



# Connect With NAA

## Apartment Industry's Influence Grows With New Economic Impact Findings

By Tom Beaton, CPM, The Dolben Company

2015 National Apartment Association Chairman of the Board



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.

To announce the new data, NAA and NMHC launched our largest ever pro-apartment media outreach campaign on March 10. In conjunction with the national

release, more than 40 NAA affiliated associations are telling their local media about apartments' impact in their cities.

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.

### Knock, Knock Knocking on Saving's 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**.

### Get Your Multifamily Business Cooking with Giada De Laurentiis at the 2015 NAA Education Conference & Exposition

Fans of the Emmy Award-winning Giada De Laurentiis rejoice! NAA is pleased to announce that this charming culinary celebrity will be headlining the Friday General Session at the 2015 NAA Education

Conference & Exposition, June 24-27 in fabulous Las Vegas.

De Laurentiis, Emmy Award-winning host of Food Network's "Giada at Home," is a regular contributor to NBC's "Today Show," New York Times best-selling author and 2012 inductee to the Culinary Hall of Fame. The master chef is also an incredibly successful businesswoman, who sits at the helm of GDL Foods and has a successful line of exclusive food and kitchen essentials available through a partnership with Target.

And, if that's not enough to get you pumped for the multifamily housing industry's preeminent event of the year, what would you say to the chance to walk away with a cool half-million dollars in your pocket?

Don't worry, that's not a typo—join your colleagues at the NAA Exhibition and stop by the NAA Prize Vault and try your hand at cracking the random, six-digit code for a chance to win \$500,000.

You don't need to be a sinner to Connect, Learn and Grow in Las Vegas, but you will need to register. Visit **www.naahq.org/EduConf** and remember to consider group discounts: Register five or more attendees and save your organization up to \$400!

### Don't Miss a Moment of the 2015 Student Housing Conference & Exposition

Professionals in the student housing industry seeking to enhance their careers and better prepare for housing the next generation of residents should act now! Take advantage of the top-level insight delivered during the 2015 NAA Student Housing Conference & Exposition, all for just \$149!\*

NAAEI invites you to enjoy actionable intelligence and turnkey solutions perfect for helping you achieve your personal and professional goals. Earn continuing education credits while you're at it with REWIND's 14 PowerPoint-synced audio sessions from the 2015 NAA Student Housing Conference & Exposition, available at <http://shce-naa.naahq.org/learn/order-sessions/>.

*\*Member Price*

### Are You A Paragon of the Industry?

The 2015 NAA PARAGON Award season is upon us. The NAA Paragon Awards recognize and celebrate the exceptional contributions that builders, suppliers, industry professionals and affiliated apartment associations have made in making the multifamily housing industry what it is today.

Winners of the PARAGON Award highlight those who have achieved professional and personal milestones and who have exemplified characteristics that established industry benchmarks for success. This year's winners will be announced at a special award ceremony at the 2015 NAA Education Conference & Exposition in June and featured in the September issue of units *Magazine*. Visit **www.naahq.org** for more.