






















# THURSDAY, SEPTEMBER 18

TIME	SESSION	AUDIENCE
9:15am – 10:15am	Keynote Presentation: Chasing the Bright Side: Purpose-Driven Thinking Leads to Unstoppable Growth - Jess Ekstrom	
10:30am – 11:30am	Finding an Extra Hour Every Day: Time Management Tips and Tricks for Busy Professionals - Randy Dean	
	The Psychology of Selling: How and Why Customers Buy - Rommel Anacan	 
	Financial Forensics: Solving the Mysteries of Lost Revenue - Sonnie Sullivan	  
	From Maintenance Shop to the Presidents Desk: The Keys to Career Growth - Bill Nye	
11:45am – 12:45pm	Navigating the Wilderness of the First 90 Days: Charting a Path to Success in Multifamily Transitions - Suzanne Hopson	
	Mastering Stress: How to Beat Overwhelm and Take Back Control - Rommel Anacan	
	Quick Tips for AI Productivity: Using Artificial Intelligence for Enhanced Personal/Professional Growth - Randy Dean	
	Navigating Cultural Change: Leader's Guide to Sustainable Transformation - Jason Kae	 
12:45pm – 1:45pm	Lunch   Lunch Speaker: Daniel C. Schaeffer	
1:45pm – 5:00pm	Trade Show Floor Open	
4:00pm – 5:00pm	Netflix and CHILL OUT: Staying Calm and Having Crucial Conversations - Sonnie Sullivan	
	Relationship Selling is an Art - Bill Nye	 
	Negative Reviews: Why Every Online Story Needs a Villain - Lia Nichole Smith	  

## KEY



ALL



LEASING



PROPERTY  
MANAGER



MARKETING



MAINTENANCE



REGIONAL  
SUPERVISOR

# FRIDAY, SEPTEMBER 19

TIME		AUDIENCE
9:15am – 10:15am	Market Relevance: The Unicorn Everyone is Chasing - Lia Nichole Smith	RS PM MK
	Breaking Barriers: Elevating Cultural Intelligence in Multifamily Communities - Monica Frazier	A
	Tools, Talent, and Talk: The Complete Maintenance Professional - Mark Sharp	M
	Supercharge Your Telephone Skills: Answering Leasing Calls with Confidence - Valerie M. Sargent	L PM
10:30am – 11:30am	Economics and Empathy: Navigating Revenue Growth in Challenging Times - Monica Frazier	RS L PM
	I Speak Fluent Tech: Bridging Communication Between Maintenance and Property Managers - Ishea Shepherd	M PM RS
	Bake it 'Til You Make It: A Time Management Recipe for Multifamily Pros - Sonnie Sullivan	A
	Become an EQ Sales Pro - How Your Emotional Intelligence Can Drive More Leases and Sales - Valerie M. Sargent	MK L PM
11:45am – 12:45pm	Lunch & Awards	A
12:45pm – 3:45pm	Trade Show Floor Open	A
1:15pm – 2:15pm	Concessions and Unintended Consequences: Secure Leases Without Paying For Them - Lia Nichole Smith	L PM
	Powering Down as a Property Manager - Ishea Shepherd	PM RS
	Boosting Mental Health and Well-Being as a Maintenance Technician - Mark Sharp	RS M PM
	The Power of Untamed Leadership - Rommel Anacan	RS PM
3:30pm – 5:00pm	Maintenance Executive Social Hour (MESH)	M
6:00pm – 7:00pm	Awards Dinner Reception	A
7:00pm – 9:30pm	Midwest Prodigy Awards Dinner	A

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