**We’re Going to Turn Perceptions of Revenue Management Upside Down This October—Will You Be There To See How?**

Multifamily housing asset managers, the unsung heroes who spend their time balancing competing demands of an organization to ensure profitability, should mark their calendars for the Maximize: 2014 Multifamily Asset Management Conference (Maximize), Oct. 13-15 at the Omni Amelia Island Plantation Resort, Amelia Island, Fla.

Assembled for asset managers, Maximize was designed to assist professionals in the field to perform better and yield more from the same assets, but this isn’t your grandfather’s revenue management conference: Experts from a spectrum of disciplines, including Expense Management Strategies; Revenue Enhancement and Pricing Strategies; Data Analytics and Performance Benchmarking; Green Practices Including Utility Management; Capital Markets Financing Strategies; and Innovation, will be on hand to outline exactly how to extract total value and return from multifamily real estate assets and portfolios.

Register before Sept. 3 at <http://mamconf.naahq.org/attend-maximize/registration> to save $100 and be a part of the industry’s exclusive forum for connections, strategies, best practices and tactical innovations focused on accelerating real returns on real properties. -

**The 2014 NAA Education Conference & Exposition: Hire Right The First Time, Every Time**

Have you ever found yourself in a situation where you hired Henry Jekyll, Ph.D., only to have a certain Mr. Edward Hyde show up (late) on the first day of work?

If the substantial size of the audience in the session, “Hire Right the First Time, Every Time,”—one of more than 50 education sessions presented in Denver during the 2014 NAA Education Conference & Exposition—is any indication, multifamily housing operations professionals are seeking best practices for ensuring they’re onboarding staff who complement their organizations.

Presenters Bill Nye, Chief Executive Officer for Caviness and Cates, and Rebecca Rosario, Principle, of Full House Marketing, Inc, offered the crowd insight into leading strategies for interviewing, recruiting and leveraging the verification process and the steps to better match company values, standards and culture with prospective employees during the interview process.

Curious how you can avoid hiring human resources suffering from “split personalities?” You’re in luck: “Hire Right the First Time, Every Time,” as well as other unparalleled education sessions focused on operations such as “Show Me the Money: 10 Proven Ways to Increase Online Payments,” are now available to you as part of the NAA Education Institute’s (NAAEI) “REWIND” program, offering 20 video recorded sessions and 22 audio-synched PowerPoint sessions from the 2014 NAA Education Conference & Exposition. Order your sessions today by visiting www.naahq.org/learn/education/take-a-class-online/rewind-video-audio-recordings.

**Deadline Alert! 2015 NAA Student Housing Conference & Exposition Education Session Proposals Are Due Sept. 19**

Convinced you have a fantastic session idea for the 2015 NAA Student Housing Conference & Exposition, Feb. 17-18 at the ARIA Resort in Las Vegas? Don’t keep it to yourself! Individuals interested in sharing their insight are encouraged to submit a proposal through NAA’s online platform by visiting bit.ly/SCH14CFP by Friday, September19, 2014.

Presenters/Panelists should plan to conduct one-hour presentation, which should include audience engagement, with no more than three co-presenters/panelists (Please be sure to include at least one property manager; submission with suppliers only will not be considered.). Please note that the submission process and requirements have changed. Visit the “instructions for submitting” area on the online platform for further guidance

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

The NAA Click & Lease—the gold standard in lease programs—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.

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. 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.