



Connect With NAA

The Largest, Most Important Multifamily Housing Event of the Year: The 2015 NAA Education Conference & Exposition

By Tom Beaton, CPM, The Dolben Company

2015 National Apartment Association Chairman of the Board



From world-famous speakers (Can you say Jay Leno? How about Giada De Laurentiis?) to the latest and greatest from multifamily supplier partners, if career enhancement is what you seek, then the 2015 NAA Education Conference & Exposition, June 24-27 in Las Vegas, is the one event you can't afford to miss. Need help convincing your supervisor that the skills learned at the Education Conference will improve your company's operations and profitability? Not to worry—NAA knows

organizations trust their most knowledgeable employees, so it's happy to assist you with a personalized memo (<http://educonf.naahq.org/justification-letter>) to share with your supervisor explaining all of the benefits you'll gain by attending, such as:

Gather the most up-to-date content. The NAA Education Conference covers topics that matter the most to today's multifamily housing leaders. You'll return to the office filled with practical solutions that will save your company time and money.

Share with your team. Recorded video and PowerPoint-synced audio for 50 sessions are available at a nominal rate—starting at just \$99. Plus, your trip report will also contain valuable, actionable strategies and goals.

Connect with the industry. With 8,000 like-minded professionals meeting in both structured and informal sessions, your new contacts will lead to profitable results. Plus, you can hold quick, efficient meetings with current and potential suppliers all under one roof.

Free Wi-Fi and working space. You'll be able to catch up on any urgent work during the breaks, so no worries about being away from the office. NAA also provides lunches and snacks throughout the day, minimizing your expenses.

Groups save even more! Let your supervisor know that groups of five or more people from one company receive additional discounts on registrations.

Between the scheduled events and surprises in store, missing this event might just be the biggest mistake in your professional career. What are you waiting for? Invest in your company and your career today by registering at <http://educonf.naahq.org/attend/register>.

Apartment Industry's Influence Grows With New Economic Impact Findings

New economic impact data reveal that apartments and their residents contribute \$1.3 trillion to the national economy. That's 12.3 million jobs in construction, operations, leasing, management and skilled trades, as

well as all the local businesses supported by apartments and the millions who live there.

You can view the good news first-hand by visiting the newly revamped NAA/NMHC joint website, WeAreApartments.org. While there, you can explore how many jobs and the level of economic impact apartments support in your Congressional district, state or in one of the 40 metro areas featured on the site. The site includes a unique calculator, Apartment Community Estimator (A.C.E.), allowing users to determine the economic impact of a given number of new or existing apartments on any one of 40 metros or 50 states.

The Way to Savings Is Through This 'Open Door'

Your NAA membership is the key to unlocking huge savings with NAA's Open Door Program, an exclusive member benefit offering great value on products and services from your favorite rental housing service partner available at benefits.naahq.org.

Participants in the program are reputable businesses that offer valuable services and competitive prices to NAA's members. Participating companies include FedEx, Keurig, Office Depot, Reis Reports, Gift Whippet, StartMeeting, Lowe's Pro Services, Western Governors University, NewBenefits, DocuSign and more.

Additional companies—both within the multifamily housing industry, as well as outside of the industry—will be added as the program evolves. Companies interested in partnering with NAA Open Door should contact Kimberly Sigman, Sales & Marketing Manager, Open Door Program, at kimberlysigman@naahq.org.

Looking for an Easy Win-Win for Your Company? Participate in the 2015 NAA Income and Expenses Survey!

Looking to make an impact in the rental housing industry? Opportunity is knocking with the chance for your company and communities to participate in the 2015 NAA Survey of Income & Expenses in Rental Apartment Communities.

All participants receive a free final report of the survey (a \$625 value), which contains valuable information for use in the upcoming budget season; detailed local market and national economic analysis; important financial and benchmarking information for your company; and data that will help you compare your communities' performance against your peers.

Interested? Contact Janet Gora, CEL Associates, at 310-207-7328 or janet@celassociates.com. Missed the 2014 NAA Income & Expenses Survey? Order your copy today at

<http://members.naahq.org/core/store/default.aspx>.