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# CONFERENCE BROCHURE

APRIL 21-24, 2013  
NAPA VALLEY MARRIOTT  
NAPA, CA



2013 CALNARPM California Conference

CALNARPM  
LEADING  
2013 THE WAY  
Education ▶ Information ▶ Opportunity ▶ Success



## A Message from the 2012-2013 CALNARPM President

As the 2012-2013 CALNARPM President, I would like to be the first to welcome you to the 18th annual 2013 CALNARPM California Conference! This conference through outstanding speakers, classes and networking will provide you with the right tools and resources that will enable California Property Managers to **Lead The Way**. See you in Napa.

Education ▶ Information ▶ Opportunity ▶ Success

Deanna Hansen, RMP®

Take advantage of the great line-up of speakers and educational opportunities at the 2013 CALNARPM California Conference. This year the CALNARPM California Conference takes place in one of California's premiere destination spots – the beautiful Napa Valley!

### SUNDAY, APRIL 21<sup>ST</sup>

NARPM National Instructor, Vickie Gaskill, MPM® RMP® will be teaching Personnel Procedures Advanced.

### MONDAY, APRIL 22<sup>ND</sup>

NARPM National Instructor, Raymond Scarabosio, MPM® RMP® will be teaching Habitability.  
NARPM National Instructor, Michelle Horneff-Cohen, MPM® RMP® will be teaching Ethics.

### TUESDAY, APRIL 23<sup>RD</sup>

Tom Bannon, CEO of the California Apartment Association will be speaking at the General Session. Additionally, attendees will be able to choose from twelve (12) 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.

### WEDNESDAY, APRIL 24<sup>TH</sup>

Join us at a General Session for the Tech Panel, What's on the Horizon in the Tech World for Property Managers? Attendees can choose from (4) educational workshops and panels. After lunch, Pam Strickland, an independent compliance consultant, will be speaking about the latest trends and DRE auditing.

The 2013 CALNARPM California Conference team has been aggressively working to bring together this terrific schedule of speakers, classes, and vendors creating opportunities for one and all.

Education ▶ Information ▶ Opportunity ▶ Success

We look forward to seeing you in Napa, CA, April 21-24, 2013.

Robert Thomas, RMP® - 2013 CALNARPM Conference Chair

**APRIL 21-24, 2013**  
**Napa Valley Marriott**  **Napa, CA**



## WELCOME FROM THE REGIONAL VICE PRESIDENT, PACIFIC REGION

RICHARD VIERRA, RMP®

2013 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 18th Annual CALNARPM California State Conference. "CALNARPM - Leading the Way" 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. 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. Please, 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, "CALNARPM - Leading the Way."

## TUESDAY, APRIL 22, 2013

TOM BANNON, CEO

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.

## WEDNESDAY, APRIL 23, 2013

PAM STRICKLAND

California Compliance Consulting



Pam Strickland is an independent compliance consultant for real estate, mortgage, escrow and property management companies. She has held a California real estate license since 1980 and her clients include both DRE and DOC licensed companies. She strongly suggests that companies always remain completely compliant with all laws and regulations and not wait until the auditors are knocking at their door to get things in order.

In addition to her in-office consulting, Pam is a writer, speaker and instructor on real estate industry topics and an expert witness for real estate related litigation. She has over 30 years of real estate and mortgage experience and managed a large brokerage in Santa Barbara before becoming a full-time consultant in the early 1990's.

She was a founding director of the California Association of Mortgage Brokers (CAMB), and was the president of the Central Coast Chapter before becoming the state president in 1994. Past honors include being named the California Broker of the Year by the CAMB in 1992 and National Broker of the Year in 1993 by the NAMB.

Pam serves as a member of both the California and National Review Committees for the SAFE Act Exam, a member of the National Legal Review Committee for the SAFE Act Exam and a Subject Matter Expert for the Conference of State Bank Supervisors (CSBS) special projects as well as being a master instructor for the California Department of Real Estate continuing education classes. She has served as a member of the DRE Continuing Education Advisory Committee, the FNMA Southern Regional Quality Control Panel, the NAMB Legislative Committee, the NAMB RESPA Subcommittee (chairperson in 1994), the NAMB Ethics Committee (chairperson in 1995) and was the DRE/HUD Liaison for the State/Federal Disclosure Document.

## HOTEL INFORMATION

The 2013 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 April 1, 2013.

## TRANSPORTATION INFORMATION

For local airport, bus, train and driving directions to and from the Napa Valley Marriott: <http://www.napavalleymarriott.com>

## CONFERENCE DRESS

Appropriate dress for all sessions of the 2013 CALNARPM California Conference is always business casual. Remember, hotel meeting room temperatures may vary greatly, so please dress accordingly.



# Napa Valley Marriott • Napa, CA

## APRIL 21-24, 2013

### SUNDAY, APRIL 21, 2013

8:30 a.m.	to	9:00 a.m.	RMP® and MPM® Class Registration
9:00 a.m.	to	4:00 p.m.	NARPM® Class - Personnel Procedures Advanced
12:00 p.m.	to	1:00 p.m.	Lunch - On Your Own

### MONDAY, APRIL 22, 2013

8:30 a.m.	to	9:00 a.m.	RMP® and MPM® Class Registration
9:00 a.m.	to	4:00 p.m.	NARPM® Class - Habitability
12:00 p.m.	to	1:00 p.m.	Lunch - On Your Own
1:00 p.m.	to	4:00 p.m.	NARPM® Class - Ethics

### TUESDAY, APRIL 23, 2013

7:00 a.m.	to	5:30 p.m.	Conference Registration Open
7:00 a.m.	to	1:00 p.m.	Tradeshow Set-Up
9:00 a.m.	to	9:15 a.m.	Conference Opening Kick-Off
9:15 a.m.	to	10:15 a.m.	General Session - Tom Bannon, CEO CAA
10:15 a.m.	to	10:30 a.m.	Break
10:30 a.m.	to	11:45 a.m.	WORKSHOP SESSION I
			<b>Workshop A - Dealing with Difficult Tenants</b>
			<b>Workshop B - Eviction Process</b>
			<b>Workshop C - Run Your Management Business from Under a Palm Tree</b>
			<b>Workshop D - Attention: Your Business is Now Mobile</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.	Tradeshow Grand Opening
2:15 p.m.	to	2:45 p.m.	Break
2:45 p.m.	to	4:00 p.m.	WORKSHOP SESSION II
			<b>Workshop E - Landlord Tenant Law</b>
			<b>Workshop F - How Overlooking the Underbanked Can Cost you Time and Money</b>
			<b>Workshop G - Internet Marketing for Property Managers</b>
			<b>Workshop H - Understanding the Effects of Technology Change on Team Efficiency</b>
4:00 p.m.	to	4:30 p.m.	Break - Dessert with Exhibitors
4:30 p.m.	to	5:45 p.m.	WORKSHOP SESSION III
			<b>Workshop I - Service of Notices</b>
			<b>Workshop J - Tenant Retention - The Data &amp; Psychology Behind Tenant Behavior</b>
			<b>Workshop K - 10 Website Tips to help you Grow your Business NOW</b>
			<b>Workshop L - I've Got an iPad. Now What?</b>
5:45 p.m.	to	6:00 p.m.	Break
6:00 p.m.	to	7:30 p.m.	Exhibitor Reception - 50/50 Giveaway at 7:00p.m.

### WEDNESDAY, APRIL 24, 2013

8:00 a.m.	to	10:30 a.m.	Conference Registration Open
8:00 a.m.	to	2:00 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 - What's on the Horizon in the Tech World for Property Managers?
10:00 a.m.	to	10:15 a.m.	Break
10:15 a.m.	to	11:30 a.m.	WORKSHOP SESSION IV
			<b>Workshop M - Medical Marijuana</b>
			<b>Workshop N - Video 101 for Property Managers</b>
			<b>Workshop O - Optimize your Rents and Post Listings on the go with ZumperPro</b>
			<b>Workshop P - The Distributed Office: Making Work Happen Away from Work</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 - Pam Strickland, Independent Compliance Consultant

### Workshop A - Dealing with Difficult Tenants

*Puneet Singh & Shawn Bankson, Kimball, Tirey & St. John, LLP*

Come learn legal and psychological methods of dealing with your tenants. You will walk away feeling less stressed and more legally empowered.

### Workshop B - The Eviction Process

*Daniel Bornstein, Law Offices of Bornstein & Bornstein*

Real estate trial attorney and landlord-tenant relations expert Daniel Bornstein presents the documents and steps involved in the legal eviction process.

### Workshop C - Run your Management Business from under a Palm Tree

*Todd Breen*

Run Your Management Business from Under a Palm Tree – In 2001, Todd gave up his desk and now spends just 4 hours/week in his office. With growth of 20% each year, things actually got better when he left - and implemented his new systems. Learn how you can grow your company by working less in this course for owner/brokers.

### Workshop D - Attention: Your Business is Now Mobile

*Pierre Caldailla, Trulia & Ursula Shekufendeh, Appfolio*

Mobile adoption in the apartment rental industry has soared. Join experts from (Top Consumer App), Trulia and Appfolio who will share insightful data on mobile consumers, habits and tips to win and grow your business today utilizing mobile tools.

### Workshop E - Landlord Tenant Law

*Puneet Singh & Shawn Bankson, Kimball, Tirey & St. John, LLP*

There are new laws for 2013 that you must know about. Join us as we walk you through the “nuts and bolts” of the most recent developments in Landlord/Tenant law.

### Workshop F - How Overlooking the Underbanked Can Cost you Time & Money

*Chris Volgenau, PayNearMe*

Learn who the “underbanked” are and how properly serving them will save you time and money.

### Workshop G - Internet Habits of the North American Landlord

*Alex Osenenko, Fourandhalf.com*

Learn how Landlords and Investors behave online and what to do to attract their attention

### Workshop H - Understanding the Effects of Technology Change on Team Efficiency

*Mike Andersen, HeroPM*

Are you looking at a new technology, and wondering how and when to implement? Learn how to evaluate technological change and make sure it sticks.

### Workshop I - Service of Notices

*Puneet Singh & Shawn Bankson, Kimball, Tirey & St. John, LLP*

Join us as Kimball, Tirey and St. John LLP walks property managers and owners through the proper procedures of selecting, drafting, serving, and documenting a notice.

### Workshop J - Tenant Retention- The Data & Psychology Behind Tenant Behavior

*Dan Daugherty, RentBits*

This session will describe techniques and best practices on how to retain tenants and owners in a scalable way.

### Workshop K - 10 Website Tips to help you Grow your Business NOW

*David Borden, Property Manager Websites*

Tips that Property Managers can do themselves to help grow their business.

### Workshop L - I've Got an iPad. Now What?

*Jindou Lee, Happy Inspector*

Happy Inspector will introduce a range of apps that are actually useful for property managers and brainstorm where the future of tablet computing is.

### Workshop M - Medical Marijuana in California Rental Housing

*Puneet Singh & Shawn Bankson, Kimball, Tirey & St. John, LLP*

Familiarize yourself with federal, state and local laws about this controversial topic.

### Workshop N - Video 101 for Property Managers

*Todd Breen*

Learn how to EASILY use video to communicate with owners and tenants.

### Workshop O - Optimize your Rents and Post Listings on the go with ZumperPro

*Taylor Glass-Moore, Zumper.com*

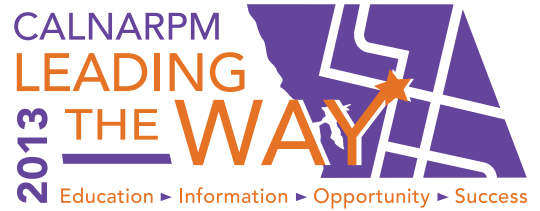
We'll show you an iPhone app that will drastically cut the time & money you spend on marketing your listings, and optimize the price on your rentals.

### Workshop P - The Distributed Office: Making Work Happen Away from Work

*Mike Andersen, HeroPM*

Learn how to implement a remote-worker environment that really works.

# 2013 CALNARPM 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 03/31/13			Registration Postmarked After 04/01/13			Sub Total
	CALNARPM MEMBER	NARPM® MEMBER	NON-MEMBER	CALNARPM MEMBER	NARPM® MEMBER	NON-MEMBER	
Full Conference - April 21-24, 2013	\$139.00	\$159.00	\$179.00	\$159.00	\$179.00	\$199.00	
Conference – Tuesday, April 23rd Only	N/A	N/A	N/A	N/A	\$119.00	\$139.00	
Conference – Wednesday, April 24th Only	N/A	N/A	N/A	N/A	\$119.00	\$139.00	
Guest Lunch – Tuesday, April 23rd	\$59.00	x		=			
Guest Reception – Tuesday, April 23rd	\$49.00	x		=			
Guest Breakfast – Wednesday, April 24th	\$39.00	x		=			
Guest Lunch – Wednesday, April 24th	\$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 Maherah Silmi at 415.661.3860 or maherah@propertymanagementsystems.net

### Cancellation Policy

Cancellations must be received in writing. If cancellation is received 20 days prior to April 21, 2013, registrant will receive a full refund less a \$25.00 processing fee. If cancellation is received 15 to 19 days prior to April 21, 2013, a 50% refund will be issued. There is no refund if cancellation is received 1-14 days prior to April 21, 2013. 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 California Conference Education

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

## SELECT COURSE(S)

- Personnel Procedures Advanced** | Apr. 21, 2013 | 9 am – 4 pm | Vickie Gaskill, MPM® RMP  
The main course objective for this class will be to expand on key elements of an effective personnel plan for the residential property management company.
- Habitability** | Apr. 22, 2013 | 9 am – 4 pm | Raymond Scarabosio, MPM® RMP®  
Course materials will cover specific information from the Uniform Housing Code concerning basic habitability standards that govern local codes, policies of insurance companies, and our own Standards of Professionalism. Participants will learn what to look at when taking properties into property management and what questions to ask property owners about their buildings. 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 the handling of service requests, maintenance coordination, and implementing preventive and corrective maintenance will also be covered.
- Ethics** | Apr. 22, 2013 | 1 pm – 4 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.



Contact: Ellen Purdy, [epurdy@hbrinfo.com](mailto:epurdy@hbrinfo.com) or 510.814.4804

CLASS FEES	6-Hour Course		Ethics	NARPM® 101
	Before Mar 21	After Mar 21		
Member	\$195	\$250	\$45	\$99
Non-member	\$295	\$350	\$95	\$99
Retake	\$75	\$150	\$45	\$99
RMP®/MPM® Designee	\$100	\$150	\$45	\$99
Designee Candidate	\$180	\$250	\$45	\$99

## CANCELLATION POLICY

Cancellations must be received in writing. If received by **March 21, 2013**, registrant will receive a full refund less a \$25.00 processing fee. If received **after March 21, 2013**, 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