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# CONFERENCE BROCHURE



Conference Partner

*March 26-29,  
2012*

**NAPA VALLEY MARRIOTT**  
 **NAPA, CALIFORNIA**



## A Message from the 2011-2012 CALNARPM President

As the 2011-2012 CALNARPM President, I want to be the first to welcome you to the 17th Annual CALNARPM 2012 California Conference! This conference through outstanding speakers, education and networking will provide the right tools and resources to turn California's challenges into golden opportunities!

*California - Golden State - Golden Opportunities*

Keith Becker, RMP®

Take advantage of the great line-up of speakers and educational opportunities at the CALNARPM 2012 California Conference. This year the CALNARPM California Conference takes place in one of California's premiere destination spots – the beautiful Napa Valley!

### MONDAY, MARCH 26TH

Working on a designation? NARPM® National Instructor Tony Drost, MPM® RMP® will be teaching Owner/Client Relations Essentials. NARPM® National Instructor Sylvia Hill, MPM® RMP® will be teaching Maintenance: Basics and Beyond. Our Conference Partner Propertyware will be teaching the first day of their free exhibitor workshop.

### TUESDAY, MARCH 27TH

NARPM® National Instructor Sylvia Hill, MPM® RMP® will be teaching Owner/Client Relations Advanced. NARPM® National Instructor Tony Drost, MPM® RMP® will be teaching Marketing. NARPM® National Instructor Michelle Horneff-Cohen, MPM® RMP® will be teaching Ethics. Our conference partner Propertyware will be teaching the second day of their free exhibitor workshop.

### WEDNESDAY, MARCH 28TH

Attend the General Session where Bill Cole, President and CEO of Advanced Business Solutions, Inc. will be speaking on "The ABC formula: The Enduring Core Value of Service." Additionally, attendees will be able to choose from nine (9) educational workshops and panels, have the opportunity to meet with local, regional, and national vendors at the Exhibitor Tradeshow, and participate in the Exhibitor Reception and 50/50 Giveaway.

### THURSDAY, MARCH 29TH

Tom Bannon, CEO of the California Apartment Association will be speaking at the General Session. In addition, attendees can choose from three (3) educational workshops, and possibly win prizes at the Exhibitor Raffle Drawings.

The CALNARPM 2012 California Conference Team has been aggressively working to bring together this terrific schedule of speakers, classes, and vendors creating opportunities for one and all.

*California – Golden State- Golden Opportunities – Take advantage of them all!*

We look forward to seeing you in Napa, CA, March 26-29, 2012.

Deanna Hansen, RMP® - 2012 Conference Chair

**MARCH 26-29, 2012**  
Napa Valley Marriott  Napa, CA



National Association of Residential Property Managers



## WELCOME FROM THE REGIONAL VICE PRESIDENT, PACIFIC REGION

RICHARD VIERRA, (B) RMP\*

2012 NARPM\* Pacific Regional Vice President

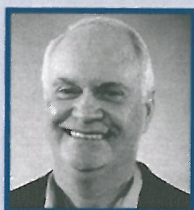


On behalf of the Executive Committee and Board of Directors of the National Association of Residential Property Managers as well as the Executive Committee and Board of Directors of CALNARPM, I would like to welcome you to the 17th Annual CALNARPM California State Conference. "California - Golden State, Golden Opportunities" is the perfect theme for this year's conference which is being held in one of California's most beautiful locations here in the Golden State's picturesque Napa Valley. While in this breathtaking region you will enjoy numerous state-specific workshops and seminars designed to hone your skills as a property manager. You will also gain a broader industry perspective by attending any of the various general sessions being offered. And you will not be disappointed if you participate in any of the selected educational courses which focus on providing you opportunities to grow and develop as a professional and as an industry leader. So join me in exploring this year's CALNARPM conference and the Napa Valley landscape, and I am confident that you will come away with knowledge and experiences that will leave a lasting impression on you which will indeed be indicative of our theme, "California - Golden State, Golden Opportunities."

### WEDNESDAY, MARCH 28, 2012

**BILL COLE**

**Advanced Business Solutions, Inc.**



Bill is an internationally recognized expert in building and leading effective business organizations with more than thirty years of professional experience. His mission is to "positively impact people's lives." In 1996, he founded Advanced Business Solutions, Inc. and currently serves as President and CEO. He offers services in strategic planning, market targeting, organizational and executive development, operational effectiveness, sales strategy, negotiation, and customer focus. He conducts customized workshops in negotiation breakthroughs, sales skills, teamwork, communication effectiveness, performance management, talent identification and coaching, strategy, Planning and execution plus entrepreneurial thinking.

### THURSDAY, MARCH 29, 2012

**TOM BANNON**

**California Apartment Association**



Tom Bannon is CEO of the California Apartment Association with lead responsibility for general management of CAA. Prior to assuming his present role, Tom was Legislative Advocate for the California Building Association, Director of Political Affairs for the California Association of REALTORS and Government Affairs Director for the Sacramento Association of REALTORS. Tom currently sits on the Board of the Civil Justice Association of California (CJAC). He holds a Bachelor of Arts degree in Political Science and Psychology and a Master of Arts degree in Public Administration from California State University, Chico.

### HOTEL INFORMATION

The 2012 CALNARPM California Conference is being held at the Napa Valley Marriott, 3425 Solano Avenue Napa, Ca. 94558. Room rates are at a very low rate of \$119.00 per night and reservations may be made at 800-228-9290 and asking for the CALNARPM rate. Please book by February 29, 2012.

### TRANSPORTATION INFORMATION

For local airport, bus, train and driving directions to and from the Napa Valley Marriott type <http://www.napa.valleymarriott.com/> into your internet browser.

### CONFERENCE DRESS

Appropriate dress for all sessions of the 2012 CALNARPM California Conference is always business casual. Remember, hotel meeting room temperatures may vary greatly, so please dress accordingly.





# Napa Valley Marriott • Napa, CA MARCH 26 - 29, 2012

## MONDAY, MARCH 26, 2012

8:30 a.m.	to	9:00 a.m.	RMP* and MPM* Registration
9:00 a.m.	to	5:00 p.m.	NARPM* Class - Owner/Client Relations Essentials – Tony Drost, MPM* RMP*
9:00 a.m.	to	5:00 p.m.	NARPM* Class - Maintenance: Basics and Beyond – Sylvia Hill, MPM* RMP*
12:00 p.m.	to	1:00 p.m.	Lunch - On Your Own
1:00 p.m.	to	5:00 p.m.	Exhibitor Workshop - Propertyware

## TUESDAY, MARCH 27, 2012

8:30 a.m.	to	9:00 a.m.	RMP* and MPM* Registration
9:00 a.m.	to	5:00 p.m.	NARPM* Class - Owner/Client Relations Advanced – Sylvia Hill, MPM* RMP*
9:00 a.m.	to	5:00 p.m.	NARPM* Class - Marketing – Tony Drost, MPM* RMP*
9:00 a.m.	to	12:00 p.m.	NARPM* Ethics – Michelle Horneff-Cohen, MPM* RMP*
12:00 p.m.	to	1:00 p.m.	Lunch - On Your Own
1:00 p.m.	to	5:00 p.m.	Exhibitor Workshop - Propertyware

## WEDNESDAY, MARCH 28, 2012

7:00 a.m.	to	5:30 p.m.	Conference Registration Open
7:00 a.m.	to	10:00 a.m.	Tradeshow Set-Up
9:00 a.m.	to	10:00 a.m.	Conference Opening Kick-Off
10:00 a.m.	to	10:30 a.m.	Tradeshow Grand Opening
10:30 a.m.	to	11:45 a.m.	WORKSHOP SESSION I
			<b>Workshop A Tony Drost, MPM* RMP* - How to Select the Right Owner For You</b>
			<b>Workshop B Curt Bullock - Claims Prevention for Residential Property Managers</b>
			<b>Workshop C Todd Breen - How to Use a Camcorder, Video Tours &amp; Inspections</b>
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	1:15 p.m.	CALNARPM Annual Meeting
1:15 p.m.	to	2:15 p.m.	General Session - Bill Cole, Advanced Busines Solutions, Inc.
2:15 p.m.	to	2:45 p.m.	Break
2:45 p.m.	to	4:00 p.m.	WORKSHOP SESSION II
			<b>Workshop D Maintenance Panel</b>
			<b>Workshop E Echo Cheng - Mobile Goes Property Management</b>
			<b>Workshop F Puneet Singh - Dealing with Difficult Tenants</b>
4:00 p.m.	to	4:30 p.m.	Break - Tradeshow with Dessert
4:30 p.m.	to	5:45 p.m.	WORKSHOP SESSION III
			<b>Workshop G Kevin Youngblood - Canine Bed Bug Detection</b>
			<b>Workshop H Puneet Singh - What You Need to Know About Fair Housing</b>
			<b>Workshop I Technology Roundtable</b>
5:45 p.m.	to	6:00 p.m.	Break
6:00 p.m.	to	8:00 p.m.	Exhibitor Reception - 50/50 Giveaway

## THURSDAY, MARCH 29, 2012

8:00 a.m.	to	10:00 a.m.	Conference Registration Open
8:00 a.m.	to	1:00 p.m.	Tradeshow Open
8:00 a.m.	to	9:00 a.m.	Breakfast
9:00 a.m.	to	10:00 a.m.	General Session - Tom Bannon, CEO California Apartment Association
10:00 a.m.	to	10:15 a.m.	Break
10:15 a.m.	to	11:30 a.m.	WORKSHOP SESSION IV
			<b>Workshop J Puneet Singh - Preventative Law: Landlord Tenant Law in 2012</b>
			<b>Workshop K Alex Osenenko - How to Deal with Negative Online Reviews!</b>
			<b>Workshop L Rick Paradis - Carbon Monoxide Requirements for Residential &amp; Commercial</b>
11:30 a.m.	to	11:45 a.m.	Break
11:45 a.m.	to	12:45 p.m.	Lunch
12:45 p.m.	to	2:00 p.m.	Closing Session - Tradeshow Drawings

**Workshop A: Tony Drost, MPM\* RMP\***  
**How to Select the Right Owner For You**  
Tony Drost will discuss tips on how to attract, select and maintain the right owner to sustain your business.

**Workshop B: Curt Bullock**  
**Claims Prevention for Residential Property Managers**  
Learn from the experts what every property manager needs to know regarding Errors and Omissions Coverage, Cyber/Information Liability, Risk Management and Claims Prevention. Get the tools and techniques necessary for reducing your exposure to claims and controlling loss prevention.

**Workshop C: Todd Breen**  
**How to Use a Camcorder, Video Tours & Inspections**  
Learn to shoot unedited video tours and market your property using YouTube! Monetize your videos! Streamline operations!

**Workshop D: Maintenance Panel**

**Workshop E: Echo Cheng**  
**Mobile Goes Property Management**  
Learn how to let your prospective customers instantly know more about your business, by visiting a mobile version of your business' place page on any supported phone. Try out the mobile app that helps you do rental property management.

**Workshop F: Puneet Singh, Managing Partner, Kimball, Tiry and St. John**  
**Dealing with Difficult Tenants**  
Reduce the stress you experience and avoid legal problems by doing the following: 1) Understanding how to prevent and minimize conflict and developing positive relationships with residents and 2) Practice preventative law thereby reducing the amount of time and money on legal entanglements. Come learn legal and psychological methods of dealing with your tenants.

**Workshops G: Kevin Youngblood**  
**Canine Bed Bug Detection**  
Find out why you should use dogs for bed bug inspections. Learn what to look for when choosing a Bed Bug Dog Inspection Team.

**Workshop H: Puneet Singh, Managing Partner, Kimball, Tiry and St. John**  
**What You Need to Know About Fair Housing**  
Make sure everyone on your staff receives up to the minute fair housing training. Every person on your staff has personal liability in a complaint – subjecting his or her supervisors, management company and owner to serious penalties. In this course, we help you to recognize your basic day-to-day fair housing responsibilities and show you how to respond appropriately to the many situations you may face.

**Workshop I: Technology Roundtable**

**Workshop J: Puneet Singh, Managing Partner, Kimball, Tiry and St. John**  
**Preventative Law: Landlord Tenant Law in 2012**  
Join us as we walk you through the "nuts and bolts" of the most recent developments in Landlord/Tenant law. Whether you are a new employee or a seasoned professional looking for a refresher, this class is essential for managers, leasing agents, supervisors, and rental owners.

**Workshop K: Alex Osenenko**  
**How to Deal with Negative Online Reviews**  
This workshop is designed to help property managers take control of their online reputation. This workshop will focus on specific tactics and actionable best practices addressing the subject of negative online reviews for property managers.

**Workshop L: Rick Paradis, Pacific Regional Sales Manager, Kidde Fire and Security**  
**Carbon Monoxide Requirements for Residential & Commercial**  
This workshop provides useful insight to the California Residential Code, 2010 Carbon monoxide (CO) Alarm requirement as it applies to residential homes and homes that fall under commercial use as well as the new multi-family dwelling law being enacted January 1, 2012.



# CALNARPM 2012 California Conference

## Registration Page

Name \_\_\_\_\_ Badge Name: \_\_\_\_\_

Company Name \_\_\_\_\_ Title: \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email: \_\_\_\_\_

Designation:  RMP\*  MPM\*  CSS  CRMC\* Other: \_\_\_\_\_

NARPM\* Chapter: \_\_\_\_\_ Chapter Leader?  Yes  No

\_\_\_\_\_ CALNARPM Member \_\_\_\_\_ NARPM\* Member \_\_\_\_\_ Staff/Office Member \_\_\_\_\_ Non-NARPM\* Member \_\_\_\_\_ First Time Attendee

*(Please check all that apply.)*

Registration Fees	The Early Bird Registration Postmarked Before 02/29/12			Registration Postmarked After 02/29/12			Sub Total
	CALNARPM MEMBER	NARPM* MEMBER	NON-MEMBER	CALNARPM MEMBER	NARPM* MEMBER	NON-MEMBER	
Full Conference - March 26 - 29, 2012 Only	\$139.00	\$159.00	\$179.00	\$159.00	\$179.00	\$199.00	
Conference - Wednesday, March 28th Only	N/A	N/A	N/A	\$99.00	\$119.00	\$139.00	
Conference - Thursday, March 29th Only	N/A	N/A	N/A	\$99.00	\$119.00	\$139.00	
Guest Lunch - Wednesday, March 28th	\$59.00	x		=			
Guest Reception - Wednesday, March 28th	\$49.00	x		=			
Guest Breakfast - Thursday, March 29th	\$39.00	x		=			
Guest Lunch - Thursday, March 29th	\$59.00	x		=			
<b>GRAND TOTAL:</b>							

Vegetarian Meal? Yes \_\_\_\_\_ No \_\_\_\_\_ Handicap requirements? List Needs \_\_\_\_\_

Payment methods: Mastercard \_\_\_\_\_ Visa \_\_\_\_\_ Discover \_\_\_\_\_ (No American Express)

Name as it appears on Credit Card: \_\_\_\_\_ (please print legibly)

Billing address: \_\_\_\_\_ Zip Code: \_\_\_\_\_ (important)

Authorized Amount: \_\_\_\_\_ Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3 Digit Security Code: \_\_\_\_\_

**Note:** 10% discount if there are five (5) or more attendees from the same office. All attendees must register at the same time in order to be eligible for the discount.

**Registrations must be mailed or faxed to:** CALNARPM, 305 Valencia Street, San Francisco, CA 94103 FAX: 415.661.5902. Problems registering or if you have general conference questions, contact Ramsey Moureau at 415-661-3860 or [ramsey@propertymanagementsystems.net](mailto:ramsey@propertymanagementsystems.net).

**Cancellation Policy**

Cancellations must be received in writing. If cancellation is received 20 days prior to March 25, 2012, registrant will receive a full refund less a \$25.00 processing fee. If cancellation is received 15 to 19 days prior to March 21, 2012, a 50% refund will be issued. There is No refund if cancellation is received 1-14 days prior to March 25, 2012. However, the registration fee may be applied to a future 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.

# CalNARPM Regional Conference Education

Location: Napa Valley Marriott Hotel, 3425 Solano Avenue, Napa, CA 94558  
Phone: 707.253.8600

## SELECT COURSE(S)

- Owner/Client Relations Essentials** | Mar. 26, 2012 | 9 am – 4 pm | Tony Drost, MPM® RMP®  
The objective of this course is to teach you how to manage the prospect, secure the client and the property, service your client, and close out the relationship well.
- Maintenance: Basics and Beyond** | Mar. 26, 2012 | 9 am – 4 pm | Sylvia Hill, MPM® RMP®  
The objective of this course is to provide the property management professional with information regarding maintenance policies and procedures, rental and management agreement clauses, managing tenant and owner expectations, maintenance categories, understanding maintenance, staffing, etc.
- Owner/Client Relations Advanced** | Mar. 27, 2012 | 9 am – 4 pm | Sylvia Hill, MPM® RMP®  
The objective of this course is to look at and understand the elements of a Management Agreement, learn about developing policies and procedures for your company, discuss how to handle conflicts, and understanding the owner/broker risk.
- Marketing** | Mar. 27, 2012 | 9 am – 4 pm | Tony Drost, MPM® RMP®  
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.
- Ethics** | Mar. 27, 2012 | 9 am – 12 pm | Michelle Horneff-Cohen, MPM® RMP®  
(Required for all members every four years.) 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.

CLASS FEES	6-Hour Course		Ethics
	Before Feb 26	After Feb 26	-----
Member	\$195	\$250	\$45
Non-member	\$295	\$350	\$95
Retake	\$75	\$150	\$45
RMP®/MPM® Designee	\$100	\$150	\$45
Designee Candidate	\$180	\$250	\$45

## CANCELLATION POLICY

Cancellations must be received in writing. If received by **February 26, 2012**, registrant will receive a full refund less a \$25.00 processing fee. If received **after February 26, 2012**, 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®.

## REGISTRATION

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City/ST/Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

## METHOD OF PAYMENT

Check enclosed for \$ \_\_\_\_\_ Chk # \_\_\_\_\_

Charge my credit card \$ \_\_\_\_\_

VISA    MC    AMEX    Discover

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

----- All information below this line will be shredded. -----

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_

## FAX or MAIL REGISTRATION FORM TO:

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



National Association of Residential Property Managers