



Connect With NAA

Time Is Running Out to Register for the Largest, Most Important Multifamily Housing Event of the Year

By Tom Beaton, CPM, The Dolben Company

2015 National Apartment Association Chairman of the Board



Heads up: this summer brings the industry event of the year—the 2015 NAA Education Conference & Exposition, June 24-27 in Las Vegas—the best opportunity in property management to Connect, Learn and Grow.

What awaits you in Las Vegas? The real question is, "What doesn't?"

- **9,000+** industry professionals from across the country seeking to make valuable connections that will power your career for years to come.

- **65** education sessions offering the latest trends and hot topics in all areas of rental housing management, from marketing and leasing to operations and management.

- **3** General Sessions led by world-renowned speakers, the value of which alone covers the price of admission: Acclaimed late-night T.V. host and hardest-working man in show business Jay Leno; Emmy Award-winning culinary sensation Giada De Laurentiis; and Doc Hendley, founder of Wine To Water, a nonprofit dedicated to providing clean water and sanitation to people in need around the world.

- **6** sessions led by a suite of Game Changers, world-class experts who will share their experience, knowledge and revolutionary spirit to inspire your work strategy.

- **50** PowerPoint-synched audio sessions available through NAAET's REWIND Program.

- **4** days of awe-inspiring networking events, from the Conference Welcome Celebration to the NAA Thursday Night Beach Party to the Saturday NAA Awards Breakfast Celebration, to name but a few.

- **400+** multifamily service partners exhibiting in the Exposition, a space equivalent to four football fields chalk full of the latest and greatest products and services available to the rental housing industry

- **\$500,000** is the grand total available to a potentially luck winner in the Exposition at the NAA Prize Vault—try your hand at cracking the random, six-digit code for a chance to win half a million dollars.

- **1** mobile app to enhance your conference experience. Download the myNAA Mobile App on iTunes and Google Play to organize and plan your conference, as well as interactively identify the exhibitors you'd like to visit and receive real-time conference updates.

With surprises around every corner, this is the one industry event you definitely don't want to miss. You don't need to be a sinner to Connect, Learn and Grow in Las Vegas, but you will need to register. Visit <http://educonf.naahq.org/attend/register> and remember to consider group discounts: Register as a group to take advantage of even more savings!

Robust Savings on Products and Services You Use Every Day. Yours Exclusively From NAA

NAA is proud to introduce Open Door, the most rewarding cost-saving program in the apartment housing industry exclusively for NAA members.

Open Door provides valuable insider access to favorable terms on products and services provided by thoroughly researched and vetted Preferred Companies.

Putting you in touch with excellence and reliability at a reasonable price—that's what Open Door is all about. That and the purchasing power of 67,000 NAA members buying as one. Together, we put you in touch with top-of-the-line brands you'll instantly recognize for their quality... and appreciate for their cost savings. But there's no cost to you. Open Door is an NAA member benefit.

For the latest information about Preferred Companies and the benefits they offer, visit the Open Door website at opendoor.naahq.org.

Are You Ready to Take Your Assets to the Max?

Register now for Maximize: 2015 Multifamily Asset Management Conference—October 12-14 at the Omni Amelia Island in Amelia Island, Fla.—the industry's only event dedicated to staying ahead of the ever-evolving operational curve.

Interested in strategies and tactics to improve revenue generation and connecting with leaders in the field of asset management? Nowhere else but Maximize can you find world-class education and first-rate networking, as well as ideas and strategies for boosting net operating income.

Register at <http://mamconf.naahq.org> to be first in line for the information, insight and answers to questions necessary to boost your bottom line.

Your Free Gift Awaits: 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>.