

# Property Management Association of Michigan Annual GLAStar Education Conference

November 11, 2005, Kellogg Center, E. Lansing



616-531-5243

2757 44th Street SW  
Suite 306  
Wyoming, MI 49519

www.pmamhq.com



**Kathleen Mabie**  
Success On Site, Inc.



**Toni Blake**



**Donna Hickey**  
Back to Basics



## KEYNOTE: Total Team Performance Makeover

- Refresh, reinvigorate, restore and revitalize your whole team!
- Understand how SUCCESS is a combined effort of marketing, leasing, management and customer service.
- Learn to create an apartment community with an overall winning attitude!!

## Signed, Sealed and Devoted

- Learn how to be more successful in business relationships with property management companies
- Gain research from industry clients of how to better sell and service them
- Understand how management companies want you to market to them

## Coming To Age with Customer Service, What's Hot, What's Not

- Explore the attitudes of excellence and identify customer needs
- Interpret thoughtful body language
- Learn to resolve conflicts and exceed customer expectations

## Follow-Up and Follow-Through, What's In It For Me?

- Learn the vitals of follow-up and how it can be fun
- Find out where your prospect went and how to get them back
- Capture more of the rental market and increase your occupancy

## Customer Service/Resident Relations for Maintenance Technicians

- Offer Superior SERVICE for successful Resident Retention
- Learn to work smarter, not harder
- Attitude is everything...how's yours?

## Fair Housing For Service Staff

- How does Fair Housing affect the Maintenance team?
- Documentation, Consistency and Policy
- Understand service requests and in-apartment etiquette

## GLAStar Education Conference Agenda

Registration and Breakfast 8:15-8:45 a.m.  
Opening Remarks and Welcome 8:45 a.m.

**Session A: 9:00 - 10:15 a.m.** (Choose one session)  
Follow-Up and Follow-Through, What's In It For Me? Donna Hickey  
Customer Service for Maintenance Technicians Kathleen Mabie  
Signed, Sealed & Devoted (Vendor Program) Toni Blake

**Session B: 10:30 - 11:45 a.m.** (Choose one session)  
Coming to Age with Customer Service Donna Hickey  
Fair Housing for Service Staff Kathleen Mabie  
Signed, Sealed & Devoted (cont.) Toni Blake

Lunch: 11:45 a.m.-1:00 p.m.  
Box Lunch provided for all attendees  
Optional Lunch & Laughter with Toni Blake (please purchase \$25 tickets in advance)

**Session C: 1:00-3:45 p.m. KEYNOTE** for all attendees  
Total Team Performance Makeover Toni Blake



FREE  
Continental  
Breakfast  
sponsored by



BANKER & ASSOCIATES

FREE  
Box Lunch  
sponsored by



\$79/member and \$129/non-member includes continental breakfast, box lunch & complimentary parking pass. Free gift bag to first 300 attendees

**Don't Miss the GLAStar Dinner and Awards Gala on Saturday, Nov. 12, 2005**

INVITATIONS TO AWARDS GALA WILL BE MAILED!  
(tickets are purchased separately)

6:00 p.m. Cocktails and GLAStar entry boards on display  
7:00 p.m. Dinner & Awards Ceremony with dancing to follow

All events will be held at the Kellogg Center in East Lansing.

**3 ways to order GLAStar Education Tickets**

Call: 616-531-5243 • E-mail: pma970@aol.com

By Mail: 2757 44th Street SW, Suite 306, Wyoming, MI 49519

Please make check payable to: PMAAM

The Property Management Association proudly invites you to a special event:

## Lunch and Laughter with Toni Blake



Come laugh, relax and enjoy a full-course catered lunch and the company of your Apartment Industry friends. Don't miss this hilarious look at the Apartment Industry through the eyes of Toni Blake, national speaker and author. In addition to her apartment career, Toni is a unique entertainer and has appeared in Standup Comedy at Denver's famed Comedy Works and Seattle's Comedy Underground.

Optional **Lunch and Laughter** sponsored by  
Tickets \$25 advance purchase



Please send me \_\_\_\_\_ tickets to the GLAStar Education Conference for November 11, 2005.

How many of these are member tickets at \$79 each? \_\_\_\_\_ How many of these are non-member tickets at \$129 each? \_\_\_\_\_

Of the total tickets purchased, please indicate which Apartment Association(s) represents your attendees. You may divide up representation to total the tickets purchased:

\_\_\_\_ Detroit Metro Apt. Assoc. \_\_\_\_ Prop. Mgmt. Assoc. of Mid-Michigan \_\_\_\_ Prop. Mgmt. Assoc. of Western Michigan \_\_\_\_ Washtenaw Area Apt. Assoc.

I am mailing a check, my information follows

Please invoice me as follows

Please send me \_\_\_\_\_ tickets to **Lunch and Laughter** with Toni Blake at \$25 each

Company Name: \_\_\_\_\_ Mailing Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_ Phone#: \_\_\_\_\_ Fax#: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact's e-mail address: \_\_\_\_\_

Tickets will be mailed after payment is received. No refunds after 11/1/05.

## National Apartment Association Chapters of Michigan

