



Connect With NAA

Step to the Head of the Class with Education From the 2016 NAA Student Housing Conference & Exposition

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2015 National Apartment Association Chairman of the Board



Looking to learn from the best in student housing? Class is in session at the 2016 NAA Student Housing Conference & Exposition, February 16-17, 2016, at the Hyatt Regency in Chicago. Register now at www.naahq.org/SHC for the one event that delivers what you need to know to keep pace in this rapidly evolving sector.

You won't find a one-size-fits-all approach here, though; our world-class education program gives you access to industry experts who are dialed into the latest

trends, solutions, best practices and opportunities. Choose from a range of customized learning areas gain the insights that best benefit your unique business model, from generational theory, HR, leasing and legal issues to marketing, operations, partnership and special student populations. To sweeten the deal, register by December 18 to receive the early rate, a \$300 savings. And, groups of five or more have the opportunity to save another \$75 each by registering together.

In addition, the NAA Education Institute has announced it will be hosting a Student Housing Certificate program in conjunction with the 2016 Student Housing Conference. The CAM designation, combined with a supplemental course specific to the student housing industry, will help managers of student housing lead a team, analyze financial information, build a sense of community, communicate and engage effectively and meet property performance goals. The cost is \$199 and it is limited to 25 people. Attendees can choose this as an option during the registration process.

Don't Waste Another Minute: Register Now and Secure Your Housing for The 2016 NAA Education Conference & Exposition

It's the moment you've been waiting for. Registration is officially open at www.naahq.org/educonf for the largest, most important annual gathering of apartment housing industry professionals—the 2016 NAA Education Conference & Exposition. June 15-18, 2016, at the Moscone Convention Center in San Francisco.

Join more than 9,200 of your peers as you learn from insightful education sessions, see the newest products and experience unparalleled networking opportunities. It's the industry's premier event, delivering value that pays dividends all year long.

You're going to feel right at home. And speaking of home, make sure that you secure your housing as soon as you register (housing may only be booked after registration is secured). Don't delay: Space is at a premium and hotels will sell out.

There are plenty of great reasons to attend the 2016 NAA Education

Conference & Exposition, but here's the bottom line: This is the only event for apartment housing industry professionals where an investment of a few days can boost your business all year long.

The combination of education, networking and deal-making simply can't be beaten. And our new San Francisco location only makes it that much better. What are you waiting for? Invest in your company and your career by registering today.

Every Member Counts: Strive for 535 at the 2016 NAA Capitol Conference

The apartment industry's national advocacy event has its largest goal ever: Reach all 535 Congressional offices on Lobby Day (March 9)!

NAA members know firsthand how policymakers affect our lives and livelihoods; however, some members of Congress do not understand how what they do on Capitol Hill impacts our businesses. That's why it's critical that we educate all 535 members of Congress and their staffs on our industry's priorities for developing, managing and operating apartment communities that house 38 million Americans.

While members of the House will be in recess the week of March 7, you can schedule meetings with their ever-important key staff members. And, of course, your help is needed in reaching all 100 members of the U.S. Senate, which will be in session. (If you aren't planning to attend the Capitol Conference, we ask that you schedule a meeting or property tour at home with your Congressman that week. Our goal is the same—reach all 535 members of Congress!)

To prepare for this historic event, learn how to enhance your advocacy skills, find out the critical issues facing the industry, and hear from former U.S. Rep. Joe Scarborough (R-FL), host of MSNBC's Morning Joe, during NAA Capitol Conference (March 8).

Then head to Capitol Hill the following day to make history! Visit www.naahq.org/Capitol for registration.

Who Says There Are No Second Chances? Relive MAXIMIZE: 2015 Multifamily Asset Management Conference

MAXIMIZE: 2015 Multifamily Asset Management Conference may be over, but that doesn't mean you can't still garner the highest level business intelligence from the industry's sole event for boosting NOI.

This year's robust program addressed current issues and provided solutions for multifamily asset managers charged with creating value for multifamily owners, managers and investors. This year's sessions represent some of the industry's best minds that build on innovative and creative ways for creating long-term value in multifamily housing communities, and all the presentations and handouts are now available at <http://mamconf.naahq.org/learn-maximize/2015-sessions>.