

Please join NAAEI in congratulating the following individuals who received their designations in June 2014.

Certified Apartment Manager • CAM

Rebecca Chambers, CAM	Weidner Apartment Homes	University Place	WA
Troy Christiana, NALP, CAM	The Dolben Company	North East	MD
Jana Clark, CAM		Killeen	TX
Brandi Cole, CAM	Royal American Management	Winter Park	FL
Javier De Rutte, CAM	JMG Realty	Altamonte Springs	FL
Nicole Fletcher, CAM	Berry Trail Condominiums	Dallas	TX
Ashley Greenup, CAM	Weidner Apartment Homes	Kirkland	WA
Christine Guimaraes, CAM	PRG Real Estate Management	Williamsburg	VA
Brittany Gunderon, CAM	Hubbell Realty Company	West Des Moines	IA
Aaron Hansen, CAM	Palladium Real Estate Services	Auburn	WA
Piper Hareland, CAM	Simpson Property Group	Sammamish	WA
Thomas Hearon, CAM	MRS Management	Beverly	MA
Toshi Hines, CAM	Winn Resid. Military Housing Serv.	Honolulu	HI
Amy Hood, CAM	Village West Luxury Apartments	Kansas City	KS
Sherry Ivicsics, CAM	Eagle Point Management	Florissant	MO
Brett Jackson, CAM	Summitt Ridge Apartment Homes	Denver	CO
Angela Knox, CAM		Montgomery	AL
Russ Kurkov, CAM	KURKOV Construction	Graham	WA

Jane Lovett, CAM	Pinnacle AMS Chateau Woods Apts.	Woodinville	WA
Torri Magee, CAM	Riverstone Residential Group	Seattle	WA
Jennifer Mathis, CAM		Atlantic Beach	FL
Chea Morgan, CAM	Berkshire Property Advisors	Seattle	WA
Jandy Morgan, CAM	Corinthian Apartments	Seatac	WA
Matt Morrison, CAM	Honeytree Apartments	Raleigh	NC
Candace Richardson, CAM	Fairway Properties	Austin	TX
Trisha Richmond, CAM	LynCo Inc.	Tulsa	OK
Sarah Rosenberger, CAM		Bellingham	WA
Tina Ross, CAM	Harbor Group Management Co.	Williamsburg	VA
Sarah Sandifer, CAM	American Management Services	Seattle	WA
Carol Seibert, CAM	May Realty	San Diego	CA
Nicole Solomon, CAM	A & G Management Company Inc.	Baltimore	MD
Rebecca Stoker, CAM	Lincoln Property Company	Denver	CO
John Thompson, CAM	Embrey Management Services	San Antonio	TX
Shea Tinkler, CAM		Mountlake Terr.	WA
Ivana Twork, CAM	Quest Management Group	Helotes	TX
Renee Welty, CAM	Weidner Apartment Homes	Kirkland	WA
Amanda West, CAM	Thrive Communities Inc.	Tacoma	WA

Certified Apartment Portfolio Supervisor • CAPS

Tina Boone, CAPS	Thrive Communities Inc.	Seattle	WA
Noelle Brockway, CAPS, ARM	Ovation Realty Management	Monroe	NC
Jayne Buhlman, CAPS	Peak Capital Partners	Provo	UT
Kristine Buker, CAPS	Equity Residential	Seattle	WA
Phyllis Driver-Machado, CAPS	Palladium Real Estate Services	Auburn	WA
Stephanie Edmonds, CAPS	Thrive Communities Inc.	Seattle	WA
Courtney Feick, CAM, CAPS	Forest Hills At Vining	Atlanta	GA
Dallas Green, CAPS	Univ.Housing Grp/The Bradley Co.	Charlotte	NC

Amanda Jones, CAPS	Chartwell Management	Lexington	SC
Letitia Malone, CAPS	Westdale Real Estate Invest. & Mgmt	Dallas	TX
Megan Morris-Hahn, CAM, CAPS	Stadium Suites	Columbia	SC
Nicole Nelson, CAM, CAPS	Westdale Asset Management	Lilburn	GA
Michelle Saab, CAM, CAPS	Habitat Properties	Bellingham	WA
Rebecca Sanders, CAPS	Simpson Housing	Denver	CO
Rhonda Seibel, CAPS		Wake Forest	NC
Kristin Snyder, CAPS	Laramar Group	Charlotte	NC

Certified Apartment Supplier • CAS

Robert Eskew, CAS	Carpet Warehouse	Austin	TX
Stacy Fizer, CAM, CAS	Regency North Apartments	Gladstone	MO
Jeff Haley, CAS	Epic Landscaping Prod. LLC	Paola	KS
Alessandra Ingemi, CAM, CAS, IROP	Cornerstone LLC	Danvers	MA
Shawn Roberts, CAS	Knighton Business Solutions	Overland Park	KS

Ryan Rofkahr, CAS	Gutterwerks	Spring Hill	KS
Tom Rutz, CAS	GreenThumb Compost	Houston	TX
George Waldron, CAS	HarenLaughlin Restoration	Lenexa	KS
James Wigfall, CAS	Mac-Gray	Orlando	FL

Certificate for Apartment Maintenance Technicians • CAMT

Soe Aung, CAMT		Silver Spring	MD
Ben Azemi, CAMT	Reside Living	Chicago	IL
Russell Brown Sr., CAMT	Wake Tech	Raleigh	NC
Shawn Butler, CAMT	Wake Tech	Raleigh	NC
Michael Carpenter, CAMT		Bloomington	IN
Chris Diggs, CAMT	Wake Tech	Raleigh	NC
Jeffrey Droppelman, CAMT		Oakland	MD

Richard Gordon, CAMT	Morgan Properties	State College	PA
Douglas Greer, CAMT	The Klein Comp./Willowbrook Apts.	Mont Clare	PA
Thomas Griffin, CAMT		Terra Alta	WV
Reginald Moore, CAMT	Waketech	Raleigh	NC
Miguel Rabsatt II, CAMT	Edward Rose of Indiana	Indianapolis	IN
Richie Ramos, CAMT	BET Invest. Inc. (Edge At Kutzdown)	Horsham	PA
Jose Torres, CAMT	Reside Living	Chicago	IL
Robert Williams, CAMT	Oakwood Shores	Chicago	IL

National Apartment Leasing Professional • NALP

Laura Castrillo, NALP	1st Lake Prop.-Turtle Creek Apts.	Metairie	LA
Jenifer DeLeon, NALP	Apartment Homes By Tonti	Metairie	LA
Sarah Donnon, NALP	Altman Management Comp. II, Inc.	Pottstown	PA
Ronald Harrington, NALP	Horizon Realty Advisors	Sacramento	CA
Thomas Higgins, NALP	Chestnut Hill Realty	Chestnut Hill	MA
Oyeyemi Idowu, NALP	ComCap Asset Management	Englewood	CO
Gini Johnson, NALP		Muncie	IN
Helen LeBlanc, NALP	1st Lake Prop/The Breakers Apts	Metairie	LA
Marisella Maltos, NALP		Nappanee	IN
Blake McBee, NALP	Barrett & Stokely Inc.	New Palestine	IN
Jessica Mitts, NALP	Waterford At Orange Park (The)	Orange Park	FL
Roseann O'Grady, NALP	Berkshire Property Advisors	Boston	MA

Yani Olivares, NALP, CAM	Apartment Homes by Tonti	Metairie	LA
Leon Pack Sr., NALP	Phil. Vets Multi-Serv & Edu Cntr	Philadelphia	PA
Brenda Padron, NALP	CORE Realty Holdings	Saintsboro	NC
Ashley Pappia, NALP		Saint Petersburg	FL
Michelle Ponceti, NALP	1st Lake Prop-Lakes of Chateau South	Kenner	LA
Tierra Porter, NALP	Humphrey Management	Gwynn Oak	MD
Jessica Riley, NALP	JVM Realty Corporation	Trenton	OH
Gabriel Schuh, NALP		Greenville	OH
Joanna Spigone, NALP	Woodard Properties	Charlottesville	VA
Melissa Wagner, NALP	Tierra Vista Communities	Colorado Springs	CO
Amanda Warren, NALP	Palmetto Pointe Apartments	Myrtle Beach	SC
Nia Williams, NALP		Muncie	IN
Christopher Wilson, NALP		Fishers	IN

Don't Miss Webinar Wednesdays

NAA's Education Institute (NAAEI) is partnering with Apartment All Stars and Multifamily Insiders for a 2014 Webinar series. The partnership will conduct Webinars twice monthly and provide continuing education credits (CECs) to qualifying participants. Webinars will be archived on NAAEI's Learning Management System.

Visit <http://bit.ly/NAAEIWebinars> for information and the complete schedule.

2014 Upcoming Webinars

- Sept. 24 **Budget Season: How to Prepare, Executive and Survive**
Presented by Stephanie Graves
- Oct. 8 **The Path of Lease Resistance**
Presented by Lisa Trosien
- Oct. 22 **15 Tips to Making Yourself Indispensable at Work**
Presented by Alexandra Jackiw
- Nov. 5 **Outreach Marketing: It's More Than Just Coupons!**
Presented by Heather Blume

Attracting New Talent with 'Residential Property Management Careers Month'

NAAEI outlines a four-pronged strategy for building awareness about apartment careers.

The National Apartment Association Education Institute's (NAAEI) annual Apartment Careers Month is changing its name and offering new ways for members, local apartment associations and companies to help build awareness about industry careers, particularly among college students and recent college graduates.

Last year, NAAEI hired the Reingold communications and marketing firm to develop a multi-pronged approach to marketing industry careers using targeted outreach to attract new pools of qualified job candidates to the industry. Reingold has spent this year laying the groundwork for a national campaign promoting industry careers and developing new career promotion tools for NAAEI and its members.

"We are arming members and affiliated apartment associations with messages and customizable marketing tools so that they can conduct their own local outreach and spread the word about careers in residential property management," says Sarah Levine, NAAEI director of workforce development.

Part of Reingold's work included conducting surveys and focus groups among NAAEI's key target audiences. Working with NAAEI, Reingold conducted five focus groups around the country to determine awareness of and interest in careers in the apartment industry among college students and recent college graduates.

This research showed that people preferred the clearer, more concise industry term of "residential property management" over "apartment careers" or "apartment industry." Focus group participants also indicated that they want to connect with people, network and have a social experience when searching for a career.

Based on these results, Reingold made the following recommendations for Apartment Careers Month 2015:

1 Rebranding "Apartment Careers Month" to "Residential Property Management Careers Month."

Focus group participants showed a preference for "residential property management" over "apartment industry" or "apartment careers."

2 Driving increased traffic to NAAEI's new RPMCareers.org (which goes live in October) website during Residential Property Management (RPM) Careers Month in February using

digital advertising to support the effort. This would occur at a time when college students are beginning to think about graduation and finding a job.

3 Using social media to engage with younger industry members, as well as other NAAEI key audiences, during RPM Careers Month.

4 Ask members to help promote RPM Careers Month, such as suggesting they tweet/post a photo of themselves with the hashtag #RPMCareers written on a piece of paper.

To support these recommendations, Reingold has been busy developing NAAEI's new careers website. The new site, which will be beta-tested in October and fully launched in January 2015, will feature new ways for people interested in industry jobs to connect over social media with people working in the industry who have similar backgrounds as the job seeker. These "career ambassadors" will help cultivate the next generation of residential property management employees.

The firm also has developed a new series of brochures (examples at left) on careers in residential property management. These brochures—both electronic and print—can be used by members and affiliated apartment associations at career outreach and recruitment events. It also has created the new "Real Communities. Real Careers." tagline for use in promoting industry careers.

All of this effort is part of the multi-year NAAEI NOW campaign to support apartment industry needs in recruiting, training, leadership development, succession planning and retention of talent.



Use
hashtag
#RPMCareers
to help
promote
RPM
Careers
Month

Contact Sarah Levine at sarahlevine@naahq.org to learn more about the changes coming for Residential Property Management Careers Month 2015 or to obtain copies of new career outreach materials.