

PROPERTY MANAGEMENT ASSOCIATION OF MICHIGAN

2009 PARAGON AWARD WINNER FOR EDUCATION



Maria D. Barker



Meagan Johnson



Larry Johnson

7th Annual GLAStar Education Conference

Thursday and Friday, November 5-6, 2009
Kellogg Center, East Lansing

Featuring National Speakers:

Maria D. Barker, Meagan Johnson,
Larry Johnson, Sherre Helmer,
and Tim Richardson

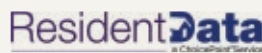


Sherre Helmer



Tim Richardson

Thanks To Our Sponsors



7th Annual GLAStar Education Conference – November 5-6, 2009

Enjoy two days of fun and interactive information designed to increase your property's bottom line in today's market.

GENERAL SESSIONS

Motivational Keynote: Living Rich

Learn how to obtain Real Richness - a life of giving, influencing, helping and serving. See how giving impacts employee motivation, retention, customer loyalty and profitability.

Outselling Your Competition

Take a poignant look at competitive selling and how to make today's market work for you.

60 Ideas In 60 Minutes

Hear fun and fresh marketing and management ideas that you can put into practice right away.

MAINTENANCE TRACK

Added Value Maintenance Teams

Participate in an open discussion and discover ten ways a quality maintenance team can add value.

Thank Goodness It Is Monday!

Love your job! Cover 12 actions to improve your team productivity and resident satisfaction.

RESIDENTS Are Our Business

Learn to improve resident interaction and increase resident satisfaction.

MANAGEMENT TRACK

ZAP The GAP

How To Manage Your Work Force

How to train, manage and maintain your sanity while building your work force.

Let Me Off This Roller Coaster Of Property Management Change

Explore what will take us through the next two years effectively - with discussion on corporate culture, customer service and employee needs.

Absolute Honesty: Building A Corporate Culture

Value straight talk and reward integrity. Learn to incorporate the Six Laws of Absolute Honesty into the fabric of your organization.

LEASING/MARKETING TRACK

How To Build Customer Loyalty And Retain Your Residents

See how to raise the odds your residents will sign a lease again and refer your community to their friends and family.

Stop Me Before I Strangle Someone!

Discover a different way of thinking for a better way of living.

Close Me, Call Me, But Don't Let Me Go

Closing techniques, quality phone conversations and follow up - Learn the number one closing skill that is currently getting more leases.

BUSINESS PARTNER TRACK

Don't Lose It...Diffuse It - Part I

Learn what customers really want and how to deal with difficult customers by improving on your communication style.

Don't Lose It...Diffuse It - Part II

More on what customers really want from us and how to deal with them.

ZAP The GAP

Improve Your Relationships With Co-Workers And Customers

Learn how to market to multiple generations.

Tickets Include Thursday and Friday Education and Thursday Complimentary Cocktail Reception

\$99 Members of DMAA, PMAMM, WAAA, PMAWM, NMPMA

\$129 Non-members

To Reserve Your Tickets:

Call: 616-531-5243

Email: info@pmamhq.com

Mail: 2675 44th Street SW #303
Wyoming, MI 49519

Please make checks payable to "PMAM"

Register by September 15 and save \$10 OFF EACH TICKET!

www.pmamhq.com

SCHEDULE:

Maintenance

Management

Leasing/Marketing

Business Partner

THURSDAY

8:15-8:45 Breakfast

8:45-9:00 Welcome

Continental Breakfast and Welcome

9:15-10:30 Session 1

Added Value Maintenance Teams
Maria D. Barker

**ZAP The GAP
How To Manage Your Work Force
And Keep Your Sanity**
Meagan Johnson

**How To Build Customer Loyalty
And Retain Your Residents**
Larry Johnson

**Don't Lose It... Diffuse It
Part I**
Sherre Helmer

10:45-12:00 Session 2

Thank Goodness It Is Monday
Larry Johnson

**Let Me Off This Roller Coaster Of
Property Management Change**
Maria D. Barker

**Stop Me Before I
Strangle Someone!**
Meagan Johnson

**Don't Lose It... Diffuse It
Part II**
Sherre Helmer

12:00-1:00 Lunch

Lunch Served

1:00-2:15 Session 3

RESIDENTS Are Our Business
Sherre Helmer

**Absolute Honesty:
Building A Corporate Culture**
Larry Johnson

**Close Me, Call Me,
But Don't Let Me Go**
Maria D. Barker

**ZAP The GAP
Improve Your Relationships With
Co-Workers And Customers**
Meagan Johnson

2:30-4:00 Session 4

Motivational Keynote - Living Rich - Tim Richardson

4:00-6:00 Reception

Cocktail Networking Reception Featuring Maintenance Mania



FRIDAY

9:15-10:30 Session 5

Outselling Your Competition - Maria D. Barker

10:45-12:00 Session 6

60 Ideas In 60 Minutes: Fun And Fresh Marketing And Management Ideas
Panel of Marketing Professionals and Audience Participation

7:00-1:00 Gala

GLAStar Awards Banquet (separate ticket required)

Attendees are welcome to select an assortment of sessions from multiple tracks to fit their needs.