



A Message from the 2009-2010 CALNARPM President

As your 2010 CALNARPM President I welcome you to this year's conference. As like any family gathering we come to reconnect, share stories, and break bread together. The 2010 California Conference, CALNARPM, *The Key To Your Success*, delivers the 'meat and potatoes' of property management to our members and I would like to encourage everyone to take full advantage of what this CALNARPM family and reunion has to offer.

Robert Winger, MPM® RMP®

Take advantage of the great line-up of speakers and educational opportunities at the 15th Annual California Conference, CALNARPM, *The Key To Your Success*.

MONDAY, APRIL 12TH

Working on a designation? NARPM® National Instructor Sylvia Hill, MPM® RMP® will be teaching Part I of the MPM® class, Owner/Client Relations, NARPM® National Instructor Raymond Scarabosio, MPM® RMP® will be teaching RMP® class, Office Operations, and NARPM® National Instructor Candi Swanson, MPM® RMP® will be teaching Ethics. Our Conference Partner Propertyware will be teaching their first day of their free exhibitor class

TUESDAY, APRIL 13TH

NARPM® National Instructor Sylvia Hill, MPM® RMP® will be teaching Part II of the MPM® class, Owner/Client Relations, NARPM® National Instructor Raymond Scarabosio, MPM® RMP® will be teaching the RMP® class, Marketing. National representatives will be presenting the NARPM® Leadership Toolbox and our Conference Partner Propertyware will be teaching their second day of their free exhibitor class.

WEDNESDAY, APRIL 14TH

If this is the first time attending a California Conference the First Timer's Breakfast will be held Wednesday, April 14th, just for you.

CALNARPM will be facilitating a networking session and we will update our attendees regarding the FTB's "resident and non-resident" withholding guidelines" for residential property management companies. Additionally, attendees will be able to choose from twelve (12) educational workshops and networking sessions, have the opportunity to meet with local, state, and national vendors at the Exhibitor Tradeshow, and participate in the Exhibitor Reception and 50/50 Raffle.

THURSDAY, APRIL 15TH

Attend the general session to be entertained and informed by past National NARPM® President Mark Kreditor, MPM® RMP®, "Give Us Some Stimulus". In addition attendees can choose from three (3) educational workshops and networking sessions, participate in NARPM® Forms Exchange, and possibly win prizes at the Exhibitor Raffle Drawing.

On behalf of the Conference Committee I would like to personally invite you to attend the 2010 Conference and encourage you to take full advantage of the excellent workshops, meet with our vendors, and network with each other. It is a challenging time for small businesses and your participation in CALNARPM is *The Key To Your Success*.

Kathleen Richards, MPM® RMP®
2010 Conference Chair

APRIL 12 - 15, 2010
Hilton Concord • Concord, CA



National Association of Residential Property Managers



WELCOME FROM THE NATIONAL PRESIDENT

VICKIE GASKILL, MPM® RMP®, CPM®
2010 NARPM® NATIONAL PRESIDENT

2010 marks the year of the Soaring Eagle for NARPM®. The 2010 CALNARPM conference is designed to help you both personally and professionally to become the best of the best in residential property management. I encourage you to attend the educational offerings and breakout workshops as well as the keynote addresses. By doing so you will soar with eagles to heights never imagined. I'm going to be there...will you?



Best,
Vicki Gaskill

HOTEL INFORMATION

The 2010 California Conference is being held at the Hilton Concord, 1970 Diamond Boulevard, Concord, California 94520. Room rates are at a very low rate of \$129.00 per night and reservations may be made by calling the central reservations department at (800) 774-1500 or the hotel directly at (925) 827-2000 and asking for the CALNARPM rate by using the discount code CAL.

TRANSPORTATION INFORMATION

For local airport, bus train, shuttle information and driving directions to and from the Hilton Concord type <http://concordhilton.com> into your internet browser.

CONFERENCE DRESS

Appropriate dress for all sessions of the 2010 California Conference and Tradeshow is always business casual. Remember, hotel meeting room temperatures may vary greatly, so please dress accordingly.

TRADESHOW AND EXHIBITORS RECEPTION

As a special treat this year our vendors will be in the general session room with the attendees during the conference! Visit their booths and learn about the services our sponsors provide plus, on Wednesday, April 14, 2010, from 6:00 p.m. to 8:00 p.m. please join us at the Exhibitor Reception where appetizers will be served and a cash bar will be available. Don't forget to bring plenty of your business cards to share with the exhibitors and participate in the tradeshow drawings.

WEDNESDAY, APRIL 14, 2010 NETWORKING SESSION & UPDATE ON THE CALIFORNIA FRANCHISE TAX BOARD

Network with CALNARPM members on pertinent issues of property management.

Attendees will be updated regarding the California Franchise Tax Board (FTB) Revised Publication 1017 Pertaining to "Resident and Nonresident Withholding Guidelines" and our required compliance as "Withholding Agents" on behalf of our clients.

THURSDAY, APRIL 15, 2010 MARK KREDITOR, MPM® RMP®



Mark Kreditor moved to Texas 29 years ago because his Late Uncle Lou always told him how nice the people were in Texas. While a student in Boston he took all of his elective classes in music and performed 5 nights a week at Boston's popular sing-a-long piano bar-Lilly's. His love of music led him to take many music theory classes in High School and he began studying composition in the 10th grade with a local NY composer Bob Harris, composer of the "Theme From Spider Man" and the movie "Lolita."

He is the owner of a Dallas property management company called "Get There First Realty" which manages over 1400 residential rental properties. His mother, aunt, uncle, and sisters were all teachers so preaching and teaching come quite naturally to Mark. He also is a past-president of The National Association of Residential Property Managers.

Be entertained with music while learning about a not so entertaining sign of the times, Give Us Some Stimulus.

CALNARPM CALIFORNIA CONFERENCE FIRST TIMER?

Attending the CALNARPM California Conference for the first time? Please join us for a special breakfast in your honor on Wednesday, April 14, 2010 from 8:00 a.m. to 9:00 a.m. This is your opportunity to meet National Board Members and CALNARPM Board Members and learn more about the association.

FORMS EXCHANGE

Attendees are encouraged to participate in a Forms Exchange during breakfast, Thursday, April 15, 2010 from 8:00 a.m. to 9:00 a.m. Please bring enough copies of your favorite form to distribute to and share with other attendees. If everyone participates you could go home with over 100 new forms!





Hilton Concord • Concord, CA APRIL 12 - 15, 2010

MONDAY, APRIL 12, 2010

8:30 a.m.	to	9:00 a.m.	RMP® Registration
8:30 a.m.	to	9:00 a.m.	MPM® Registration
9:00 a.m.	to	4:00 p.m.	RMP® Class - Office Operations instructed by Ray Scarabosio, MPM® RMP®
9:00 a.m.	to	4:00 p.m.	MPM® Class - Part I - Owner/Client Relations instructed by Sylvia Hill, MPM® RMP®
9:00 a.m.	to	12:00 p.m.	Ethics - Candi Swanson, MPM® RMP®
12:00 p.m.	to	1:00 p.m.	Lunch - <i>On Your Own</i>
1:00 p.m.	to	5:00 p.m.	Exhibitor Class - Propertyware

TUESDAY, APRIL 13, 2010

8:30 a.m.	to	9:00 a.m.	RMP® Registration
8:30 a.m.	to	9:00 a.m.	MPM® Registration
9:00 a.m.	to	4:00 p.m.	RMP® Class - Marketing instructed by Ray Scarabosio, MPM® RMP®
9:00 a.m.	to	4:00 p.m.	MPM® Class - Part II - Owner/Client Relations instructed by Sylvia Hill, MPM® RMP®
9:00 a.m.	to	12:00 p.m.	NARPM® Leadership Tool Box
12:00 p.m.	to	1:00 p.m.	Lunch - <i>On Your Own</i>
1:00 p.m.	to	5:00 p.m.	Exhibitor Class - Propertyware
4:00 p.m.	to	8:00 p.m.	Conference Registration Open
6:00 p.m.	to	8:00 p.m.	Tradeshow Set-Up

WEDNESDAY, APRIL 14, 2010

7:00 a.m.	to	9:00 a.m.	Tradeshow Set-Up
8:00 a.m.	to	5:30 p.m.	Conference Registration Open
8:00 a.m.	to	9:00 a.m.	First Timers Breakfast
9:00 a.m.	to	10:30 a.m.	2010 Conference Kick-Off Celebration: CALNARPM President, Robert Winger, MPM® RMP®, NARPM® National President Vicki Gaskill, MPM® RMP®, CPM®, Tradeshow Grand Opening
10:30 a.m.	to	11:45 a.m.	WORKSHOP SESSION I
			Workshop A Richard A. Frankel, Labor & Employment
			Workshop B Thomas Fanelli - The Web and Leads
			Workshop C Elizabeth Miller - Document!, Documents, and Documentation
			Workshop D Expert Panel - Maintenance
11:45 a.m.	to	12:00 p.m.	Break - 50/50 Ticket Sales
12:00 p.m.	to	1:00 p.m.	Lunch
1:00 p.m.	to	1:30 p.m.	CALNARPM Annual Meeting
1:30 p.m.	to	2:15 p.m.	General Session - Networking Session and FTB Update
2:15 p.m.	to	2:30 p.m.	Exhibitor Break
2:30 p.m.	to	3:45 p.m.	WORKSHOP SESSION II
			Workshop E Frank Acuna - Threat of a Downturn Economy
			Workshop F Karen Calcagno - The Fine Art of Delivering Difficult News
			Workshop G Susan Albern, MPM® RMP® - Measuring and Communicating Your Success
			Workshop H Bassam Aitwal - A.D.A Compliance
3:45 p.m.	to	4:15 p.m.	Exhibitor Break - Dessert with Exhibitors
4:15 p.m.	to	5:30 p.m.	WORKSHOP SESSION III
			Workshop I Aimee Miller - Build an Effective Website
			Workshop J Mike Carlson, MPM® RMP® - Wanna Make \$20K More This Year?
			Workshop K Puneet Singh - Fair Housing
			Workshop L Daniel Bornstein - Property Management Contracts
5:30 p.m.	to	6:00 p.m.	Break
6:00 p.m.	to	8:00 p.m.	Exhibitor Reception - 50/50 Cash Prize Winner Revealed

THURSDAY, APRIL 15, 2010

8:00 a.m.	to	12:00 p.m.	Conference Registration Open
8:00 a.m.	to	3:00 p.m.	Tradeshow Open
8:00 a.m.	to	9:00 a.m.	Breakfast with Exhibitors - Forms Exchange
9:00 a.m.	to	10:00 a.m.	General Session - Mark Kreditor, MPM® RMP® - Give Us Some Stimulus
10:00 a.m.	to	11:45 a.m.	Workshop Session IV
			Workshop M Mark Kreditor, MPM® RMP® - Stimulate Your Business
			Workshop N Expert Panel - Social Networking
			Workshop O Clay Selland - Where is My Economic Stimulus?
11:45 a.m.	to	12:00 p.m.	Exhibitor Break
12:00 p.m.	to	1:00 p.m.	Lunch
1:00 p.m.	to	3:00 p.m.	Closing Session, 2010-2011 CALNARPM President, Kathleen Richards, MPM® RMP®, Tradeshow Drawings
3:00 p.m.	to	3:30 p.m.	Exhibitor Teardown

Workshop A: Richard Frankel, Attorney at Law, Frankel & Goldware, LLP
Labor & Employment Issues for Residential Property Managers
This class will cover relationships with property owners, legal authority of property managers, and insurance issues.

Workshop B: Thomas Fanelli - Propertyware The Web and Generating Leads

Learn real world tactics to optimize your conversion of leads to sales. Group exercises with marketing and sales experts to develop your own lead nurturing program.

Workshop C: Elizabeth Miller Document!, Documents, and Documentation

How to document telephone calls, move in/move outs, maintenance issues, employees, rents, small claims, and more.

Workshop D: Past National NARPM® Presidents' Expert Panel - Maintenance Issues - Sylvia Hill, MPM® RMP®, Ray Scarabosio, MPM® RMP®, Robert Machado, MPM® RMP®, Chris Hermanski, MPM® RMP®, CPM®
Come learn from past National NARPM® Presidents how to run a maintenance company and how to handle maintenance issues.

Workshop E: Frank R. Acuna, Attorney at Law, Kimball, Tiery & St. John LLP The Hidden Threat of a Down Economy

In today's economy, desperate tenants will resort to nuisance personal injury lawsuits to avoid eviction. Learn how to reduce the risk of nuisance lawsuits and the latest asset protection strategies when liability is unavoidable.

Workshop F: Karen Calcagno CPPC, PCC, ORSCC The Fine Art of Delivering Difficult News

Learn to manage your stress responses and grow your confidence. Learn tools for listening with empathy and problem solving when the going gets tough. Create an action plan for your next difficult conversation

Workshop G: Susan Albern, MPM® RMP® Measuring and Communicating Your Success

Create tools on how to set up processes to measure success whether it be the success of a process, staff performance, or company performance. Learn how to apply and use these measures to communicate to investors.

Workshop H: Bassam Aitwal, CalAccessibility ADA and Accessibility Requirements

Learn about the law v. code, who enforces ADA and how to protect yourself from lawsuits. Common misconceptions and the risk of not complying will be covered during this session

Workshop I: Aimee Miller Best Practices to Build a Better Website

Learn how property managers are going beyond simple rent reductions to grow their business. You will learn how to market to both your owners and tenants.

Workshop J: Mike Carlson, MPM® RMP® Wanna Make 20K More This Year?

This workshop is GUARANTEED to show you ways to increase your profits by \$20,000 in 12 months. Sometimes we get caught up in our day-to-day business and we neglect to work on increasing profits. This workshop will explore several ways to "tweak" your business and increase your bottom line.

Workshop K: Puneet Singh, Attorney at Law, Kimball, Tiery & St. John LLP Fair Housing

Puneet Singh from the Law Offices of Kimball, Tiery & St. John LLP will cover disability issues, support animals, behavior problems, how to determine eligibility, termination of tenancy, and much much more.

Workshop L: Daniel Bornstein, Attorney at Law, Bornstein & Bornstein Top 10 Property Manager Pitfalls that cost your business time and money

During this class you will learn about California landlord/tenant law as well as how to avoid mistakes that can result in legal liability. Learn the importance of property management contracts.

Workshop M: Expert Panel - Aimee Miller, Craig Donato, Bob Hansen Social Networking

Learn how to use all the latest social networking tools, including Facebook and Twitter. Understand what these are and how Property Managers are using these to promote their business.

Workshop N: Mark Kreditor, MPM® RMP® The Current Economy

Come to this fast paced lively session that will go into more detail about the economy, the slump we are in, and how to come out of it in 2010.

Workshop O: Clay Selland Where is My Economic Recovery Stimulus?

Understand the current issues facing the real estate and lending environment so Brokers and Agents can be a better resource to their management and clients. Learn how the new FHA is a viable option in 2010.

California State Education

Location: Hilton Concord Hotel, 1970 Diamond Boulevard, Concord, CA 94520
 Contact: Elizabeth Miller, elizabeth@propertymanagementsystems.net or 415-661-3860

SELECT COURSE(S)

Ethics | April 12, 2010 | 9 am – Noon

Are you ethical? You may be surprised at the pitfalls. 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 an interesting course. *Instructor: Candi Swanson, MPM® RMP®*



Office Operations | April 12, 2010 | 9 am – 4 pm

The objectives of this class are to provide an understanding of office structure, know how to write a property management policy and procedure 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: Ray Scarabosio, MPM® RMP®



Owner/Client Relations | April 12 & 13, 2010 | 9 am – 4 pm (both days)

This course will be interactive and is designed to achieve rental property owners' goals by understanding their financial and personal requirements so that the property manager can provide them with the results needed to make their ownership profitable and enjoyable. *Instructor: Sylvia Hill, MPM® RMP®*



Marketing | April 13, 2010 | 9 am – 4 pm

This course provides an overview of the process necessary to market your management business. Marketing techniques such as making presentations to owners, prospecting new contacts, and closing will be discussed. Marketing principles specific to residential property management will also be presented.
Instructor: Ray Scarabosio, MPM® RMP®

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 Mar. 12	After Mar. 12	Before Mar. 12	After Mar. 12	
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 **March 12, 2010**, registrant will receive a full refund less a \$25.00 processing fee. If received **after March 12, 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



15th Annual California State Chapter of NARPM Conference & Tradeshow

REGISTRATION PAGE

Name _____ Badge Name: _____

Company Name _____ Title: _____

Address _____ City/State/Zip: _____

Phone _____ Fax _____ Email: _____

Designation: RMP® MPM® Other: _____ NARPM® Chapter: _____ Chapter Leader? Yes No

NARPM® Member CALNARPM Member Staff/Office Member Non-NARPM® Member First Time Attendee

Registration Fees	The Early Bird Registration Postmarked Before 03/31/10			Registration Postmarked After 03/31/10			Sub-total
	CALNARPM MEMBER	NARPM® ONLY MEMBER	NON-MEMBER	CALNARPM® MEMBER	NARPM® ONLY MEMBER	NON-MEMBER	
Full Conference Only	\$139.00	\$149.00	\$199.00	\$149.00	\$159.00	\$209.00	
Full Conference Only – Same Office <small>(this pricing is for each additional staff member from the same office after the first registration has been paid at full price AND only when registered before 03/31/10 AND All Registration forms and payment must be received jointly AND all attendees must be CALNARPM members.)</small>	\$129.00	N/A	N/A	N/A	N/A	N/A	
Conference – Wednesday, April 14th Only	N/A	N/A	N/A	\$99.00	\$99.00	\$149.00	
Conference – Thursday, April 15th Only	N/A	N/A	N/A	\$99.00	\$99.00	\$149.00	
Guest Lunch – Wednesday, April 14th	\$40.00		x			=	
Guest Reception – Wednesday, April 14th	\$30.00		x			=	
Guest Breakfast – Thursday, April 15th	\$25.00		x			=	
Guest Lunch – Thursday, April 15th	\$40.00		x			=	
GRAND TOTAL:							

Vegetarian Meal? Yes _____ No _____ Handicap requirements? List Needs _____

Payment methods: _____ Mastercard _____ Visa _____ Discover _____ **(No American Express)**

Name on Credit Card: _____ (please print legibly)

Billing address: _____ Zip Code: _____ (important)

Authorized Amount: _____ Credit Card #: _____ Expiration: _____ 3 Digit Security Code: _____

Registrations must be mailed or faxed to: CALNARPM, 305 Valencia Street, San Francisco, CA 94103 FAX: 415.934.0864. Problems registering or if you have general conference questions, contact Elizabeth Miller at 415.661.3860 or elizabeth@propertymanagementsystems.net.

Cancellation Policy

Cancellations must be received in writing. If cancellation received 20 days prior to April 12, 2010, registrant will receive a full refund less a \$25.00 processing fee. If cancellation is received 15 to 19 days prior to April 12, 2010, a 50% refund will be issued. There is No refund if cancelled 1-14 days prior to April 12, 2010. However, the registration fee may be applied to the 2011 California Conference only, with a \$25.00 transfer processing fee.

Monetary Policy

If rebilling of a credit card is necessary, a \$25.00 processing fee will be charged. A charge of \$25.00 will apply for all non-sufficient fund checks. Checks not in US funds will be returned.