

# REWIND to Denver



Preserve your memories and knowledge gained from the 2014 NAA Education Conference & Exposition.

The memories and the new friends made in Denver during the 2014 NAA Education Conference & Exposition are probably still fresh in the minds of many of you who attended last month.

Whether or not you were able to attend, you can still benefit from the knowledge and information shared at the conference by ordering our REWIND series of video and audio recordings of 42 education sessions presented at the conference.

The NAA Education Conference & Exposition is the largest event in the apartment industry. It attracted over 8,000 apartment industry professionals from around the nation to network and learn about the issues facing our industry. Speakers covered topics such as hiring staff, safely navigating through the disability minefield and actionable ideas for mastering digital marketing.

Among the education sessions featured at the conference—and included in the REWIND package—are:

- “The Path of Lease Resistance: Common Roadblocks to Leasing Success,” in which Don Sanders of Trainer Don’s World and Lisa Trosien of ApartmentExpert.com discussed behaviors that can sometimes prevent leasing professionals from achieving their leasing goals. They presented seven significant obstacles to leasing success and ways to overcome them.

- In their session, “High-Octane Employees Deliver Superior Results, But Where Are They?” Alexandra Jackiw, CAPS, CPM, of Milhaus Management and Jacqueline Ramstedt, CAM, CAPS, CAS, of Ramstedt Enterprises discuss how the availability of well-trained talent has become a major industry issue.

Several conference sessions reflected the NAA Education Institute’s new focus on providing leadership training for all levels of our industry. Representatives from Dale Carnegie Training, Gallup Consulting and FranklinCovey—who all partner with NAAEI to deliver leadership training—presented sessions on how to communicate to lead, the effect of employee engagement on organizational and individual performance and the qualities of great leaders.

REWIND sessions each run for approximately 1 hour, 15 minutes, so they are ideal for use at staff meetings or by the individual apartment industry professional who wants to keep up with industry trends and new resources.

Visit <http://www.naahq.org/rewind> to order 42 education sessions for only \$299. There you will also find access to sessions from the 2013 NAA Education Conference & Exposition and the 2014 NAA Student Housing Conference & Exposition.



THE NAA EDUCATION INSTITUTE PRESENTS

# REWIND

2014 NAA EDUCATION CONFERENCE  
VIDEO & AUDIO RECORDINGS