

# 2020 CONFERENCE SCHEDULE

7:30-8:00 AM	Continental Breakfast/Check-in	Center Foyer
8:00-9:30 AM	<b>General Session:</b> <b>From Overwhelming to Outperforming</b> <i>presented by Rebecca Jenkins</i> <p>Do your onsite teams feel like their To Do List is never ending? Do they feel unable to complete all their tasks timely? Most onsite professionals have a long list of things they “should” be doing, however, most of those tasks have very little to do with the key indicators that propel that property’s success. In this opening session, Rebecca unpacks simple and effective principals on prioritization and guides the audience through eliminating, planning, and automating certain tasks in order to prioritize the most impactful.</p> <p><b>Goals:</b></p> <ul style="list-style-type: none"><li>• Continually assess task list and prioritize based on business goals</li><li>• Apply multiple time management principals immediately after presentation</li><li>• Increase efficiency onsite</li><li>• Elimination of managing by crisis</li><li>• More proactive task management</li><li>• Higher level of customer service and sales results because of freed up time</li><li>• Less stressed associates and lower employee turnover</li></ul>	Center Ballroom
9:40-10:40 AM	<b>Break Out Sessions I</b> <b>1 Top Technology Tips, Tricks, &amp; Trends</b> <i>presented by Russ Webb</i> <p>In this session you will learn tech tools and tips to be more productive, streamline your processes...and some that are just fun! All aspects of tech tools will be covered from web tools, SaaS, apps and more! Don’t worry about not knowing a megabyte from a terabyte...at the end of this session you’ll have a whole new arsenal of tech tools!</p>	Shelby Ballroom

9:40-10:40 AM	<b>Break Out Sessions I (continued)</b>	Tennessee Ballroom
	<b>2 Advancing your Career: Where do I go from Here?</b> <i>presented by Delila House</i>	
	<p>This session allows you to set goals on growing your career and figuring out the best career path for you. We will look at multiple paths to determine the best direction. This session will help you determine what certifications or education may be best for you as you move forward on your career path.</p>	
10:40-10:55 AM	<b>BREAK</b>	
10:55-11:55 AM	<b>Break Out Sessions II</b>	
	<b>1 Creative Renewal Incentives that Cost \$250 or Less</b> <i>presented by Rebecca Jenkins</i>	Shelby Ballroom
	<p>Unless you are going through a heavy renovation project, renewing your current residents will almost always make more financial sense. In this fun and creative presentation, Rebecca encourages your teams to think outside the box. She makes an intelligent argument for 65%+ renewal percentage goals and outlines why surprising and delighting your residents intentionally can make that goal a reality.</p>	
	<b>Goals:</b>	
	<ul style="list-style-type: none"> <li>• Creative ideas that will increase renewal percentages</li> <li>• Inspiration for a more personalized resident experience</li> <li>• Loyal and raving residents</li> <li>• Empowered professionals that appreciate that they can make a difference</li> </ul>	
	<b>2 Maintenance Trek</b> <i>presented by Paul Rhodes</i>	Tennessee Ballroom
	<p>Hear the stories from the maintenance department on board the Starship Multifamily! The maintenance department's continuing mission is to seek out new trends and technologies that can help a maintenance operation to run more effectively. Learn about new gadgets and gizmos that are not only cool but functional and will allow you to boldly repair what another has constructed before!</p>	

12:00-1:15 PM	<b>LUNCH (provided)</b>	Center Ballroom
1:20-2:20 PM	<b>Break Out Sessions III</b>	
	<b>1 Miserly Marketing: How to get Superior Results on an Inferior Budget</b>	Shelby Ballroom
	<i>presented by Leah Brewer</i>	
	<p>We are all tired of throwing expensive marketing ideas (and money) out to our prospects to see what sticks and what works. Gather cheap and free marketing and advertising ideas that can deliver increased leads, tours, and leases. After all, your prospect is going to lease SOMEWHERE, right? Do everything possible to make sure YOUR apartments are being considered!</p> <p>Creative and unique marketing and leasing programs contribute to successful apartment occupancy, rent rates and retention. Choose to survive...or choose to thrive!</p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Implement marketing, retention and leasing ideas inexpensively</li> <li>• Identify when marketing efforts won't give you the desired results</li> <li>• Discover the 6 components of a successful plan, and how you personally contribute to that success</li> <li>• Narrow your focus for results-oriented impact</li> <li>• Achieve greater results using less money</li> <li>• Map your Route to the Idea Treasure Chest</li> </ul>	
	<b>2 Leadership: How to Lead Effectively</b>	Tennessee Ballroom
	<i>presented by Delila House</i>	
	<p>We want to make sure we are growing leaders effectively. Team members learn best under great leaders. The old cliché is right "Employees leave managers, not companies!" It is never too late to learn new ways to lead your team. If you have been a leader for 6 months or 20 years, you will find something new that peaks your interest in this session.</p>	
2:20-2:30 PM	<b>BATHROOM BREAK</b>	

2:30-4:00 PM

**Closing Session:**  
**Aspire to Inspire-Customer Service for Win-Win-Win**

Center Ballroom

*presented by Leah Brewer*

Create and foster relationships with your internal and external customers for Win-Win-Win results. Interactive exercises will give you tools to de-escalate tensions with co-workers and customers and effectively communicate policies. Unleash the power of synergy with internal communication and work better together toward common goals.

Attendees will learn to make each service decision to best benefit three stakeholders-employees, residents and owner/investors. Top themes include:

- Building relationships through genuine interest and using customer contacts as opportunities to excel
- Resolving conflict so service becomes satisfaction and retention
- Communicating and listening to understand
- Harnessing the power of team synergy

4:00-4:15 PM

Door Prizes!

4:15 PM

Adjourn

# 2020 CONFERENCE SPEAKERS



**Leah Brewer, NALP, CAM**  
**Full House Marketing**

Leah Brewer, NALP, CAM, also known as *The Leasing Queen*, has developed effective methods to increase apartment occupancies in her 35 industry years, from a leasing consultant to a consultant for leasing. With battlefield experience in management, leadership and increasing occupancy and income, Leah ensures that the skills she teaches have been tested and tried first-hand. Her humor, passionate presentations and learning activities inspire attendees to learn, believe, retain and implement successful new ideas.

Leah is Faculty of the NAAEI and a frequent presenter at the annual NAA Conference. She is the founder of the original Full House Marketing®, the Apartment Skillbuilder Series and a partner in SkillbuilderOnline.com and the ApartMentors Talent Development group.  
[www.FullHouseMarketing.com](http://www.FullHouseMarketing.com)



**Delila House**  
**Regional Training Specialist**  
**MAA**

Delila joined MAA in 2013 as a Property Manager. She took on the role of Regional Training Specialist in 2018. Prior to joining MAA she worked in affordable housing and public accounting. With over a decade of experience in the multifamily industry she has been able to help challenging properties and develop future team leaders. She received her B.B.A. in Accounting from Jackson State University. She also achieved her CAM (Certified Apartment Manager) in 2016 and became a part of the NAAEI Faculty in 2018. Her goal is to motivate people to be the best version of themselves, which led her to develop “Friend I Got You” in 2019, where she strives to build up other women.

# 2020 CONFERENCE SPEAKERS



**Rebecca Jenkins**  
**Founder, Multifamily Trainer**

Founder of Multifamily Trainer, Rebecca has learned the industry from the trenches. She worked on-site for years before becoming a Regional Performance Manager, Regional Manager, and is now a VP of Asset Management. Rebecca is on a mission to empower multifamily professionals to propel their careers without sacrificing work life balance. She speaks on time management specifically for the onsite property management world, as well as a host of other topics designed to create efficiencies without sacrificing resident relations. To learn even more about Rebecca, you can listen to her entertaining podcast, True Confessions: Property Management or visit her website, [multifamilytrainer.com](http://multifamilytrainer.com).



**Paul Rhodes**  
**National Apartment Association Education Institute**  
**National Maintenance & Safety Instructor**

Paul Rhodes has been melding customer service and problem solving his entire career. His history includes teaching First Aid and CPR for the Red Cross, and training Store managers for a small bookstore chain. Paul has spent the past 23 years working in the apartment industry in positions ranging from Pool Remodeling Technician to Maintenance Supervisor. For the past 14 years he has been traveling the country providing instruction on many maintenance related topics. His exposure to all aspects of Apartment Maintenance and Management has allowed him to speak on behalf of the National Apartment Association Education Institute. His history includes events for the National Apartment Association, HVAC Excellence, National Hotel Engineers Association and National Affordable Housing Chapters as well as many State and local Apartment Associations as well as Management companies within the Multifamily and Hotel industries. He is also a regular contributor and author of articles for Units Magazine and other maintenance publications.

Paul is the National Safety and Maintenance Instructor for NAAEI. He was the Supervisor/Lead Customer Training Instructor for HD Supply and holds credentials in: NSPF® CPO Instructor, EPA 608 Universal, HVAC Excellence Electrical and A/C Technology, OSHA 510 and 511, CAMT, CAMT+E and R-410A. He is also a past Chairman for the HVAC

# 2020 CONFERENCE SPEAKERS



## Russ Webb

### Executive Director, Bay Area Apartment Association

A native of Atlanta (okay, technically Mableton, GA), Russ attended the University of Georgia & Georgia State University before embarking on a career in the hospitality business working for an international airline, a cruise line, a travel company and a convention center...not to mention a stint as a professional high diver!

After 9 years in hospitality he made the switch to association management in 1998 and is currently serving as the Executive Director of the Bay Area Apartment Association covering the most beautiful part of Florida.

Russ teaches classes about how to make your mobile device the most productive tool ever and loves blowing people away with fun tips/tricks and amazing apps. Russ also has a passion for customer service & social media, and showing companies how to make the most of their online presence by embracing the opportunity to interact with your customers and prospective customers in a fun way. Russ honestly believes that every day is a GREAT day and his enthusiasm, optimism (and sarcasm) will help you laugh and learn at the same time.

Follow Russ on Facebook & Twitter - @RussWebbGA