

THROUGH

the DECADES



2018 EDUCATION CONFERENCE & TRADE SHOW

CONFERENCE SCHEDULE

7:30 AM
TRADE SHOW
FLOOR OPENS

8:30–11:45 AM
EDUCATION SEMINARS
AND PANELS

12:00–2:00 PM
KEYNOTE LUNCHEON
(TRADE SHOW CLOSED)

2:00–5:00 PM
TRADE SHOW &
AFTERNOON RECEPTION
(COCKTAILS/DOOR PRIZES/AWARDS)

EDUCATION SESSION OVERVIEW

DESCRIPTIONS AND PANELISTS ON NEXT PAGE

8:30–9:15 AM	9:30–10:00 AM	10:15–11:00 AM	11:15–11:45 AM
<p>SEMINAR</p> <p>BE ON FIRE, NOT BURNED OUT Courtney Clark</p>		<p>SEMINAR</p> <p>HOW SUCCESSFUL PEOPLE BECOME EVEN MORE SUCCESSFUL: 5 STRATEGIES TO STRENGTHEN YOUR INNER TRUST Terri Norvell</p>	
<p>SEMINAR</p> <p>USE OF TECHNOLOGY IN MAINTENANCE Parke Pettegrew, Lannon Quintana</p>	<p>PANEL</p> <p>PROFESSIONAL IMAGE AND COMMUNICATIONS FOR MAINTENANCE Chris Price, Chris Beno, Jeff Harmon, Troy Boyd</p>	<p>SEMINAR</p> <p>EXCEL FOR MAINTENANCE 2: (CONTINUATION FROM MAINTENANCE OLYMPICS) Kristie Littleton</p>	
	<p>SEMINAR</p> <p>DEAL WITH DISTRACTIONS AND DELIVER WHAT'S IMPORTANT Lori Snider</p>	<p>SEMINAR</p> <p>LEASING AND USE OF TECHNOLOGY Karen Gladney</p>	<p>PANEL</p> <p>CAREER GROWTH: LEADERSHIP PANEL Brandon Rich, Carmen Azzopardi, Mike Holt, Tom Klaess; (Moderated by Vic Sulzer)</p>
<p>SEMINAR</p> <p>HUMANIZING HOARDING DISORDER AND HOW YOU CAN HELP Jennifer Hanzlick</p>	<p>SEMINAR</p> <p>TOP 10 LEGAL ISSUES FACING THE MODERN COLORADO LANDLORD Mark Tschetter</p>		<p>SEMINAR</p> <p>SMART AND STRATEGIC MARKETING TACTICS THAT WON'T BREAK THE BANK Heather Campell</p>
<p>SEMINAR</p> <p>LIAR, LIAR, PANTS ON FIRE: HOW BODY LANGUAGE MATTERS Traci Brown</p>		<p>SEMINAR</p> <p>HOW TO UNDERSTAND YOUR MARKET OUTSIDE OF YOUR MARKET SURVEY Heather Ruzska, Ashley Kubba (Moderated by Tenley Bakley)</p>	<p>SEMINAR</p> <p>MANAGING YOUR MARKETING PLAN ON SITE Justin Vasilievas, Marcella Agner, Mia Chilman (Moderated by Yvonne Lens)</p>
	<p>SEMINAR</p> <p>TIPS AND TRICKS FOR WRITING SUCCESSFUL NOMINATIONS FOR TRIBUTES Pam Frankenreiter</p>		<p>PANEL</p> <p>IROC FORUM CANNABIS AND HOUSING: THE STRAIGHT DOPE Don Eby, Brian Vicente, Jake Browne and TBD</p>

SESSIONS

8:30 - 9:15 AM



Use of Technology in Maintenance

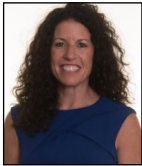
Parke Pettegrew, *Milestone Management*

Lannon Quintana, *Cardinal Group Management*

Learn some of the new technology and apps that are available to assist Maintenance

Teams along with reminders of some good best practices that will be shared.

TECHNOLOGY MANAGEMENT MAINTENANCE



Humanizing Hoarding Disorder and How to Help

Jennifer Hanzlick, *The Clutter Trucker*

Understanding that hoarding is a disorder your residents may have is the first step. In this seminar, you'll learn tips and techniques to help those suffering, legal implications of a hoarder, and much more.

AFFORDABLE HOUSING LEASING MAINTENANCE HUMAN RESOURCES MANAGEMENT

8:30 - 10:00 AM



Be On Fire, Not Burned Out

Courtney Clark

Strategies for Engagement and Enjoyment in a Challenging Environment. Resilient employees know how to handle stress without burning out. In today's competitive world, there's no time to recover from setbacks slowly. This session will have you and your team managing change, chaos, conflict and life's other challenges in the

fastest, most productive way possible. Resiliency leads to greater employee engagement, reduced turnover, and less stress in the office.

LEADERSHIP HUMAN RESOURCES MANAGEMENT



Liar, Liar, Pants on Fire

Traci Brown

Would you win a game of Two Truths and a Lie? In this fast paced keynoted you'll learn how to use Traci's fraud prevention system to find the liars in today's headlines.. and in your own life. You will learn how to instantly tell if

someone is lying; How to elegantly uncover the truth; Which lies you should tell; and Which lies are important.

LEADERSHIP HUMAN RESOURCES MANAGEMENT

9:30 - 10:00 AM



Professional Image And Communication For Maintenance

Chris Price, *Milestone Management*, Chris Beno, *ConAm Colorado*

Troy Boyd, *Inland Residential*, Jeff Harmon, *Legacy Partners*

A panel specifically for maintenance by maintenance to discuss how to present yourself in a professional manner to your residents. Bring your questions about best practices and common communication issues.



AFFORDABLE HOUSING MAINTENANCE MARKETING



Dealing with Distractions and Delivering What's Important

Lori Snider, *Redpeak*

You're here. You're there. You can't be everywhere! Learn how to deal with the distractions in your day-to-day by focusing on prioritization and understanding the importance of timing. Take away great steps you can take to improve your productivity... and sanity!

LEADERSHIP MANAGEMENT



Tips and Tricks For Writing Successful Tributes Nominations

Pam Frankenreiter

Tributes is right around the corner and that means it's nomination writing time! Are you slated by your company to write a lot of nominations? Come learn some tips and tricks from a long-time industry professional who knows what to do, and what not to do, in successfully writing Tributes nominations.

MARKETING

9:30 - 11:00 AM



Top Ten Legal Issues Facing Today's Landlord in Colorado

Mark Tschetter, *Tschetter, Hamrick, Sulzer*

Combining his nearly 30 years of experience with the latest trends in legal situations, Mark has compiled a list of the most common and significant legal problems of Colorado Landlords and how to address them. Topics include: Emotional support animals; Security deposits; Abandonment; Airbnb; Criminal Background Checks; Domestic Violence; and much more.

LEGAL LEASING MANAGEMENT

10:15 - 11:00 AM



Excel for Maintenance: Part 2

Kristie Littleton, ConAm Colorado

This is an entry level class on Microsoft Excel. 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.

MAINTENANCE TECHNOLOGY



Best Practices for Implementing New Systems, Technology and Habits

Karen Gladney, POWER Apartment Leasing

Whether you're one of the companies affected and going through a major Property Management Software change or you are continually evaluating new systems/technology to stay ahead, come listen to best practices, pitfalls, and roll-out plans your industry peers have implemented. Change is uncomfortable and managing through change with a strategy will lead to positive outcomes. Don't go in blind!

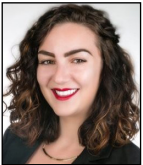
TECHNOLOGY LEASING

How To Understand Your Market Outside Of Your Market Survey

Heather Ruszka, Greystar Real Estate Partners, Ashley Kubba, Pinnacle Real Estate

Moderated by: Tenley Barkley, Valet Living

Ever wondered why market surveys are so crucial? Why do we all do them? Who even looks at these? Learn what data is important, how it is used at a higher level, and just how significant a 0.1 difference is!



AFFORDABLE HOUSING
MARKETING LEASING MANAGEMENT

10:15 - 11:45 AM



How Successful People Become Even More Successful: Five Strategies To Strengthen Your Inner Trust

Terri Norvell, The Inner Prize

The skills that got you to where you are today will not be the skills that get you to where you want to go. This is true no matter how you define your current level of success, from reaching for a promotion, maximizing your budget, building your team beyond its greatest expectations, or creating more freedom and joy in your life. This fast paced, life-changing session will teach you what you need to know to take full control of your time, eliminate voices of sabotage in your head, and rewire your thinking to be more positive and productive!

LEADERSHIP MANAGEMENT

IROC Forum - Cannabis and Housing: The Straight Dope

Don Eby, Robinson and Henry, PC, Brian Vicente, Jake Browne and TBD



The movement to legalize medical and recreational marijuana is gaining speed across the country. What does this mean for residential property owners and landlords? In this forum we will be discussing your options as a landlord for choosing to accept or not accept different forms of marijuana, how to enforce, and what legal ramifications you might face.

Open to all attendees!

LEGAL LEASING MANAGEMENT

11:15 - 11:45 AM



Career Growth: Leadership Panel

Brandon Rich, Greystar Real Estate, Carmen Azzopardi, Griffis/Blessing

Mike Holt, Legacy Partners, Tom Klaess, Milestone Management

Moderated by: Vic Sulzer, Tschetter, Hamrick, Sulzer

An all-star team of industry professionals and AAMD leadership will talk with you about growing in your career and share their own experiences.



LEADERSHIP LEASING MANAGEMENT



Give me Five - Smart and Strategic Marketing Tactics that won't Break the Bank

Heather Campbell, Double Dutch Creative

Marketing doesn't need to be expensive to deliver solid results. Branding and Marketing expert Heather Campbell will show you five amazing tactics that are super affordable (or free!) to get a handle on your marketing program to drive better performance - and leases. In her session, she shares her go-to tactics that you'll be able to implement easily at your company and community.

LEASING MANAGEMENT

Managing your Marketing Plan on Site

Justin Vasilievas Upclick Marketing, Marcella Agner, Mission Rock Residential

Mia Chilman, Monarch Investments

Moderated by: Yvonne Lens, Camp Construction

SEO, PPC, SEM, ILS...What?!? Our Industry Marketing Experts will answer these questions and so much more. They will help you better understand your marketing plan, the purpose of a marketing plan and what you can do on site to execute the plan and make a difference for your property. This class is intended for Property Managers, Leasing Managers and New RPMs.



TECHNOLOGY MARKETING