



2018 FLORIDA APARTMENT ASSOCIATION  
ANNUAL CONFERENCE & TRADE SHOW  
OCTOBER 3-5, 2018 • BOCA RATON RESORT & CLUB

*Registration Brochure*

Dear Fellow FAA Member,  
Writer Judy Blume once said, "When I'm writing, I'm never trying to teach anything — I'm trying to illuminate."

At the 2018 FAA Annual Conference & Trade Show, we'll be doing a bit of "Illuminating" of our own. From spotlighting interesting questions about the multifamily industry and learning ways to brighten your business, to creating a team of shining stars, we believe this year's conference will ignite your leadership light and keep it blazing in the year to come.

Opening keynote speaker "Johnny Cupcakes" Earle, closing keynotes Lauren Pasqualone and Linley Paske, and all the education sessions in between, will shine a light on marketing, technology, goal-setting, industry trends, and more, to help you dazzle the competition.

Don't get left in the dark about FAA's legislative issues. The annual Legislative Platform Meeting at noon on Wednesday is your opportunity to help select issues to focus on for 2019. Later that evening, enjoy drinks, dinner, and a cruise around the Intracoastal Waterway while supporting APAC at the All Hands on Deck Yacht Party (a ticketed event).

Join us October 3-5 at the beautiful Boca Raton Resort & Club to absorb knowledge from sessions, leave a glowing impression of your business, and soak up some sun. We hope to see you in Boca!

Your 2018 conference co-chairs,

Diana Gierschner  
FAA Associates'  
Vice President  
The Liberty Group



Kimberly Maggard  
FAA Secretary  
Royal American  
Management



# COME ABOARD AND BE A PART OF APAC'S BIGGEST NIGHT!



Enjoy Dinner, Drinks, and  
a Cruise Around the Intracoastal Waterway

Celebration Begins at 7 p.m.

Sponsored in part by



Purchase your tickets with your full conference registration or separately for \$200

# SCHEDULE AT A GLANCE

## WEDNESDAY, OCTOBER 3

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8-9 a.m.	<b>Executive Committee Meeting</b>
9-10 a.m.	<b>Product/Service Council Meeting</b>
10 a.m.-noon	<b>Board of Directors Meeting</b>
11 a.m.-7 p.m.	<b>Attendee Registration</b>
Noon-4 p.m.	<b>Legislative Platform Meeting</b>
7-10 p.m.	<b>APAC All Hands on Deck Yacht Party</b> ( <i>ticketed event</i> )
10 p.m.	<b>Open Evening for Supplier Events</b>

## THURSDAY, OCTOBER 4

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8-11 a.m.	<b>Exhibitor Setup and Registration</b>
8 a.m.-5 p.m.	<b>Attendee Registration</b>
8-9 a.m.	<b>Networking Continental Breakfast</b>
9-11 a.m.	<b>Opening Session: Viral Business — Inspiring Customer Loyalty</b> <i>“Johnny Cupcakes” Earle</i>
11 a.m.-2:30 p.m.	<b>Trade Show Grand Opening and Luncheon</b> ( <i>Lunch available 11:30 a.m.-1 p.m.</i> )
1-4 p.m.	<b>AE Business Meeting and Workshop</b>
2:30-2:45 p.m.	<b>Afternoon Refreshments</b>
2:30 to 6 p.m.	<b>The Masters Sessions</b> ( <i>By invitation only</i> )
2:45-4:15 p.m.	<b>Fair Housing : The Game Show</b> <i>Wesley Aleshire</i>
2:45-4:15 p.m.	<b>People vs. Technology: Reigniting a Personal Touch in a Digital World</b> <i>Patty Morgan-Seager</i>
2:45-4:15 p.m.	<b>It’s All about TIME (Teamwork, Information, Motivation, and Energy)</b> <i>Dr. Debbie Phillips</i>
4:30-6:30 p.m.	<b>Maintenance Mania</b>
7 p.m.	<b>Open Evening for Supplier Events</b>



# FRIDAY, OCTOBER 5

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- 8 a.m.-2 p.m.** **Attendee Registration**
- 8-9 a.m.** **Networking Continental Breakfast**
- 8:30-9:30 a.m.** **Secret Tech Weapons**  
*Beth Ziesenis*
- 8:30-9:30 a.m.** **Coaching For Peak Performance**  
*Desiree Starr*
- 9:45-11 a.m.** **Legislative Update: Insights from Tallahassee and D.C.**  
*Courtney Barnard and Jim Wilson*
- 9:45-11 a.m.** **20 Lessons of Success for Multifamily Professionals**  
*Don Sanders*
- 9:45-11 a.m.** **Marketing and Leasing Strategies to Gain a Competitive Edge**  
*Patty Morgan-Seager*
- 11 a.m.-1 p.m.** **Trade Show and Luncheon** (*Lunch available 11 a.m.-12:30 p.m.*)
- 1:05-8 p.m.** **Exhibitor Teardown**
- 1:15-2:45 p.m.** **Latest Marketing Trends In Multifamily**  
*Virginia Love*
- 1:15-2:45 p.m.** **29 Tech Tools to Create Cool Content for Social Media**  
*Beth Ziesenis*
- 1:15-2:45 p.m.** **A Futurist's View: How Will Technology Reshape the Multifamily Industry?**  
*Shelly Alcorn*
- 3-4:30 p.m.** **Closing Session: Goal Get 'Em!**  
*Linley Paske and Lauren Pasqualone*
- 6-7 p.m.** **Nan Cavarretta Scholarship Fund Wine Tasting** (*Ticketed event*)
- 6:30-7 p.m.** **Cocktail Reception**
- 7-10 p.m.** **Closing Celebration Dinner**

# CONFERENCE SCHEDULE

## WEDNESDAY, OCTOBER 3

**8 a.m.-5 p.m.**                      **Exhibitor Setup and Registration**

**8-9 a.m.**                              **Executive Committee Meeting**

**9-10 a.m.**                            **Product/Service Council Meeting**

**10 a.m.-noon**                      **Board of Directors Meeting**

**Noon-4 p.m.**                        **Legislative Platform Meeting**

Make your voice heard and help determine FAA's legislative priorities for 2019. FAA lobbyist Kelly Mallette and government affairs director Courtney Barnard will share what is happening on the Florida political scene, including the potential impact of the November election, and what bills affecting apartments could be headed to Tallahassee next year. The platform meeting also highlights FAA's advocacy history and how to become involved in the FAA legislative and APAC committees, as well as APAC goals for the coming year.

**11 a.m.-7 p.m.**                      **Attendee Registration**

**7-10 p.m.**                            **APAC All Hands on Deck Yacht Party** *(Ticketed event)*

Get on board for APAC! Celebrate and support APAC while enjoying a luxurious evening cruise on the Intracoastal Waterway at the APAC All Hands on Deck Yacht Party, sponsored in part by House of Floors, RentPath, and Shaw Industries. Guests will enjoy an open bar, dinner, dancing, and live and silent auctions. VIP private transportation will be provided from the Boca Raton Resort & Club to the megayacht, and the celebration begins at 7 p.m. This is the premier conference event you won't want to miss. Tickets can be bundled with your full conference registration or can be purchased separately for \$200. Don't miss the boat — get your tickets today.

**10 p.m.**                                **Open Evening for Supplier Events**



# THURSDAY, OCTOBER 4

- 8-11 a.m.**                    **Exhibitor Setup and Registration**
- 8 a.m.-5 p.m.**                **Attendee Registration**
- 8-9 a.m.**                    **Networking Continental Breakfast**



## KEYNOTE: "JOHNNY CUPCAKES" EARLE

### 9-11 a.m. Opening Session: Viral Business — Inspiring Customer Loyalty

With each new launch the hysteria around the "Johnny Cupcakes" brand continues to conquer the globe. In this presentation, learn how you too can create a wave of loyalty and obsession around your products, your business, and within your teams through the power of social media and experiential branding. Key takeaways include:

- Capitalizing on cut-through — how to stand out in a saturated market.
- Your personal brand — how everything about your first impression counts.
- Experiential drivers — creating employee, team, and consumer experiences that people shout about.
- Effective innovation — taking existing genius and growing it.

- 11 a.m.-2:30 p.m.**            **Trade Show Grand Opening and Luncheon** *(Lunch available 11:30 a.m.-1:30 p.m.)*
- 1-4 p.m.**                    **AE Business Meeting and Workshop**
- 2:30-2:45 p.m.**            **Afternoon Refreshments**
- 2:30-6 p.m.**                **The Masters Sessions** *(By invitation only. See inside back cover for details.)*

# CONFERENCE SCHEDULE

**2:45-4:15 p.m. Fair Housing: The Game Show**  
*Wesley Aleshire*

At this interactive and entertaining game show-style session, you will gain a better understanding of how this ever-changing legislation impacts the day-to-day operations of your communities. Serious information about both federal and local regulations will be packed into an energizing environment. Topics include types of discrimination, marijuana, dealing with domestic disputes, criminal criteria, sexual harassment, assistive animals, and paying for modifications.



**Wesley Aleshire** has worked within the property management industry for more than 20-years. Since starting as a part-time leasing professional in 1997, Aleshire has been a regional manager, national trouble-shooter, director of contract acquisitions, and regional training manager. He has held board of directors and education positions for local and state apartment associations. He has facilitated seminars nationally as a professional speaker for more than 12 years, mentored a child through Big Brothers of America, and received an International BEST Award from the Association for Training & Development in 2015 and 2016 for his part in developing training cultures.

**2:45-4:15 p.m. People vs. Technology: Reigniting a Personal Touch in a Digital World**  
*Patty Morgan-Seager*

The advance of technology has significantly changed the way we live, the way we work, the way we communicate with each other, and the way we entertain ourselves. The rapid development of technology has made our world seem larger and more impersonal. Engagement and the art of creating memorable experiences have become extremely rare in our busy, digital world. Focusing on meaningful face-to-face connections and building rapport with each interaction pays off, especially when it comes to increasing the bottom line. In this session, you will:

- Re-discover the concept of meaningful interactions and personal touches.
- Embrace the power and effectiveness of “being present.”
- Gain useful ideas to implement right away and stay a step ahead of your competitors.





**Patty Morgan-Seager**, president of Seager Marketing, is a personable and thought-provoking national speaker and coach with more than 25 years of marketing, sales, leasing, and training expertise in the advertising and multifamily industries. Seager has held a variety of positions, including regional director, marketing and training director, and national sales trainer. She is known for her genuine enthusiasm, dedicated professionalism, and unique ability to inspire clients to rethink the way they have always done things in order to reach their highest potential. She keeps plugged in to the on-site world by leasing in the trenches. She incorporates real world scenarios and strategies in an informational, yet humorous setting. She is an author, contributor to numerous multifamily conferences and publications, and a Certified Laughter Leader.

**2:45-4:15 p.m.**

**It's All About TIME (Teamwork, Information, Motivation, and Energy)**

*Dr. Debbie Phillips*

In order to optimize your company's performance as well as your own career as an executive, you must be a visionary, a trailblazer, a strategist, a communicator, a coach, a diplomat, and a politician. The world's most successful leaders are able to focus on the "big picture" and uphold high standards while wearing many hats. This session blends various strategies that are necessary for driving organizational success. Topics include building effective teams, sharing information for organizational success, motivation through effective management, traits of top performers, ROI and ROE (return on energy).



**Dr. Debbie Phillips** is a real estate professional with more than 28 years of experience with diverse property types. As an entrepreneur, Phillips has developed world-class leadership development programs and talent management strategies. She has been recognized by the Institute of Real Estate Management (IREM) as a certified property manager of the year and one of the top 75 professional women changing the face of real estate, and by the National Apartment Association Education Institute as an outstanding educator. Phillips is president of the Georgia Apartment Industry Education Foundation and an adjunct professor at the Georgia Institute of Technology. She has a doctorate from Georgia Tech, where her research focused on resident satisfaction and employee engagement.

**4:30-6:30 p.m.**

**Maintenance Mania**

Cheer on the winners of your local Maintenance Mania competitions as they compete for best-in-state honors by performing common repair tasks and building a racecar.

**7 p.m.**

**Open evening for supplier events**

**THURSDAY, OCTOBER 4**  
**4:30 – 6:30 p.m.**

# **MAINTENANCE** **MANIA!**



**Enjoy a reception and entertainment while cheering on your favorite players!**



Maintenance personnel have been competing at the local level for the right to appear at the Boca Raton Resort & Club to test their mettle against their peers from around the state.

Each participant will compete to solve various common apartment maintenance problems in a timed test and create an aerodynamic car. Don't miss this action-packed opportunity to support these vital members of your multifamily team!

Sponsored in part by

**HD SUPPLY**  
MULTIFAMILY SOLUTIONS

# CONFERENCE SCHEDULE

## FRIDAY, OCTOBER 5

**8 a.m.-2 p.m. Attendee Registration**

**8-9 a.m. Networking Continental Breakfast**

**8:30-9:30 a.m. Secret Tech Weapons**  
*Beth Ziesenis*

What if you could schedule a meeting without having to send three dozen emails to find a time everyone could meet? Or automate your little tasks that keep you from your real work? Or pass off annoying projects to someone else — without breaking the bank? And what if you could pull all of this off straight from your mobile device — without an IT degree? Join your nerdy best friend, aka author Beth Ziesenis, to discover how to use free and bargain technology tools you never knew existed to work more efficiently with your teams, create professional-level graphics and wow your colleagues. This high-energy session will give you 30-plus tools that will leave people asking, “How do they do that?”



**Beth Ziesenis** keeps up with new online applications and downloads that can help you look like you're working with a team of marketing, computer, and productivity experts, even if you suffer from a shrinking staff and a disappearing budget. Named an editor's pick for best speaker of 2013 by MeetingsNet and a favorite speaker by *Meetings & Conventions* magazine in 2014, Ziesenis is an author, speaker, technology consultant, and self-proclaimed nerd. Since her first Commodore 64 computer, she has been fascinated with technology and computer shortcuts that make people's lives easier. She has written several books, including *Nerd Know-How: The 27+ Best Apps for Work and How to Use 'Em*.

**8:30-9:30 a.m. Coaching for Peak Performance**  
*Desiree Starr*

How you coach up or coach out your employees takes skill. Coaching your teams can help improve your bottom line and make a happier and more productive work environment. In this session you will learn how to:

- Clearly differentiate and seek higher-level coaching opportunities that provide significant payoff to the individual, team, and organization.
- Apply advanced skills to conduct more compelling, collaborative, and rewarding coaching discussions.
- Seek and offer feedback that people can accept and act on to ensure achievement of business goals.
- Monitor and measure the continuous improvement of coaching skills in yourself and those you coach.

# CONFERENCE SCHEDULE



**Desiree Starr** is senior vice president of program development for the Apartment Association of Greater Orlando, where she develops educational programs, classes, and seminars; creates niche training based on customer needs; and oversees events. Prior to joining AAGO, she worked for management companies such as Oxford, Cambridge, UDR, Concord, and McKinley in regional and national marketing and educational roles. Starr has received recognition such as Volunteer of the Year for AAGO and the Jason D. Keene Award of Excellence for AAGO. She was previously a board member and chair of AAGO's Education Committee. She is currently on the NAAEI faculty and treasurer of the AAGO Foundation Inc.

**9:45-11 a.m.**

## **Legislative Update: Insights from Tallahassee and D.C.** *Courtney Barnard and Jim Wilson*

FAA government affairs director Courtney Barnard and NAA political affairs director discuss FAA and NAA legislative priorities. Learn about key state and federal issues impacting the apartment industry and discover what happened in Tallahassee and in Washington, D.C. during the 2018 state and federal legislative sessions.



**Courtney Barnard** is the director of government affairs for the Florida Apartment Association. Her primary responsibilities include grassroots advocacy, policy evaluation, and management of the Apartment Political Action Committee (APAC). Prior to joining FAA, Barnard worked as a political representative with Florida Realtors, educating members on public policy issues that affect their business. Barnard also worked on several campaigns in California and developed Spanish language campaign outreach materials. She is an alumna of Scripps College and holds a certificate in public policy from The University of Washington and a master's degree in political science from the University of Central Florida.



**Jim Wilson** is the director of political affairs for the National Apartment Association. He oversees fundraising and contribution programs for NAAPAC (NAA's political action committee), as well as NAA's Advocacy365 grassroots program. In 2017, he was also responsible for the direction of "Protect the Lease," NAA's apartment industry-wide grassroots campaign on tax reform. Before he joined NAA in 2016, Wilson was political education programs manager for the American Medical Association, where his primary responsibility was to conduct political education programs. As a member of the Federal Election Commission's Information Division, Wilson responded to complex inquiries and provided campaign finance law training. Wilson is a graduate of Georgetown University and has doctoral and master's degrees in rhetoric and political communication from the University of Pittsburgh.

9:45-11 a.m.

## **20 Lessons of Success for Multifamily Professionals**

*Don Sanders*

At birth our parents have high hopes for us to become extremely successful people. As the saying goes, “It takes a village to raise a child.” During the journey through childhood to adulthood, we are exposed to important lessons from a multitude of people. In this session, Sanders uses humor to portray the people who propelled him to levels of success within the multifamily industry that he never thought possible. From parents to teachers, bosses to media personalities, these influencers shared impactful lessons that every apartment professional and vendor partner can use to ensure success in the apartment industry.



**Don Sanders** entered the multifamily housing industry more than two decades ago as an eager leasing consultant, quickly rising through the ranks to hold executive positions within some of the industry’s largest and most successful companies. Today he is vice president of marketing and professional development for Cornerstone Group of Florida, one of the industry’s most recognized affordable housing developers. Additionally, he is the principal of Trainer Don’s World, offering consulting services, keynote speaking engagements, and educational seminars to the apartment industry nationally. Better known as “Trainer Don,” Sanders is most recognized for his high-energy, comedic, and real-life experience-based presentations, fueled by the simplistic teaching philosophy that learning should be fun.

9:45-11 a.m.

## **Marketing and Leasing Strategies to Gain a Competitive Edge**

*Patty Morgan-Seager*

Today’s world is competitive and ever-changing to say the least. So how do you stand out from the crowd and stay ahead of your competition? The answer is: by taking a look at how you and your teams are currently conducting business and by getting a fresh perspective on marketing and leasing strategies. This session will six include real-time stories and examples that companies within property management — and highly successful companies outside the apartment industry — are using to capture more market share. In this session, you will:

- Discover what today’s consumer really wants.
- Learn how to shift gears and take a fresh approach to your current marketing plan.
- Take away six usable ideas to effectively gain more of your share of the market.

*See speaker’s biography under Thursday’s “People vs. Technology: Reigniting a Personal Touch in a Digital World” session.*

# CONFERENCE SCHEDULE

**11 a.m.-1 p.m.**     **Trade Show and Luncheon** *(Lunch available 11 a.m.-12:30 p.m.)*

**1:05-8 p.m.**     **Exhibitor Teardown**

**1:15-2:45 p.m.**     **Latest Marketing Trends in Multifamily**  
*Virginia Love*

Keeping up with what's what in the world of multifamily marketing can be a full-time job. With so many new and exciting technologies and programs being introduced daily, it's easy to get overwhelmed and wonder which solutions are worth a closer look. During this fast-paced session, attendees will be presented with the latest marketing trends to consider. From simple customer-centric viewpoints to emerging marketing technologies, all trends that will be shared have the ability to move the performance needle. This session will generate new and different marketing solutions as well as guide deeper conversations on how the marketing world continues to change.



**Virginia Love** joined Waterton in 2007 and serves as vice president of leasing and marketing for the multifamily portfolio. In this role, Love is responsible for setting a strategic vision for all leasing and marketing strategies. Love began her multifamily industry career in Atlanta, working for Trammell Crow in 1991. She also served as training and marketing manager for ING Clarion, education director for Watermarke Companies, and regional trainer for Summit Properties. She has presented leasing, marketing, and operational training sessions at the local, state, and national association levels. Love serves on the Atlanta Apartment Association board of directors and is chair of the Georgia Apartment Association board of directors, in addition to serving on numerous multifamily committees and advisory boards.

**1:15-2:45 p.m.**     **29 Tech Tools to Create Cool Content for Social Media**  
*Beth Ziesenis*

The most popular posts on social media are pictures and videos, and with a few easy and free tech tools, you can transform your messages into share-worthy graphics that will put your organization out in front. This action-packed session will give you dozens of sites and apps that will help you elevate the quality of your social media posts and other material. In this session, you will learn to:

- Make professional-level multimedia pieces in less than two minutes.
- Add depth and interest to your boring social media posts.
- Transform ordinary photos into works of art.
- Create infographics for little or no cost.

*See speaker's biography under Friday morning's "Secret Tech Weapons" session.*

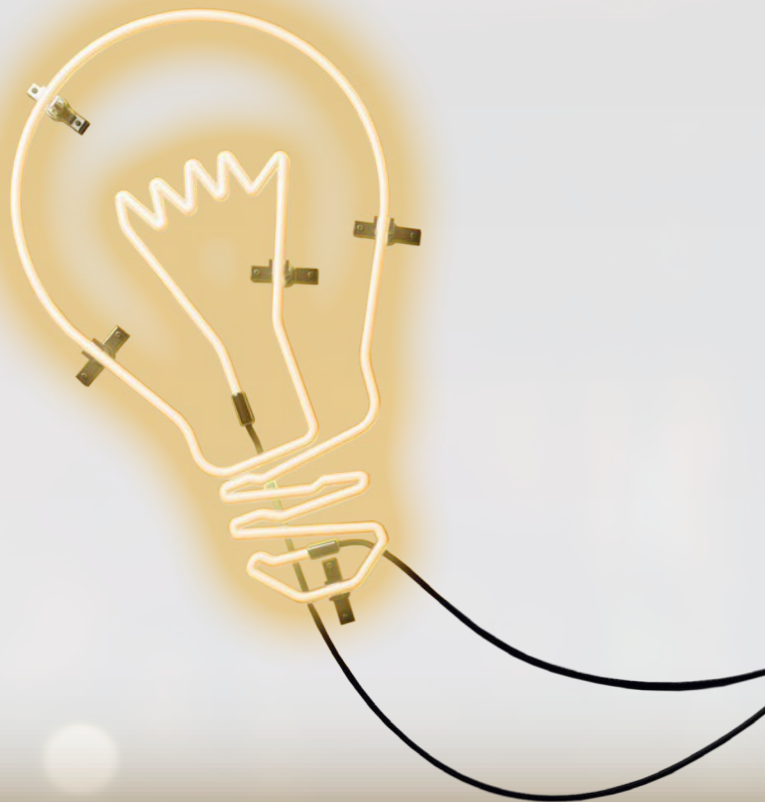
**1:15-2:45 p.m.    A Futurist's View: How Will Technology Reshape the Multifamily Industry?**  
*Shelly Alcorn*

If you've been paying attention, you may have heard about major technological advancements that are about to hit the market. The trick is, figuring out what it all means and what to do about it. In the near future, technology will impact multifamily housing, from the use of 3-D and 4-D printers to construct multi-story buildings to the rise of blockchain and crypto-currencies affecting everything from contracts and leases to payments, title, and escrow. Advances in artificial intelligence will change expectations regarding building security and how your residents feel about where and how they live. Learn about some major advances in technology so you can begin to think differently about your future.



**Shelly Alcorn** is a principal in Alcorn Associates Management Consulting. She brings a unique flair to facilitating, training, and speaking for nonprofit trade and professional association clients. She focuses on critical trends and issues faced by the

association community and by society at large. She is also the author of the Association Subculture blog. Alcorn was formerly the executive director of the California Association for the Education of Young Children and the executive director for the Automotive Service Councils of California, where she was also responsible for oversight of a for-profit subsidiary and a 501(c)(3) scholarship foundation. Alcorn has spent many years in association management and in board governance, chapter relations, government affairs, communications, and educational programs.



# CONFERENCE SCHEDULE



## KEYNOTE: LINLEY + LAUREN

**3-4:30 p.m. Closing Session: Goal Get 'Em!**

Property managers have so many responsibilities that it's easy to work *in* your company without ever working *on* it, but when you take care of your business, your business takes care of you. Goal-getters Linley and Lauren will show you how to uncover your top goals for yourself and your business, and demonstrate how to create a quarterly, monthly and daily plan to reach those goals.

Linley Paske and Lauren Pasqualone of LP2 Boutique Agency are business besties, branding and marketing “entertrainers,” and the boss moms behind the Working Like Mothers Network.

**Linley Paske** is a little bit country club — a Lilly-loving master of lifestyle marketing, who has used her outgoing personality and experience to provide companies with her marketing know-how for 18 years. Most recently, she served as director of marketing at a leading giftware designer and manufacturer. In just five short years, Paske's marketing efforts brought the brand to national recognition.

**Lauren Pasqualone** is a little bit rock 'n' roll. Warned from an early age that one is only given so many words in a lifetime and she was quickly running through hers, Pasqualone eventually turned her passion for telling a good story into a career, helping businesses share their stories with the right people through her marketing and sales expertise.

**6-7 p.m.**                    **Nan Cavarretta Memorial Scholarship Fund Wine Tasting** *(Ticketed event)*

**6:30-7 p.m.**                **Cocktail Reception**

**7-10 p.m.**                 **Closing Celebration Dinner and Local Association Awards Ceremony**

Following dinner will be presentation of the local association Volunteer of the Year Awards, installation of FAA's 2018-2019 Executive Committee, and graduation of Leadership Lyceum candidates.



*Nan Cavarretta Memorial Scholarship Fund*

# WINE TASTING

**Friday, October 5, 6-7 p.m.**

Support the Nan Cavarretta Memorial Scholarship Fund as you enjoy a selection of award-winning wines in a private tasting hosted by a certified sommelier.



Nan Cavarretta, a longtime FAA member and leader who was especially active in educational programs for professionals in the multifamily industry, passed away in 2015. The scholarship named in her honor funds continuing education for emerging leaders in the multifamily housing industry through FAA's Leadership Lyceum program.

Admission is a tax-deductible donation of \$60 to the Nan Cavarretta Memorial Scholarship Fund, administered by the Apartment Association of Greater Orlando Foundation.

If you are not able to attend,  
please consider making a donation.

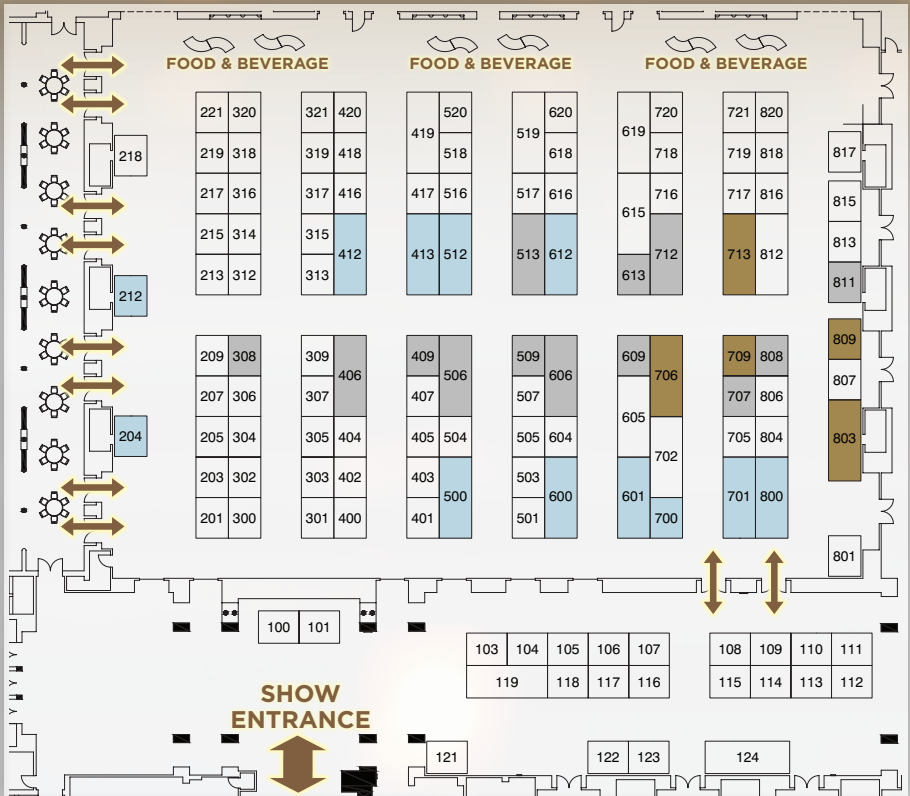
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# EXHIBITOR LISTING BY ALPHABETICAL ORDER

Company Name	Booth #	Company Name	Booth #	Company Name	Booth #
A-Riteway of All Counties LLC	219	ET & T Distributors Inc.	606	Quality Restoration and Renovations	215
AAPCO Florida (A Division of AAPCO Group)	218	Evolution Dog Wash	505	Quality Roofing Inc.	213
Aaxon Laundry Systems	209	First Advantage	306	Real Floors	506
Absolutely Amazing Refinishing	504	Fitnessmith	117	RealPage Inc.	709
Activ Answer by Audio Images	404	Fleetwash Facility Services	416	REDI Carpet	600
Admiral Outdoor Furniture	207	Fresh Foam	107	Reliable Roofing of Florida Inc.	313
Affinity Waste Solutions	812	GDE Renovations LLC	418	Renovia	403
AFR Furniture Rental	621	Granite Telecommunications	111	Rental Beast	518
AIM Cruise Incentives	801	HandyTrac	303	RentDebt Automated Collections LLC	809
Aire-Master	816	HD Supply	706	Renters Legal Liability LLC	620
All County Paving	402	House of Floors Inc.	800	RentPath	803
ALN Apartment Data	811	Ideal Collection Services	720	ResMan	419
American Painting & Renovations Inc.	304	iLS Network	405	RezCor	701
Apartment Lease Up Experts	604	InfoTycoon	705	Rite Rug	618
Apartment List	813	Integrity Property Services	420	Roof	302
Apartments.com	500	Interstate Restoration	716	Roto Rooter Services Company	301
ApartmentSuppliers.com	108	Kelley & Grant PA	417	Shaw Industries	612
Aqua Mizer by Commercial Water & Energy Co.	104	KEYper Systems	609	Sherwin-Williams — Flooring	412
Arbor Contract Carpet	712	KeyTrak Inc.	717	Sherwin-Williams — Paint	413
ARD Distributors	702	Landwise Horticultural Services	114	Skinner Waste Solutions LLC	400
ASI Landscape Management	109	Law Offices of Heist, Weisse & Wolk PA	503	Southeast Floors	519
Assurant	221	LG Electronics	406	Southern Furniture Leasing Inc.	123
Behr Paint Corporation	316	Lifestyle Flooring Inc.	118	Southern Management Systems	203
BG Multifamily	806	Luxer One - Locker Solutions	113	SS Apartment Solutions	719
Brier Grieves Agency	122	Maintenance Supply Headquarters	315	Sunbrite Outdoor Furniture Inc.	820
BuildingLink	116	Massey Services	601	Suncoast Sales	409
Camp Construction	507	MirrorMate Frames	613	SweetWater Restoration Inc.	321
Capstone Credit & Collections	312	Mohawk Industries	119	Switch Electric	700
Chadwell Supply	615	MRI Software	105	TBA Southeast	112
City Recycling Group	217	MSB Resources LLC	818	Texacraft	721
Commercial Fitness Products Inc.	501	National Credit Systems Inc.	616	The Liberty Group	300
CoreLogic	121	National Exemption Service	100	THS National LLC	517
CORT	605	Oakhurst Signs	201	TransUnion	407
Criste Construction Inc.	115	Off Campus Partners	307	Valet Living	512
CSC ServiceWorks	713	Package Concierge Inc.	509	Watermark Restoration	319
Cutting Edge Carpet	401	PCDG Construction	305	WaterSignal	804
D. Sink Inc.	817	Performance Roofing	815	Wayne Automatic Fire Sprinklers	516
DeNyse Companies	317	Pet and Playground Products	314	WebListers	103
Dog-ON-It-Parks	309	Playmore Recreational Products and Services	520	WellKept	205
Dogwood Building Supply	807	Poolsure	718	Wilmar	308
Driveway Maintenance	318	PPG Paints	808	Yardi Systems Inc.	204 & 212
dwelô	707	Pro Crete Systems	110	Zillow Group	513
Entrata	124	ProMAXima Manufacturing	106		
Envera Systems	320	Property TextBox	101		

# PLATINUM



## GOLD



## SILVER

- Advanced Plumbing
- ALN Apartment Data Inc.
- Arbor Contract Carpet dwelô
- ET&T Distributors Inc.
- KEYper Systems
- LG Electronics
- MirrorMate Frames
- Package Concierge Inc.
- PPG Paints
- Real Floors Inc.
- Suncoast Sales
- Wilmar
- Zillow Group

# RESORT INFORMATION



## BOCA RATON RESORT & CLUB®

A WALDORF ASTORIA® RESORT

501 E Camino Real, Boca Raton, FL 33432  
Phone: (561) 447-3000  
[www.bocaresort.com](http://www.bocaresort.com)

### Reservations

**FAA has a variety of discounted room rates for you to choose from, ranging from \$206-\$540 per room night.** The resort fee is waived for FAA attendees. Your hotel stay includes transportation between the main resort and the Boca Beach Club, unlimited driving range usage and golf club storage, and 24-hour fitness center access with specialty classes such as yoga and Pilates. Daily and overnight self-parking will be available in the employee garage adjacent to the Mizner Center for \$10 per vehicle per day. Check-in time is 4 p.m. and checkout is 11 a.m.

Information to reserve discounted hotel rooms will be provided after conference registration is confirmed.

**The cutoff date to reserve your room at the discounted rate is September 10, 2018. In prior years, our room block has sold out before the cutoff date, so don't delay reserving your room.**



## Golf

The Resort Course is a par-71 course that plays 6,253 yards from the back tees and features a variety of elevation changes and 12 surface acres of water including a signature water-feature designed by Hugh Hughes. FAA attendees may make golf reservations by contacting the advanced tee times office at 561-447-3078 (7 a.m.-5 p.m.) at least 48 hours prior to play date.

## Marina

The luxury marina on the grounds of Boca Raton Resort & Club offers fishing and sailing charters, boat rides, and yacht rentals. Featuring 32 slips and an array of luxury services, the marina provides a dynamic setting to delight in the wonders of the sea. To reserve a boat or request more information about Boca Raton's stunning marina, call the marina office at 561-447-FISH (561-447-3474) or submit a request online.

## Spa

Escape to the award-winning Waldorf Astoria Spa at Boca Raton Resort & Club, named No. 1 Spa in the World in Condé Nast Traveler's Readers' Choice Awards 2014. Discover a luxurious wellness escape where guests can experience unique and authentic spa journeys on Florida's Gold Coast. Individuals who desire to make use of spa services should make appointments directly by calling 561-347-4772 or 877-677-7347. There is a 72-hour standard cancellation policy.

## Tennis

Named No. 5 of "The 50 Greatest Tennis Resorts in the United States" by Tennis magazine, Boca Raton Resort & Club sets the standard for tennis in South Florida, offering some of the best coaching and facilities available. Attendees may reserve court times for individual play beginning at 8 a.m. the day prior to play.





## Registration Form

Florida Apartment Association Annual Conference & Trade Show  
 Boca Raton Resort & Club • Boca Raton, Florida  
**October 3-5, 2018**

Name (as you wish it to appear on your name badge) \_\_\_\_\_

Your local apartment association \_\_\_\_\_

Apartment community or company name \_\_\_\_\_

Management company (if applicable; as you wish it to appear on your name badge) \_\_\_\_\_

Position/job title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

### Conference Registration Fees

**Save \$30 on all plans by registering online at [www.faaHQ.org](http://www.faaHQ.org)**  
**Early bird registration deadline is July 25, 2018.**

**Check the box next to the plan option you would like, and then circle the amount you're paying.**

Plan	Member early bird	Member after early bird	Nonmember early bird	Nonmember after early bird
<input type="checkbox"/> <b>A.</b> Full Conference + APAC Yacht Party	\$670	\$730	\$780	\$840
<input type="checkbox"/> <b>B.</b> Full Conference	\$475	\$535	\$585	\$645
<input type="checkbox"/> <b>C.</b> Thursday <i>(one day only)</i>	\$350	\$370	\$390	\$410
<input type="checkbox"/> <b>D.</b> Friday <i>(one day only)</i>	\$365	\$385	\$405	\$425
<input type="checkbox"/> <b>E.</b> Thursday <i>(no trade show)</i>	\$190	\$200	\$205	\$215
<input type="checkbox"/> <b>F.</b> Friday <i>(no trade show)</i>	\$190	\$200	\$205	\$215
<input type="checkbox"/> <b>G.</b> Non-Exhibiting Supplier <i>(no trade show)*</i>	\$550	\$610	\$660	\$720
<input type="checkbox"/> <b>H.</b> Non-Exhibiting Supplier <i>(trade show)*</i>	\$1,295	\$1,355	\$1,405	\$1,465

**\*Any supplier who does not have an exhibit booth may register for the conference ONLY as a non-exhibiting supplier.**

- Closing Celebration Awards Dinner *(ticket only)* .....\$220
- APAC All Hands on Deck Yacht Party .....\$200
- APAC All Hands on Deck Yacht Party .....\$2,000  
*bundle of 10 tickets plus one complimentary ticket*
- Nan Cavarretta Memorial Scholarship Fund Wine Tasting.....\$60
- I cannot attend this event, but I'd like to make a donation  
to the Nan Cavarretta Memorial Scholarship Fund.....\$\_\_\_\_\_*



### Management Company/Owner Group Discounts

All the registrants must work for the same company, and must register for the entire conference (Full Conference + APAC Event and/or Full Conference). All of the registration forms and fees must be mailed in one envelope to take advantage of the discount program.

5–14 full conference registrants (full conference + APAC event and/or full conference) — take 5% off the total.

15–24 full conference registrants (full conference + APAC event and/or full conference) — take 10% off the total.

25+ full conference registrants (full conference + APAC event and/or full conference) — take 15% off the total.

#### **Note**

Refund requests will be honored if received in writing by September 4, 2018, and are subject to a \$75 processing fee. No refunds will be made for cancellations after September 4, 2018, or for no-shows.

### Make checks payable to FAA and mail to:

**105 East Robinson Street, Suite 301, Orlando, FL 32801**  
**p 407-960-2910 • f 407-960-2911**

Total registration fees \$ \_\_\_\_\_

Less management company/  
owner group discounts *(if applicable)* – \$ \_\_\_\_\_

**Total amount submitted \$ \_\_\_\_\_**

**Registration deadline is September 19, 2018.**  
**After this date, you will be required to register on site.**

### Method of Payment:

Check     MasterCard     Visa     Am Ex

Name (as it appears on card) \_\_\_\_\_

Credit card number \_\_\_\_\_

Exp. date \_\_\_\_\_ Verification code\* \_\_\_\_\_

\*The verification code for MasterCard or Visa is a 3-digit number on the back of the card. For American Express it is a 4-digit number on the front of the card.

Signature \_\_\_\_\_

Email address that the receipt should be sent to \_\_\_\_\_

# THE MASTERS SESSIONS

AN EXCLUSIVE OPPORTUNITY  
FOR SENIOR EXECUTIVES

THURSDAY, OCTOBER 4, 2:30 TO 6 P.M.

Senior executives in the  
multifamily housing industry  
are invited to this collaborative  
and confidential program  
that will address YOUR  
unique challenges.

Immediately following the 2018 FAA  
Trade Show Grand Opening, join your peers for  
discussion and problem-solving facilitated by



**Patrick Morin**, managing  
director with Transact Capital  
Partners, founding partner  
of BrightHammer LLC, and a  
recognized thought leader on  
building high-performance  
organizations.

Plan for a highly interactive exchange of ideas on  
topics to be determined by YOU and your peers.

The afternoon program will include a refreshment  
break and will conclude by 6 p.m. so that you  
can join your teams for the final moments of  
Maintenance Mania.

This program is reserved for senior level executives.

To request an invitation, email [rona@faahq.org](mailto:rona@faahq.org).



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