

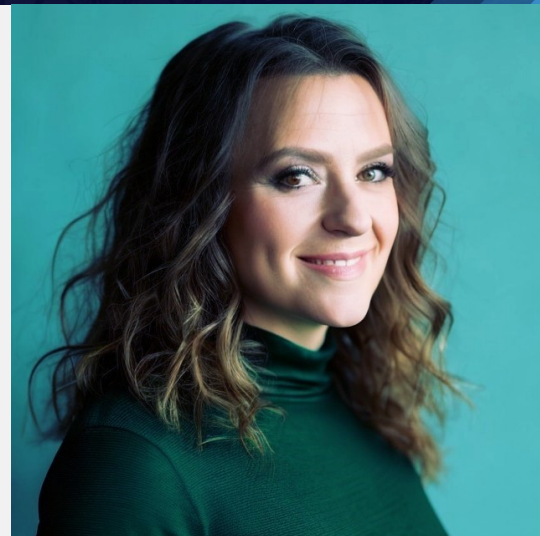


Tuesday, February 27, 2024 | Issue 9



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**,



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.

at the Hilton Arlington National Landing.

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

In the morning, Neyda will guide you through the art of personal branding and effective networking in [Workshop #1: Elevate Your Brand - Networking for Success.](#)

In the afternoon, discover the secrets to building and expanding your professional network in [Workshop #2: Networking Strategies and Building a Professional Network.](#)

Save \$25 when you bundle and purchase both workshops or purchase 1 workshop for \$150. There are a limited number of seats available! **Rates increase on March 4!**

Register Now and Elevate Your Brand!

In the morning, unravel the mysteries of financial statements in [Financial Fundamentals: Mastering the Basics of Financial Analysis,](#) designed for both **newcomers and industry professionals, including assistant property managers and or new and aspiring property managers.**

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

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

Bundle and Save on Both Sessions!

2024 LEASING & MAINTENANCE *Summit*

WEDNESDAY, APRIL 24, 2024

8 AM - 3 PM

MARTIN'S CROSSWINDS
7400 GREENWAY CENTER DRIVE
GREENBELT, MD 20770



**REGISTRATION IS
NOW OPEN!**

Attention all Leasing & Maintenance Professional!

PMA's highly anticipated Leasing and Maintenance Summit is a game-changer for anyone working in property management. It's the perfect chance for your team to learn new skills, meet other professionals, and become even better at what they do.

For **leasing professionals**, Stephanie Oehler will lead three dynamic workshops covering basics like phone etiquette and email replies, and new methods to get better results.

For **maintenance professionals**, we have hands-on workshops on HVAC and appliance repairs that will level up their practical skills on the spot.

Reserve your spot!

Meet our Leasing & Maintenance Summit Panelists!

Amy Earp: Amy is an award-winning



marketer with more than 20 years in the property management industry. Amy specializes in business development, opportunity creation, creative marketing, and relationship building. She is also a trusted industry speaker and consultant hired by industry associations and property management companies to inform, engage, and inspire team members and associates.

David Ferrara: David brings over 15 years of expertise as a facility services professional. As the Sr. Director, Mid-Atlantic for ABFS, a leading national integrated facility services provider, he is responsible for operational excellence, quality, and customer satisfaction across the Mid-Atlantic region.



Toni Harris, CPM, ARM: Toni is a seasoned multi-family industry professional with over 20 years of experience. She embarked on her property management career with the National Housing Partnership as a Recertification Specialist. Toni's journey to success was fueled by her exceptional performance, leading to roles such as Leasing Manager, Property Manager, Marketing Director, and Regional Property Manager.

Stephanie Oehler: With over 20 years in multifamily people operations, sales, sales management, training, leasing, property management, performance management, and marketing, Stephanie is passionate about talent development and motivating individuals and teams toward success. She has contributed to AMA News, Rent & Retain Magazine, and Multifamily Insiders.



Leasing & Maintenance Summit Table Sponsorships



Wednesday, April 24, 2024 from 8 AM to 3 PM
Martin's Crosswinds, Greenbelt, MD

Elite

- ✓ 3 Complimentary Reps
- ✓ 1st pick of table location
- ✓ 25% off advertising
- ✓ Participation in Scavenger Bingo
- ✓ Breakfast & lunch

\$950 /\$1700 NM

Premier

- ✓ 2 Complimentary Reps
- ✓ 2nd pick of table location
- ✓ 15% off advertising
- ✓ Participation in Scavenger Bingo
- ✓ Breakfast & lunch

\$750 /\$1500 NM

Standard

- ✓ 1 Complimentary Rep
- ✓ 3rd pick of table location
- ✓ 10% off advertising
- ✓ Breakfast & lunch

\$550 /\$1300 NM

pma-dc.org/events/2024-leasing-and-maintenance-summit

Sponsor a Table at the Leasing & Maintenance Summit

Elevate your brand and maximize exposure at the highly anticipated Leasing and Maintenance Summit! Secure your company's prominent presence at this premier industry event by purchasing a table sponsorship.

Secure a Table!

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



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!

Celebrate Summer Early!

Join us for an exhilarating day on the green at this year's Summer Escape: Golf and Tasting Social at Lakewood Country Club in Rockville, MD, on Monday, May 20, 2024.

At PMA's Summer Escape,

SUMMER ESCAPE
Golf & Tasting Social

MONDAY, MAY 20, 2024

Lakewood Country Club
Rockville, MD 20850

pma-dc.org/events/2024-summer-escape

there's something for everyone. Attendees may choose from participating in the golf tournament or afternoon Tasting Social.

Registration Now Open!

Strategies for Active Threat Preparedness

Are you prepared for the unexpected in your workplace? Join **Jennifer Hoffman**, a seasoned Montgomery County Police Officer, as she strengthens your workplace safety, awareness, and preparedness. Gain crucial insights into proactive measures and responsive strategies in this June webinar.

Free for PMA Members!

ENHANCING SAFETY IN THE WORKPLACE
Strategies for Active Threat Preparedness

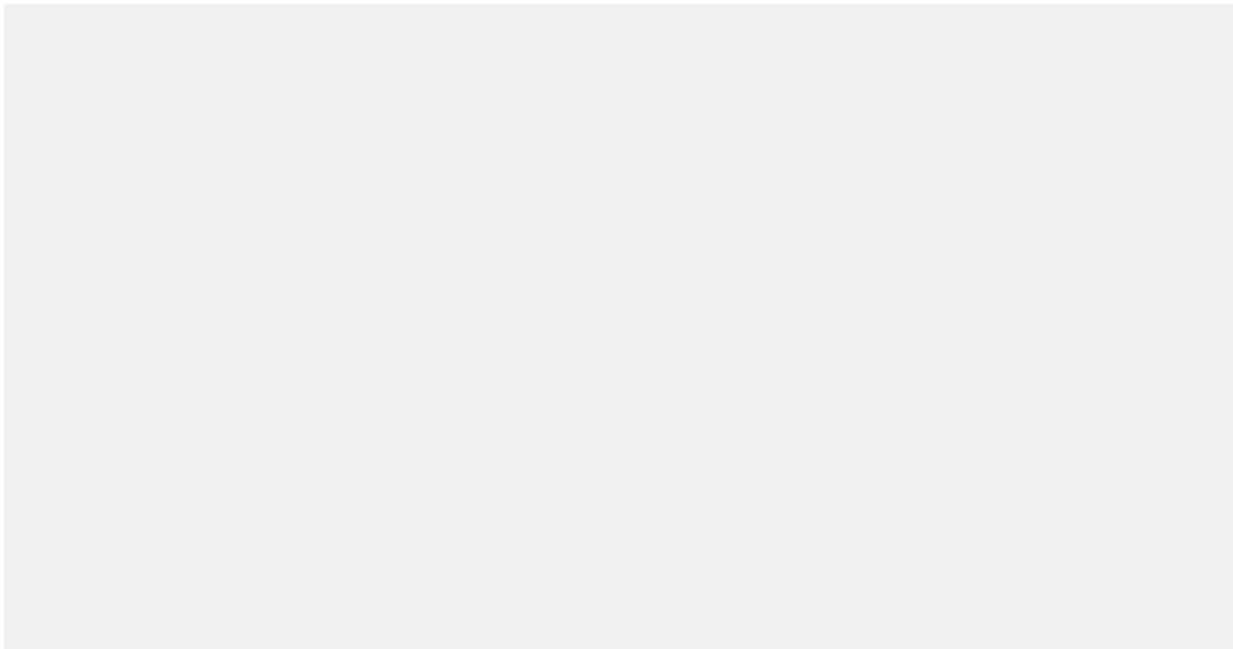
REGISTER NOW

- Thurs, June 20, 2024
- 10-11 A.M.
- Private Zoom Webinar

pma-dc.org

PROPERTY MANAGEMENT ASSOCIATION

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theGuarantors

Unlocking a successful lease-up

Download the Playbook



This Week at PMA

Tuesday, February 27

10 - 11 a.m.: [PACE Awards Orientation \(February 2024\)](#); Webinar

Wednesday, February 28

10 - 11 a.m.: [Marketing Council February 2024 Meeting](#); Virtual

Next Week at PMA

Wednesday, March 6

1:30 - 2:30 p.m.: [Community Service Committee March 2024 Meeting](#); Virtual

Thursday, March 7

12 - 1 p.m.: [Human Resources Council March 2024 Meeting](#); Virtual

Friday, March 8

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

Calendar of
Events

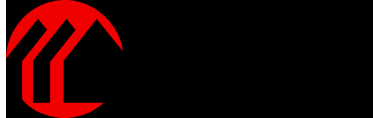
Meet Our 2024 Corporate Sponsors

2024 PLATINUM LEVEL



2024 GOLD LEVEL





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