

NETWORK LIKE A MANIC

More than 70 million people use The Muse, a values-based career site, annually, CEO Kathryn Minshew subscribes to Woody Allen's belief that 90% of success results from just showing up. Her advice: Commit to going to one-industry event per week, then three, then eight. Sign up for events, newsletter in your industry, Out of sight, out of mind. Many people will look for answers to their issues by tapping those they have seen recently.

PMA is the network for our industry and **PMEXPO (Wednesday, March 19, 2025, Prince George's Sports & Learning Complex, Landover, MD)** is the networking event of the year for the DMV's property management industry. When you become active, surround yourself by a peers with similar interests, they will be always willing to help you. Skeptical: Ask any member of the PMA Board of Directors or Committee chair.

Minshew hits the nail on the head. "The building blocks of a great network aren't purpose-driven meetings - they are casual encounters, agenda-less coffee catchups and even favors for people who don't seem to be in any position to help you right now. Build your network that way." Build your network through PMA and encourage others to follow your example. We can't think of a better reason to register for **PMEXPO** today and make it a priority for you and your team to start building and expanding your network on **Wednesday, March 19, 2025, at the Prince George's Sports & Learning Complex.**



Tom Cohn
Executive Vice President
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