



Connect With NAA

Every Member Counts: Strive for 535 at the 2016 NAA Capitol Conference

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2016 National Apartment Association Chairman of the Board



The apartment industry's national advocacy event has its largest goal ever: Reach all 535 Congressional offices on Lobby Day (March 9)!

While members of the House will be in recess the week of March 7, you can schedule meetings with their ever-important key staff members. And, of course, your help is needed in reaching all 100 members of the U.S. Senate, which will be in session. (If you aren't planning to attend the Capitol Conference, we ask that you schedule a

meeting or property tour at home with your Congressman that week. Our goal is the same—reach all 535 members of Congress!)

To prepare for this historic event, learn how to enhance your advocacy skills, find out the critical issues facing the industry, and hear from former U.S. Rep. Joe Scarborough (R-Fla.), host of MSNBC's Morning Joe, during NAA Capitol Conference (March 8). Then head to Capitol Hill the following day to make history! Visit www.naahq.org/Capitol for registration and schedule.

Don't Miss Out on Savings: Register Today for the 2016 NAA Education Conference & Exposition

The 2016 NAA Education Conference & Exposition, June 15-18 at the Moscone Center in San Francisco (www.naahq.org/educonf), is the only apartment housing industry event where an investment of a few days can boost your business all year long. The combination of education, exhibits and networking all under one roof is a cost-effective opportunity for team professional development that has a great return on investment. So, don't miss out on the industry's main event of year! Save on the cost of registration (educonf.naahq.org/register) by signing up before April 15 and save even more when you register your group of five or more!

Every year the NAA Education Conference & Exposition continues to evolve and advance—as do the advantages of attending. This year in San Francisco, be prepared to:

- Join more than 9,200 apartment housing industry professionals in an exciting, collaborative environment.
- Gain inspiration and motivation from three general sessions, featuring top-name keynote speakers, along with over 50 education sessions.
- Discover the latest products and services at the NAA Exposition, with exhibits from more than 450 suppliers.

The NAA Exposition will take over two halls at the Moscone Convention Center in San Francisco to accommodate all of the fun activities we have in store for you. In the South Hall, attend powerful General Sessions and education sessions, including Game Changers. The North Hall will host the

exciting Maintenance Mania National Championship. The best part? Attendees can try their luck at cracking the NAA Prize Vaults for a chance to win \$500,000 in each hall!

NAA Wants You to Be a Model of Excellence

The NAA Excellence Awards—formerly known as the PARAGON Awards—are now accepting online submissions at <https://naaexcellenceawards.secure-platform.com/a/organizations/main/home> for the 2016 awards.

The NAA Excellence Awards ("Excels") recognize excellence and leadership in the apartment housing industry. These national awards celebrate builders, industry professionals and affiliated apartment associations that make unique contributions to our industry.

New this year, entries will be submitted through an online platform to streamline the process for nominees, as well as judges. Binders and hard-copy submissions will no longer be accepted.

In addition to the categories from years prior, we have added the Return On Energy (R.O.E.) Awards, which recognize apartment communities that have mastered the sustainability and energy reduction equation. The R.O.E. awards spotlight action and results in energy management beneficial to the apartment housing industry, recognizing achievement in energy education, retrofitting and reduction.

The deadline for NAA Excellence Awards submissions is 11:59 p.m. EST on March 15, 2016.

Winners will receive their NAA Excellence Award at a ceremony during the 2016 NAA Education Conference & Exposition on Saturday, June 18 in San Francisco. They will also be featured in an issue of *units* Magazine, NAA's monthly publication that reports on the apartment industry.

Coming This May: NAAEI Leadership Experience: Powered by Dale Carnegie

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.