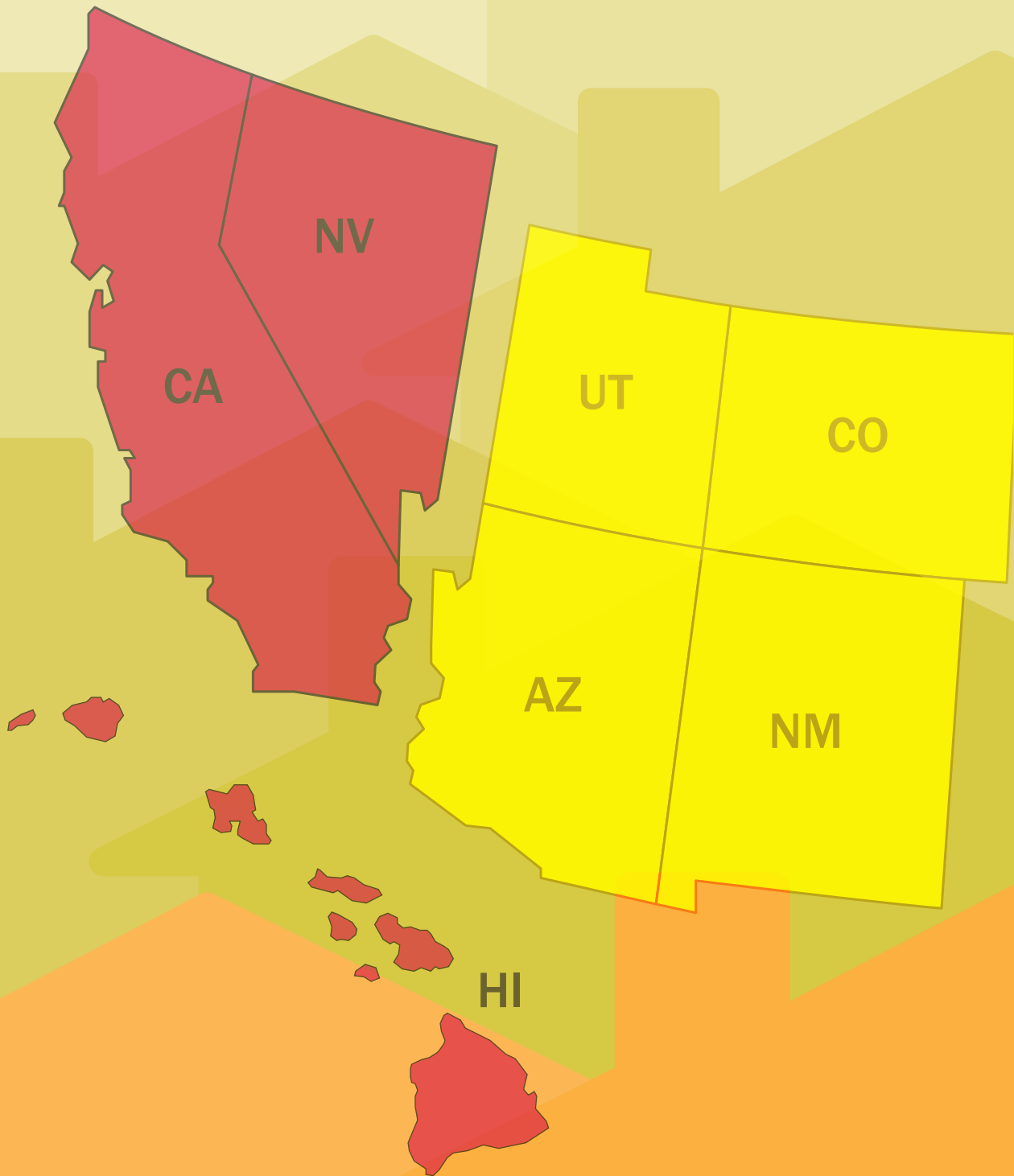


# 2012 REGIONAL CONFERENCE



National Association of Residential Property Managers  
P A C I F I C   S O U T H W E S T   R E G I O N

# Pacific Southwest NARPM® Regional Conference

February 23-24, 2012

The Orleans Hotel, Las Vegas, NV

## Thursday, February 23 Schedule

- 7:30 AM      **Registration and Trade Show Opens with Continental Breakfast**      **Salons A, B, E & F**
- 8:30 - 9:00      **Opening Session – Humor & Hope - Darren LaCroix**      **Salons G & H**  
*Do you have goals and dreams that seem way out of reach? Are they so big people tell you that you are crazy? If not, they are simply not big enough! Leaders, dreamers and skeptics, come hear the hilarious inspirational story behind Darren LaCroix's quest to pursue his ridiculous dream of making people laugh.*
- 9:00 - 10:15      **Break-Out Sessions 1**
- **Does your Chapter have a Governmental Committee? - Andrew Sinclair**      **Salon C**  
*Learn how to form a grass roots program in your chapter.*
  - **Collections After Move-Out – Robert Locke, MPM® RMP®**      **Salon D**  
*When tenants leave owing money how do you deal with it? Most say "it's not my job" yet the owner thinks it is. Turn a negative into a positive by learning your way through the collections business and make a ton of money for yourself and your owner.*
  - **Networking 101, Face to Face - Darren LaCroix**      **Boardroom**  
*Want a competitive edge? Want to advance faster in your career and have more fun doing it? If communication is the key, storytelling is the master key. Connect with people more quickly and get what you want.*
- 10:15 - 10:45      **Visit with Vendors**
- 10:45 - 12:00      **Break-Out Sessions 2**
- **How to Grow Your Business NOW!!! – Brian Birdy, MPM® RMP®**      **Salon C**  
*Look into ways to grow your company like: Being seen as the Expert, Staffing, Facilities, Technology, Agent Referrals, Setting Goals, Advertising, Marketing, Networking, Keeping Current Clients.*
  - **High Tech/High Impact Technology Tools – Erik Mall**      **Salon D**  
*Explore the hottest technology and mobile solutions to cut costs, enhance customer service, fill vacancies and save time, including free and low cost apps. Discover how to ensure complete adoption of new technology for maximum impact and success.*
  - **The How, When, Why, & Where of Determining and Lowering Your Cost Per Lease**      **Boardroom**  
*Tom Fannelli - A key ingredient of any successful marketing program is measurement, reporting and analysis. Explore how to track and calculate cost per lease and adjust marketing efforts for maximum impact. Learn how to track data, what metrics to use, and how to analyze data.*
- 12:00 - 1:00      **Lunch –**      **Salons G & H**  
*President Jayci Grana, MPM® RMP®*
- 1:00 - 2:15      **Break-Out Sessions 3**
- **Outsourcing – Nora Bohanon**      **Salon C**  
*This session will cover how to effectively outsource certain duties so that you can use your time as efficiently as possible. We will review tasks that can be easily outsourced for as little as \$3 an hour which will help you grow and manage more properties.*
  - **Using YouTube to Streamline Your Business - Anna Marie Mudd and Daimon Elliot**      **Salon D**  
*This presentation will discuss the use of videos to build your business and how to create videos to help market your properties. The first part of this workshop will focus on using the videos to help build your business and cut down on showing costs as well as keeping owners and tenants informed. The second part of this workshop will discuss the three different types of show videos as well as other uses for videos. The final part of the workshop show several examples of videos and how to create and edit a video for a very low price.*

- 1:00 - 2:15 Break-Out Sessions 3 - continued
- **A Property Manager's Guide to Web Excellence** - *David Borden* **Boardroom**  
*The presentation is designed to help property managers understand how their website can help them gain new management clients, more tenants for their vacant properties, and make their business more efficient through the use of technology.*
- 2:15 - 2:45 **Visit with Vendors** **Salons A, B, E, & F**
- 2:45 - 4:00 **Break-Out Session 4**
- **Covering Your Assets at Move-Ins and Move-Outs – Roundtable** **Salon C**  
*Round Table/Forms Share*
  - **Being a Professional** - *Bart Sturzl, MPM® RMP®* **Salon D**  
*Learn to connect and communicate with your owners and tenants. The skills learned in this workshop will help you increase your inventory and raise your tenant retention rates at the same time. This course also covers some must knowledge needed to manage property.*
  - **Vendor Agreements – Bev Perina, MPM® RMP®** **Boardroom**  
*This informative class will cover the Vendor, Contractor, and/or Independent Contractor Agreement spelling out the expectations and conditions when working for your property management company. The class will cover insurance, taxes, work orders, resident contact, scheduling, keys, preventative maintenance, notice of entry, job site care, OSHA regulations, behavior, appearance, invoices and your payment cycle, indemnification, default and remedies. We all learn from experience and Bev will explain why she found this form so very important after asbestos flooring was illegally removed from her own rental property.*
- 5:00 – 7:00 **Vendor Reception with Door Prizes** **Salons A, B, E, & F**  
*Open to all registrants*
- 7:00 **Night on your own to enjoy Las Vegas**

### Friday, February 24 Schedule

- 8:00 AM **Continental Breakfast and General Session** **Salons G & H**  
*Are you Ready to file your 2011 Taxes? – Shirley Callahan*
- 9:15 - 9:45 **Visit with the Vendors** **Salons A, B, E & F**
- 9:45 - 11:45 **General Session** **Salons G & H**  
*Round Table Discussions on Hot Topics that affect your business*
- 11:45 - 12:15 **Visit with Vendors** **Salons A, B, E & F**
- 12:15 **Say good bye to your friends as you have lunch on your own**
- 1:30 - 4:30 **Chapter Leader Development Training** **Salons G & H**  
*Chapter leaders join NARPM® President, President-Elect, RVP, and Executive Director as we participate in a Mock Board Meeting and learn from other chapter leaders on how to have a successful year! Jayci Grana, MPM® RMP®, James Emory Tungsvik, MPM® RMP®, Richard Vierra, RMP®, Barney Christiansen, MPM® RMP®, Gail Phillips, CAE, along with all chapter leaders.*

*We look forward to see you at the National Convention and Trade Show to be held in Arlington, Virginia right outside of Washington, DC on October 17-20, 2012. For more information go to <http://www.narpm.org/conferences/annual-convention-trade-show/index.htm>*

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