



Leadership News

January 2009

Following is a summary of ongoing activities, projects and information from the National Apartment Association (NAA) headquarters in a click-through format. This report is sent monthly to NAA Board members, the Association Executives Council, Affiliate Presidents, the National Suppliers Council and the Assembly of Delegates.

- Meetings
- NAA Lease Program
- Membership
- Government Affairs
- NAA Education Institute (NAAEI)
- Information Technology
- Communications
- National Sales
- Finance and Administration

Meetings

2009 NAA Education Conference & Exposition: It's a New Game – Knowledge is Power. The NAA Education Conference & Exposition is THE source for answers, knowledge, education, networking and insight that will be critical to the success of those who wish to thrive and not simply survive in the face of uncertainty. If you believe as we do, that uncertain times demand innovative solutions and steady leadership, then come and take your place at the 2009 NAA Education Conference & Exposition in Las Vegas from June 25-27, 2009.

Here is a sneak preview of speakers: Steve Forbes, Chairman & CEO of Forbes Inc. and Editor-in-Chief of Forbes magazine and Dana Carvey, Emmy-award winning comedian and past repertory member of "Saturday Night Live", have been secured as General Session speakers.

Register now via the NAA Web site to receive early bird registration discounts and preferred housing! Early bird rates end Jan. 15, 2009.

Continue Reading

NAA Lease Program

The NAA National Lease Program is pleased to report that 1,534,000 clicks were sold in December 2008, establishing a record for the most clicks sold during the month of December. In December 2007, NAA sold 1,048,000. NAA also sold 106 site licenses in December. NAA added 1,332 new communities in 2008, eclipsing the 1,067 site licenses sold in 2007. NAA also set a record for the number of clicks sold in a single year, selling 19,146,500 and breaking 2007's record of 14,862,500.

Membership

2009 Proud Member Decal. The 2009 NAA Proud Member Decal will accompany the January issue of

units. We hope that each member will proudly display the decal to show that you are a member in good standing.

2009 Membership Competition: “Get Green, Come Grow With Us.” NAA will commence its affiliate/regional membership competition in January. The competition will recognize the affiliates that experience the greatest percentage growth during the competition period. Affiliates will compete based on four membership-size categories, which are based on total number of member units: fewer than 10,000 units; 10,000 to 29,999 units; 30,000 to 79,999 units; and 80,000 units and above. State associations may enter the affiliate competition, but only if they are the only affiliated association in their state. An additional award will go to the region that experiences the greatest percentage growth.

The theme for the competition is “Get Green, Come Grow with Us.” NAA will offer cash incentives to the winning affiliates in each of the four categories as well as other incentives to encourage affiliate participation. The competition period is Jan. 30 – Dec. 31, 2009. The reporting dates will include Jan. 30, April 30, July 31 and Dec. 31. NAA will send notification to affiliates a week prior to the deadline along with a link to the NAA Web site to post their numbers. For more information, contact Valerie Hairston at 703/797-0624 or e-mail valerie@naahq.org.

Continue Reading

Government Affairs

New State & Local Policy Manager Starts. We are pleased to announce that Erik Taylor has joined the staff as state and local policy manager, working with our affiliates in the southern part of the country. Taylor’s background includes work at a state government affairs firm on a variety of tax and commerce-related issues across the states and as a staff person in the Michigan House of Representatives. He can be reached at erik@naahq.org or 703/518-6141 Ext. 117.

Bed Bug Working Group. The Bed Bug Working Group held its first meeting via conference call on Dec. 18, 2008, chaired by Brian Hendy, President of the Greater Cincinnati Northern Kentucky Apartment Association President. On the call were NAA members and affiliate staff from numerous states as well as representatives from the National Pest Management Association. Issues covered on the call were the history of the pest infestation and the pesticides used in the past, what suggestions member had to address the problem, and what outcomes the members would like to see from the working group.

Continue Reading

NAA Education Institute (NAAEI)

NAAEI Committees. Those interested in serving on NAAEI Committees should fill out the NAAEI Board/Committees application on the NAA Web site (login required) to serve on one of the following committees:

- Apartment Careers
- Program Administration
- Curriculum Development

These committees meet three times a year at the NAA Capitol Conference, NAA Education Conference and NAA Assembly of Delegates. Applications are due by Feb. 13.

NAAEI National Training. NAAEI will be hiring two national trainers to travel to local associations and offer NAAEI designation programs where they are currently not being offered. NAAEI encourages NAA affiliates to continue to offer the designation programs they have in the past and to consider offering additional programs; however, in areas where affiliates have difficulty recruiting qualified instructors or have challenges enrolling enough students to make the class cost-effective, NAAEI will provide a trainer to teach the course locally or to

recruit students from a cluster of affiliates.

NAAEI will hire a Maintenance Trainer who can teach CAMT, the maintenance modules of CAM and CAPS and Advanced Instructor Training. NAAEI will also hire a Leasing and Management Trainer who can teach NALP, CAM, CAPS, "Fair Housing and Beyond!" and Advanced Instructor Training. Both trainers will have considerable apartment industry work experience as well as training/facilitation and curriculum development experience.

Continue Reading

Information Technology

Committee Sites. A team workspace has been created for each of the NAA and NAAEI boards, committees and task forces. The Web workspaces allow each group secure space to collaborate on team projects with a calendar, discussion board, announcements and documents library. The sites will be available later this month.

NAA Blog to Launch in 2009. Thirty-five blog proposals were received from potential blog authors covering various industry topics. Submissions are currently under review with anticipated launch later this month.

NAA Network on Facebook and Linked In. The NAA group pages on the LinkedIn and Facebook social networking sites provide over 400 NAA members with a forum for online networking and discussions. AEs are invited to download print and online banner ads (login required) promoting the NAA Network groups for use on their local and state publications and Web sites.

Continue Reading

Communications

units magazine. The January issue mailed Jan. 12. The issue, which will also be distributed at the NAA Student Housing Conference in February, includes a focus on student housing operations, design and maintenance, and will include the 2008 NAA Annual Report and NAA Proud Member sticker.

PR Activity. Fleishman-Hillard (F-H) researched and developed a 2009 NAA Q1 Communications Plan. F-H pursued an apartment industry 'Growth Spurt' media pitch with Chris Lee of CEL Associates scheduled for late January outreach and created 'Inaugural Renting Guidelines' in preparation for the many Washingtonians set to rent their homes during the Presidential Inauguration. This effort resulted in a radio and television interview for Doug Culkin in January.

National Sales

Trade Shows and Sponsorship. Sales for all three NAA trade shows have been coming in steadily. With only three weeks left until the 2009 Student Housing Conference there are already 140 booths sold. Currently, there are four Graduate sponsors and five Undergraduate sponsors; ad sales for the Student Housing Program Guide broke budget. The 2009 NAA Education Conference & Exposition is on a similar pace compared to last year in both booth sales and sponsorships.

Finance and Administration

We thank Michael Gorman and all Budget & Finance committee members for their year of service and welcome Jerry Wilkinson as our 2009 Budget and Finance Committee Chair. Finance is working on closing 2008 and the usual new year's tax and payroll matters and diligently preparing for the arrival of Tate & Tryon, our auditors, later in January.

National Apartment Association | 4300 Wilson Blvd., Suite 400 | Arlington, VA 22203
phone: 703-518-6141 | fax: 703-248-9440 | Feedback