

23RD ANNUAL CONVENTION AND TRADE★SHOW

OCTOBER 18–21, 2011 ~ InterContinental Dallas
On-site Program



National Association of Residential Property Managers

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TABLE OF CONTENTS

WELCOME TO DALLAS, TX

5	President's Welcome
6	Past Presidents 2011 Board Officers
7	2011 Directors & RVPs 2011 Committee Chairs
8	Convention Committee
10	Hotel Map
11	Convention Information
12	Monday Schedule Tuesday Schedule Wednesday Schedule
13	Thursday Schedule
17	Friday Schedule
21	Sponsors
22	Exhibit Hall
23	Exhibitors

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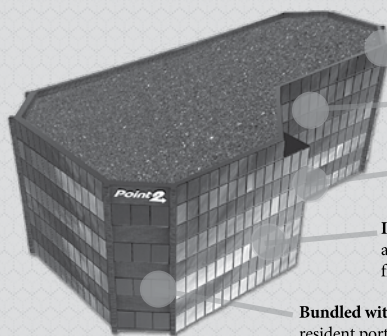
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VISIT US DURING THE NARPM TRADESHOW AT BOOTH #300

SERVE AND PROTECT

It is with great pleasure that I welcome you to the 2011 NARPM® Annual National Convention and Trade Show in Dallas, TX. Each year, NARPM® members look forward to our convention to network with our colleagues across the nation. To be successful, there are certain requirements that must be met and the convention committee has worked hard to be sure to meet the needs and expectations of our members.



The opportunity to NETWORK with other property managers is always beneficial. We learn new processes, gain new forms, and learn how to improve what we are already doing. A majority of our members have used what they learned at the convention to make important business decisions, such as which software to use and what policy and procedures we can implement. And, this year we have many opportunities to network with others.

For those of you attending a designation class, congratulations! Obtaining a NARPM® designation not only displays your expertise, but what you learn in these classes can improve your business greatly. NARPM®'s designation classes are full of great content, but it is the interaction and connections with the other students that can really help you understand and choose the changes that can improve your business's efficiency, reduce risks, and become more profitable.

Another key ingredient to a successful convention is to have FUN. This year's convention is jam packed with education and networking opportunities, so it was important to offer a number of events like the Annual Past President's Charity Golf Tournament, the tour of Cowboys Stadium and dinner at Ranger's Stadium and the Gala to let everyone relax and just be entertained.

There is no doubt that there are costs associated with attending the convention, but if you get involved, I guarantee you will find many ways to improve your business, which will reduce costs, as well as how to improve your income. As professional property managers, we are expected to SERVE and PROTECT our clients and this year's convention will certainly assist you in doing so. Have fun!

SERVE AND PROTECT!

A handwritten signature in black ink that reads "Tony A. Drost". The signature is fluid and cursive, with a long horizontal line extending from the end.

Tony Drost, MPM® RMP®
2011 NARPM® President

PAST PRESIDENTS

Ralph Tutor	1987-88
Susan Gordon, MPM® RMP®	1988-90
Steve Urie, MPM® RMP®	1990-91
Peggy Rapp, MPM® RMP®	1991-92
Ivan "Rocky" Maxwell, MPM® RMP®	1992-93*
Dave Holt, MPM® RMP®	1993-94
Kittredge Garren, MPM® RMP®	1994-95
Donna Brandsey, MPM® RMP®	1995-96
Robert A. Machado, MPM® RMP®	1996-97
Mark Kreditor, MPM® RMP®	1997-98
Denny Snowdon, MPM® RMP®	1998-99
Raymond Scarabosio, MPM® RMP®	1999-00
Melissa Prandi, MPM® RMP®	2000-01
Mike Mengden, MPM® RMP®	2002
Chris Hermanski, MPM® RMP®	2003
Andrea Caldwell, MPM® RMP®	2004
Marc Banner, MPM® RMP®	2005
Rose G. Thomas, MPM® RMP®	2006
Sylvia L. Hill, MPM® RMP®	2007
Betty Fletcher, MPM® RMP®	2008
Fred Thompson, MPM® RMP®	2009
Vickie Gaskill, MPM® RMP®	2010

*Deceased

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CONVENTION COMMITTEE

Thank you to these dedicated NARPM® members who have planned, worked, determined and succeeded in bringing us a great 2011 convention.

Chair: Carrie Fjeld, MPM® RMP®

Vice-Chair: Shana Smith, RMP®

Member Services Chair: Leeann Ghiglione, MPM® RMP®

Room Host Sub-committee Chair: Chrysztyna Montanez, RMP®

First-Timer Program Sub-committee Chair: Randy Halsne

Trade Show Sub-committee Chair: Marty Hutchinson, MPM® RMP®

Committee Members

Riza Bell, RMP®

Brian Birdy, MPM® RMP®

Kate Bode,

First Timers Program sub-committee member

Larry Bryant

Adriana Fruiht Rodriguez, RMP®,

Program, Speaker Liaison and First Timer Program sub-committees member

Dawn Hardley, RMP®,

Program and Speaker Liaison sub-committees member

Traci Lewis-VanCamp, RMP®

Elizabeth Loop, MPM® RMP®

Alexandra Machado

Anne McCawley, MPM® RMP®

Lisa Medina

Chrysztyna Montanez, RMP®,

Speaker Liaison and Room Host sub-committees member

Pam Penor

Renee Quinn

Kellie Tollifson, RMP®,

Program, Room Host and First-Timer Program, sub-committees member

James Emory Tungsvik, MPM® RMP®

Carla Earnest, CMP, NARPM® Meeting Planner

Lisa Hall, NARPM® Meeting Assistant

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InterContinental Dallas LOBBY LEVEL

The floor plan illustrates the layout of the lobby level, featuring a central 'MAIN KITCHEN' and a large 'MALACHITE SHOWROOM' with an adjacent 'STAGE' and 'DRESSING ROOM'. To the right, the 'LA CORNICHE' and 'MONTE CARLO RESTAURANT' are situated above the 'BRISTOL LOUNGE'. The plan also includes an 'EXECUTIVE OFFICES' area with a 'FRONT DESK' and 'CONCOURSE', and a 'MAIN ENTRANCE' leading to a 'SHOP' area. A 'COVERED PARKING' area is located on the left, with a 'TO COVERED PARKING' exit from the showroom. The bottom section features 'GARDEN COURT I & II', 'GARDEN COURT III', and 'GARDEN COURT' with a 'FOUNTAIN'. A 'GAZEBO' is located near the 'GAZEBO COURT'. A 'SOUTH ENTRANCE' leads to a 'SHOP' area. A 'CONCOURSE' and 'ELEVATOR ESCALATOR' are also indicated.

**InterContinental Dallas
BALLROOM LEVEL**

The floor plan illustrates the layout of the Ballroom Level, featuring a large central Crystal Ballroom and an adjacent LaJolie Ballroom. The Crystal Ballroom is divided into eight sections (I-VIII) and a central foyer. The LaJolie Ballroom consists of two sections (I-II) and a foyer. Surrounding these main areas are various support spaces, including a Banquet Kitchen, Staging Area, Dressing Rooms, and multiple service corridors. Entrances are marked for West, East, and Hamilton. An escalator and stairs are also indicated.

Key Areas and Features:

- Crystal Ballroom:** Divided into sections I, II, III, IV, V, VI, VII, and VIII, with a central Crystal Ballroom Foyer.
- LaJolie Ballroom:** Divided into sections I and II, with a LaJolie Ballroom Foyer.
- Banquet Kitchen:** Located at the top center.
- Staging Area:** Located between the Banquet Kitchen and the Crystal Ballroom.
- Dressing Rooms:** Located at the top right, including Dressing Room 1, Dressing Room 2, and Storage.
- Service Corridors:** Multiple corridors providing access to the ballrooms and other areas.
- Entrances:** West Reg., East Reg., and Hamilton.
- Escalator:** Located at the bottom center.
- Stairs:** Located at the top left and bottom right.
- Other Features:** Phones, Business Center, Lobby Lounge, and an Overlook to Garden Court.

CONVENTION INFORMATION

Location

Welcome to our 2011 Annual Convention and Trade Show. We are happy that you are here, and hope that this convention and your stay at the InterContinental Dallas is enjoyable, rewarding, educational and fulfilling.

The hotel is convenient to both Downtown Dallas and the Plano/Fort Worth business district. The InterContinental is surrounded by the finest shopping in Dallas including the Dallas Galleria, The Shops at Willow Bend and Stonebriar Mall. It is also within walking distance of over 150 eateries and nightspots. The InterContinental is a full service hotel that boasts 24 hour room service, a 24 hour complimentary health club, complimentary outdoor parking, and if you booked within the NARPM® block, complimentary internet access in your sleep room.

Dallas is a city built on big dreams, freshly blazed trails and an attitude that all things are possible. As the eighth largest city in the US, filled with incredible attractions and activities, it is no wonder that it is also the #1 destination in the state of Texas. There is something for everyone and we hope you'll find the time to check out the Public Artwalk Dallas, the Margot & Bill Winspear Opera House / AT&T Performing Arts Center or The Women's Museum.

Exhibits/Prizes

Many exhibitors will be donating door prizes. The door prizes will be given away at the closing session in the trade show at 1:30 pm on Friday, October 21st. This is also when the 50/50 drawing will be held. You must be present to win. Be sure to visit with exhibitors for the latest ideas to assist you in your profession and remember the raffle tickets help support the Dallas-area Habitat for Humanity.

Convention Dress

Appropriate dress for all events of the NARPM® Convention in Dallas is business casual except for the Gala on Friday which is rodeo casual. Remember hotel meeting room temperatures vary greatly, especially in the exhibit hall, so please dress accordingly – layers are good.

Please help make a comfortable convention experience for all

Smoking is prohibited at all convention events. Please turn off all cell phones and pagers or put them on vibrate mode during sessions. Thank you.

Endorsement

Inclusion in the convention program of advertisements and other material, including workshop presentations, does not reflect the endorsement of NARPM®.

MONDAY, OCTOBER 17, 2011

8 am – 3 pm	Operating A Maintenance Company Essentials	Colonnade
8 am – 3 pm	Owner Client Essentials	Waterford
8 am – 3 pm	Habitability	Spectrum
8 am – 5 pm	Board Meeting (guests invited to meeting)	Steuben

TUESDAY, OCTOBER 18, 2011

8 am	Charity Golf Tournament	
8 am – 3 pm	Operating a Maintenance Company Advanced	Spectrum
8 am – 3 pm	Owner Client Advanced	Colonnade
9 – 11:30 am	Registration Open	Crystal Ballroom Foyer
12:45 – 3:45 pm	Ethics Class	Waterford
1 – 5:30 pm	Registration Open	Crystal Ballroom Foyer
4 – 5:30 pm	First-Timers Welcome/Orientation	Garden Court III

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. You should have received a ticket to this event if you are a first time attendee; if you did not, please see NARPM® staff at the registration desk

6:15 – 10 pm	President’s “Serve and Protect” Celebration	Leave from the hotel Lobby at 6 pm
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WEDNESDAY, OCTOBER 19, 2011

7:30 – 8:45 am	CALNARPM Board of Directors Meeting	Waterford A
8 – 11 am	Registration Open	Crystal Ballroom Foyer
9 am – 2:45 pm	NARPM® Business Leader Development	Lalique 1
This year NARPM® is partnering with internationally renowned speaker Dennis Snow. Dennis has a passion for service and leadership excellence and has consulted with organizations around the world on the subject. He spent over 20 years with The Walt Disney World® Company and his leadership performance was ranked in the top 3% of the company. He is the author of <i>Lessons from the Mouse: A Guide for Applying Disney World’s Secrets of Success to Your Organization, Your Career, and Your Life</i> .		
12:30 – 6:30 pm	Registration Open	Crystal Ballroom Foyer
4 – 6 pm	Opening Session – Dare to Soar!	Crystal 1-3

Linda Larsen, CSP is an international keynote speaker and author, who is passionately committed to helping people upgrade their thinking, improve their communication and increase their bottom line. But more than that, she is willing to do whatever it

takes to get her message across and make it stick. She’s been accurately described as “Lucille Ball meets Dr. Phil” – creative and funny with very useful information. Don’t miss it!

6 – 8:30 pm Grand Opening of Tradeshow Crystal 4-8

THURSDAY, OCTOBER 20, 2011

**7:30 am – 2 pm Registration Open Crystal Ballroom
Foyer**

7 – 8 am NARPM® Committee Meetings

	Governmental Affairs Committee Meeting	Spectrum
	Professional Development Committee Meeting	Colonnade
7:30 – 8:30 am	Member Services Committee Meeting	Waterford
7:15 – 8:45 am	Breakfast with Exhibitors	Crystal 4-8
9 – 10 am	General Session – Economic Forecast	Crystal 1-3

This Economic Forecast by Dr. Mark Dotzour from Texas A&M University will bring you up-to-date on the current economic environment in our country and provide insight as to what impact this environment will have on your business.

10:15 – 11:45 am Workshop Sessions 1–5

1. More of Linda Larsen’s Dare to Soar Lalique I
Speaker: Linda Larsen, CSP

Linda Larsen, CSP will be back with more of her special “Dare to Soar” session to show you how to be passionate and improve your communication skills to increase your bottom line.

2. Tracking Lead Performance – It is Worth Your Time! Colonnade
Speaker: Jamie Clymer, HotPads.com

Property managers face a growing landscape of internet marketing options and must find the best return on investments (ROI). You expect marketing efforts to drive qualified leads that convert to leases. This session will emphasize that marketing expenditures, if adequately measured and diversified, is a necessary investment that will generate results. First, Jamie will explore the value of ‘free’ syndication, explaining that although wider web distribution may boost property visibility, true value comes from engaging with a portfolio of premium listing services. He’ll draw on case studies and data to prove that free syndication is difficult to track and often receives negligible user engagement, meaning it generates lower quality ROI. He will then outline best practices for evaluating and enhancing lead conversion rates from marketing investments. More specifically, he will explain how to optimize relationships with property management software providers and internet listing services to better track lead performance and ensure conversions.

Please note topic and schedule change for Workshop Sessions 3 & 6.

3. The Art of Customer Surveys

Waterford

Speaker: Carol Griggs, Frontier Property Management

Did you ever want to conduct a customer survey but didn't know how? Maybe you did the survey but didn't understand the results or how to use them. What is customer satisfaction, anyway? In this session you will find the answers to these questions and leave with a survey designed just for your business!

4. Businesses To Set Up Around Your Management Company

Spectrum

Speaker: Robert Locke, MPM®, RMP®, Crown Realty & Management, CRMC®

There is only so much income you can make out of a property management company. However, if you move just a little outside property management you can discover other businesses to run that feed off the management company. In this session you will learn about additional services your clients need like maintenance, virtual tours, eviction services, collection services, storage and many more. You can figure out what you are good at and then learn how to sell that talent to customers and colleagues. You can double your income if you get just a little outside your core business.

5. The Do's and Don'ts of Property Management

Lalique II

*Speakers: Melissa Prandi, MPM®, RMP®, PRANDI Property Management, CRMC®
Ray Scarabosio, MPM®, RMP®, Jackson Group Property Management*

Using real-world examples and case study information, this workshop will present "lessons learned" along with reminders of things to do and not do in property management. You are never too old to learn something new or to "remember" things that may seem obvious but may fall through the cracks as time goes on. Take advantage of the experience of two of NARPM®'s Past-Presidents and brush up on the Do's and Don'ts!

11:45 am – 1:15 pm

Lunch w/ Membership Awards & Annual Business Meeting

Crystal 1-3

1:30 – 2:45 pm Workshop Sessions 6-10

6. Wearing Your Customer's Shoes –

Strategies for Building Your Brand and Retaining Customers

Waterford

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

We all know how it is – your renters want something, your owners want something else and never mind what your employees want. To navigate this mine field successfully you will need to not only be able to identify just who your customers are but also identify their mindset and understand them – putting yourself in their

shoes. In this session you will learn just how to do that along with great ideas that you can use to keep cool, keep focused and keep your customers happy.

7. Business Building – Yes, You Can!

Spectrum

Speaker: Glen Dorsey, myHomeSpot.com

In a little over an hour, you will hear the story of Glenn's start-up company with zero to 225 units in less than 18 months as a one-man band. He will get personal telling you how the insanity of this business can destroy your marital relationship and cause your best employees to quit. You can learn how he now manages more than 4000+ units with a staff of 5 and is enjoying life again with room to grow. This is all done from one location, 830sqft building on the wrong side of town, in a relatively small town, with very happy employees. Some say he is a genius – but when you ask him, he will tell you he was just lazy and could not be as committed as his competitors. No matter what size office and portfolio (usually bigger companies have bigger problems), this seminar is for the lazy people who want to make more money and do less.

8. Preventing Litigation in Property Management

Lalique I

Speaker: Robert Locke, MPM®, RMP®, Crown Realty & Management, CRMC®

When tenants leave owing money most property managers throw up their hands and tell their owners, "I'm not into collections, I'm a property manager". Robert did the same thing for 20 years. Then ten years ago he started learning the business. To date, his company has collected over \$900,000 in monies due after move out. He learned what letters to send, when to use an attorney, when to mark a tenant's credit, when to file in court for money judgment, when to garnish wages or put a lien on their car and when to quit and write it off. In this session you will learn simple steps to take that will turn uncollected accounts into money for your owners and your business.

9. How Infrared Cameras Can Reveal Hidden Problems and Save You Money

Colonnade

Speaker: Jason Howarth, FLIR Systems, Inc.

In this session you will learn how infrared cameras can help you uncover hidden problems on the property you manage before they become costly ones. Gain a thorough understanding of thermal imaging's ability to quickly find energy waste, destructive moisture, potential safety hazards, and other preventable building envelope issues. This is an excellent opportunity to learn how adding infrared cameras to your predictive maintenance toolbox can lead to healthier, more comfortable living for your tenants, stronger marketability and greater profitability.

10. Ethics – Consistency & Compliance –

Staying out of an argument or conflict

Lalique II

Speakers: Mark Kreditor, MPM®, RMP®, First Rate Property Management, CRMC®, and Jim Smith, RMP®, The Property Management Company

We all know that being an honest and ethical property manager is critical to our business. NARPM® requires all members to take a course on this topic to maintain membership. But there is more to being ethical than taking a course; being consistent and ethically compliant without getting into conflicts is tough. Our speakers will share their best coping strategies with you and show you how to navigate the challenging road of ethical compliance.

3 – 4:30 pm Workshop Sessions 11–15 (Roundtables)

One word – ROUNDTABLES! Every breakout room will feature roundtable discussions and these lively and interactive sessions will offer you the opportunity to express ideas and pick the brains of industry colleagues about issues that you face every day. Topics are timely and ripped right from the NARPM® ListServ. Here is a list of topics that will be covered in each room. So come prepared to talk!

11. Exit Strategies

Lalique I

**In House Maintenance/Lawn Care, Should We or Shouldn't We?
Additional Insured Issues**

12. How To Do a Rental CMA in Your Local Market

Waterford

**How To Market Your Company By Means Other Than the Internet
Leasing Strategies**

13. Downsizing in the Economy and Surviving?

Lalique II

**How to Act in Court
Money Collection Policies Upon Move Out That Work**

14. Impact of Tenants Who Operate a Business Out of Their Home

Spectrum

**Dealing With Owners That Micro-manage
What Happens When Owners Default on Their Mortgage?**

15. (Special Session) Next Generation Professionals (Under 40's) Colonnade

**What Areas of Business Do You Spend Too Much Time On?
Dealing with Bad Internet Reviews
What Marketing Strategies Have Worked and What Hasn't?**

4:30 – 6 pm

Coffee & Snacks with Exhibitors

Crystal 4-8

FRIDAY, OCTOBER 21, 2011

7:30 am – 2 pm Registration

Crystal Ballroom
Foyer

7:30 – 8:45 am Regional Meetings

Crystal 1-3

8:45 – 9:15 am Designation Recipient Orientation

Crystal 1-3

7:15 – 9:15 am Breakfast with Exhibitors

Crystal 4-8

9:15 – 10:15 am General Session – Pressure Cooker Confidence Crystal 1-3

Speaker: Kevin Sweeney

How well do you handle pressure? Does pressure make you nervous? Is your team prepared to handle being in the “hot seat”? Kevin Sweeney has first-hand knowledge and experience in pressure situations. He has flown combat missions in both Vietnam and Desert Storm. He has been awarded numerous decorations including the Air Achievement Medal, multiple Air Medals and the United States Air Force Distinguished Flying Cross. Kevin is a retired Lt. Colonel in the Air National Guard. He has also held executive positions in sales and operations for a Fortune 500 company AND he has been featured in Reader’s Digest and on the A&E channel. He knows how to handle pressure and you will too!

10:30 am – Noon Workshop Sessions 16–20

16. Tenant Screening & Selection –

Compliance, Confidentiality & Organization

Spectrum

Speaker: Nancy Wallace-Laabs, Keller Williams Realty

This session will provide an overview of tenant screening and selection process. You will learn what kind of information is needed to consistently screen good tenants from bad and how to decrease an owner’s risk by placing the right tenants in the right properties. You will build a process that will help you be consistent, organized and timely in the tenant screening/selection process.

17. Then & Now – Strategies for Managing Renter Risk and Opportunity

Colonnade

Speaker: Mike Mauseth, TransUnion Smart Move

This session will provide a before/after snapshot of property managers’ and owners’ priorities when it comes to screening policies. You will learn how decision-makers can be sure they aren’t loosening their rental standards just to prevent the low vacancy levels observed during the recession, ultimately answering, “What do we know now that we didn’t before?” During this session, you’ll gain insight on how property managers can: Ensure they are renting to reliable tenants; improve cash flow while still making up for losses from the recession; manage opportunity without adding risk; and cast a “safety net” for protection against future negative economic influences.

18. Strategic Development –

Ideas to Expand Your Company & Increase Income

Lalique I

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

This session will cover several ways in which you can expand your company and increase your income. We will review ideas to help you increase the number of units you are managing and ideas for horizontal expansion. Start with a vision of where you want to be, set some objectives that will help the vision become a reality, then establish measurable goals to help you reach those objectives. There will be an emphasis on SMART goal setting to help you make your vision a reality.

19. Social Media is a Tidal Wave, Don't Get Left Behind

Lalique II

Speaker: Blane Russell, Social Eyes Marketing

This session will focus on the best practices of establishing and managing various popular social media accounts for rental property management companies. For Facebook users we will cover the creation of a proper business page, proper posting techniques and strategies, customization and microsites. For Twitter, we will look at the customization of a background and avatar, URL shorteners, timing your tweets, building your followers, trending topics, hashtags, mentions, and direct messages. We will also look at software such as Hootsuite or Tweetdeck to help manage Twitter, Facebook and Linked In accounts. And don't forget you have to keep your fans and followers once you have them.

20. Top 10 Problems to Avoid when Managing Your Properties

Waterford

Speaker: Mike Levy, NorthernColoradoRentals.com, LLC

In this session you will learn about the following "Top 10" problems that property managers are faced with every day and how deal with them. #1 Avoid ineffective communications with your tenant; #2 Avoid renting to an unreliable tenant; #3 Avoid being ignorant of local and state laws related to property management; #4 Avoid allowing your tenants to pay their rent late; #5 Avoid using a non-comprehensive rental agreement; #6 Avoid ineffective or inefficient advertising; #7 Avoid delaying property repairs & maintenance; #8 Avoid not having written policies, procedures, and forms; #9 Avoid not properly preparing your property before the tenant moves in; #10 Avoid using an unreliable property management company

Noon – 1:30 pm	Lunch with Designation Program	Crystal 1-3
1:30 – 3 pm	50/50 Raffle/Affiliate of the Year/ Exhibitor Door Prize	Crystal 4-8
3 pm	Trade Show Closes	
3 – 4 pm	NARPM® Communications Committee Meeting	Waterford
3 – 6 pm	Time on own with NARPM® Colleagues	

6 – 10 pm

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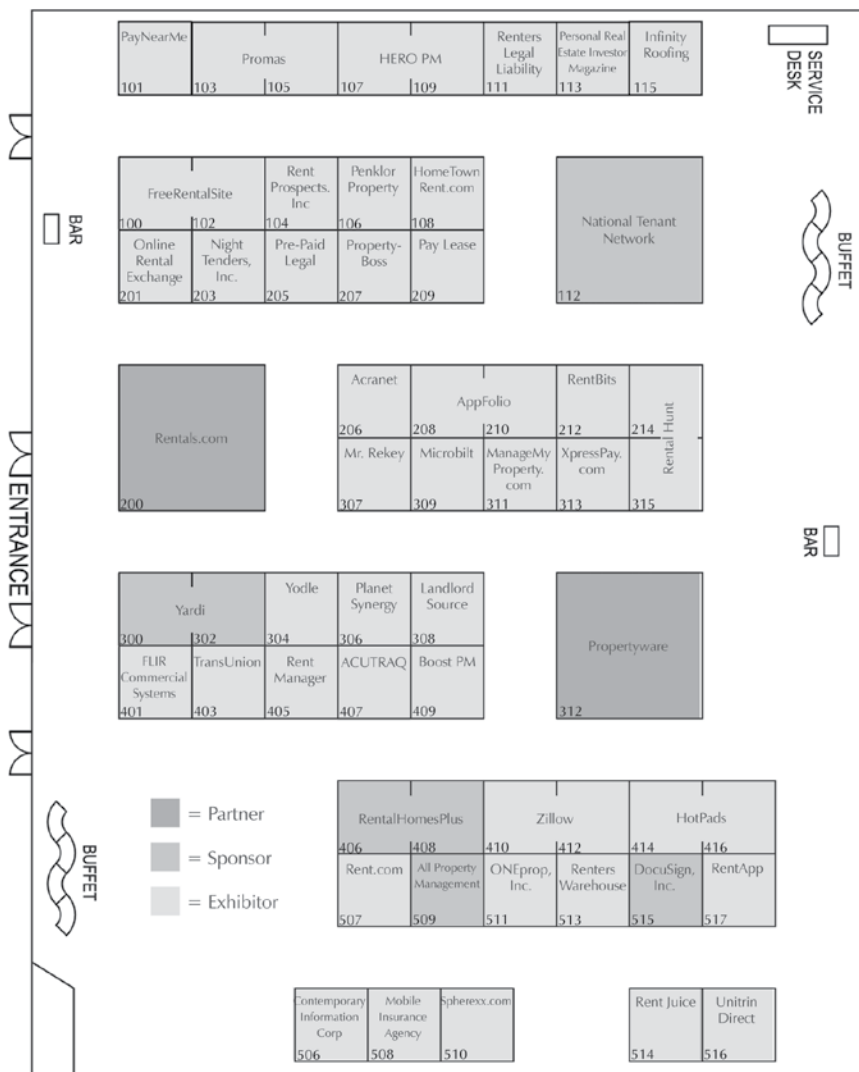
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