



# Connect With NAA

## Want Huge Savings on Your Multifamily Housing Training in 2015? Prepare to Double Down with NAA in Las Vegas

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2014 National Apartment Association Chairman of the Board



Join NAA in Las Vegas in 2015 to get the focused student housing education you need in February, and then return in June for the largest, most important event in multifamily housing to build on that knowledge.

At the 2015 NAA Student Housing Conference & Exposition (<http://shce-naa.naahq.org>), February 17-18 in Las Vegas, you can spend two days building your expertise in this very profitable—and very precise—industry

niche. A hub for who's who in student housing, this event mixes large general sessions, interactive breakouts and unique business-building opportunities.

You can round out your professional and business development on a grand scale at the 2015 NAA Education Conference & Exposition (<http://educonf.naahq.org>), June 24-27 in Las Vegas. This event is an extraordinary four-day experience that benefits employee at all levels, so bring your entire team for world-renowned and inspirational speakers, expert information-sharing, high-energy networking and exciting new business opportunities.

Shake up your daily routine and Double Down today at <http://shce-naa.naahq.org/registration-information> and save \$400 when you register for both events via the 2015 NAA Student Housing Conference & Exposition registration page. Choose the "Double Down" option for big savings.

### David Gregory to Keynote 2015 NAA Capitol Conference

Former NBC Meet the Press host David Gregory will provide a unique rundown of the hot-button topics that will most affect 2016's potential presidential playing field as keynote speaker at the 2015 NAA Capitol Conference. Gregory will be joined by kick-off speaker, the award-winning photographer Platon, who brings his photos to life as he shares with audiences the inspiring stories behind the photos.

The nation's largest gathering of apartment industry advocates will convene on March 17 – 18 in Washington, D.C. In keeping with the theme, "One Industry. One Voice," the Capitol Conference will provide a full day of training to prepare advocates to represent the industry effectively and speak with one voice—whether you're a first-timer or a test-ed veteran.

The NAA Spring Governance Meeting will precede the NAA Capitol Conference on March 15-16. Registration is now open at [www.naahq.org/capitol](http://www.naahq.org/capitol).

### Curious How You Stack Up to the Competition? Wonder No More With NAA's Survey of Operating Income & Expenses and Individual Market Data

Just in time for budget season, results of the 26th annual NAA Survey of Operating Income and Expenses in Rental Apartment Communities are now available. Read the Executive Summary ([www.naahq.org/sites/default/files/naa-documents/income-expenses-survey/2014-Income-Expenses-Summary.pdf](http://www.naahq.org/sites/default/files/naa-documents/income-expenses-survey/2014-Income-Expenses-Summary.pdf)) and visit [www.naahq.org/learn/income-and-expenses-survey/2014-survey](http://www.naahq.org/learn/income-and-expenses-survey/2014-survey) for a full survey report and individual market data. To order your copy of the survey, contact NAA's David Edwards at [davide@naahq.org](mailto:davide@naahq.org).

### Post Your Jobs and Save Some Green

In recognition of NAAEI's new [rpmcareers.org](http://rpmcareers.org) website and RPM Careers Month, receive 25 percent off any job posting package. Use promo code "rpmcareers" from now through Feb. 28, 2015 to receive your discount. Visit the <http://careers.naahq.org/employers> to get started or email [sales@apartmentcareers.com](mailto:sales@apartmentcareers.com) for more information.

### Win Friends and Influence People

Judging by the number of professionals who attended the session, "NAAEI Presents: Communicate to Lead," the principles from "How To Win Friends and Influence People" are as relevant today as they were in 1936. During the session—one of more than 50 presented in Denver during the 2014 NAA Education Conference & Exposition—Ercell Charles, Vice President of Instruction at Dale Carnegie of Georgia, instructed a packed room of eager students on one of the most important components of effective leadership: Effective questioning and skills.

Charles underlined the importance of making others sincerely feel important and how that seemingly simple act creates successful leaders. Not only do these skills improve communication and relationships, they also ultimately engender bottom line gains for property management firms and their human resources.

Didn't make the session or want to hear it again? You're in luck: "Communicate to Lead" and other unparalleled education sessions focused on are now available to you as part of the NAA Education Institute's (NAAEI) "REWIND" program. "REWIND" offers 20 video recorded sessions and 22 audio-synched PowerPoint sessions from the 2014 NAA Education Conference & Exposition. Order your sessions today at [www.naahq.org/learn/education/take-a-class-online/rewind-video-audio-recordings](http://www.naahq.org/learn/education/take-a-class-online/rewind-video-audio-recordings).