



# PMA | *Up to the Minute*

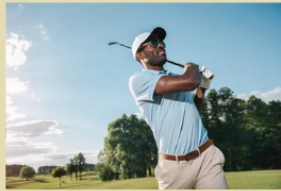
Tuesday, March 19, 2024 | Issue 12

# SUMMER ESCAPE

Golf and Tasting Social

Title Sponsor

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 **20** MAY 2024



**LAKESWOOD**  
Country Club

[PMA-DC.ORG](http://PMA-DC.ORG)

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**.

Gather your colleagues, clients, and friends, for a day of camaraderie, networking, and friendly competition. Whether you're a seasoned pro or a novice golfer, this event promises an unforgettable experience for all skill levels.

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

As an added bonus, a portion of the proceeds of PMA's Summer Escape funds PMA's Memorial Scholarship Award, a monetary award to further the education of a child or grandchild of a PMA member!

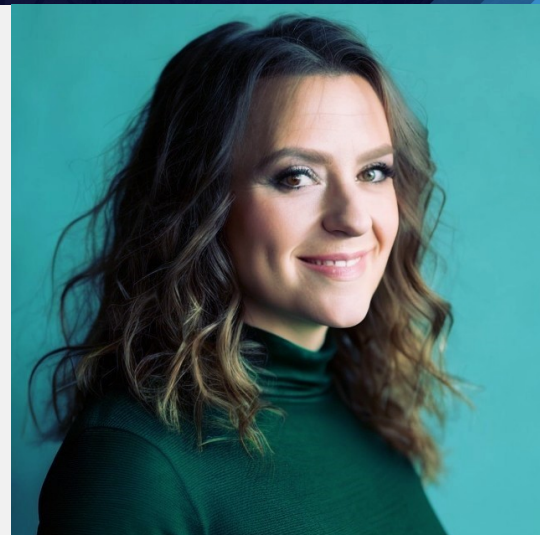
**Early rate ends on April 7, 2024!**

**Registration Open Now!**



### **Celebrate Summer Early!**

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, May 2, 2024**, at



### **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



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 both workshops or purchase either the morning or afternoon workshop.** There are a limited number of seats available! **Rates increase on April 22!**

**Three Ways to Register! Check out these options!**

**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](#), 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!**



# 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 -  
Tomorrow!**

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!**

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# 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  
Facilitators!**





**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](https://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!**

### ELITE TABLE SPONSORS



### PREMIER TABLE SPONSORS





STANDARD TABLE SPONSORS



theGuarantors

# Addressing the surge of renter fraud in multifamily housing

Read More



## This Week at PMA

### Wednesday, March 20

10 - 11 a.m.: [Balancing Act](#); Webinar  
1:30 - 3 p.m.: [Manna Food Center Volunteer Event](#); Manna Food Center

## Next Week at PMA

### Wednesday, March 27

10 - 11 a.m.: [Marketing Council March 2024 Meeting](#); Virtual  
12 - 1 p.m.: [PACE Awards Orientation \(Mar 27\)](#); Webinar

### Thursday, March 28

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

Calendar of  
Events

Meet Our 2024 Corporate Sponsors

2024 PLATINUM LEVEL



2024 GOLD LEVEL





2024 SILVER LEVEL

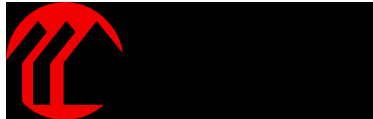


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