



TWENTY SECOND

Annual Convention and Trade Show

OCTOBER 13-15, 2010 | SEATTLE SHERATON DOWNTOWN
Event Registration Brochure



National Association of Residential Property Managers



PRESIDENT'S MESSAGE



It is with great pleasure that I invite you to the *Emerald City* in the *Evergreen State*—my hometown of Seattle, Washington—for the 2010 NARPM® Annual Convention. I have given you a couple of references to being green—well, we are! All that rain is good for something. And, did you know, Seattle is the home of Starbucks, Amazon, Nintendo, Microsoft, and many other world-recognized organizations? We even had a football team that went to the Super Bowl once. You do not want to miss coming to visit me. There is so much for you to see and do!

This year's event is going to be, as NARPM® conventions always are, the highlight of the year. The Convention Committee, with Chair Leeann Ghiglione, MPM® RMP®, at the helm, has put together an absolutely awesome event. They have lined up Wally Amos, founder of Famous Amos Cookies, inspirational speaker and author of eight books, as the opening session keynote. Bill Stainton, Emmy Award-winning TV producer, writer and performer, will be our Friday general session speaker. Both men are very humorous with life lessons that we can all learn from.

On Tuesday, we have the opportunity to attend Leadership Training conducted by Joseph Michelli, Ph.D. Mr. Michelli is a psychologist, author and founder of Lessons for Success, a training and consulting company. I have read two of his books; *The Starbucks Experience: Five Principals of Turning Ordinary into Extraordinary* and *When Fish Fly: Lessons for Creating a Vital and Energized Workplace*. I even had the opportunity to speak with Mr. Michelli on the phone, and truly feel that you will benefit immensely by attending this full day of training. It is not just about leadership; Mr. Michelli will help you make your businesses better and potentially bigger.

Tuesday evening brings the *Dare to Soar* President's Celebration. We are going on a cruise around Seattle, and you will want to sign up early because this event always sells out fast. As always, we are still having the great educational breakout sessions and the fabulous trade show!

We will also be recognizing all of our new RMP®, MPM®, CSSsm and CRMC® designees at our Friday luncheon. Please plan on being there to celebrate their success. Also on Friday, the 2011 Board will be sworn in. The highlight of the Convention is going to be Friday night as we hold the first (and maybe last) *NARPM® Has Got Talent* show. We are inviting NARPM® members from across the nation to show off their talents. We want singers, dancers, instrument players, jugglers, comedians, etc. to sign up. I get to MC the event and we are expecting a very highly rated, sophisticated panel of individuals to judge the competition. It should be amazing!

So you see, my good friends, the 2010 Convention is not something you are going to want to miss. There are also a lot of additional events that are just too numerous to mention here. Pack your bag, don your umbrella, bring your coffee cup, and head to Seattle. You will not regret it!

A handwritten signature in black ink that reads "Vickie Gaskill".

Vickie Gaskill, MPM® RMP® CPM®, 2010 NARPM® President

CONVENTION CHAIR'S MESSAGE



I would like to invite you to come to beautiful Seattle, Washington, for the 22nd Annual NARPM® Convention and Trade Show. This year, we will have five days of education and networking with fellow NARPM® members and vendors. The convention will encourage all of us to *Dare to Soar* to new heights. Come and learn something new, share a story with old friends, and prepare to make new and lasting friendships with professionals as we gather from all corners of the country and beyond.

The Convention will kick off with our *Dare to Soar* President's Celebration on the waters of Puget Sound. We will meet the convention first-timers at a meet and greet session just before we depart for this highly-anticipated event.

This year's Program Subcommittee has put together a fantastic variety of workshops which we are positive will benefit you and help to grow your business. We will also have education classes. Some of the topics we will cover are: Navigating the National Website, Marketing Your Business, Employee Retention, ID Theft, Photography of Rental Properties, and much more. Our national speakers, Wally Amos of Famous Amos Cookies will amaze us with *The Power of Positive Thinking*, and Best-selling Author and Beatles Expert Bill Stainton will show us *Business Smarts with Show Biz Sparks*.

As we try to navigate these economic times, it is very important that we continue to grow and gain new ways to increase our profitability as we serve our clients' best interest. Our NARPM® conventions serve as a great tool to help us all achieve these goals. The opportunity to network with colleagues from all around the country is invaluable and fun! Learning, sharing, laughing and caring all awaits you up here in the beautiful Northwest.

Our Gala on Friday night will also be another you will not want to miss. This year, you will be entertained by our very own pool of talent at our NARPM® *Has Got Talent* show. Yes, that is right—we will have the first ever talent show with judges, prizes, and a whole lot of laughs and entertainment!

The Convention will be held at the downtown Sheraton Hotel, close to shopping, theaters, Pike Place Market, the Space Needle and more. We have a variety of sporting activities that you could partake in. Another first this year is the NARPM® Past Presidents' Charity Golf Tournament. You can also check out a baseball or football game at one of two major sporting stadiums. If sports are not your thing, we have a variety of stage and theater productions you could be entertained by, or you can simply relax after a long day at the hotel's indoor pool! Come and enjoy all the convention has to offer, and be entertained by our spectacular city.

A handwritten signature in black ink that reads "Leann Ghiglione". The signature is fluid and cursive.

Leann Ghiglione, MPM® RMP®, 2010 NARPM® Convention Chair

Travel information

The discounts below are available for several days before and after the event. Advance reservations are strongly encouraged as availability is on a first-come, first-serve basis. You can also check to see what discounts are available through our NARPM® Affinity Partners by visiting www.narpm.org/about/affinityprograms.html. We will continue to bring special programs or discounts to you as we get closer to the convention, so keep an eye out for additional details.

AIRFARE

Continental Airlines is pleased to offer discounted airfares to Seattle for the NARPM® Convention from many cities in the United States. Call Continental Airlines Meeting Works Department at 800-468-7022 for information on these great rates; refer to Z Code ZJ4F and Agreement Code 509353. To avoid a service fee and save an additional three percent off booking your own reservations at www.continental.com, you can choose your flight times and access your discounts by inserting ZJ4F509353 in the Offer Code box.

JetBlue Airways is also offering discounted airfares to Seattle from everywhere they fly. To find out more about this discount program, call JetBlue meeting desk at 1-888-JETBLUE (538-2583) or visit www.jetblue.com/promo and enter the code for this discount program NARPM2010. *(Be sure to use All Caps when entering the code.)*

CONVENTION DRESS

Appropriate dress for all parts of the NARPM® Convention in Seattle is business casual, except for the Gala on Friday which is usually more formal. Remember, hotel meeting room temperatures vary greatly, especially in the exhibit hall, so please dress accordingly—layers are good. Evenings in Seattle can be cool in the fall, so be sure to bring a sweater or light jacket. You should also pack an umbrella since you never know when a brief shower will pop up.



location

Our 2010 Annual Convention and Trade Show will be at the AAA Four Diamond, award-winning Sheraton Seattle Hotel in the *Emerald City*, Seattle, Washington. The address of the hotel is 1400 6th Avenue, Seattle, Washington 98101.

ABOUT THE HOTEL

The Seattle Sheraton is conveniently located in downtown Seattle. A quick and inexpensive way to get to the hotel from Sea-Tac International Airport is via the Sound Transit Light Rail System. The train leaves from the airport and the last stop on the line is the King Street Station, just one block from the hotel. The fare is only \$2.25, and the train is efficient, clean and very safe. You can get additional information at www.soundtransit.org or call the hotel at 206-621-9000. You can also choose to take the Gray Line Seattle Downtown Airport Shuttle. A one-way ticket is \$11 and round-trip is \$18. The shuttle does not accept reservations, but you can purchase advance tickets at their website (www.graylineseattle.com) by clicking on the Downtown Airporter button. There you will find complete information about where to find the shuttle in the airport. The shuttle stop for the Sheraton is 6th Avenue, right in front of the hotel.

The hotel is convenient to the historic Pike Place Market, Seattle Art Museum, Space Needle, and a host of other exciting attractions. The Sheraton also boasts of a variety of amenities to make your stay even more memorable. Work out in the comprehensive fitness center located on the 35th floor or enjoy the indoor pool, whirlpool spa and sauna. All guestrooms are non-smoking. You will enjoy true luxury with the Sheraton Sweet Sleeper bed with a double pillow-top mattress. Each room also has a comfortable seating area and workspace. The Sheraton Seattle is a full service hotel with a complete business center and a fireside lobby that is the connection destination with the Link@Sheraton, which offers a secure and fun area where you can access the internet, work or just hang out.

RESERVATIONS

Convention attendees will enjoy the special NARPM® rate of \$209 per night single/double plus tax for a traditional room and \$229 single/double plus tax for a deluxe room. This rate is available for up to three days before the start of the convention and three days after, on a space available basis. Plan now to stay a few extra days and enjoy Metronatural™ Seattle!

To make your reservation, call the hotel directly at 206-621-9000 or the central reservation office at 888-627-7056. Tell the reservation agent you are with the National Association of Residential Property Managers. You can also make reservations online using a special webpage accessible from our website at <http://www.narpm.org/conferences/annual-convention-trade-show/accommodations.html>. To get this great rate you must make your reservation by Wednesday, September 8, 2010. While the room block is active until September 8th, rooms are sold on a first-come, first-serve basis. When the room block is filled, rooms at this rate will not be available. Be sure to check with the hotel when you make your reservation regarding deposits, cancellation policies, and the current check-in/check-out time.

speakers

WALLY AMOS

Today, his name is a household word. As founder of Famous Amos Cookies in 1975 and father of the gourmet chocolate chip cookie industry, he has used his fame to support educational causes. In 1994, he co-founded the Uncle Wally's Muffin Company, which produces a full line of muffins. His most recent venture is Chip & Cookie, with retail stores in Waikiki and in Kailua Town, Hawaii, and an e-Commerce business featuring five flavors of cookies and two chocolate chip cookie plush character dolls, Chip & Cookie, plus other gift and apparel items created by Christine Harris-Amos.



Wally and Christine founded the Read it LOUD! Foundation in 2005, urging parents and caregivers to read aloud to children for at least 10 minutes each day. Ten percent of the net profits realized by Chip & Cookie, LLC will benefit the foundation, an IRS (501)(3C), to support its efforts to promote Children's Literacy, www.readitloud.org. In August 2006, using Savannah as their pilot city, they launched Read it LOUD! Savannah. Read it LOUD recently partnered with the Library of Congress and the United States Postal Service to launch a national campaign.

Wally was National Spokesman for Literacy Volunteers of America from 1979 until 2002, when they merged with Laubach Literacy Council to create ProLiteracy Worldwide. He is also a former Board Member of the National Center for Family Literacy and Communities in Schools.

Wally Amos has been the **recipient** of many honors and awards. He gave the shirt off his back and his battered Panama **hat to the** Smithsonian Institution's Business Americana Collection. **He has** been inducted into the Babson College Academy of Distinguished Entrepreneurs, and **he received** the Horatio Alger Award, **The President's Award for Entrepreneurial Excellence**, and **The National Literacy Honors Award**.

Wally is also an author who has written nine books; his autobiography, *The Famous Amos Story: The Face That Launched A Thousand Chips*; *The Power In You: Ten Secret Ingredients To Inner Strength*; *Man With No Name: Turn Lemons Into Lemonade*; *Watermelon Magic: Seeds of Wisdom, Slices of Life*; *The Cookie Never Crumbles: Inspirational Recipes for Every Day Living*; *Be Positive, The Power In Self-Esteem: How To Discover And Fulfill Your Life Dreams*; *Live An Inspiring Life: Ten Secret Ingredients for Inner Strength*; and *The Path To Success is Paved with Positive Thinking*. His most recent book is *Watermelon Credo – The Book*.

Over the years, Wally has acted in a number of network sitcoms and appeared on hundreds of interview shows, news programs, educational programs and commercials. On the lecture circuit, he addresses audiences at corporations, industry associations and universities with his inspiring "do it" positive attitude. Over 150 million Americans know Wally Amos. His fame is grounded in quality, substance and a positive attitude.

BILL STANTON

Bill Stanton is a multiple Emmy Award-winning TV producer, writer, and performer; an author; a business humorist; and an internationally-recognized Beatles expert. He blends the business smarts he learned from twenty years in corporate management with the show biz sparks he gleaned from working with Jerry Seinfeld, Ellen DeGeneres, and Jay Leno to create entertaining and enlightening presentations enjoyed by audiences around the world!



As the executive producer of Seattle's legendary comedy TV show, *Almost Live!*, Bill led a talented and highly creative team to unparalleled success—a #1 rating for ten straight years, and over 100 Emmy Awards (29 of which went to Bill). At the same time, he also owned his own corporate training company, authoring nine training programs in subjects ranging from office politics to customer service to team motivation.

From Maine to Malaysia, Bill is committed to helping his audiences achieve their highest potential—while maintaining a sense of fun along the way.

JIM HEBERT

Jim Hebert is the president and founder of Hebert Research, Inc., an international real estate, land use, and statistical research firm. Hebert Research serves over 3,000 companies, organizations, and governments in the United States, Canada, Europe, Mexico, and Japan. He is credited with some of Washington State's most significant developments over the past 31 years, including Microsoft World Headquarters, Issaquah Highlands, Costco World Headquarters, Carillon Point, Semiahmoo Resort, and Suncadia Resort.



Jim has served, or is currently serving, on the following Boards which have addressed major land use, real estate, or long range planning issues:

- CAMPS - Center for Advanced Manufacturing (president)
- Costco - Adjunct Research Director
- PACE - Performing Arts Center Eastside
- Key Bank - Board of Directors
- GEO Engineers – Board of Directors
- Camp Korey at Carnation Farm (founder and Treasurer)
- Seattle University – Business School Advisory Council
- Central Washington University – Regent's Advisory Board
- Seattle Downtown Association (former)
- Bellevue Chamber of Commerce (former chair)

In addition, Mr. Hebert has published over 100 articles on land use and real estate. He has served on the faculty at the University of Washington, and is currently a member of the Seattle University finance and economic curriculum advisory committee.

special events

LEADERSHIP TRAINING

This year, NARPM® is partnering with world-renowned Joseph Michelli, Ph.D., to provide a leadership training session that you will not want to miss. Dr. Michelli, Ph.D., is an internationally sought-after speaker, author, and organizational consultant who has been described as “catching what is right in the world and playfully sparking people and businesses to grow toward the extraordinary.” In addition to writing best-selling books about enduring business principles, he has hosted an award-winning daily radio program in his hometown for over a decade.



Dr. Michelli will not only teach you how to be a great leader, but will also help you grow your business to make it bigger and better. He will give you tools that you can take back to your company and put into place immediately. His insights encourage leaders and frontline workers to grow and invest passionately in all aspects of their lives.

Dr. Michelli's book, *The Starbucks Experience: 5 Principles for Turning Ordinary into Extraordinary*, published by McGraw-Hill, regularly achieved bestseller status in the *Wall Street Journal*, *BusinessWeek*, and *USA Today*. Dr. Michelli's other books include *The New Gold Standard*, about service excellence at The Ritz-Carlton Hotel Company, and *When Fish Fly: Lessons for Creating a Vital and Energized Workplace*, which was co-authored with the owner of the “World Famous” Pike Place Fish Market in Seattle.

We are sure you will agree that the \$125 per person registration fee for NARPM® members (including lunch) is a great deal. Register for this exciting experience now—the price goes up to \$175 after the early bird deadline.

FIRST-TIME ATTENDEE WELCOME RECEPTION & ORIENTATION

If this will be your first time attending a national convention, make sure to arrive a little early and come to the First-Time Attendee Welcome Reception & Orientation. This is a great opportunity to meet NARPM® Leadership and get to know other first timers. You will also get valuable tips on how to get the most out of your experience at the convention. This is a special “invitation only” event for first-time attendees to the convention and is included in your convention registration, so plan to be there!

DARE TO SOAR PRESIDENT'S CELEBRATION

Prior to the opening of the convention, attendees are invited to join NARPM® President Vickie Gaskill, MPM® RMP® CPM®, for a spectacular dinner cruise on the Spirit of Seattle. This is a ticketed event and the price is \$95 per person. The fee includes transportation to/from the event and dinner on board the vessel. There are not too many venues that offer a literal change of scenery. We will set sail from Pier 56 and spend an enjoyable evening enjoying the sights and sounds of Elliott Bay. Space is limited, so register now for this popular event.

OPENING RECEPTION / GRAND OPENING OF TRADE SHOW

Our grand opening of the exhibits and opening reception will be held on Wednesday, October 13th, from 6:00 to 8:30 pm. The ribbon cutting for the trade show will be performed by 2010 President Vickie Gaskill, MPM® RMP® CPM®, and the 2009 Affiliate Member of the Year.

EMERALD CITY GALA & DINNER

Friday evening convention attendees will gather at the hotel for a relaxing evening of fun and networking. This is a special event where the 2011 Board of Directors will be sworn in. And, this year, we have very special entertainment planned—you! We are hosting the first ever NARPM® Has Got Talent show and we want to see you on the stage. We will have a microphone, keyboard and karaoke system available. You can e-mail Conferences & Conventions Coordinator Carla Earnest at cearnest@narpm.org if you have special equipment needs. Do not miss this final opportunity to get together with all your old and new NARPM® friends before heading home. There will be a cash bar reception, dinner and, of course, the best entertainment possible! There is an additional fee for this optional event.

View the current talent line-up at

www.narpm.org/conferences/annual-convention-trade-show/talent-show.html



HOST
Vickie Gaskill
President



JUDGE
Bob Machado
Past President



JUDGE
Ray Scarabosio
Past President



JUDGE
Rose Thomas
Past President



JUDGE
James Tungsvik
NE/NC RVP

program

MONDAY, OCTOBER 11, 2010

8:00 am – 3:00 pm	NARPM® 101: Basics of Property Management
8:00 am – 3:00 pm	Personnel Procedures & Employee Relations: Part I
8:00 am – 5:00 pm	NARPM® Board Meeting (<i>part 1; open to all members</i>)

TUESDAY, OCTOBER 12, 2010

7:30 am – 5:30 pm	Registration Open
7:30 – 9:00 am	NARPM® Board Meeting (<i>part 2 if needed; open to all members</i>)
9:00 am – 2:45 pm	NARPM® Leadership Training (<i>additional cost; includes lunch</i>)
3:00 – 4:30 pm	First-Time Attendee Welcome Reception & Orientation
6:30 – 10:00 pm	<i>Dare to Soar</i> President's Celebration (<i>additional cost</i>)

WEDNESDAY, OCTOBER 13, 2010

8:00 – 11:00 am	Registration Open (<i>exhibitors only</i>)
8:00 am – 3:00 pm	Past Presidents' Charity Golf Tournament (<i>separate form</i>)
8:00 am – 3:00 pm	Habitability Standards & Maintenance
8:00 am – 3:00 pm	Tenancy
8:00 am – 3:00 pm	Personnel Procedures & Employee Relations: Part II
8:30 – 11:00 am	Committee Meetings
11:00 am – 5:30 pm	Registration Open
12:30 – 3:00 pm	Committee Meetings
3:45 – 6:00 pm	Opening General Session: Wally Amos, Famous Amos Cookies Annual Business Meeting
6:00 – 8:30 pm	Opening Reception/Grand Opening of Trade Show

THURSDAY, OCTOBER 14, 2010

7:15 – 8:45 am	Breakfast with Exhibitors
7:30 am – 3:00 pm	Registration Open
7:30 am – 6:00 pm	NARPM® Store Open (<i>booth #16 in exhibit hall</i>)
9:00 – 10:00 am	General Session: Round Table
9:00 – 10:00 am	Round Table Session: Under 40 Professional Members
10:15 – 11:45 am	Workshop Sessions 1–3 ① The Art of Customer Surveys ② Managing a Highly Profitable & Efficient Management Team ③ Marketing Optimization & Social Media in the Digital Age
11:45 am – 1:15 pm	Networking Lunch with Economic Forecast

1:30 – 2:45 pm

Workshop Sessions 4–6

- ④ Master Leasing – Another Tool in Your Toolbox
- ⑤ Photography of Rental Properties
- ⑥ Internet Law – Cyberjungle

3:00 – 4:30 pm

Workshop Sessions 7–9

- ⑦ Retain People That Add to Your Company and Have an Exit Strategy for Those That Do Not
- ⑧ The Military Rental Market
- ⑨ Property Management Software Options

3:00 – 6:00 pm

Ethics Course

4:30 – 6:00 pm

Coffee & Snacks with Exhibitors

FRIDAY, OCTOBER 15, 2010

7:15 – 8:45 am

Breakfast with Exhibitors

7:15 am – Noon

Registration Open

7:15 am – 3:00 pm

NARPM® Store Open (*booth #16 in exhibit hall*)

8:00 – 9:00 am

Committee & State Chapter Meetings

9:00 – 10:15 am

General Session: The 5 Best Decisions the Beatles Ever Made... and Why You Should Make Them Too!

10:30 am – Noon

Workshop Sessions 10–12

- ⑩ What a Great Idea! Unlocking Your Innovative Smarts
- ⑪ Social Networking – Facebook, Twitter, Blogging
- ⑫ Understanding Errors & Omissions Insurance

Noon – 1:30 pm

Lunch, Awards, Designee Program, and BOD Installation

1:30 – 3:00 pm

Door Prizes, 50/50 Raffle, Affiliate of the Year Award

3:00 pm

Trade Show Closes

3:15 – 4:30 pm

Special Session by Rental Home Professionals: Getting More with Less – Increasing Company Profitability

6:00 – 10:00 pm

NARPM® Emerald City Gala & Dinner (*additional cost*) featuring the NARPM® Has Got Talent Show

SATURDAY, OCTOBER 16, 2010

8:00 am – 3:00 pm

Office Operations

8:00 am – 3:00 pm

Operating a Maintenance Company: Part I

SUNDAY, OCTOBER 17, 2010

8:00 am – 3:00 pm

Operating a Maintenance Company: Part II



education

① NARPM 101: BASICS OF PROPERTY MANAGEMENT

This new education program will help students with the basic issues of leasing and managing residential properties. **Instructor: Betsy Morgan, MPM® RMP®**

② PERSONNEL PROCEDURES & EMPLOYEE RELATIONS

This two-part course examines many skills, including effectively planning for personnel needs and growth, hiring and selection skills, as well as effective compensation, benefit, and training programs. Employment status, policies & procedures manuals, and motivating employees are also topics. **Instructor: Sylvia Hill, MPM® RMP® & Suzanne Cameron, MPM® RMP®**

③ HABITABILITY STANDARDS & MAINTENANCE

Course materials will cover specific information from the Uniform Housing Code, policies of insurance companies, and our own *Standards of Professionalism*. Class participants will learn how to identify and differentiate the various kinds of molds, and what remediation steps need to be taken to protect residents and the property. Maintenance techniques regarding service requests, maintenance coordination, and implementing preventive and corrective maintenance will also be covered. **Instructor: Darryl Kazen, MPM® RMP®**

④ TENANCY

This course will focus on the knowledge, skills, and operational tools needed to effectively manage tenants in residential properties. The course will cover the tenant cycle from screening, move-in and move-out, security deposits, record keeping, and much more.

Instructor: Peter Meer, MPM® RMP®

⑤ ETHICS

This course will cover the basics of ethical behavior in your property management business. The NARPM® *Code of Ethics* will be reviewed, as well as the entire grievance process. The case study method makes for an interesting course. This three-hour course is required by NARPM® for all members every four years. **Instructor: Melissa Prandi, MPM® RMP®**

⑥ OFFICE OPERATIONS

The objectives of this class are to provide an understanding of office structure, learn how to write a policies & procedures manual, learn the importance of implementing effective office systems, as well as ways to set office goals and be prepared for change. This class will prepare an office to qualify for the highest designation NARPM® offers, the Certified Residential Management Company (CRMC®). **Instructor: Suzanne Cameron, MPM® RMP®**

⑦ OPERATING A MAINTENANCE COMPANY

This two-day course provides an in-depth study of the business skills and procedures necessary to operate a residential maintenance company. Other topics to be discussed include accounting, record keeping, and inventory. Participants will also analyze the operations of a faltering business. **Instructor: Dave Holt, MPM® RMP®**

sessions

OPENING GENERAL SESSION

Today, his name is a household word. As founder of Famous Amos Cookies in 1975, and father of the gourmet chocolate chip cookie industry, he has used his fame to support educational causes. Do not miss this session where Wally will show us the power of positive thinking through cookies and watermelons!

Speaker: Wally Amos, Famous Amos Cookies

GENERAL SESSION: ROUND TABLE

In this lively and interactive session, attendees will get the opportunity to express ideas and pick the brains of industry colleagues about issues they face every day. Topics are timely and ripped right from the NARPM® CEO list serve. At the end of the session, you can choose the best idea from the discussion to share with the rest of the NARPM® membership!

ROUND TABLE SESSION: UNDER 40 PROFESSIONAL MEMBERS

NARPM® is committed to growing the property management industry and keeping up on what is important to younger members of the association. This session is your opportunity to express your views and goals with NARPM® leadership and shape the future of your association. Additional information on this session will be sent out over the summer.

ECONOMIC FORECAST

This session will bring you up-to-date on the current economic environment in our country and provide insight as to what impact the environment will have on your business.

Speaker: Jim Hebert, Hebert Research, Inc.

GENERAL SESSION: THE 5 BEST DECISIONS THE BEATLES EVER MADE... AND WHY YOU SHOULD MAKE THEM TOO!

In this session, you can expect a profusion of ideas, information, and insights that have direct applications to you and your business. Bill will present five decisions that, together, focus in on four primary areas: leadership, teamwork, attitude, and change. And, it is not just a bunch of theory. These decisions—decisions that took the Beatles to the top of the charts—are practical, no-nonsense choices that will work for any industry, organization, and association. This is one session you will not want to miss!

Speaker: Bill Stainton, Ovation Consulting

SPECIAL SESSION SPONSORED BY RENTAL HOME PROFESSIONALS: GETTING MORE WITH LESS – INCREASING COMPANY PROFITABILITY

This session focuses on growing your company with an emphasis on how to develop a marketing plan and budget. You will learn the value of techniques that can systemize and automate your operation, as well as review internet resources that are available to help you market your company better.

Presenter: Mike Nelson, MPM® RMP®, Excalibur Home Management, LLC, CRMC®

workshops

① THE ART OF CUSTOMER SURVEYS

With all your property management experience, you may think you know what your customers want. However, the results of a customer satisfaction survey may surprise you! Join us to learn how to do a survey, how to interpret the results, and take away a survey designed for your business that you can implement tomorrow!

Presenter: Carol Griggs, CEO Frontier Property Management

② MANAGING A HIGHLY PROFITABLE & EFFICIENT MANAGEMENT TEAM

As an expert in the single-family property management field, author and speaker Melissa Prandi, MPM® RMP®, will share her expert tips on how to manage a highly efficient and motivated staff. She will discuss possible structures for your management team, ideal skill sets for employees, and techniques for keeping everyone motivated. Learn how to identify, develop and inspire leadership among your teams, and how to drive a corporate culture that generates success and profitability. Explore how to communicate with employees, clients, and brokers to sustain an interactive and supportive culture, conducive to a quality customer experience. This high-energy presentation will provide you with a new level of confidence and the potential for continued long-term success and growth.

Presenter: Melissa Prandi, MPM® RMP®, PRANDI Property Management, CRMC®

③ MARKETING OPTIMIZATION & SOCIAL MEDIA IN THE DIGITAL AGE

This session is designed to help property managers understand current search trends in the marketplace. This will be a very interactive session; the best way to learn is from each other. By understanding search trends, management groups can plan their advertising campaigns accordingly. From there, the discussion will move toward optimization trends, as many groups are not aware of how keywords within their ad campaigns impact the effectiveness of their advertising. The final objective of the session is to broaden the understanding of social media—how best to use it and where this medium is not effective.

Presenters: Dan Daugherty & Mike Branam, Rent Marketer

④ MASTER LEASING – ANOTHER TOOL IN YOUR TOOLBOX

Master lessee are principals in real estate transactions and not agents. Master lessee lease property from landlords and then sub-lease the same property to others per the terms of their negotiated leases. This structure provides for more control by the master lessee. There is no fiduciary relationship. Rental income is not subject to self employment tax. Since there is no agency relationship, owners have no vicarious liability for the master lessees' actions. This session will show how to negotiate and implement this master leasing technique.

Presenters: David Tilney, Keyper Corporation; Jan Leasure, Monterey Bay Property Management; Dave Holt, MPM® RMP®, R.P. Management, Inc., CRMC®

workshops

5 PHOTOGRAPHY OF RENTAL PROPERTIES

The purpose of this workshop is to address the value of good photography in the 21st century property management office. From marketing to maintenance to security deposit reviews, good photos are essential to everyday life for the professional property manager. This session will examine the basic elements of good photography, including lighting, exposure, basic composition, equipment from point and shoot to D-SLR, the Digital Darkroom photo processing software, and photo organization and storage.

Presenter: Michael McCreary, RMP®, McCreary Realty Management, Inc.

6 INTERNET LAW – CYBERJUNGLE

It is a “Cyberjungle” out there! Technology is constantly evolving, and there are new state and federal laws and compliance regulations being enacted daily that property managers need to know about. Session topics include: Why you need to care about privacy for yourself and your property management clients; you could lose everything because of your website; what tenant and owner information you need to keep and for how long; what the federal Red Flags Rule is and what it means to property managers; and, how to keep you and your clients out of legal hot water. This lively session is guaranteed to upgrade your Internet law IQ at least 10 points!

Presenter: Darity Wesley, Privacy Solutions, Inc.

7 RETAIN PEOPLE THAT ADD TO YOUR COMPANY AND HAVE AN EXIT STRATEGY FOR THOSE THAT DO NOT

This session explores the skills and techniques needed to successfully develop employees, retain the people that add value to their company, and develop an exit strategy for the ones that do not. Participants will engage in role playing and group exercises where they will learn to: Effectively create career development plans for employees; leverage the methodology of daily coaching; deliver actionable feedback to employees; and, understand their own leadership style and how it impacts others. Through this experience, participants will gain valuable insight into their own professional strengths and weaknesses, and gain insight into how their leadership skill sets and style impacts their team and, ultimately, the success of their company.

Presenter: James Wagley, Real-Time Leasing, LLC

8 THE MILITARY RENTAL MARKET

The military rental market is a \$19.0 billion in the United States, and understanding this lucrative market opportunity could make a huge difference to your business. In this session you will learn about the specific elements of the military housing market including: The size and composition of the military rental housing market; military housing privatization—what it is and what it offers you; on-base vs. off-base housing; military housing allowance programs—what they are, how they work, and what it means to a property manager; and, how to attract military renters.

Presenter: Larry Fredrich, Runzheimer International

9 PROPERTY MANAGEMENT SOFTWARE OPTIONS

Trying to navigate the sea of property management software options available to you today? Is now the right time to switch to a new solution? How do I know what is best for my business? This session will provide practical tools to help you in evaluating the “what, why, when and how” of making the critical choice of property management software.

Presenters: Derek Kalles & Michael Quinn, Kalles Properties, Inc.

10 WHAT A GREAT IDEA! UNLOCKING YOUR INNOVATIVE SMARTS

In today’s increasingly competitive business environment, as well as in more and more hectic personal situations, it does not pay to be “stuck in a rut.” We all have to come up with new solutions to new and old challenges. So, how do you learn to break old patterns? How do you learn to envision challenges as opportunities? How do you learn, in short, to see things differently? This interactive and highly entertaining workshop will put you in touch with your own unique sense of innovation and creativity. Using the tools of professional comedy writers, you will learn how to look at situations differently and see possibilities that remain hidden to others.

Speaker: Bill Stainton, Ovation Consulting

11 SOCIAL NETWORKING – FACEBOOK, TWITTER, BLOGGING

There is a great deal of buzz about social networking, especially tools such as Facebook, Twitter and Blogging, as well as user review sites such as Yelp. Unfortunately, the truth is that many property managers are not sure what to do or how to get started and, most importantly, if it is even worth their time to learn. In this session, we will define these social networking tools and talk about setting goals when deciding whether or not to invest time and energy participating in social networking. We will discuss what not to do and share case studies on how other property managers are effectively using social networking.

Presenter: Aimee Miller, AppFolio

12 UNDERSTANDING ERRORS & OMISSIONS INSURANCE

Professional liability is one of the fastest growing claim categories today. Having the correct and adequate insurance is critical to a property manager. In this session, you will learn about critical features in evaluating errors and omissions insurance. Topics that will be covered include: Professional liability vs. general liability; owned and managed property clauses; failure to place and maintain insurance coverage; tenant discrimination coverage clauses and the Fair Housing Act; wrongful entry, wrongful eviction and invasion of privacy; bodily injury and property damage; and much more.

Presenter: James O’Neill, New Empire Group, LLC

seattle activities

Seattle is a beautiful city with interesting and exciting things to see and do in any weather. Pike Place Market is called “the soul of Seattle” for a good reason—you will lose yourself walking through the stalls of unique artisans and craftsmen and experience the sights and sounds of fishmongers tossing the catch of the day onto the docks. Stop and savor the aroma of fresh pastries and Starbucks coffee! The Museum of Flight is fascinating, and while you are there, try out the XJ5 Flight Simulator and feel like Top Gun. Seattle’s waterfront is one of the most beautiful in the world, and a great way to experience it is by taking a ride on the Puget Sound Ferry.

There is so much to see and do in Seattle, you will want to go to www.visitseattle.org and check it out for yourself. The convention rates in the hotel are available for three days prior to the start of the convention and three days after the convention, so plan to come early and stay late and take advantage of all the *Emerald City* has to offer!



National Association of Residential Property Managers

22ND ANNUAL CONVENTION REGISTRATION • OCTOBER 13–15, 2010 • SEATTLE, WA

1 REGISTRATION INFORMATION *(please type or print)*

Name: _____ Name for badge: _____

Company Name: _____ Title: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Check your designation(s): CSSsm RMP[®] MPM[®] CRMC[®]

Designation candidate: CSSsm RMP[®] MPM[®] CRMC[®]

Are you a chapter leader? Yes No If yes, what position? _____

Are you a current NARPM[®] member?
 Yes No

Is this your first NARPM[®] convention?
 Yes No

SPECIAL ASSISTANCE

- I will require special assistance.
 I have special dietary needs and request a vegetarian meal.

2 REGISTRATION FEES IREM[®] members check this box to receive NARPM[®] member pricing.

	Members		Non-members	
	Early Bird Discount Postmarked by 9/13	No Discount After 9/13	Early Bird Discount Postmarked by 9/13	No Discount After 9/13
<input type="checkbox"/> Leadership Training	\$125	\$175	\$300	\$400
<input type="checkbox"/> Entire Convention <i>(President's Celebration & Gala separate)</i>	\$395	\$465	\$500	\$570
Single Day Registration <i>(Includes full day's events, breakfast & lunch)</i>				
<input type="checkbox"/> Wednesday	\$100	\$200	\$170	\$270
<input type="checkbox"/> Thursday	\$200	\$270	\$300	\$370
<input type="checkbox"/> Friday	\$200	\$270	\$300	\$370
<input type="checkbox"/> President's Celebration	\$95	\$110	\$95	\$110
<input type="checkbox"/> Trade Show ONLY <i>(AM or PM Thursday or Friday admission)</i>	\$50	\$50	\$50	\$50
<input type="checkbox"/> Friday Gala	\$75	\$95	\$95	\$125
Join NARPM[®] & Register <i>(Add on this fee; membership application must accompany registration)</i>				
<input type="checkbox"/> Professional Member <i>(Please include copy of real estate license, if applicable)</i>			\$245	\$245
<input type="checkbox"/> Affiliate Member			\$245	\$245
<input type="checkbox"/> Support Staff			\$125	\$125
<input type="checkbox"/> Team Discount*	-\$50	-\$50		

SUBTOTAL \$ _____

3 EXTRA GUEST TICKETS *(with accompanying Entire Convention registration)*

Wed. Reception & Trade Show _____ (# of tickets) x \$40 = \$ _____

Thursday Breakfast _____ (# of tickets) x \$25 = \$ _____

Thursday Lunch _____ (# of tickets) x \$40 = \$ _____

Friday Breakfast _____ (# of tickets) x \$25 = \$ _____

Friday Lunch _____ (# of tickets) x \$45 = \$ _____

SUBTOTAL \$ _____

4 CONVENTION PIN _____ (# of pins) x \$5 = \$ _____

SUBTOTAL \$ _____

5 TOTAL FEES \$ _____

6 METHOD OF PAYMENT

Check # _____, payable to NARPM[®], enclosed for Total Fees amount listed above.

Please charge my Visa MasterCard Discover American Express for total amount above.

Card Number: _____ Exp. Date: _____ Security Code: _____

Cardholder Name: _____ Signature: _____

I authorize NARPM[®] to charge my credit card.

Pre-registrations **must** be postmarked or faxed by 11:00 pm Eastern Time on September 13, 2010. After September 13, send the higher fee shown. **Do not** send registration to National after September 29, 2010. Instead, register on-site at the convention.

JOIN & REGISTER

Not yet a member? You can become a NARPM[®] member and register for the convention at the reduced member rate using this registration form. Check the "Join NARPM[®] & Register" option at left and submit the appropriate membership application with this form. Applications can be found online at www.narpm.org/join.

*TEAM DISCOUNT

When two or more NARPM[®] members from one office register for the **entire convention**, the **second and each additional** registrant receive a \$50 discount for their **entire convention** registrations. Registration forms and payment **must** be received at the same time. To receive discount, registration must be done directly with National, **not online**.

CANCELLATION POLICIES

If this convention is cancelled for any reason, the liability of NARPM[®] to the registrant is limited to the return of the registration fee. A necessary rescheduling of the convention, as approved by the NARPM[®] Board, does not constitute a cancellation.

Convention cancellations must be received in writing. If cancellation is received 30 days prior to October 13, 2010, there will be a full refund less a \$25 processing fee. If cancellation is received 15-29 days prior to October 13, 2010, there will be a 50% refund. **There is NO refund 1-14 days prior to October 13, 2010.**

MONETARY POLICIES

A \$25 processing fee will be charged for re-billing a credit card. A charge of \$25 will apply for all non-sufficient fund checks. Checks not in U.S. funds will be returned. You are not considered a registered attendee until payment has been successfully processed.

EASY WAYS TO REGISTER

MAIL - Send your form with payment to: NARPM[®] National, 638 Independence Parkway, Suite 100, Chesapeake, VA 23320.

FAX - Send your signed form with payment to 866-466-2776. Please do not mail the original.

ONLINE - Visit www.narpm.org and login to the Internet Member Services (IMS) section.

CE CREDIT AVAILABLE

Fees for Continuing Education will be collected at the time of the class.
 CE Payment should be made to Cascade Real Estate School.



22nd Annual Convention Education

Location: Sheraton Seattle Hotel, 1400 6th Avenue, Seattle, WA 98101

SELECT COURSE(S)

NARPM® 101: Basics of Property Management
 October 11, 2010 | 8 am – 3 pm
 Instructor: Betsy Morgan, MPM® RMP®
CE Credit Pending (6 Hours)



Personnel Procedures & Employee Relations: Part I
 October 11, 2010 | 8 am – 3 pm
 Instructor: Sylvia Hill, MPM® RMP®
15 Hours CE Credit: Parts I & II



Habitability Standards & Maintenance
 October 13, 2010 | 8 am – 3 pm
 Instructor: Darryl Kazen, MPM® RMP®
6 Hours CE Credit



Personnel Procedures & Employee Relations: Part II
 October 13, 2010 | 8 am – 3 pm
 Instructor: Suzanne Cameron, MPM® RMP®
15 Hours CE Credit: Parts I & II



Tenancy
 October 13, 2010 | 8 am – 3 pm
 Instructor: Peter Meer, MPM® RMP®
7.5 Hours CE Credit



Ethics
 October 14, 2010 | 3 – 6 pm
 Instructor: Melissa Prandi, MPM® RMP®
3 Hours CE Credit



Office Operations
 October 16, 2010 | 8 am – 3 pm
 Instructor: Suzanne Cameron, MPM® RMP®
7.5 Hours CE Credit



Operating a Maintenance Co. October 16 & 17 | 8 am – 3 pm
 Instructor: Dave Holt, MPM® RMP®
CE Credit Pending (12 Hours)



Course descriptions available at www.narpm.org/education.

REGISTRATION

Name _____
 Company _____
 Address _____
 City/ST/Zip _____
 Phone _____
 Email _____

METHOD OF PAYMENT

Check enclosed for \$ _____ Chk # _____
 Charge my credit card \$ _____
 VISA MC AMEX Discover
 Card # _____ Exp Date _____
 Name on card _____
 Signature _____

CLASS FEES	6-Hour Course		12-Hour Course		Ethics
	Before Sep. 11	After Sep. 11	Before Sep. 11	After Sep. 11	
Member	\$195	\$250	\$395	\$450	\$45
Non-member	\$295	\$350	\$495	\$550	\$95
Retake	\$75	\$150	\$150	\$300	\$45
RMP®/MPM® Designee	\$100	\$150	\$200	\$350	\$45
Designee Candidate	\$180	\$250	\$360	\$450	\$45

CANCELLATION POLICY

Cancellations must be received in writing. If received by **September 11, 2010**, registrant will receive a full refund less a \$25.00 processing fee. If received **after September 11, 2010**, a 50% refund will be issued. No refunds will be made on the day of class; however, the registration fee can be applied to a later class, with a \$25.00 transfer charge.

If course is cancelled because a minimum of 10 registrations have not been met or for any other reason, tuition paid will be fully refundable. All courses are subject to cancellation by NARPM®.

FAX or MAIL REGISTRATION FORM TO:

638 Independence Parkway, #100, Chesapeake, VA 23320
 P: 800-782-3452 | F: 866-466-2776 | www.narpm.org



National Association of Residential Property Managers





NARPM®
638 Independence Parkway, Suite 100
Chesapeake, VA 23320

Join the National Association of Residential
Property Managers (NARPM®) in Seattle,
Washington this October for the 22nd Annual
Convention and Trade Show!

You won't want to miss the opportunity to
learn, grow, and network with hundreds of
your fellow residential property managers
from across the United States.

early bird deadline
September 13, 2010

Prsrt Std
U.S. Postage
PAID
Documentation