



# Connect With NAA

## The 2016 NAA Education Conference & Exposition Is Bursting With Inspiration and Value

By Marc Ross, Bob Ross Realty

2016 National Apartment Association Chairman of the Board



Join the industry this June 15-18 at the Moscone Center in San Francisco as 9,200 of your fellow apartment industry colleagues discover the very latest solutions, take advantage of unmatched networking opportunities and benefit from some of the best education content available in the industry. The 2016 NAA Education Conference & Exposition provides inspiration on a massive scale, and registration is only a click away at <http://educonf.naahq.org>.

We have packed as much inspiration and motivation as possible into four days and attendees will benefit from valuable programming to advance their career. Take a look at our highlights brochure at <http://fixation.uberflip.com/i/649194-event-highlights> for the exciting line up of education sessions, general session speakers and Game Changers—plus see what awaits you at the NAA Exposition!

You'll also experience our San Francisco debut. The energy and innovative spirit of San Francisco are sure to make this event even better. You're going to connect with top apartment housing professionals with the city's amazing sights and scenery at your fingertips.

Discover how much you have to gain at the 2016 NAA Education Conference & Exposition. Register early (<http://educonf.naahq.org>) to take advantage of discounted rates and save even more when you register a group of 5 or more.

### Time to 'Take 5'

Attendees of the 2016 NAA Student Housing Conference and Exposition walked away with plenty of valuable insights from outstanding speakers and sessions. With more than 17 hours of education, there was a lot of information to take in.

NAA has your back. Our post-show program, "NAA Take 5," available at <http://shce-naa.naahq.org/take-5>, gives you access to key tips and takeaways from some of our most popular education sessions. There were lots of great ideas and applicable best practices presented and we don't want you to miss out!

If we haven't covered a session that you're looking for, the NAA Education Institute's (NAAEI) REWIND program (available at <http://shce-naa.naahq.org/rewind>) is also a good resource. REWIND offers 16 PowerPoint-synced audio sessions from the conference so you can revisit the sessions and share them with your colleagues to spread the knowledge.

Additionally, make sure to save the date for the 2017 NAA Student Housing Conference & Exposition, Feb. 14-15 in Chicago.

### Two Chances This May to Take Your Leadership Skills to World-Class Levels

Responding to the need for leadership training within the apartment industry, NAAEI has partnered with Dale Carnegie Training to deliver a world-class program called the NAAEI Leadership Experience. Two, two-day courses will be offered this May in both Philadelphia (May 4-5) and Atlanta (May 11-12).

Before the program, participants complete an assessment, the Profiles Performance Indicator, which helps them focus on developing skills and changing behaviors. A post-program assessment will measure training effectiveness. Participants commit to their manager to improve a system or process that will lead to a measurable ROI. Participants share their progress, by webinar, 60 days after the program concludes.

Investment: \$1,695 per person, with early-bird and multiple-attendee discount pricing available at [www.naahq.org/learn/education/naaei-leadership-training/leadership-experience](http://www.naahq.org/learn/education/naaei-leadership-training/leadership-experience).

### Do You Know How You Measure Up? Find Out Today By Participating in the 2016 NAA Survey of Income & Expenses

It's a win-win when your company participates in the 2016 NAA Survey of Income & Expenses in Rental Apartment Communities. All participating companies receive a complimentary copy (a \$625 value) of the final report, which contains: Valuable information your staff needs to prepare for the upcoming budget season; detailed local market and national economic analysis (in more than 100 single markets) that will help ensure accurate financial and benchmarking information for your company; and data that will help you compare your communities' performance against your peers.

There are two methods for your company to complete the survey including using our designated Excel file to download data directly from your internal data systems or using our secure survey website at <https://naasurvey.celassociates.com/Home/Login.aspx>.

To participate in the survey, please contact Janet Gora of CEL at 310-207-7328 to determine the best response method for your company (via Excel or Online). Gora can be reached to assist in coordinating the corporate supervised company participation at [janet@celassociates.com](mailto:janet@celassociates.com). If your company has previously participated, be sure to contact Gora via email before you get started, as she can also assist in pre-loading base property data.

The 2015 IES Executive Summary can be viewed at [www.naahq.org/sites/default/files/naa-documents/about-membership/IncomeandExpense2015-EXECSUMMARY.pdf](http://www.naahq.org/sites/default/files/naa-documents/about-membership/IncomeandExpense2015-EXECSUMMARY.pdf). To purchase your copy today, visit the NAA Bookstore or email the membership department at [membership@naahq.org](mailto:membership@naahq.org).