



# Connect With NAA

## 2011 Apartment Revenue Management Conference: Registration is Open!

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**L**earn the Science of Pricing!  
NAA is partnering with MultifamilyRevenue.com on a brand new conference, the Apartment Revenue Management Conference, to be held Sept. 12-14, 2011, at the Westin Kierland Resort in Scottsdale, Ariz. If you're in multifamily operations and interested in maximizing net income through creative revenue management

strategies, you must attend this conference. You will learn about revenue management strategies and the combined power of marketing and revenue management as integrated disciplines.

Robert Cross, Chairman & CEO of Revenue Analytics, labeled the "Guru of Revenue Management" by *The Wall Street Journal*, is the Keynote Speaker. Register today, book your hotel rooms and get more conference information at <http://www.APTrevenue.com>.

### Photos From NAA Education Conference Now Available Online

Did you miss the 2011 NAA Education Conference & Exposition? Photos from the event are now available on Facebook and at [www.flickr.com/photos/naaflickr](http://www.flickr.com/photos/naaflickr).

### NAAEI Launches SingleMostImportantThing.com

NAA Education Institute is pleased to announce the launch of its new Web site [www.singlemostimportantthing.com](http://www.singlemostimportantthing.com) which promotes industry education and NAAEI designation programs. The website helps interested individuals further their education within the multifamily industry as the single most important thing that someone can do for their career. Statistics show that designations can lead to promotions, increased salary amounts and professional distinction. The website allows visitors to learn about careers and designations in a very user friendly environment.

### Attention Independent Rental Owners

The NEW Independent Rental Owner Professional (IROP) designation program is offered to the rental owner who manages their personally-held multifamily property or properties. The independent rental owners who take the IROP course will learn the

many business practices of professional property managers and can now earn the IROP designation/certificate after completing the course of study and passing the online exam. With the help of other independent rental owners who devoted their time and expertise to this program, you will receive an "insider's view" of property ownership and management practices.

### NAAEI Offers New Introductory Course For Supplier Partners

NAAEI will pilot the new CAS introductory course "Supplier Success" on Aug. 10, 2011, in Dallas. The pilot course is \$99 per person and all revenue will go to the Tony Pusateri Apartment Career Education Fund. Class participants will learn the economic impact of the multifamily housing industry along with understanding various types of ownership, management and financing. Join your supplier partners as you learn how to identify decision makers and how to utilize resources, timing and opportunities to boost your success. Additional information and registration: <http://www.naahq.org/CAS>.

### Online Resource Center Has Fresh Market Data

The Online Resource Center is constantly being updated with relevant, ready-to-use materials. Check today for updated Market Reports in more than 50 markets, reports on social media statistics that might impact your marketing plan and more.

Don't be left behind . . . join the conversation today at <http://community.naahq.org>. Login required. Don't know your NAA login? E-mail [membership@naahq.org](mailto:membership@naahq.org).

### Visit Members of Congress During Recess

To reinforce our long-standing balanced housing message with Congress, NAA Government Affairs is making another strong push to get every state and local association in front of their members of Congress during their District Work Period from Aug. 8 to Sept. 5.

Members of Congress need to hear from you about housing finance reform and tax issues. This could help move a balanced housing policy closer to reality.

You can obtain resources (including issue fact sheets and talking points) by going to [www.naahq.org/governmentaffairs](http://www.naahq.org/governmentaffairs) and clicking "Congressional Recess Program" in the left-hand menu. Contact NAA's Carole Roper if you need assistance. She can be reached at [Carole@naahq.org](mailto:Carole@naahq.org) or 703/797-0616.