



Tuesday, February 13, 2024 | Issue 7



## A Guide to Branding, Online Presence & Building a Professional Network

Join us for an empowering seminar featuring two dynamic and interactive workshops led by facilitator **Neyda Urias**, Founder of Elevate UR Career and Elevate UR HR, on **Thursday, March 21, 2024**, at the Hilton Arlington National Landing.

Take part in hands-on workshops, group discussions, and case study reviews.

[Workshop #1: Elevate Your Brand - Networking for Success](#)

[Workshop #2: Networking Strategies and Building a Professional Network](#)



## Basics of Analysis & Property Performance Optimization for Managers

Experience a day of enlightenment with **Jennifer Sutter**, Executive Vice President of Property Management at Acento Real Estate Partners, on **Thursday, May 16, 2024**, at Rollins Congressional Club in Rockville, MD.

In the morning, unravel the mysteries of financial statements in [Financial Fundamentals: Mastering the Basics of Financial Analysis](#).

Then, in the afternoon, explore advanced financial techniques, variance reporting, budget strategies, and more in [Advance Financial Management: Optimizing Property Performance for Managers](#).

There are a limited number of seats available! Don't delay; register today!

**Register Now and Elevate Your Brand!**

Don't miss this opportunity to elevate your understanding and expertise in property management.

**Bundle and Save on Both Sessions!**



The banner features a light blue background with decorative elements: a grid of dots in the top left, a blue chevron graphic in the top center, and the Property Management Association logo in the top right. The main title 'Q1 COLLABORATE' is in large, bold, dark blue letters. Below it, the text 'JOIN THE CONVERSATION AND ACTIVATE YOUR MEMBERSHIP!' is in a smaller blue font. The date and time 'Tuesday, February 20, 2024 10 - 11 AM' and the format 'Zoom Link, Virtual' are listed. The word 'ROUNDTABLE' is written in large, spaced-out, dark blue letters. At the bottom, there are four portrait photos of the participants: a man in a blue suit and yellow tie, a woman with long red hair, a woman with dark curly hair, and a man in a grey suit and red tie. The website 'pma-dc.org' is visible at the bottom center of the photos.

**Q1 COLLABORATE**

JOIN THE CONVERSATION AND ACTIVATE YOUR MEMBERSHIP!

Tuesday, February 20, 2024  
10 - 11 AM  
Zoom Link, Virtual

**R O U N D T A B L E**

[pma-dc.org](http://pma-dc.org)

**Calling all PMA members, both seasoned pros and newcomers alike!**

Unlock the full potential of your membership at our upcoming quarterly virtual roundtable - **Q1 Collaborate!** Anticipate dynamic discussions, insightful exchanges, and a deep dive into tools PMA has tailored just for you!

Join our host, Terry Treadwell, VP of Pothole Repair.com, and our panelists, Autumn Robinson, Larry Edmonds, and Jaime Gonzalez, as they discuss navigating their work-life with networking and being active in PMA.

With new moderators and fresh topics every quarter, each session promises to ignite your membership journey. Get ready to activate your PMA experience and

make the most of the tools that empower our community.

Save My Seat!

## ALL NEW CAREER CENTER!

Are you ready to take your career to new heights? We're thrilled to introduce our brand-new **Career Center**, designed to empower you on your professional journey! Visit our Career Center today and unlock a world of possibilities. Your dream career awaits – seize it now! Your future starts here!

Your Next Career Opportunity  
Awaits!



# BALANCING ACT Webinar


*Mastering Work-Life Harmony in  
Property Management*

 **WEDNESDAY, MARCH 20, 2024**

 **10 - 11 AM**

 **PRIVATE ZOOM WEBINAR LINK**

**FREE FOR PMA MEMBERS**

 [pma-dc.org/events/balancing-act](https://pma-dc.org/events/balancing-act)



**ALLA SHTIPELMAN**

## Enriching the Quality of both your Professional and Personal Life

Join **Alla Shtipelman**, Director of Education and Development at Kay Apartment Communities, as she delves into practical strategies for effectively disconnecting from work after hours, ensuring a healthier work-life equilibrium. Learn how to set clear boundaries, prioritize tasks, and say 'no' to over-commitment without compromising professional success.

**Free for PMA Members!**

## Community Service Committee: Making a Difference

Make a meaningful impact in your community by joining our team of dedicated volunteers! Your support can truly make a difference and create positive change in our community.



Check Out These Volunteer Opportunities!

### This Week at PMA

#### Wednesday, February 14

1 - 2 p.m.: [Summer Escape Committee February 2024 Meeting](#); Virtual

#### Thursday, February 15

11 a.m. - 12 p.m.: [Lobster Bake Committee February 2024 Meeting](#); Virtual

#### Friday, February 16

10 - 11 a.m.: [PACE Awards Committee February 2024 Meeting](#); Virtual

### Next Week at PMA

#### Tuesday, February 20

10 - 11 a.m.: [Q1 Collaborate: Membership Roundtable](#); Virtual

#### Thursday, February 22

10 - 11 a.m.: [Program and Seminar Committee February 2024 Meeting](#); Virtual  
2 - 3 p.m.: [Membership Committee February 2024 Meeting](#); Virtual

#### Friday, February 23

9 a.m. - 2 p.m.: [PGCPS Dress for Success Volunteer Day](#); [Crossland High School](#)

Calendar of Events

## Meet Our 2024 Corporate Sponsors

### 2024 PLATINUM LEVEL

**InterSolutions**<sup>®</sup>  
PROPERTY MANAGEMENT STAFFING SPECIALISTS

**RESIDENCY BUREAU**  
"IN GOD WE TRUST"  
LANDLORD TENANT COURT FILINGS

**TOEPFER**  
CONSTRUCTION CO., INC.

### 2024 GOLD LEVEL



2024 SILVER LEVEL





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