



NATIONAL APARTMENT ASSOCIATION REGIONAL REPORT

REPORT FOCUS: EDUCATION

DENVER CONVENTION CENTER

JUNE 2014

REGION I

Maryland

Maryland Multi-Housing Association

The Maryland Multi-Housing Association (MMHA) has offered and is offering a full slate of educational selections in the last half of 2013 and the first half of 2014. MMHA held 10 Professional Improvement Courses (PICs) throughout the year with an average of 60 in attendance for each ½ day class. PICs consist of various topics from the industry and are instructed by professionals in each topic.

In addition, MMHA offered a well-attended knowledge sharing Brain Power session. Close to 100 attendees spent a ½ day sharing invaluable information. May brought Trainer Don who taught our attendees how to manage their time.

Last and definitely not least, MMHA once again held NAA's very successful designations courses. 106 people attended CAM, CAS, NALP, CAMT, CAPS collectively.

Pennsylvania

Pennsylvania Apartment Association-East

PAA-East has had a busy year! We continue to have full-classes of all of the designation programs. Since June 2013 we have put on the following programs:

TOPIC # STUDENTS

Teleforums	85
CAM	61
CAMT	115
CAS	8
NALP	63
CAPS	10
Supplier Success	32
Miscellaneous	420
Workshops	
Total # students	794

Washington, D.C.

The Apartment and Office Association of Metropolitan Washington (AOBA) Metropolitan Washington (DC-MD-VA)

AOBA had 25 students participate in the NALP spring course and we received good feedback from them.

Also, the online CAM classes are doing well from our perspective.

REGION II

Massachusetts

Rental Housing Association of the Greater Boston Real Estate Board

The Rental Housing Association (RHA) of the Greater Boston Real Estate Board has offered a number of National Apartment Association Education Institute designation courses in 2014. Between March and May, 2014, twenty-six candidates participated in the nine modules of the Certified Apartment Manager (CAM) curriculum, each instructed by a subject matter expert and member of the local association. This represents a 24% increase over 2013. RHA also presented the National Apartment Leasing Professional (NALP) designation program. Twenty-five candidates attended the three day session held at the offices of the Rental Housing Association. RHA brought in Sherre Helmer CPM, CAM, NALP to instruct the course. Ms. Helmer recently revised the NALP course for NAAEI. In addition to the NAAEI designation courses which RHA presented, NAAEI also presented the Certificate for Apartment Maintenance Technicians in the local area for the RHA members, attended by sixteen candidates and instructed by Paul Rhodes, CAMT.

To complement the NAAEI offerings, RHA also covered a variety of locally produced subject matter. Earlier in the year, we held our annual Fair Housing course, which deals with Massachusetts specific regulations which extends further than federal fair housing laws. We held breakfast programs to help property staff better leverage social media, and how to retrofit properties to take advantage of eco-friendly options.

One hundred and eight people attended the annual Spring Marketing Event. This half-day program featured roundtables on resident retention, customer service, leasing/marketing and more. Attendees also enjoyed a networking lunch where three industry executives talked about their careers in marketing, management and maintenance.

New Jersey

New Jersey Apartment Association

The New Jersey Apartment Association continues to encourage professional development and growth by providing members with quality educational seminars. From marketing and budgets, to fair housing and apartment ratings and reviews, the NJAA offers members a plethora of options for growth.

The goal of the professional development at NJAA this year was to be able to provide, at no additional cost to our members, continuing education credits for both real estate and legal professionals. We have successfully approved a handful of courses and instructors as well as have been approved as a provider of both. For the first time ever, when members participate in the NAA "Fair Housing and Beyond" course, they will be eligible for 4 hours of NJ Continuing real estate education credits. We are working on approving modules of NALP and CAM for credit (select modules have already been approved).

New to the NJAA 25th Annual Conference and Expo, a half day of education was added to the schedule with a Breakfast Presentation by Doug Chasick and an additional two hours of continuing education provided by some of the top names in the industry. Due to the success and attendance generated for the inaugural year, NJAA plans to continue this for years to come.

In 2014 NJAA again offered National Designations at its Annual Conference and Expo, including NALP, CAM, CAMT, and CAS. The registration for designations also gave attendees daily access to the tradeshow floor and other related conference events. Students were able to complete all NALP course work, four modules of CAM, and

CAMT. Holding the designations during the conference was again successful and NJAA plans to continue providing these benefits during the 2015 conference.

On March 11th, the NJAA held its sixth Maintenance Mania, 84 of New Jersey's best Maintenance Technicians competed. Our top three Maintenance Mania Champions were David Berryman of the Kamson Corporation, Anthony Cintron of Morgan Properties, and Piotr Maj of Value Companies. David Berryman has officially been declared a region 2 representative at the NAA National Maintenance Mania Competition; we will be cheering him on as he competes in Denver, Colorado. The date for 2015's Maintenance Mania has already been set for March 10, 2015 and will again be held at the Collins Arena at Brookdale Community College in Lincroft, New Jersey. The 11th Annual NJAA PAC Reception will be held on October 7th at Crestmont Country Club in West Orange, NJ. Special guests include Assemblywoman L. Grace Spencer, Chair of the Assembly Environment & Solid Waste Committee and Assemblywoman Caroline Casagrande, Assistant Republican Leader and Ranking Member of the Assembly Women & Children Committee. Michael Aron, Chief Political Correspondent at NJTV, will serve as moderator on this all-star panel.

The New Jersey Apartment Association continues to strive for excellence in providing courses based on current issues and member requests. NJAA is working hard to ensure every issue is addressed and that New Jersey Management Companies are highly trained and qualified in the apartment industry. For the remainder of the year we will continue to hold education sessions and workshops. Visit the Events Calendar at njaa.com for a complete list.

REGION III

Illinois

Chicagoland Apartment Association

Successes: We held a legal session addressing Concealed Carry earlier this year and had over 70 attendees, with a follow up session being scheduled for August. Registrations are steadily coming in for a July seminar on the Housing Choice Voucher (HCV) Program and the Leasing Agent Licensing Classes that we sponsor with a local training company average about 12 students per month. Our newly rolled out "Maintenance Morning" breakfast seminars saw 27 registrations and we offered Certified Pool Spa Operator and had 13 students complete the course and exam. In addition, we had over 240 attendees at our Education Conference in April, held in conjunction with our annual Trade Show. Toni Blake was the keynote speaker and was very well received by our members.

Challenges: 2014 has been a challenging year for NAA designations. We have been averaging 20+ CAMT students for the last couple years and fell short at 13. In addition, we are offering CAPS in July for the first time in over 5 years and as of this date only have 2 students, with the likelihood now of pulling the class.

Yet to Come: We are hosting Apartment All Stars in September and our 4th annual Maintenance Mania Competition & Solutions Conference in October. In addition, the Education Committee is holding a facilitated planning meeting on July 29 to discuss "areas of opportunity" for 2015 and beyond. I.e. more focus on Career Development, partnering with City Colleges, and job fairs as well as possibly authoring our own courses.

Indiana

Indiana Apartment Association

The Indiana Apartment Association offered the CAM, CAPS and CAMT designation programs in 2014. CAM enrollment with IAA was at an all-time high with 45 registrants. All three courses are wrapping up and testing will begin the first week of June.

IAA continues with its exclusive Leadership and Leasing Series programs developed in 2011. Both series continue to be highly successful. These courses have surpassed all expectations regarding attendance and positive feedback. The attendees state that the information is current and relevant for today's savvy consumer and both have attained five star ratings!

In addition to the courses mentioned above, IAA will be offering a Fair Housing Seminar in July. It will be hosted by Nadeen Green. She has taught Fair Housing law to the multi-family housing industry since the Fair Housing Amendments Act went into effect in 1989. IAA will also be offering a Crime Prevention Seminar in July, hosted by Brent Sobol. Brent is an Atlanta property owner and two-time NAA Paragon Award winner. He has developed a 10-Step Crime Prevention Program and will offer hands-on suggestions on how to implement similar programs at

member's properties. Brent will be joined by local Indianapolis Prosecutor, Deborah Law, to help highlight specific local issues.

Due to new construction in the Indianapolis area, our Model Bus Tours continue to be successful events. We've already completed two tours this year and we are adding an additional one to schedule in the fall. These events are fundraisers for the IAA PAC.

Power Lunches were a new seminar added to our education lineup in 2014. The first event garnered high turnout. The next Power Lunch will be hosted by former Indianapolis Colts player, Jeff Saturday. Jeff will focus on leadership for real success.

Lastly, our SAL Leadership Training continues for the 7th year in a row. This training encompasses the use of horses to train leadership skills and was named after one of IAA's members who was a leader and mentor for women in the multifamily industry. This is the 2nd year in a row that the training is open to men.

Ohio

Columbus Apartment Association

The Columbus Apartment Association conducted the CAMT designation early in 2014. Over 30 individuals attended the training and are in the process of completing the designation. In 2014 the CAA introduced a leadership series directed strictly at the owners and upper level managers in the industry. A current education focus is the issue of employee retention and turnover and a separate focus is online reputation management and outside the box marketing of properties.

Greater Cincinnati Northern Kentucky Apartment Association

GCNKAA is hosting the NAAEI Leadership Experience: Powered by Dale Carnegie October 8-9, 2014. Our new location in Cincinnati puts us just blocks away from a premium shopping experience at the Kenwood Mall, dining at local bistros and restaurants and for those interested in staying over, just minutes from Kings Island Amusement Park and downtown Cincinnati with museums, art galleries and sports facilities.

Through the fall of 2013 and spring of 2014 GCNKAA has held the CAM designation series, NALP designation series and the CAMT designation series. The students who have viewed the Franklin Covey video series have commented on the quality of the material. The scheduling of CAM exams with Castle Worldwide has provided candidates much more flexibility than one arbitrary date at the association office. The CAPS designation series will be held in December.

Local instructors provided insightful, timely and relevant material for our standard three hour seminars. A robust program is being planned for 2015.

The highlight of the Trade Show was Leah Brewer presenting *Over the Rainbow Marketing* and *There's No Place Like Home*. Tony Krebs brought in the hands on workshop for the maintenance techs with Basic Electricity and HVAC.

REGION IV

Georgia

Atlanta Apartment Association

Our NAAEI designation programs continue to do well! Our last two CAM classes had 26 and 20 candidates, respectively and we also have trained 5 CAS candidates. The Suppliers Success class has been very well received by our members with two planned for 2014.

Our Maintenance Mania competition was a huge success! Wesley Fonseca with Post Properties will compete as the Region 4 finalist at the Education Conference and the AAA team will be cheering him on in force.

Our maintenance training program expanded this past year to include the CAMT certification. We were excited to have our first "graduating class" of 11 participants. We are also looking forward to our next class in October!

The partnership we formed with Goodwill Industries several years ago is still going strong. The program allows us to train individuals who are looking for a career in apartment maintenance, and the graduates of the program are filling jobs within our membership. That's a win-win for everyone!

Triangle Apartment Association

Happy Anniversary TAA! The Triangle Apartment Association kicked off the year by celebrating its 30th Anniversary, seeing record breaking numbers and experiencing a phenomenal year thus far. On January 23, TAA held its Membership Dinner Meeting and Board Installation with over 260 people in attendance. On February 27, over 325 members came out to celebrate TAA's Diamond and Pearls 30th Anniversary Gala. Included in the line-up of guests for the evening were 11 Past Presidents and guest speaker "Alex" Jackiw, NAA Immediate Past Chairman of the Board. The 2014 annual TAA Trade Show was its largest show to date with close to 1,300 in attendance.

We continue to grow, not only in units but services. XCEL, TAA's Young Professional's Network was formed as part of the Association's Strategic Plan. XCEL will work to build our industry's young professionals through social engagement, professional development and community service. The Association maintains its commitment to excellence, relevancy and serving what matters the most: our members.

TAA is offering over 28 education seminars/courses, including Legal Shark Tank, Show Me the Money, The Twelve C's of an Exceptional Leader, Electrical and Refrigeration Diagnostics Part I & Part II, Controlling Soft Costs, Marketing Palooza, Fair Housing, From Tornado Alley to Emerald City: Dealing with Witches & Stormstarters, Leasing 101 Fundamentals, Legal Issues, Supplier Success, Leasing 101 Fundamentals, Train-the-Trainer and The Psychology of Customer Service are just a few of TAA's education seminars line-up. Between the months of February and May, TAA had over 158 maintenance professionals go through our (NSPF) CPO or CFC course to earn their certifications.

The Association will be offering all 5 of the NAAEI designation programs this year: Certified Apartment Portfolio Supervisor, (CAPS), Certified Apartment Manager (CAM), Certified Apartment Supplier (CAS), National Apartment Leasing Professional (NALP) and the ANSI-accredited Certificate *for* Apartment Maintenance Technician (CAMT) program. The NAAEI designation courses are off to a great start and have performed well thus far. TAA Had 10 CAPS students earn their designations by going through our CAPS program held in January and February. We had 26 CAM and 8 CAS students go through the courses to earn their designations. TAA will continue to offer traditional, non-traditional and need-it-now continuing educational opportunities for our apartment industry professionals.

The Triangle Apartment Education Foundation (TAAEF) continues their partnership with Wake Tech Community College and the NAAEI CAMT program. Wake Tech has had two successful programs thus far this year with one more CAMT program scheduled. The Foundation has two fundraisers on the calendar for the year the "Education Buffet" All You Can Consume for communities and (2) the Take **5** Breakfast Business Exchange Reverse Trade Show scheduled for August 7, 2014.

The Triangle Apartment Association's Education Committee has heir focus on Leadership of Excellence Program that began in March. TAA's Leadership of Excellence Program is a platform for preparing leaders of tomorrow and was designed for any individual who is ready to assume a leadership role. During the nine-month program, participants learn the qualities that make an effective leader, analyze individual leadership roles, and develop personal leadership styles and skills. Participants are then challenged to apply their talents by serving on a TAA committee or board; other professional associations, civic clubs and/or public boards. Although the committee's main focus has been the Leadership of Excellence Program this year, they also revised the Education Scholarship Applications and had a record breaking year by raising over \$1,900 with proceeds to benefit the Education Scholarship Fund from the "Battle of the Baskets" fundraiser held at the Trade Show in April. Since its inception in 2003, 43 scholarships have been awarded through the fund.

South Carolina

Charleston Apartment Association

The Charleston Apartment Association is pleased to report a busy and prosperous springtime. A slew of events were held each with a record number of attendees and favorable feedback. To add to the excitement, each event was picked up by the *Post and Courier*.

The 2014 Charleston Apartment Association Diamond Awards celebration was held on March 14, 2014. Individuals and properties within the industry were nominated and voted on in a number of categories from maintenance to

management to beautification and more. The Diamond Awards, a yearly celebration, is designed to spotlight excellence within the industry over the past year.

The Charleston Apartment Association recently held Maintenance Mania at BELFOR Property Restoration in North Charleston on April 30, 2014. The celebration of local maintenance professionals extended the opportunity to compete for \$2,000 in cash prizes and possible national recognition. Especially thrilling this year was the all-time record of 35 registered maintenance professionals and approximately 100 Charleston Apartment Association members in attendance. To add to the excitement, the event was pitched and picked-up by the *Post & Courier*: On May 7th, the Charleston Apartment Association hosted its annual trade show at the Omar Shrine Temple in Mt. Pleasant. The successful event boasted an uptick in attendance over last year with a record number of attendees and booths. The pre-event VIP reception and \$2,000 in cash and gift card giveaways made for positive feedback from all sides. Once again, the event was picked up by the *Post and Courier*. So far our 2014 education courses have been well attended and the resulting feedback has been positive. The courses held included a CPO Course, HVAC Course and a Multifamily Marketing Course. Upcoming courses are EPA Certification, Maintenance for Managers and 410 A Certification.

Myrtle Beach Apartment Association

The Myrtle Beach Apartment Association has refocused its' efforts in 2014 on membership growth while encouraging current members to become more active within the organization. As of May 31, 2014 the MBAA represents 3,427 apartment units. We continue to strive to reach out to our apartment community members for input as well as thanking our associate members for their never-ending support. The MBAA has a fantastic core group of members that has managed to keep the organization healthy and strong for our small market area. We look forward to a phenomenal second half of 2014!

Tennessee

Apartment Association of Greater Memphis

The Apartment Association of Greater Memphis is offering a diverse calendar of educational opportunities for 2014. Topics being covered include a CPR/AED Course, Fair Housing, bankruptcy/collections, Landlord Tenant law, customer service, retaining residents, tax credit update, and Spanish for apartment managers & maintenance techs, just to name a few. We have once again partnered with HD Supply to offer free/low cost Maintenance education classes to offer the Certified Pool Operator Course and classes for plumbing, air conditioning service, and swimming pool maintenance. The NALP Course is scheduled for this Fall. AAGM is currently developing a Multifamily Memphis Leadership Program which will launch in January 2015. The purpose of this program is to develop future leaders of the industry and AAGM. The candidates will engage in a variety of educational sessions throughout the year covering topics such as advocacy initiatives (legislation, PAC, government affairs), industry and community awareness, and team building as well as participate in AAGM sponsored events. Applications will be accepted starting June 17.

REGION V

Kansas

Apartment Association of Greater Wichita

By the time this is printed, the Apartment Association of Greater Wichita will have completed our 10th Annual Round for the Red Golf Tournament. We're on schedule to donate \$35,000 to the American Red Cross this year and a total giving over the 10 years of \$215,000! In 2013/14 we hosted 10 blood drives and moving forward we will host quarterly CPR and First Aid training, through the Red Cross, to AAGW members at a greatly reduced cost.

Through our monthly membership meetings in 2014 we have offered education on human resource training for managers and team building. In April, Heather Blume came to Wichita to present seminars for our leasing, managers and maintenance audiences. We just wrapped up two Fair Housing and Beyond classes with a total of over 80 students. We will finish out the year with membership meeting topics of budget preparation and contract

negotiation, crime prevention and working together with the police, personal safety on the job as well as maintenance for managers. In addition to our CPR/First Aid classes we will also be offering our annual Keys to Leasing class.

Missouri

Apartment Association of Kansas City

AAKC held a CAM/CAS classes in the spring of 2014. We had 11 CAM students, and 7 CAS students, they will be taking their test in May. Our CAPS class started in April with 5 students, they will be finished in August. We will be starting our CAM, NALP and CAMT programs again in the fall of 2014. Dates are on our website. LEAD Program had over 35 graduates in 2013 and will have around another 30 graduates in 2014. Leadership, Education and Development Program is new to AAKC, a great program for our NAA designates to participate in.

The Apartment All Stars are coming on July 8th, goal is 200 people in attendance. Leadership seminar in October and then Fair Housing with Doug Chasick in November.

Our education committee is gearing up for 2015, plans in the future are to have lunch meetings with great speaker for around 30 minutes. We want our members to leave the meetings being motivated and excited about being in the Apartment Industry. We also want to start the AAKC University on our website, hope to launch in the fall of 2014.

AAKC membership is growing, up to over 61,000 apartment homes as of May, 2014. Increase of around 6,000 apartment homes since 2013. Our membership committee went out on a membership blitz in the Kansas City metropolitan area in March. They delivered over 200 member and non-member packets. We want to encourage our members to participate in our events and be involved.

Beer Tasting event is June 12th and our Wine Tasting event is in September.

Golf tournament on May 16th was a huge success, totally sold out of sponsorships and golfers.

Trade Show is on September 24th at the Overland Park Convention Center, 110 Supplier Partners will be exhibiting this year. Theme is "The Arcade". Great time for all of our apartment team members to visit all the supplier partners, win prizes and learn more about their business/services they offer - Always a good event.

Oklahoma

Tulsa Apartment Association

Education Programs:

This year we held the NALP, CAM & CAS designation programs. This was a record breaking year for our NALP class – we had 27 candidates enroll, which is twice the number we had last year! We also had great participation in our CAM course with 17 enrolled and 5 enrolled in our CAS course. We also offered the Supplier Success course, but unfortunately only had those enrolled in the CAS course participate. We are looking for ways to better market this class to Supplier Members because they don't seem to be interested in the class.

So far this year we have hosted seminars covering the following topics: Leasing, Fair Housing, Pool Maintenance and HVAC Repair. We have also held several lunch and learns covering topics such as State of the City, Disaster Preparedness, Marketing, Gang & Drug Awareness, and we were thrilled to have Alex Jackiw visit our Association and present the State of the Industry: Emerging Trends to our members in February. Thank you to NAA for making this visit possible.

For the fall we are working on planning more maintenance seminars, hosting a legal seminar, having social media and personal protection lunch and learns, and bringing in Kate Good to lead a seminar.

Other News:

We are excited to have signed on with Weblink and thankful to NAA for their support in creating an association management system that all NAA affiliates can utilize. We are looking forward to enhancing our professional image and increasing our member benefits through this system!

REGION VI

Arkansas

Arkansas Apartment Association

This past January and February we held the NAAEI CAPS course for the first time. Also in January we hosted a day with Vicki Sharp. She did seminars on customer service for both the office and maintenance staffs. In April we held a pool seminar with the Arkansas Department of Health and a plumbing seminar with a representative of Moen. In May we had Marc Ross address our members to educate them on the resources through the NAA.

In August we plan to have a representative from Waste Management educating our members on recycling programs and resident education, which as of 2015 will now be required in Little Rock. In November we will have Michelle Childers for the day. We don't have this one all planned as of yet, but we know it will be fantastic as usual. We will probably have her speak at our lunch and hold a seminar in the afternoon. We do not know the exact dates yet, but we will also be holding the NAAEI NALP and CAS courses this year – probably after August.

New Mexico

Apartment Association of New Mexico

AANM originally scheduled NALP in the Spring of 2014. Unfortunately, it had to be cancelled due to lack of enrollment.

In general, education programs are holding strong. Close to 750 students have enrolled in various education courses, and revenue is 136% to budget YTD.

AANM completed 3 training courses in Las Cruces earlier this year and will travel to Farmington later this summer to bring education to members in the northern part of the state.

AANM is hopeful of healthy enrollment for CAMT in September/October this year.

Announcement

AANM's leadership elected to create a local PAC. The initial funding came from a voluntary special assessment of \$2/door, 15% of which was allocated to the PAC. The AANMPAC was approved by the Secretary of State in May.

Texas

Apartment Association of Greater Dallas

NAAEI Designation classes- we held the following NAAEI designation classes this fiscal year: 1 CAPS, 2 CAM, 2 CAS, 2 NALP and 2 CAMT. We had just under 100 total students attended these classes.

2nd Annual Education Conference- was another success. We increased the attendance over last year by 100 to a total of over 400 participants and the sponsorship dollars were increased by \$10,000 over last year. We had 12 concurrent education sessions over three different education tracks and a motivational Keynote Speaker. It is an all-day event that is new to the Dallas market and has been very well received by our membership.

14th year of our subscription education program *The Apartment Academy* - we held both in-person as well as live webinars as part of this 21 class educational program. We had just under 850 members attend our Apartment Academy sessions. This number represents a year over year increase in attendance for three years straight. The Apartment Academy is going strong after 14 years here at AAGD.

TAA Redbook Legal Seminar- We held two of these classes in 2014 and had just under 450 students attend these two classes. We have another one scheduled in October 2014.

Maintenance Series- This is our 3rd year for the Maintenance Series of classes. This year the program had 500 students attend the 17 classes within the series. This number reflects a year over year increase over the last three years. This Series includes HVAC, Pool, EPA, Electrical, Plumbing, Winterization and Maintenance codes and laws.

Hot Topic Classes- Each year we work to bring our members the latest information affecting our industry so they can have the most up to date educational tools. This year was no exception. We offered our members the following “Hot Topic” classes: New Texas Bankruptcy Laws, Data Protection Laws, New EPA Refrigerant usage laws and Unintentional Discrimination (the Disparate Impact rule).

Fair Housing- We held four Fair Housing classes throughout the fiscal year with just over 125 students attending one of the classes. This is a class we hold every quarter for our membership. This year we also held one additional Fair Housing class in Spanish especially geared toward the maintenance staff.

A.C.T. Program- This year we started the Apartment Career Training program or A.C.T. It is a scholarship program for up to six people who are looking to make our industry their career. We have created an 80 hour training curriculum coupled with an 80 hour internship at the end. The program includes, sales, marketing, customer service, legal, contract and computer software training. It also includes the NALP designation. Our first six students graduate June 2014.

Echo – Young Leadership Group- This group was the recipient of the 2013 Paragon Award and has since also won state recognition for their very own community service program Kostumes for Kids. They raised over \$2,200 in donations and over 200 new Halloween costumes for children in temporary housing shelters and in hospitals. This group also held an adult Easter egg hunt event B.Y.O.B. Bring your own basket to raise just under 250 pounds of food that was donated to the North Texas Food Bank.

Apartment Association of Tarrant County

AATC Career Development wrapped up its spring semester in May, including 2 sold-out fair housing classes and pool schools in English and Spanish. Our class sessions also featured an Eviction Rules and Disparate Impact class as well as Save-a-Life CPR Certification. We completed very successful spring NALP, CAM and CAS classes. Our fall semester curricula kicks-off in August and includes our next CAPS class as well as AATCs national award-winning ThinkLink conference on Nov 18.

Regarding other association initiatives on the calendar, AATC and AAGDs annual Business Exchange is set for Aug 21, our next golf tournament tees-off on Oct 7. Jodi Spurrell (Milestone) will take the reigns as AATCs new President on Sep 16.

Austin Apartment Association

June 2013 – May 2014

NAA Designation Programs

	Dates
CAM Fall	Oct 2013
CAS Fall	Oct 2013
CAMT	Feb – March 2014
CAPS	April-May 2014
NALP	May 2014
CAM Spring	March 2014
CAS Spring	March 2014

TAA Redbook Legal Seminar

	Dates
Redbook	February & April 2014

AAA Seminars

AAA Seminars	Dates	AAA Seminars	Dates
Budgeting Guide	June	Conquering the Courtroom	June, Nov, & May
Microsoft Excel Training	June & Mar	Effective Communications	July
		TAA New Eviction Law	Aug

Leasing Boot Camp	Sept & May	Leadership Training	Jan
Mold Remediation Certificate	Sept	Maintenance: Appliances	Jan
Supplier Success	Sept & Feb	Maintenance: Water Heaters	Jan
Managing a PR Nightmare	Sept	CPO Certification	Feb
High Impact Presentations	Sept	Sales Success	Apr
Maintenance 123: Plumbing	Oct	Handling Objections	Apr
Lead Generation & Tracking	Nov	Behavioral Interviewing	Apr
Risk Management Panel	Nov		
First Aid & CPR Certification	Dec		

Management Company Partnership Seminars

Northland Fair Housing (3 sessions)

Dates

May 2014

Other Education Programs

Learn at Lunch (monthly)

Peer to Peer: Connecting Owners Together (8 sessions)

Austin Community College: Maintenance Prof. Certificate

Dates

2013-2014

2013-2014

2014

Summary of Events

For the 2013-2014 fiscal year, we had both successes and areas of improvement within our education program offerings. We had an aggressive budget both in the number of seminars and the amount of budgeted members in attendance. Our successes include:

- Exceeding our seminar revenue budget particularly with seminar topics pertaining to fair housing, legal responsibilities, and Microsoft programs.
- Our designation courses were a success and exceeded the number of budget attendees - hitting a record number of registrants for the CAM & CAMT designation programs.
- We explored new certification offerings, such as CPR Certification & Mold Remediation Certification training.
- Educational outreach efforts have increased with a new Leasing Round Up Event – targeting Leasing Professional involvement.
- In addition to seminars, the AAA Business Development Department has focused (and continues to work) on the Austin Community College –Maintenance Certificate.

Houston Apartment Association

NAAEI Designation programs are performing well with most classes meeting or exceeding budgeted goals for attendance, including record-breaking numbers for CAM (63 students in our spring class). We will be honoring recent NAA designates at the annual Honors Awards this month within the following categories:

- o 18 CAM
- o 1 CAS
- o 6 CAMT
- o 7 CAPS
- o 13 NALP

Attendance at the annual Education Conference and Expo in May exceeded goals for seminars, with over 400 in attendance. General Session speaker, Dan Thurmond, was met with rave reviews. Break-out session speakers Anne Sadovsky, Megan Orser and Dawn Ford, Andy Masters, and Jonathan Michael Bowman were also warmly-received.

HAA continues to be challenged by the lack of training available in Spanish. Current maintenance courses offered for pools, HVAC and other professional-level courses, including CAMT, are frequently requested to be in Spanish and their current English-only availability limits participation from a much larger portion of our membership.

Lubbock Apartment Association

In 2014 our goal continues the same: "help apartment owners and managers operate their business more effectively, more cost effectively, and in compliance with all applicable laws and ordinances."

Our focus for the year is to provide as much quality education as we can to our members at no cost or at a greatly discounted price. We believe one of our main purposes as an association is to provide education and where our finances give us the ability we will provide education that all of our members can afford for all of their staff to attend.

To accomplish our goal and objectives, since our last report in:

- October/November, 2013 we had our 4th Leadership Lyceum class. Where normally we would meet 3 days over 3 months this time we had to compress our days down to two. The class consisted of 1 product service member, 1 LAA staff member, 1 owner and 5 managers. The days brought NAA Secretary Jeff Lowry and TAA Treasurer Dave Marcinkowski introducing the group to exactly what the apartment association is and our connections to TAA and NAA. The class also learned what Lyceum is and what these candidates should expect during Lyceum and after as Lyceum graduates what is expected of them. Then the class heard about legislative issues from Senator Robert Duncan plus the President and CEO of our Chamber of Commerce. Then they learned all about PAC from TAA David Mintz and NAA Greg Brown. Lyceum also heard from the Mayor of Lubbock, a long standing Justice of the Peace and his Constable on a panel to discuss issues in Lubbock as well as the new legal processes our members will be seeing in the courts. Candidates took a tour of the City Emergency Operations center so they could see firsthand how the city prepares for a crisis and learned how we can help in that response. They toured the Lubbock airport, its ground operations and tower. Because the airport has such a large impact on our city economics we wanted to understand the true workings of the airport from behind the ticket counter. Then, the class got to spend some time working at the South Plains Food Bank and took a tour of their facility. This helped the class learn the impact the food bank makes on the city and surrounding areas and showed how LAAs involvement makes a difference. Finally, as part of a tour of their facility, the Lyceum class had the privilege to give our October golf tournament proceeds donation of \$10,000 to Family Promise, which capped off our community service day very nicely. It was a very exciting Lyceum.
- February we put on our semi-annual Redbook seminar with David Fritsche. This is a seminar we offer free to our members. The importance of this education and the ability for all of our members to attend is recognized by our Board of Directors and they insist on the seminar being free to attend.
- We added a ½ day Redbook and ½ day Hoarding session in March which was something new for us this year. Jennifer Owen came and taught these sessions doing a great job. One of the highlights of the Redbook was that we had one of our long standing Justice of the Peace in the room and he was very interactive in giving the group his thoughts on the laws, old and new as well as how he handles his court. The group enjoyed the smaller setting and his interaction immensely.
- In March we completed CPO training for a lucky 13 of our members and achieved a 100% passing rate. David Davis, an LAA member and local instructor has a terrific teaching style and is gracious enough to include in the usual 2 day CPO class a ½ day math tutorial that helps in understanding all of the formulas that are required in CPO.
- We recently completed CAM class with Susan Weston and currently have 10 of 14 students who have passed their examination and 4 to retest. The cost to the students or their companies was only to cover the course/materials and the students have been extremely grateful for their opportunity.
- In September we have scheduled HTC compliance training put on by TAA.
- Beginning October, 2014 we are offering CAMT. Based on the success of CAM and with the new blended learning/Galaxy tablet draw of the CAMT format we have several maintenance and managers that are signed up to get their CAMT. We are also offering CAMT at a discounted rate that will cover course/materials which is of course a great benefit to our members.
- Also in October we have our own Education Conference featuring national speakers Jackie Ranstedt, Lisa Trosien, Mark Cukro and Vicki Sharp. The conference is free to all of our members. We will offer sponsor opportunities to our product service members however, these will be at a minimal cost. We have not had a conference since 2010 and there is quite a bit of excitement around this one.

It's been a fun year with more to come.

San Antonio Apartment Association

SAAA has experienced an increase in Designation enrollments this year. Our average CAM class usually consists of about 15 students and this year, we have 21 registered. CAPS courses usually have an average of 6 students per year, and this year we have 9 people taking the class.

SAAA Education/Outreach Committees worked with the American GI Institute to hold a career fair for veterans on April 8th. We had 7 management companies and one vendor member participate. Estimated total number of veterans who participated was 35. Almost every veteran walked away with a scheduled interview for a position. We have an ongoing relationship with the American GI Forum as they are still sending us resumes of qualified veterans. We anticipate another Veteran's Career Fair to be held in the Fall and look forward to working more closely with the American GI Institute and their partners.

REGION VII

Arizona

Arizona Multihousing Association

The new Arizona Lyceum Program, which is modeled after the NAA Lyceum and partially funded with NAA assistance, kicked off in January with 23 Class One candidates. Two class days have taken place, with one more class day and a community service project yet to complete. The graduation celebration will take place at the annual AMA Board of Directors meeting and Holiday party in December.

The AMA has been successfully growing Real Estate Continuing Education Classes since January. The annual update with the Arizona Real Estate Commissioner had more than 40 attendees who experienced an informal opportunity to discuss issues with the Commissioner.

NAAEI accredited courses have been scheduled in both Phoenix and Tucson this year.

AMA assisted in creating a CAMT class on the campus of Coconino Community College in Flagstaff, together with Goodwill Industries and the NAA. The class was in conjunction with a first-ever apartment career fair in northern Arizona, with several AMA member properties participating.

Oregon

Multifamily NW

Multifamily NW has been offering the designations in 2014 for the first time since rejoining NAA in 2013 and in every category we are experience above budget attendance.

Washington

The Washington Multi-Family Housing Association

The Washington Multi-Family Housing Association (WMFHA) continues to improve our educational programs through creative marketing and strong instructor development. Our CAM, CAS and CAMT courses continue to set new attendance and revenue records. We are focused on promoting the CAS and Supplier Success courses as being extremely beneficial for our industry partner members and enjoy seeing them participate in our education programs through these courses.

We are excited to offer the Certified Apartment Portfolio Supervisor (CAPS) designation for the first time in our market. Response has been good and thanks to our partnership with trainer Sue Weston, we should have a vibrant class.

After only offering NALP online for the past several years, we are bringing back a classroom version and look forward to enhancing training in leasing and marketing, particularly for those members who might be newer to this career. We will also develop our own format of a "Property Management 101" class which we will offer to member employees newly hired to the industry.

This June we will be holding the joint NAA/NAHMA certification course titled Specialty in Housing Credit Management (SHCM) for the first time. One of our goals is to provide increased value of membership to those member companies with affordable housing properties.

This spring we held our two major education conferences and trade shows, one geared toward maintenance service employees (including the popular Maintenance Mania competition) and one held for management personnel. These continue to grow in attendance and quality. Only by exhibiting at one of these two trade shows can our supplier members participate in our most popular event, our Business Exchange (Reverse Trade Show) event held in late summer.

Our challenge continues to be promoting a culture among our members of the value of employee training. Our membership surveys continue to cite education and training as a needed purpose of WMFHA, yet attendance and support sometimes falls below expectations when we organize course offerings. Career Development will continue to be a strong mission for the association.

REGION VIII

Utah

Utah Apartment Association

Utah Apartment Association is currently working on two issues for the 2015 legislature. One involves capping business license fees. We have several cities who are pushing the limit on fees.

Another involves reining in utility companies who are making life very hard for property managers by not allowing managers access to accounts (only the owner could make changes) and not allowing tenants to put all utilities in their name. We are excited about our prospects and will keep you posted.

We also have had some big successes lately in partnering with sister trade associations. We have done several co-meetings with NARPM (the National Association of Residential Property Managers). In addition, we are doing an Economic Forecasting Conference with IREM (Institute of Real Estate Management). We find we gain members from these sister associations and that we get many of their members to donate to our PAC. Partnerships have proven very successful.

REGION IX

Florida

Apartment Association of Greater Orlando

NAAEI Designation Programs

AAGO is wrapping up the Spring CAM program and have 23 candidates. There are also 3 CAS candidates. Our Fall series starts in September and we are doing a CAM Cram format where the program will be offered on Thursdays and Fridays over 4 weeks. We already have 8 managers signed up!

We offered our CAPS Express program in February and had 25 attendees from Orlando, Jacksonville and even a professor from Virginia! Alexandra Jackiw was our instructor and we have had 10 successful candidates pass their test and are now CAPS designates.

We offered our first NALP program in over a year and had 7 candidates attend. The students did a great job presenting their projects and we look forward to them passing their tests.

We will be offering our CAMT program in late summer/early fall. AAGO will continue to make a concerted marketing push to fill these programs up. AAGO has struggled in the last three to five years with filling up both CAMT and NALP.

Seminars & Workshops

AAGO's educational offerings include leadership classes, financial management, gang awareness, leasing, marketing, social media and fair housing, just to name a few. We have added 12 brand new classes this year and have over 100 classes throughout the year.

We have continued to add to our social media series. We have "Online Reputation Management" and "Building your Facebook Fan Page". The maintenance personnel are being targeted with seminars such as "Leadership Skills for the Maintenance Team" and "Managing your Maintenance Budget". Our managers have "Keep Calm and Increase NOI" as well as "Maintenance for Managers".

We brought in Mark Cukro for "Tool-a-Palooza" seminars before Maintenance Mania and he received RAVE reviews! We also brought in Sherre Helmer who spoke at our May dinner meeting and held a seminar on "We Don't Speak the Same Language" the next day.

Education... What's HOT & What's NEW?

AAGO started the APASS subscription program in 2010 and while it took a while for the program to take off, we are currently at 128 APASS communities and 2A-APASS Supplier companies. The APASS program is a subscription program where subscribing communities get **unlimited seminars and workshops** for an **entire on-site team** for the cost of one seminar.

We are excited that our building renovation is almost complete! Our classrooms have received a face lift with new carpet and paint as well as state of the art technology! Classrooms now have 70 inch televisions to view presentations and built in sound! Our students and teachers are loving it! Our maintenance training center should be complete in June. This center will include areas for maintenance personnel to work hands on with appliances, dry wall, paint, etc. We are currently seeking donations from companies to provide the appliances for the students to work on. AAGO is also finalizing our "Live! Leasing Demonstration Center"! This is a one of a kind one bedroom "model" where we will host both leasing classes and demonstrate to service teams a move in inspection. We are looking forward to our first leasing class complete with live role playing!

The 6th annual Lease-A-Palooza is set for September 18. We already have over 50 registrations for the event. Our speakers this year are Lisa Trosien and Don Sanders. This event has grown tremendously since its inception and this year will be bigger and better than ever. AAGO is diversifying the marketing efforts to include Twitter and Pinterest and not just Facebook to promote the event.

Bay Area Apartment Association

BAAA continues to offer free seminars and workshops for our members in an informal interactive format. Both in person and internet webinars are scheduled for both community and associate members. "Education Express" is in its fourth year and represents a strong member benefit and marketing/selling point.

Education Express is funded by BAAA's Associate members who provide an annual sponsorship at a very nominal fee. Sponsors also may attend the programs at no charge and are recognized in Bayline Magazine and may distribute their company's information at the workshop or seminar location. Non-members and associate members who are not Education Express participants pay \$39 to attend the seminars. Topics covered to date three Fair Housing Seminars and a Legal update.

BAAA co-sponsored the first Fair Housing Seminar of the year in April with the Fair Housing Consortium which was held at the Pinellas County Realtors Organization's campus. There was good attendance with a very diversified panel of speakers. Earlier in the month, BAAA hosted a Fair Housing dinner meeting with a speaker from the local pro-bono legal services group. This meeting was a great opportunity to mix learning about the work legal services performs and to create a better understanding of the value of building relationships within the community.

BAAA has completed the first NALP and CAM class of the year with the assistance of several very qualified NAAEI instructors. Both programs will be offered again in the early fall. CAM-T is also scheduled for September. The recent legal seminar was a big success for the attendees who were updated by one of BAAA's local attorneys. It was notable that there were a larger than usual number of maintenance and support personnel in attendance. Recent changes to the tenant landlord act further added to this learning opportunity.

BAAA continues to offer outreach programming in Polk County and in May hosted a Fair Housing update in Lakeland, Florida at a new location provided by one of BAAA's associate members. There are three more seminars and workshops planned for the summer and fall months including a luncheon in late summer focusing on customer service and resident retention.

A leasing and closing seminar will be held on June 17th with an emphasis on understanding the leasing process from greeting through 'asking' for the order using relationship building skills. In July, BAAA will host Diversity Training modules to develop on-site skills that emphasize cultural, gender and disability acceptance. Interactive workshops will be offered in conjunction with planned webinars.

BAAA has offered CAS before in conjunction with the CAM program and it is hoped that there will be enough interest to offer this program during the fall designation classes.

BAAA continues to offer on-line education through Grace Hill, NAAEI and Landlording 101. In house training continues to compete with BAAA's educational offerings – one solution that is working is to offer BAAA training on-site at major management company sites to encourage more participation. Education remains one of the primary benefits of membership and offers a tremendous value to our members.

"All of Life is a constant education." – Eleanor Roosevelt

Emerald Coast Apartment Association

ECAA had a Fair Housing Seminar May 7th with Wesley Alseshire. The seminar was well attended considering we had a storm the week before and several of the properties were had major flooding and could not attend.

Donna Rock with Arlington Properties will give a Leadership seminar August 14th. Donna is an awesome speaker. She knows how to get everyone involved and keeps everyone laughing.

Trying to get HD Supply to hold a maintenance workshop sometime this year.

We have talked about offering a CAM or NALP class to our schedule next year. Because we are a small association it is sometimes hard to get the owners of properties to see the importance for the CAM or NALP.

First Coast Apartment Association

NAAEI Designation Programs: CAMT, NALP, and CAM designation classes were held in January, February, and April; and CAMT classes are scheduled again for July. The CAMT is offered twice a year.

Individuals who complete the CAMT coursework and pass the test automatically qualify for the City of Jacksonville's Property Maintenance Craftsman (PMC) license. PMCs are required to submit proof of 7 continuing education credits to renew their license. FCAA is an approved provider of CECs and provides an array of maintenance CEC classes throughout the year. Approximately 300 licensed PMCs earn CECs through FCAA classes every renewal period. FCAA is the only approved provider with classes designed for multifamily maintenance professionals.

CAM testing continues to improve, both administratively and performance wise. Six of the eight CAM students who took Parts I and II of the CAM passed both; one student passed the retest. The administrative kinks have

been worked out, and students report feeling better prepared for Part II. It's been a learning process for staff, students, and instructors.

Tri-City Apartment Association

The Education Committee has begun working on some different ideas for how to encourage participation at seminars. They are also working on the possibility of trying to host a CAM or NALP later in the year. Each year the committee tries to build the amount of education that is offered but has been met with low attendance. TCAA has struggled with attendees and interest in the NAA sponsored programs but hopes this year to be able to offer a couple. TCAA has attempted to put on CAM & NALP courses in years past but with very little response. TCAA has somewhat always seemed to struggle with attendance for education programs but the committee and board are continuing to work on solutions.

This year's Trade Show was held in April. It was a great success with both exhibitors and attendees. The committee mixed it up this year with some different ways to promote attendance and it worked well. TCAA has been focused on adding unique ways to raise funds for PAC. The committees of the different events have tried various items to raffle off to increase participation. It has added lots of fun and excitement as well as raised funds for PAC!
Overall, TCAA continues to strive to work hard at the betterment of the association for its members each year.

Louisiana

Apartment Association of Greater New Orleans

Education for AAGNO January thru May - New Orleans held the NALP course in April with 24 in attendance. For the first time we held a personal awareness\violence in the work place dealing with residents and employees, which discussed what to look for and how to react to a shooter. we had law enforcement as well as a video which included homeland security and the FBI and their tips on being aware—a great class. AAGNO also held Fair Housing for Maintenance with 102 maintenance personnel in attendance and Fair Housing for Management with 84 in attendance. Other workshops were Leasing, Electrical for Maintenance, Emergency Preparedness for Management and Maintenance, Motivational - The Energy Bus, Why your Job is Important (grounds, housekeepers & painters).

Houma\Thibodaux held Fair Housing for Maintenance for the first time, the class was well attended. At the February Membership Luncheon Local Law Enforcement spoke on Personal Awareness – Violence in the Work Place, which will be followed by a full seminar in the coming weeks. Time Management & Fair Housing are scheduled, as well as an HVAC Class.

Acadiana Apartment Association

The Acadiana Apartment Association at the present time has 66 owner/members and 53 Vendor members with a total of 11,563 units.
On March 13th, we held our annual Trade show. Very successful.
On April 15th, Fair Housing w/Tammy Sponge. Very successful.
On May 8th, a seminar with one of our members regarding tenant screening and annual crawfish boil.
June 23,24 ,and 25th, Certified Occupancy Specialist certification course and refresher will be held.
July 23, 2014, Annual Fundraiser "Taste of Acadiana".

Shreveport-Bossier Apartment Association

May –Fair Housing Maint Subflooring Class Annual Crawfish Boil Canned Food Drive	August - Manager Round Table I	September - Manager Round Table II Pet Savers -Community Charity
October - Energy Bus seminar	November - Annual Bingo	December - Annual Christmas Mixer

Violence in the work place seminar Golf Tournament Annual Trade Show		Operation Santa Clause
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REGION X

California

Apartment Association of Orange County

AAOC is not offering any in house programs through NAAEI. The response for these programs is not large enough to warrant holding an in house class. We refer people to the NAA website to enroll for these programs online. We currently advertise the CAM program and NALP program in our monthly magazine as well as our website, www.AAOC.com.

North Valley Property Owners Association

We offer to our members the NAAEI program of CAM and NALP online and soon will be offering the IROP program in house. We have in house workshops that range from how to Qualifying Applicants, Raising Rents, Understanding Security Deposits, and much more. In addition to these workshops we also have monthly educational luncheons and Free Fair Housing Workshops. Attached is our education schedule if you would like to see the specific classes we try to offer on a regular basis throughout the year.

As far as challenges go, we are having a difficult time trying to figure out how to offer CAM or NALP in house with the cost being so high as well as the property management companies not having the staff that can take a week away from their position as onsite manager or leasing agent. Some of the NAA programs are better for really large property management companies. We haven't had anyone from our association participate in the online webinars either.

San Diego County Apartment Association

The SDCAA had a productive first half of the year with many classes including the CAM designation series, legal and legislative update, several Fair Housing classes, pop-up courses on hot topics like ADA Lawsuits and drought related issues, and the 40th Annual Education Conference and Expo attended by more than 2,000 people. The Expo featured classes for all the different member types on the latest topics impacting the industry. This year, ADA and fair housing shopping/lawsuits has been a concern for many property owners and managers so we held additional fair housing classes with varying focuses such as disability, familial status, and language. SDCAA will continue to offer fair housing courses, pop-up classes on timely topics, as well as certifications such as the RRP.

