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# APARTMENTALIZE

THE LOCAL SHOW  
MAY 22, 2019  
DENVER MART

# DENVER

*Where It All Comes Together!*

THE LARGEST EDUCATION CONFERENCE AND TRADE SHOW  
IN THE ROCKY MOUNTAIN REGION



## PRESENTING SPONSORS:



# SPONSORS

## PRESENTING SPONSORS



## PLATINUM SPONSORS



## DETAILS

# WEDNESDAY, MAY 22, 2019

DOORS OPEN AT 7:30AM

## DENVER MART

451 East 58th Avenue, Denver



## PRICING & REGISTRATION

### \$125

#### GENERAL ADMISSION

EDUCATION SEMINARS  
TRADE SHOW FLOOR  
(CLOSED FOR LUNCH 12-2PM)

### \$175

#### ALL ACCESS PASS

EDUCATION SEMINARS  
TRADE SHOW FLOOR  
KEYNOTE LUNCHEON

### \$1,250

#### RESERVED TABLE ALL ACCESS 8-PACK

ALL ACCESS PACK FOR EIGHT (8)  
RESERVED TABLE AT  
KEYNOTE LUNCHEON

### \$1,625

#### PREMIER TABLE ALL ACCESS 8-PACK

ALL ACCESS PACK FOR EIGHT (8)  
CLOSE-UP PREMIER TABLE  
AT KEYNOTE LUNCHEON



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YOU AND  
YOUR TEAM  
ONLINE

[WWW.AAMDHQ.ORG](http://WWW.AAMDHQ.ORG)

# CONFERENCE SCHEDULE

## **7:30 AM - 11:45 AM**

### **TRADE SHOW FLOOR OPEN**

LIGHT BREAKFAST AND COFFEE AVAILABLE ON TRADE SHOW FLOOR

## **8:30-11:45 AM**

### **EDUCATION SEMINARS AND PANELS**

18 DIFFERENT SESSIONS TO CHOOSE FROM AT STAGGERED TIME.

SEE NEXT PAGE FOR OVERVIEW.

## **NOON - 2:00 PM**

### **KEYNOTE LUNCHEON**

FEATURING SCOTT STRATTEN

AVAILABLE ONLY FOR ALL-ACCESS PASS HOLDERS

TRADE SHOW FLOOR IS CLOSED, AND GENERAL ADMISSION WILL BE REQUIRED TO EXIT THE SHOW DURING THIS TIME.

## **2:00 - 4:30 PM**

### **TRADE SHOW AND AFTERNOON RECEPTION**

REFRESHMENTS AND APPETIZERS AVAILABLE AROUND CENTER STAGE

PRIZE GIVEAWAYS AT 4:00PM AT CENTER STAGE. SOME MUST BE PRESENT TO WIN

# EDUCATION OVERVIEW

DESCRIPTIONS BEGIN ON PAGE 10

8:30-9:15 AM	9:30-10:00 AM	10:15-11:00 AM	11:15-11:45 AM
<p><b>SEMINAR</b></p> <p><b>GET FIRED UP! SPARKING A CONNECTION WITH YOUR CUSTOMERS</b></p> <p>Marla Posey</p>	<p><b>SEMINAR</b></p> <p><b>LETS TALK TRENDS! TECHNOLOGY, ADVERTISING AND MARKETING</b></p> <p>Marla Posey</p>		
<p><b>PANEL</b></p> <p><b>THE PROFESSIONAL IMAGE FOR MAINTENANCE</b></p> <p>Chad Craven (Moderator)</p>	<p><b>SEMINAR</b></p> <p><b>NEW TECHNOLOGIES IN APPLIANCES</b></p> <p>TJ Beaver</p>	<p><b>SEMINAR</b></p> <p><b>MICROSOFT EXCEL FOR MAINTENANCE</b></p> <p>Kristie Littleton</p>	<p><b>SEMINAR</b></p> <p><b>MOTIVATING YOUR TEAM</b></p> <p>Lisa Odle</p>
<p><b>SEMINAR</b></p> <p><b>YOU CAN'T TRAIN DNA</b></p> <p>Mona Vogele</p>		<p><b>SEMINAR</b></p> <p><b>THE RHYTHM OF LEADERSHIP</b></p> <p>Mona Vogele</p>	
<p><b>SEMINAR</b></p> <p><b>STOP THE MADNESS! ADDRESS YOUR OVER-WHELMING WORKLOAD</b></p> <p>Gregg Piburn</p>	<p><b>SEMINAR</b></p> <p><b>LEGAL UPDATE</b></p> <p>Mark Tschetter</p>		<p><b>PANEL</b></p> <p><b>AFFORDABLE HOUSING IN DENVER</b></p> <p>Holly Jackson (Moderator)</p>
	<p><b>PANEL</b></p> <p><b>SOCIAL MEDIA TIPS AND TRICKS</b></p> <p>Karen Gladney (Moderator)</p>	<p><b>PANEL</b></p> <p><b>WHY COMMITMENT AND RELATIONSHIPS MATTER</b></p> <p>Vic Sulzer (Moderator)</p>	<p><b>PANEL</b></p> <p><b>ONBOARDING &amp; RETAINING YOUR TEAM</b></p> <p>Sandi Dumas (Moderator)</p>
<p><b>SEMINAR</b></p> <p><b>WOW YOUR RESIDENTS AT EVERY TOUCH POINT</b></p> <p>Barbara Savona</p>	<p><b>SEMINAR</b></p> <p><b>ADDING VALUE &amp; TOOLS TO YOUR COMMUNITY</b></p> <p>Gianna Lombardi Michelle Lyng</p>	<p><b>SEMINAR</b></p> <p><b>MANAGE PROMISES, NOT PEOPLE</b></p> <p>Eric Papp</p>	
		<p><b>SEMINAR</b></p> <p><b>BUSINESS ENTITIES FOR REAL ESTATE INVESTORS</b></p> <p>Peter McFarland</p>	

TRADE SHOW

7:30-11:45AM / 2:00-CLOSE

OVER 175  
EXHIBITS  
DOOR PRIZES  
AFTERNOON RECEPTION  
NETWORKING  
AND MUCH MORE!

## THANK YOU TO THE FOLLOWING COMPANIES WHO WILL BE EXHIBITING AT THE TRADE SHOW:

1st American Roofing, Co.  
A & K Appliance, Inc.  
A-1 Security Systems

**AD Light Group**

Advanced Exercise  
Aire-Master of the Front Range

**Allegra Marketing**

ALN Data

Alpine Window Coverings

Amenify Corporation

American Technologies

Apartment Advantage Staffing

Apartment List

Apartment.com (CoStar)

Appliance Factory Wholesale Distribution

Appliance Warehouse

Apprentice Personnel

Arapahoe Fire Protection

Arbor Contract Carpet, Inc.

Asbestos Abatement

Aspen Group

Asphalt Coatings Co., Inc.

ASR Companies

Asset Preservation Group

Atlas Concrete Solutions

Avery Asphalt Inc

AVI Roofing

Axe Roofing

AZ Partsmaster

Bath Fitter

Behr Process Corporation

BG Multifamily

Big Creek Roofing & Restoration

**BluSky**

Brown Brothers Asphalt & Concrete

Building One Consulting

Camp Construction

Car Care Amenities

Career Strategies, Inc.

Ceglian Law

CenterPoint Energy Services, Inc

**Central Renovation Solutions**

Certapro Painters of South Denver

CINCH - Cabinet Refacing Kits

Cintas Fire Protection

Clean Designs

Coatings, Inc.

Coin Tech

Colorado Auto Recovery

Colo Commercial & Residential Painting

Colorado Fire Services

Colorado Golf and Turf

Commercial Fitness Solution

Core Contractors

CORT Furniture Rental & Clearance

Center

Crime Scene Cleaners

CSC Service Works

Denver Metro's Off-Campus Housing

Denver Pro

Direct 1031 Exchange

Dogwood Building Supply

DTSI Software

Eliion Renovations, LLC

Elite Roofing

Empireworks Reconstruction & Paintings

Endeavor Exteriors

Entrata

**FASTSIGNS**

Ferguson Facilities Supply

Fikes Products

Fitness Gallery Inc.

Foundation Fitness

Fresh Aire Office Fragrance

FTK Construction Services

Garage Door Medics

Genesis Credit Management

GFL Environmental

Gorman Roofing Services

Granite Source Inc.

Green Gables Roofing Exterior

Guardian Construction

Gyms for Dogs

Hardy MFG

HD Supply

Heritage Roofing & Contracting

Horizon Window Coverings

**imADgine Studios**

Improvesource

Interior Logic Group

Interstate Restoration

Jetz Services

JNJ Construction

Kerwin Plumbing & Heating

KeyTrak, Inc.

Lakewood Plumbing & Heating, LLC

Lohmiller & Company DBA Carrier West

Louisiana Pacific

Maddison Mechanical

Maintenance Supply Headquarters

Martin-Ray Laundry Systems

Master Blinds Services, LLC

Master Rooter Plumbing

Midwestern Public Adjusting

Milling, Pavement & Concrete, LLC

Mop Stars

National Car Charging

National Credit Systems

National Pavement Partners

NexGen Construction

Northwest Roofing

Optimum Cleaning & Painting

**ParkM**

PEAK Elevator Performance Group

Pest Solutions Plus

Pet Scoop Services

Platinum Coatings

Platinum Renovations & Consulting

Pool Doctor

Precision Concrete Cutting

Preservation Tree Care

Push Pedal Pool

R3NG (CP&M)

Rampart Supply

RD Fuller Company, LLC

Real Estate Personnel, Inc.

Realpage

Realync

**Red Rocks Fire Protection****Redi Carpet Sales of Colorado**

Renovations Plus

Rental Services, Inc.

**RentPath**

Resideo

Response Team 1

Restoration Management Company

RM Interiors Inc

Rocky Mountain Biohazard

RoofSource

Rose Paving

Santee Metal Works, LLC

Schlage Allegion

Scotts Roofing

Security Plumbing & Heating

ServPro of Greater Boulder

Shaker Painting

Shamrock Exteriors

Sherwin-Williams

Specialty Contracting Services

Spyder Construction

Standard Interiors

Steri-Clean Colorado

Stonebridge Builders

Sunland Asphalt

Superior Roofing Inc

Surface Restoration

The Buckner Company of Colorado

The Liberty Group

The Roof & Gutter Guys

Trane, American Standard & Interior

TransUnion

Tri-R Carpet

True View Windows & Glass of Colorado

Tschetter Hamrick Sulzer, PC

United States Gypsum Company (USG)

Utility Management Solutions

**Valet Living****Valet Living Turns**

Veteran Property Services

VTI Security

Weblisters

Wellman Exteriors INC.

Western State Fire Protection Company

WestPro Roofing

Wilmar

**Wyatts Towing**

Xcel Energy

Yardi

Zenith Painting and Coatings

Zillow Group

# THANK YOU TO OUR PRESENTERS



**TJ BEAVER**  
CoinTech



**CHRIS BENO**  
ConAm Colorado



**TROY BOYD**  
Inland Residential



**CHAD CHRISTIAN**  
Avenue 5 Residential



**CHAD CRAVEN**  
ParkM



**SANDI DUMAS**  
Legacy Partners



**AMY EVANS**  
Simpson  
Property Group



**ANGELA FLETCHER**  
Denver  
Housing Authority



**KAT FLOWERS**  
Legacy Partners



**MARA FREESE**  
Echelon Property Group



**ERIC GEIST**  
Graystar Real  
Estate Partners



**KAREN GLADNEY**  
POWER Apartment  
Leasing



**MORGAN GODDALE**  
BLDG Management



**NICK HERNANDEZ**  
Pinnacle Property  
Management Services



**KATHERINE HORNING**  
AMLI Residential



**HOLLY JACKSON**  
Silva Markham  
Partners



**KRISTIE LITTLETON**  
ConAm Colorado



**GIANNA LOMBARDI**  
Denver Water



**MICHELLE LYNG**  
Novitas Communications



**DUKE MCLARTY**  
Aimco



**PETER MCFARLAND**  
LONG LAW GROUP, LLC



**LISA ODLE**  
Legacy Partners



**ERIC PAPP**  
Productivity Workshop



**GREGG PIBURN**  
Leader's Edge  
Consulting, Inc.



**MARLA POSEY**  
Spark Multifamily



**DRAKE POWELL**  
Echelon  
Property Group



**CHANELLE RICHARDSON**  
Echelon  
Property Group



**TIFFANY ROGERS**  
Silva Markham  
Partners



**BARBARA SAVONA**  
Sprout Marketing



**JEANNE SCHWAB**  
Laramar Group



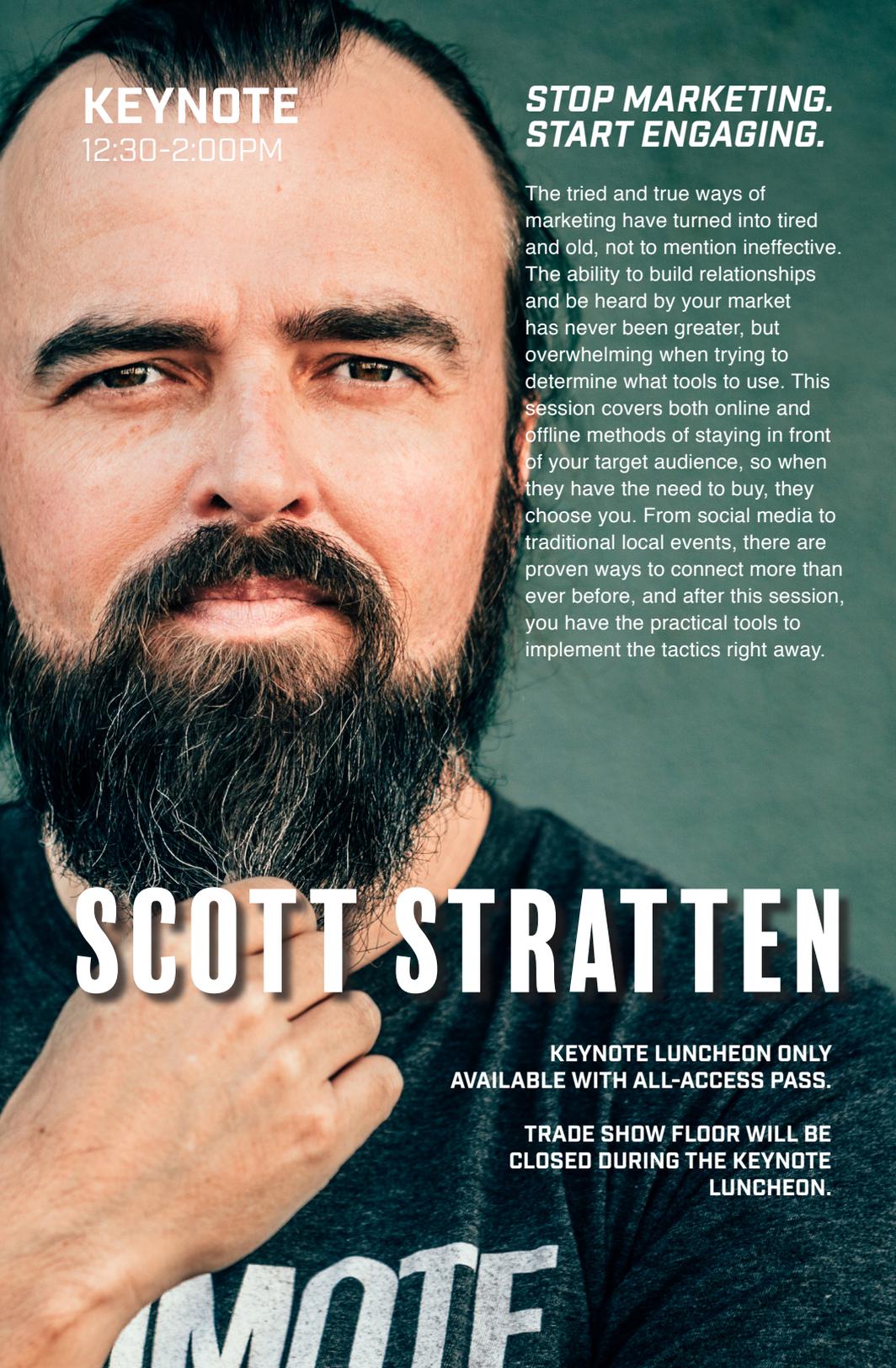
**VIC SULZER**  
Tschetter Hamrick  
Sulzer, P.C.



**MARK TSCHETTER**  
Tschetter Hamrick  
Sulzer, P.C.



**MONA VOGELE**  
MONA VOGELE



**KEYNOTE**

12:30-2:00PM

***STOP MARKETING.  
START ENGAGING.***

The tried and true ways of marketing have turned into tired and old, not to mention ineffective. The ability to build relationships and be heard by your market has never been greater, but overwhelming when trying to determine what tools to use. This session covers both online and offline methods of staying in front of your target audience, so when they have the need to buy, they choose you. From social media to traditional local events, there are proven ways to connect more than ever before, and after this session, you have the practical tools to implement the tactics right away.

**SCOTT STRATTEN**

**KEYNOTE LUNCHEON ONLY  
AVAILABLE WITH ALL-ACCESS PASS.**

**TRADE SHOW FLOOR WILL BE  
CLOSED DURING THE KEYNOTE  
LUNCHEON.**

**PROMOTE**

8:30 - 9:15 AM



MAINTENANCE

## The Professional Image for Maintenance

Panel moderated by Chad Craven, ParkM

As a service team member, you often have the most interaction with the residents of your community. Come learn from industry experts, tips and tricks to make sure you are always portraying the most professional image possible!

Panelists include Chris Beno (ConAm Colorado), Nick Hernandez (Pinnacle Property Management Services), Eric Geist (Greystar Real Estate), Troy Boyd (Inland Residential) and Tiffany Rogers (Silva Markham Partners)



LEADERSHIP  
MANAGEMENT

## Stop the Madness! Address your Overwhelming Workload

Gregg Piburn, Leader's Edge Consulting, Inc.

Many managers and leaders feel frustrated and weary from carrying the burden of ever expanding workloads. New ideas combined with new applications of old ideas (such as assertiveness, prioritization and the "4 quadrants") creates a new insight and energy for those in high level positions.

This workshop helps participants explore with fresh eyes and develop a new workload roadmap that results in adding value, better job satisfaction without adding more hours to the day.



LEASING  
MARKETING

## Wow Your Residents at Every Touch Point

Barbara Savona, Sprout Marketing

The word "Wow" is used to express wonder or amazement. So why is it important to "Wow" someone who has already chosen to do business with us? In today's market the competition is high, and customer satisfaction with your community just isn't enough. This course will walk you through the opportunities you have to "Wow" your residents and show them why they chose you in the first place

8:30 - 10:00 AM



## Let's Get Fired Up: Sparking a Connection with Your Customers

**Marla Posey, Spark Multifamily**

Technology and innovation makes life better, faster and more efficient, however, it's vital not to underestimate the need for balance between innovation and a personal connection.

In this session, we explore how to do create the connection with our customers through digital and technology as well as basic human interaction.

You don't need new product, lots of amenities, or, big budgets to provide your customers what they really want – a connection that is both meaningful and memorable. If you accomplish that you'll have created loyalty through emotional branding that rises above the tide and stands the test of time.

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LEADERSHIP

HUMAN RESOURCES

MANAGEMENT



## You Can't Train DNA

**Mona Vogele, Mona Vogele**

When we have a position to fill, we often rush to find a "warm body" as soon as possible. What's the cost of a bad hire? The costs aren't just financial, although that has a huge impact.

This presentation offers strategies for effective talent management that will free up money for future growth, save you time, and ensure you retain your top talent- all of which increase profitability.

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LEADERSHIP

HUMAN RESOURCES

MANAGEMENT



9:30 - 10:00 AM



MAINTENANCE

## New Technologies in Appliances

**TJ Beaver, CoinTech (Division of Advanced Laundry Systems)**

In this session you will cover the following topics:

- » What's out there: Benefits and trends
- » Pros and Cons of tech in appliances: Their lifespan and cost of repair
- » Environmental Benefits: Improved efficiency
- » ROI: Revenue vs resident retention
- » Knowing your property and making smart upgrades



MARKETING

## Social Media Tips & Tricks

**Panel Moderated by Karen Gladney, POWER Apartment Leasing**

Marketing professionals from four management companies offer their tips and answering questions about the changing trends and landscape in social media.

Panelists include Amy Evans (Simpson Property Group), Mara Freese (Echelon Property Group), Katherine Horning (AMLI Residential) and Morgan Goodale (BLDG Management).



## QuickHits: Adding Value to Help Your Property

**Presentations by Gianna Lombardi, Denver Water**

**Michelle Lyng, Novitas Communications**

Two quick hit presentations that will highlight different tools to help add value for your residents.

9:30 - 11:00 AM



LEGAL

## Legal Seminar

**Mark Tschetter, Tschetter Hamrick Sulzer, P.C.**

Mark will explain how the new laws passed by the Colorado General Assembly change the Rental Housing Industry and how Landlords must adjust their operating policies & procedures to comply with these new regulations. This class will cover the new 10-day Eviction Notice Period, Warranty of Habitability Changes, Application Fee Limitations, and any additional laws that may be passed in the first legislative session of the year, such as Rent Control.



MARKETING

## Let's Talk Trends: Technology, Advertising and Marketing

**Marla Posey, Spark Multifamily**

The spark that was, and continues to be the catalyst for change, is technology and innovation. With new options being released every day, sometimes it's hard to keep up and determine what the most valuable new platform is to implement.

Learn about the emerging trends in multifamily technology, digital advertising and marketing, and provide suggestions on how to navigate the noise and decide on what to watch and what to take a deep dive into now.

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LEADERSHIP

MANAGEMENT

## Managing Promises, Not People

**Eric Papp, Productivity Workshop**

It is incredible how many good managers get consumed by firefighting or day-to-day activities that distract them from achieving their primary objectives. For many managers, the solution is to work harder and longer, picking up the slack from their team and delaying conversations around employee performance.

So, how can you develop and lead a self-managing team? By managing promises. A self-managing team allows the manager to focus on what's most important: strategic planning, coaching, and growth.

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LEADERSHIP

## The Rhythm of Leadership

**Mona Vogele, Mona Vogele**

Learn how the most successful leaders use influence to inspire innovation, unify their teams and gain massive, long-term results and profitability. In this interactive presentation, audiences get a practical blueprint for increasing the "must-have" competencies, styling their own rhythm and becoming influential leaders at every level of your organization.

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IROC

## Business Entities for Real Estate Investors

**Peter McFarland, Esq. Long Law Group, LLC**

Incorporating or organizing a business provides opportunities to save money with effective tax planning while simultaneously protecting your assets. Real estate investors have special considerations and run of the mill business entity planning may not be best suited to the unique circumstances that real estate presents. Join attorney Peter McFarland in exploring the use of different business entity types and how simple choices in entity structure approach can save you time and money.

# SESSION DESCRIPTIONS

10:15 - 11:00 AM



MAINTENANCE

## Microsoft Excel for Maintenance

**Kristie Littleton, ConAm Colorado**

This is an entry level excel class. You will learn how to build a sheet, how to create make-readies in excel, how to format your sheets, and how to utilize excel for budget control.

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LEADERSHIP

## Why Commitment and Relationships Matter

**Panel moderated by Vic Sulzer, Tschetter Hamrick Sulzer, P.C.**

Relationships and loyalty to those relationships is what makes this industry what it is. Sometimes, chasing the next best thing too quickly could have negative impact in the long run. Learn from industry experts how being loyal and building the right relationships have helped them get to where they are today.



Panelists include Drake Powell (Exhelon Property Group), Duke McLarty (Aimco), Chad Christian (Avenue 5 Residential), Jeanne Schwab (Laramar Group)

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11:15 - 11:45 am



MANAGEMENT

## Motivating Your Team

**Lisa Odle, Legacy Partners**

Lifting and maintaining morale during turbulent times or over the long haul can be a challenge. Let's discuss ideas and techniques for creating a positive and inspiring work environment!

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MANAGEMENT

## Culture: Onboarding & Retaining Your Team

**Panel Moderated By Sandi Dumas, Legacy Partners**

Today, more than ever your employees have a lot of choices and options. Company Culture is more important than ever before. Learn from industry experts how culture has revolutionized how they are onboarding and retaining top team members.

Panelists coming soon.

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AFFORDABLE HOUSING

## Affordable Housing in Denver

**Panel Moderated by Holly Jackson, Silva Markham Partners**

Affordable Housing is all the buzz in Denver. Learn from industry experts the best way to navigate the challenging world of Affordable Housing here in Denver

Panelists include Angela Fletcher (Denver Housing Authority), Kat Flowers (Legacy Partners), Channele Richardson (Echelon Property Group)



# APARTMENTALIZE



*Where everything  
comes together.*

**NAA**  
NATIONAL APARTMENT ASSOCIATION  
We Lead the Way Home

## NATIONAL CONFERENCE & EXPO JUNE 26-28, 2019



**MINDY KALING**  
THURSDAY SESSION



**LAILA ALI**  
FRIDAY SESSION

**BOTH EDUCATION CONFERENCES**

AAMD SHOW: MAY 22 | NAA SHOW: JUNE 26-28

**\$900**

A SAVINGS OF \$150!

**VOLUNTEER TICKETS**

\*On-Site personnel only - 3 volunteer hours at the NAA event required. LIMITED NUMBER AVAILBALE

**\$425\***

**MAINTENANCE DAY TICKET**

INCLUDES MAINTENANCE DAY AT APARTMENTALIZE (JUNE 28) AND  
GENERAL ADMISSION TO AAMD EDUCATION CONFERENCE (MAY 22)  
\*\$195/each (1-4 people), \$145/each (5-10 people), \$99/each (11+)

**\$99\***

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