartment management.

Interested in strategies and tactics to improve revenue generation and boost net operating income? You’re not alone. The Multifamily Asset Management Conference is the place to be for revenue managers, operations executives, marketing directors, risk managers, rental housing business intelligence experts, pricing managers, investors, asset managers and anyone else who understands (or wants to learn about) the value inherent in any of the five key focus areas: Expense Management Strategies; Revenue Enhancement and Pricing Strategies; Data Analytics and Performance Benchmarking; Green Practices, including Utility Management; Capital Markets Financing Strategies; and Innovation

Visit http://arm-naa.naahq.org to learn more about the Multifamily Asset Management Conference at and register today!

**Does Your Lease Have the Midas Touch?**

The NAA Click & Lease is a web-based leasing program offered exclusively to members of the National Apartment Association.

This powerful and easy-to-use leasing program allows an apartment community to save time and money by speeding up preparation and printing of legal documents. In addition to providing greater efficiency to the onsite leasing process, prospective residents may fill out a rental application online, and property managers may audit and edit entire portfolios of leases with a few clicks of a mouse.

The lease and accompanying addenda cover every aspect of the rental process and are reviewed by expert attorneys to ensure legal compliance. The language of the lease is constantly monitored and modified to reflect new legislation or jurisprudence. This valuable NAA member benefit is currently available in 46 states as well as the District of Columbia.

Currently, more than 16,000 communities nationwide are enrolled in the NAA Click & Lease program. The program continues to grow exponentially each year and is a proven and valuable tool for NAA members. Customers participating in the program include some of the largest multifamily REITs and privately held real estate firms in the country. NAA Click & Lease is the most widely used standardized lease form in the multifamily housing industry. Learn more today at www.naahq.org/learn/national-lease-program.

**Plan Your Apartment Tour Now When Congress Is Home in August**

One of the best ways to strengthen the apartment industry’s voice on Capitol Hill is through educating and building relationships with members of Congress. And one of the easiest ways to do that is by having them tour one of your members’ apartment communities.

Make plans now when your members of Congress are in recess from Aug. 2 through Sept. 7.

NAA Government Affairs will provide you with materials such as sample letters and helpful tips. Staff will be glad to provide you with any other assistance you may need. Resources are available at www.naahq.org/learn/advocacy/congressional-recess-program-toolkit. If you have any questions, please contact Carole Roper at carole@naahq.org.

**Take Advantage of Member-Only Pricing for the 2014 NAA Student Housing Conference & Exposition REWIND Program**

Now for a limited time: Professionals in the student housing industry seeking to enhance their careers and better prepare for housing the next generation of residents should act now to take advantage of the top-level insight delivered during the 2014 NAA Student Housing Conference & Exposition, all for just $149!

NAAEI invites you to enjoy actionable intelligence and turnkey solutions perfect for helping you achieve your personal and professional goals—and earn continuing education credits while you’re at it—with REWIND’s 11 PowerPoint-synced audio sessions from the 2014 NAA Student Housing Conference & Exposition (available at http://naa.directionsav.com/sh).

**A Mid-Week CEC Opportunity: Webinar Wednesdays**

Join NAAEI, Apartment All Stars and Multifamily Insiders for Webinar Wednesdays, the largest premium webinar series in the industry to provide state and local association members with access to industry thought leaders to discuss innovative ideas, best practices and emerging industry trends. These webinars will give participants the tools they need to become industry superstars in their own right, and earn continuing education credits while they’re at it. Register today at www.naahq.org/learn/education/take-a-class-online/webinar-wednesdays.