

**2007 NAA Education Conference & Exposition**  
**NAA Committee & Task Group Meetings – June 26-28**  
**Education Sessions & Exposition - June 28-30**  
**Mandalay Bay Resort and Convention Center**

*Preliminary Schedule: NAA reserves the right to modify the session topics or schedule*

**Tuesday, June 26**

8:00 a.m. – 5:00 p.m.

**8:00 a.m. – 1:30 p.m.**

12:00 p.m. – 5:00 p.m.

1:30 p.m. – 2:30 p.m.

2:30 p.m. – 3:30 p.m.

3:30 p.m. – 4:30 p.m.

3:30 p.m. – 4:30 p.m.

5:00 p.m. – 6:30 p.m.

Exhibitor Move-in

**NAAPAC Golf Tournament (TPC The Canyons)**

NAA Town Square (Registration)

NAAEI Curriculum Development

NAAEI Program Administration

NAAEI Apartment Careers

2007 Education Conference Committee Meeting

Host Committee Training

**Wednesday, June 27**

8:00 a.m. – 8:00 p.m.

8:00 a.m. – 5:00 p.m.

8:00 a.m. – 9:00 a.m.

9:00 a.m. – 10:00 a.m.

9:00 a.m. – 10:00 a.m.

9:00 a.m. – 10:00 a.m.

9:00 a.m. – 10:30 a.m.

10:30 a.m. – 12:00 p.m.

10:30 a.m. – 12:00 p.m.

12:00 p.m. – 1:00 p.m.

12:00 p.m. – 1:30 p.m.

12:00 p.m. – 1:30 p.m.

1:30 p.m. – 2:30 p.m.

1:30 p.m. – 2:30 p.m.

1:30 p.m. – 2:30 p.m.

1:30 p.m. – 2:30 p.m.

2:45 p.m. – 3:45 p.m.

NAA Town Square (Registration)

Exhibitor Move-in

RVP/AE/NSC Regional Liaison Meeting

Lease Advisory Committee

Privatized Military Housing Task Force

NAAPAC Ambassadors

NAAEI Board Meeting

Legislative Committee

Membership Committee

Lunch Break

National Suppliers Council

Association Executive Council

Budget and Finance Committee

Communications Advisory Board

Independent Rental Owners Committee

Specialty Housing Task Force

Region Meetings

Region 1

Region 2

Region 3

Region 4

Region 5

Region 6

Region 7

Region 8

Region 9

Region 10

4:00 p.m. – 5:30 p.m.

5:30 p.m. – 6:30 p.m.

Board of Directors & Assembly of Delegates Meeting

Past Chairman's Committee

**Thursday, June 28**

7:00 a.m. – 10:00 a.m.

7:30 a.m. – 5:45 p.m.

**8:00 a.m. - 8:45 a.m.**

**8:45 a.m. – 10:15 a.m.**

Exhibitor Move-In

NAA Town Square Open (MB Convention Center)

**Conference Kick-off Celebration**

**A Series Education Sessions**

**A1 – Track: Wild Card!**

**The Rhythm of Success**

# 2007 NAA EDUCATION CONFERENCE & EXPOSITION

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*Phil Solomon, CSP, Way 2 Much Entertainment*

*Dan Thurmon, CSP, Speaking with Visual Impact™*

## **A2 - Track: Leadership**

### **Zap the Gap! Solving the Generational Puzzle**

*Larry Johnson, CSP & Meagan Johnson, CSP, Johnson Training Group*

## **A3 – Track: Human Resources**

### **Who Will Take Your Next Job?**

*Moderator: Olivia Hunter, Southern Management Corporation*

*Ball State University Job Corps*

## **A4 – Track: Specialty Housing**

### **Military Housing**

*Moderator: Joe Sharp, CAPS, Actus LendLease*

## **A5 – Track: Independent/Small Owner**

### **Finance & Capital Strategies**

*Russell Gray, The Real Estate Guys*

*Stephanie Riley*

## **A6 – Track: Maintenance & Asset Preservation**

### **First Impressions (Exterior Trends)**

*Moderator: Diana Beck, Freedom Furniture*

## **A7 – Track: Marketing & Leasing**

### **Consumers Are in Control... And They Mean Business: A Yankelovich Monitor Perspective on the Consumer Empowerment Revolution**

*J. Walker Smith, Yankelovich, Inc.*

## **A8 – Track: Technology**

### **Manage by Exception: On-Demand Portfolio Reporting**

*Kristy Simonette, Camden Property Trust*

*Mark Van Tilberg, Archon Residential Management*

10:30 a.m. - 12:00 p.m.

## **B Series Education Sessions**

### **B1 – Track: Wild Card!**

#### **The Rhythm of Success**

*Phil Solomon, CSP, Way 2 Much Entertainment*

*Dan Thurmon, CSP, Speaking with Visual Impact™*

## **B2 – Track: Leadership**

### **Insight, Inspiration & Invitation**

*Christopher E. Lee, CEL and Associates, Inc.*

## **B3 – Track: Human Resources**

### **Workforce Retention Strategy**

*Chason Hecht, Retensa*

## **B4 - Track: Specialty Housing**

### **Section 42: Sustaining Affordable Homes**

*Moderator: Kris Cook, National Affordable Housing Management Association (NAHMA)*

## **B5 – Track: Independent/Small Owner**

### **Operational Hints for the Small Owner**

*Moderator: Dan Lieberman, Horizon Management Group*

## **B6 – Track: Maintenance & Asset Preservation**

### **Really Cool Ideas From Across the Country**

*Moderator: Deane Dolben, CAPS, The Dolben Company*

## **B7 – Track: Marketing & Leasing**

### **A Clear Eye For Residents: Why People Choose, Adopt and Recommend and What You Can Do About It**

*Tom Asacker, A Clear Eye*

## **B8 – Track: Technology**

### **Lead Management Software: How to Get More Leases Without More Marketing**

*Moderator: Todd Katler, LevelOne*

*Panelists: Peggy Butterworth, AMLI Residential Properties*

*Stephen Mensinger, The Bethany Group*

*Kevin Thompson, Avalon Bay Communities*

12:00 p.m. – 1:00 p.m.

## **Box Lunch**

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1:00 p.m. - 2:30 p.m.	<b>Opening General Session – Peyton &amp; Archie Manning</b> <i>"An Afternoon With The Mannings"</i>	
2:30 p.m. - 5:30 p.m.	<b>Exhibit Hall Grand Opening Reception</b>	
5:30 p.m. – 6:30 p.m.	<b>Maintenance Mania National Championship</b>	
6:30 p.m. – 9:30 p.m.	<b>NSC Sponsored Opening Party</b>	<b>***Ticketed Event***</b>

## Friday, June 29

7:30 a.m. – 6:00 p.m.	NAA Town Square Open (MB Convention Center)	
7:45 a.m. - 11:30 a.m.	Lyceum Session ( <i>Registered Candidates</i> )	
8:30 a.m. – 11:15 a.m.	<b>Property Tours</b>	<b>***Ticketed Event***</b>
8:30 a.m. – 9:30 a.m.	<b>C Series Education Sessions</b>	
	<b>C1 – Track: Wild Card!</b>	
	<b>How to Stay Calm &amp; Keep Your Cool With Difficult Residents</b> <i>Meagan Johnson, CSP, Johnson Training Group</i>	
	<b>C2 – Track: Leadership</b>	
	<b>Accentuate the Positive and Eliminate the Negative: Creating A Healthy Work Culture</b> <i>Ron Matson, PhD., Wichita State University</i>	
	<b>C3 - Track: Human Resources</b>	
	<b>What World Class Organizations Do to Hire and Retain the Best Managers and Professional Staff</b> <i>Mel Kleiman, Hourly Human Resource Solutions</i>	
	<b>C4 – Track: Specialty Housing</b>	
	<b>Student Housing</b> <i>Moderator: Lucy Simone, JPI</i> <i>Panelists: Ray Barrows, University Partners</i> <i>Stephen Klee, The Medallion Group</i> <i>Mike Peter, Campus Advantage</i> <i>Donna Preiss, The Preiss Company</i>	
	<b>C5 – Track: Independent/Small Owner</b>	
	<b>Negotiation: Build Lifetime Relationships and STILL Get More</b> <i>Julia King Tamang, LERN</i>	
	<b>C6 – Track: Maintenance &amp; Asset Preservation</b>	
	<b>Staying on Trend (Interior Design)</b> <i>Moderator: Diana Beck, Freedom Furniture &amp; Design</i>	
	<b>C7 – Track: Marketing &amp; Leasing</b>	
	<b>Beyond Diversified Marketing and Into NOI Growth with the Hispanic Renter</b> <i>Elsa Morales, For Rent Media Services</i> <i>Lourdes Sanchez, LEXI Consulting Services</i>	
	<b>C8 – Track: Technology</b>	
	<b>Essential Tools and Technology: How to Provide Value and Improve Your Bottom Line</b> <i>Moderator: Paul Kaliades, Renters Legal Liability Insurance</i> <i>Panelists: Jason Gardner, PropertyBridge Inc.</i> <i>Rob Remus, Property Centric</i> <i>Greg Starr, Resite</i>	
	<b>C9 – Track: Shared Interest Roundtables</b>	
	<b>Training &amp; Development Professionals</b>	
	Student Housing Task Force Meeting	
	<b>D Series Education Sessions</b>	
	<b>D1 – Track: Wild Card!</b>	
	<b>Industry Benchmarking: What's Really Going on Out There?</b> <i>Tracey Hopkins, JumpStart Marketing</i> <i>Lisa Trosien, ApartmentExpert.com</i>	
	<b>D2 – Track: Leadership</b>	
	<b>Getting Them to Renew Their Lease - How to Build Customer Loyalty</b> <i>Larry Johnson, CSP, Johnson Training Group</i>	
	<b>D3 - Track: Human Resources</b>	
9:45 a.m. – 11:15 a.m.		
9:45 a.m. – 11:15 a.m.		

# 2007 NAA EDUCATION CONFERENCE & EXPOSITION

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## **Life Views Told in Black & White: Dancing the "Two Step" – Dealing with Discrimination and Harassment**

*Donna Olson, Olson Training & Professional Growth Seminars*

*Anne Sadovsky, Anne Sadovsky Company*

### **D4 – Track: Specialty Housing**

#### **Accessible Housing**

**Moderator:** *Julia Beamish, PhD., Virginia Tech*

**Panelists:** *Bob Dickson, LPSI*

*Christopher Hanback, Holland and Knight LLP*

*John Houchin, Edward Rose*

*DJ Ryan, Kimball, Tirey, and St. John*

### **D5 – Track: Independent/Small Owner**

#### **The Latest Cutting Edge Strategies on Asset Protection, Tax Reduction, and Estate Planning**

*G. K. Mangelson, National Foundation for Asset Protection*

### **D6 – Track: Maintenance & Asset Preservation**

#### **In Search of the Durable A**

*Bob Koch, Fugleberg, Koch Architects, Inc.*

### **D7 – Track: Marketing & Leasing**

#### **A Clear Eye for Residents: Why People Choose, Adopt and Recommend and What You Can Do About It**

*Tom Asacker, A Clear Eye*

### **D8 – Track: Technology**

#### **Powerhouse Your Web Site and Brochure to Magnetize Residents**

*Julia King Tamang, LERN*

### **D9 – Track: Shared Interest Roundtables**

#### **Vendor Relations**

11:30 a.m. – 12:30 p.m.

#### **E Series Education Sessions w/Lunch**

##### **E1 – Track: Wild Card!**

##### **Business Writing**

*Alex Jackiw, CPM, CAPS, Buckingham Management LLC*

##### **E2 – Track: Leadership**

##### **Stress: Why You Have Ulcers & Zebras Don't**

*Julie King Tamang, LERN*

##### **E3 - Track: Human Resources**

##### **Generations in the Workplace**

*Michelle LaPierre, Marriott Corporation*

##### **E4 - Track: Specialty Housing**

##### **Avoiding Fair Housing Pitfalls for Maintenance & Vendors**

*Moderator: Doug Chasick, CAS, CAPS, CPM, Advanced RAM, CLP, CallSource*

*Panel: Nadeen Green, For Rent Media Solutions*

*Theresa Kitay, Esq., Attorney at Law*

##### **E5 – Track: Independent/Small Owner**

##### **Impact Hiring for the Small Organization**

*Mel Kleiman, Hourly Human Resource Solutions*

##### **E6 – Track: Maintenance & Asset Preservation**

##### **The 1980's: A Decade That Won't Go Away**

*Moderator: Greg Willet, M/PP Yieldstar*

*Panelists: Malcolm McComb, CB Richard Ellis*

*Matthew Rotan, Apartment Realty Advisors*

##### **E7 – Track: Marketing & Leasing**

##### **Getting Them to Renew Their Lease - How to Build Customer Loyalty**

*Larry Johnson, CSP, Johnson Training Group*

##### **E8 – Track: Technology**

##### **Save Money – Go Electronic! How Automated Payments are Making the Difference in Resident Satisfaction & Community Profitability**

*Moderator: Ryan Gilbert, PropertyBridge, Inc.*

*Panelists: Michael Hicks, AIMCO*

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*Louise Santana, Klingbeil Capital Management*

*Anne Willis, Visa USA*

## **E9 – Track: Shared Interest Roundtables**

### **Hot Topics in the Industry**

### **Friday General Session – Lesley Stahl**

### **Exhibit Hall Open**

### **Open Night For Supplier Events**

1:00 p.m. – 2:30 p.m.

2:30 p.m. – 6:00 p.m.

6:30 p.m.

## **Saturday, June 30**

7:30 a.m. – 2:30 p.m.

9:15 a.m. – 10:15 a.m.

9:15 a.m. – 10:15 a.m.

NAA Town Square Open (MB Convention Center)

Lyceum Summit

## **F Series Education Sessions**

### **F1 – Track: Wild Card!**

### **From Five Course Dinners to Airport Snack Counters**

*Colleen Doyle, American Cancer Society*

### **F2 – Track: Leadership**

### **Accountability: Recognizing and Developing Responsible Employees**

*Ron Matson, PhD., Wichita State University*

### **F3 – Track: Human Resources**

### **Tools, Tips and Techniques for Hiring Better Frontline Employees**

*Mel Kleiman, Hourly Human Resource Solutions*

### **F4 – Track: Specialty Housing**

### **Living the Good Life: Designing for Boomers**

*Julia Beamish, PhD., Virginia Tech*

*Rosemary Goss, PhD., Virginia Tech*

*Susan Sirota, PhD., Virginia Tech*

### **F5 – Track: Independent/Small Owner**

### **No Vacancy! 10 Practical Tips for Success**

*Robert Helms, The RealEstate Guys*

*Russell Gray, The RealEstate Guys*

### **F6 – Track: Maintenance & Asset Preservation**

### **10 Ways Maintenance Can Improve Your Bottom Line**

*Moderator: Dan Lieberman, Horizon Management Group*

*Panelists: Mike Johnson, Waterville Housing Authority*

*Don Willard*

### **F7 – Track: Marketing & Leasing**

### **The Apartment-All Stars**

*Kate Good, ApartmentMarketing.com*

*Tracey Hopkins, JumpStart Marketing*

*Lisa Trosien, ApartmentExpert.com*

*Mindy Williams, RentandRetain.com*

### **F8 – Track: Technology**

### **Technology ROI - Tools or Toys? (Stop Playing & Start Performing)**

*Lisa Benson, Ellipse Communications*

*Esther Bonardi, Drucker & Falk, LCC*

*Julie Marie Irvin, Keystone Resources, Inc.*

### **NAAEI Presents: Chris Gardner – *The Pursuit of Happyness***

### **Trade Show Party, Lunch & Grand Prize Giveaway**

Exhibitor Tear-down

2008 Education Conference Committee Meeting

### **PARAGON Awards Ceremony**

### **Closing Gala Reception**

### **Closing Gala – World Classic Rockers**

10:30 a.m. – 11:30 a.m.

11:30 a.m. – 2:30 p.m.

2:30 p.m. – 8:00 p.m.

3:00 p.m. – 4:00 p.m.

6:30 p.m. – 7:30 p.m.

7:30 p.m. – 8:00 p.m.

8:00 p.m. – 12:00 a.m.

## **Sunday, June 30**

8:00 a.m. – 4:00 p.m.

Exhibitor Tear-down

NOTE: NAA reserves the right to revise the session schedule as necessary.