



26th Annual Convention and Trade Show

October 20 - 24, 2014
Minneapolis, MN

ON-SITE PROGRAM



THE
FOUNDATION
OF PROPERTY
MANAGEMENT

STRENGTHENING OUR FOUNDATION

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We'd like to invite you to stop by our booth (#39) at the upcoming 2014 National NARPM Conference in Minneapolis. We're looking forward to seeing you there!



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WELCOME TO MINNEAPOLIS, MN

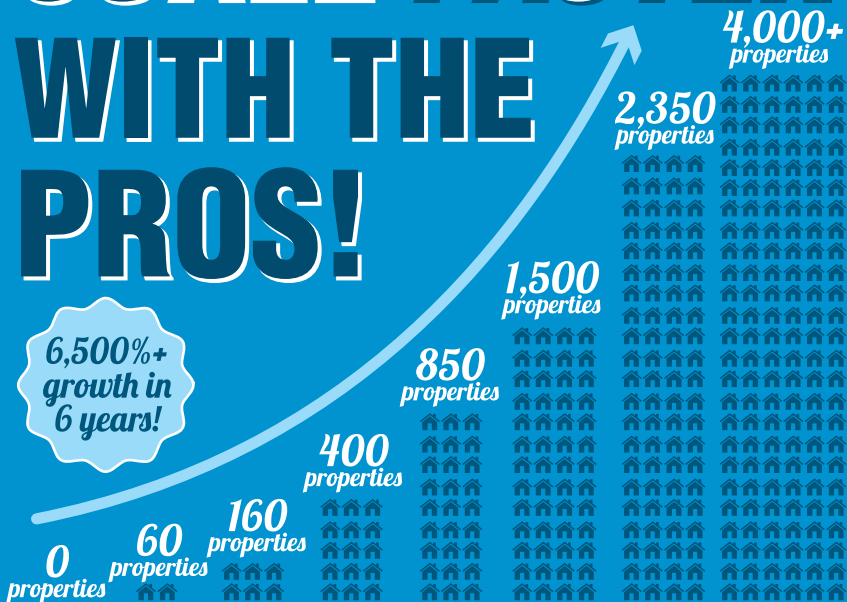
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NARPM[®] ANTITRUST GUIDELINES

Association Meetings - To minimize the possibility of antitrust problems at association gatherings, the following guidelines should be followed at all meetings of the Board of Directors and committees, as well as all association-sponsored conventions, trade shows, training seminars, conferences, and task force and working group sessions.

- **DO NOT** discuss your prices or competitors' prices with a competitor (except when buying from or selling to that competitor) or anything, which might affect prices such as costs, discounts, terms of sale, or profit margins.
- **DO NOT** agree with competitors to uniform terms of sale, warranties, or contract provisions.
- **DO NOT** agree with competitors to divide customers or territories.
- **DO NOT** act jointly with one or more competitors to put another competitor at a disadvantage.
- **DO NOT** try to prevent your supplier from selling to your competitor.
- **DO NOT** discuss your future pricing, marketing, or policy plans with competitors.
- **DO NOT** discuss your customers with your competitors.
- **DO NOT** make statements about your future plans regarding pricing, expansion, or other policies with anti-competitive overtones. Do not participate in discussions where other members do.
- **DO NOT** propose or agree to any standardization, the purpose of which is anti-competitive, e.g., to injure your competitor.
- **DO NOT** attend or stay at any informal association meeting where there is no agenda, no minutes are taken, and no association staff member is present.
- **DO NOT** do anything before or after association meetings, or at social events, which would be improper at a formal association meeting.
- **DO NOT** interpret or enforce the association's Code of Ethics without direction from the leadership.
- **DO NOT** regard compliance with the association's Code of Ethics as justification for anti-competitive communications or actions.
- **DO NOT** represent that the association prohibits or limits advertising, marketing or solicitation other than as the law authorizes prohibitions or limitations.
- **DO NOT** issue any document or communication on behalf of the association unless with proper authorization.
- **DO** send copies to an association staff member of any communications or documents sent, received, or developed by you when acting for the association.
- **DO** alert every employee in your company who deals with the association to these guidelines.
- **DO** alert association staff and legal counsel to anything improper.
- **DO** be conservative. If you feel an activity might be improper, ask for guidance from association staff or legal counsel in advance.

THE FOUNDATION OF PROPERTY MANAGEMENT



Dear NARPM® Colleagues,

It is my pleasure and honor to welcome you to the 26th Annual NARPM® Convention and Trade Show, celebrating “The Foundation of Property Management.” The lead architects of the 2014 Convention Committee are Lynn Sedlack, MPM® RMP®, Convention Committee Chair, and Carla Earnest, CMP, NARPM® Convention Planner, along with a team of dedicated volunteers. They have put together an amazing event to help you build more educational blocks for your foundation.

The 5th Annual NARPM® Past Presidents’ Charity Tournament will help raise funds for Special Olympics. The event is led by Dave Holt, MPM® RMP®, and this year, we’ll be curling, instead of golfing. There’s also a “Party on Ice” so, in true Minnesotan style, we’ll see you on the ice! Sign up, if you haven’t already.

After the curling event, “The FOUNDATION of Property Management” President’s Celebration at Mall of America will be an evening of food, fun, and networking. Picture a covered major league baseball stadium and replace the field with the Nickelodeon Universe® amusement park. Replace the seating that completely surrounds the field with a three-level, upper-end mall. You can zip line across the amusement park, play miniature golf, go to the Sea Life® Minnesota Aquarium, dine and laugh at the House of Comedy, attend one of 14 movie theaters, visit LEGO® Land, shop ‘til you drop, and much more. For you Trekkies, *Star Trek: The Exhibition* will beam into the EMS Exhibit Center in Mall of America.

Wednesday morning, October 22, will start with a First-Time Attendee Welcome/Orientation. Immediately following will be the Business Leader Development session with author Mike Paton, certified EOS (Entrepreneurial Operating System) Implementer. This is a ticketed event, so be sure to register for it. The Opening General Session will feature bestselling author, actor, and international speaker, Scott Christopher. This will be followed by the Exhibit Hall Grand Opening/Trade Show and Reception.

You won’t want to miss the General Session with HUD expert Donna Hanbery on Thursday, October 23 and General Session - Economic Forecast with Toby Madden on Friday, October 24. Also on Thursday and Friday, the committee has planned four different workshop tracks from which you can choose: All Members, Broker/Owners, Property Managers, and Support Staff. The Closing General Session will be presented by our own Mark Kreditor, MPM® RMP®.

Join us Friday evening, October 24, at the hotel for the Designation Awards Ceremony and Dinner, and the introduction of our 2015 NARPM® President, Andrew Propst, MPM® RMP®. Entertainment will follow provided by the Black and Whyte Dueling Pianos. This event will be entertaining for everyone in attendance.

Come. Enjoy. Learn. Meet. Grow your FOUNDATION of Property Management.

A stylized, handwritten signature in black ink, appearing to read 'Stephen D. Foster'.

Stephen D. Foster, MPM® RMP®
2014 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
Tony A. Drost, MPM® RMP®	2011
Jayci Grana, MPM® RMP®	2012
James Emory Tungsvik, MPM® RMP®	2013

*Deceased

2014 BOARD OFFICERS

President

Stephen Foster, MPM® RMP® CCIM®
210-340-1717 / 210-342-4198 fax
president@narpm.org

President-Elect

Andrew Propst, MPM® RMP® CPM®
208-377-3227 / 208-376-3884 fax
presidentelect@narpm.org

Past President

James Emory Tungsvik, MPM® RMP®
253-852-3000 / 253-852-1417 fax
pastpresident@narpm.org

Treasurer

John R. Bradford, III, MPM® RMP®
704-334-2626 / 704-334-2627 fax
treasurer@narpm.org

2014 DIRECTORS/RVPS

Southeast Region

Traci Lewis VanCamp, MPM® RMP®
757-641-1567 / 757-961-6138 fax
southeastrvp@narpn.org

Southwest Region

Steve Schultz, RMP®
520-780-7888 / 520-844-6296 fax
southwestrvp@narpn.org

South Central Region

Bart Sturzl, MPM® RMP®
512-693-4772 / 512-693-4773 fax
southcentralrvp@narpn.org

Northeast & North Central Regions

Deborah Newell, MPM® RMP®
952-808-9700 / 952-808-9701 fax
northeastrvp@narpn.org
northcentralrvp@narpn.org

Pacific Region

Richard Vierra, RMP®
808-293-6436 / 808-293-6456 fax
pacificrvp@narpn.org

Northwest Region

Leeann Chiglione, MPM® RMP®
206-286-1100 / 206-286-4555 fax
northwestrvp@narpn.org

2014 COMMITTEE CHAIRS

Communications

Tracey Norris, MPM® RMP®
830-625-8065 / 830-625-3633 fax
communicationschair@narpn.org

Professional Development

Chrysztyna Rowek Perry, MPM® RMP®
360/698-3829 / 360-698-0365 fax
profdevelopmentchair@narpn.org

Finance

John R. Bradford, III, MPM® RMP®
704-334-2626 / 704-334-2627 fax
treasurer@narpn.org

Governmental Affairs

Heidi Hartman, RMP®
360-535-8104 / 360-698-6081 fax
govtaffairschair@narpn.org

Member Services

Kellie Tollifson, MPM® RMP®
425-485-1800 / 425-485-1800 fax
memberserviceschair@narpn.org

Nominating

James Emory Tungsvik, MPM® RMP®
253-852-3000 / 253-852-1417 fax
nominatingchair@narpn.org

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Please visit us in Booth #65.



2014 CONVENTION COMMITTEE

Thank you to these dedicated NARPM® members who have planned, worked, determined, and succeeded in bringing us a great 2014 convention.

Committee Chairs

Convention Chair: Lynn Sedlack, MPM® RMP®

Convention Vice-Chair and Program Sub-committee Chair:
Duke Dodson, MPM® RMP®

Speaker Liaison/Room Host Sub-committee Chair
Program Sub-committee Member:
Sherri Mayes

First-Time Attendee Sub-committee Chair
Lisa Fore

Member Services Committee Chair:
Kellie Tollifson, MPM® RMP®

Professional Development Committee Chair:
Chrysztna Rowek Perry, MPM® RMP®

Affiliate Members Committee Chair:
Mike Mumford, MPM® RMP®

Committee Members

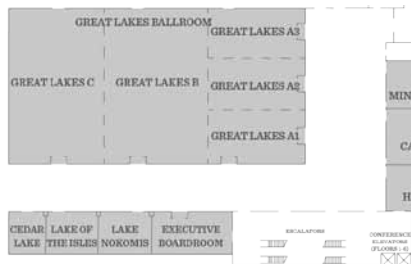
Shawn Collins
Program Sub-committee and First-Time Attendee Sub-committee Member:

Carl Frazier, R RMP®
First-Time Attendee Sub-committee Member

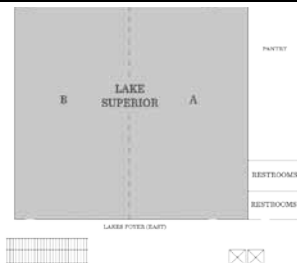
Anne McCawley, MPM® RMP®
Program Sub-committee Member

James Emory Tungsvik, MPM® RMP®
Carla Earnest, CMP, NARPM® Meeting Planner

Fourth Floor Meeting Rooms



Fifth Floor Meeting Rooms

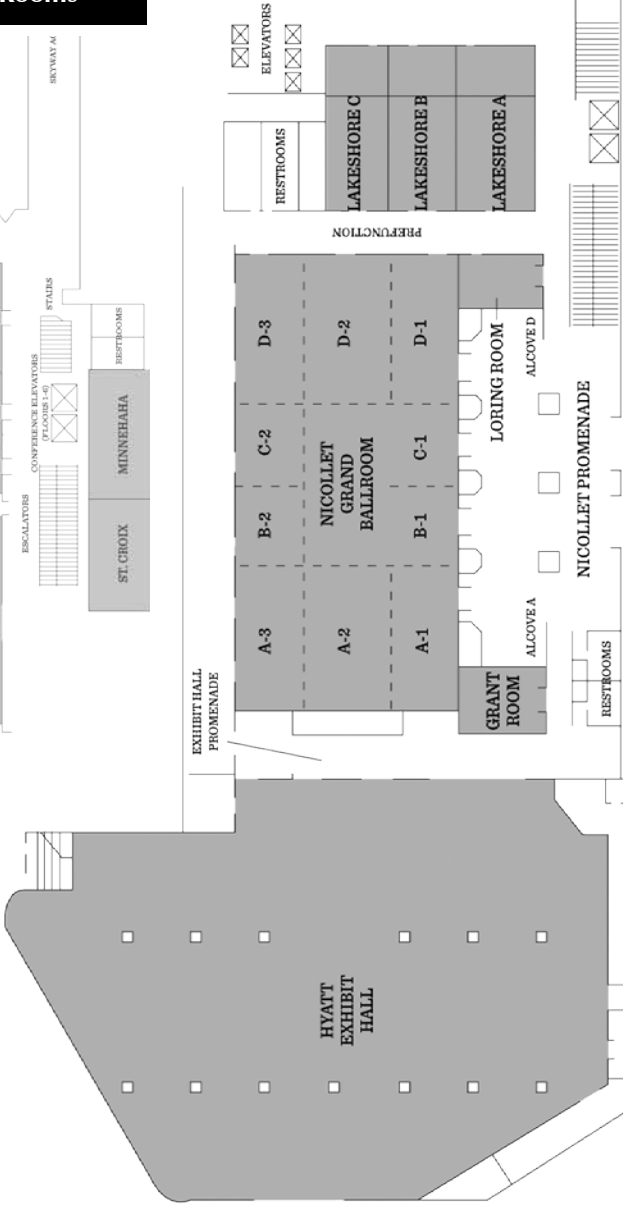


HOTEL FLOORPLAN

Second Floor Meeting Rooms



Main Level Meeting Rooms



CONVENTION INFORMATION

Location

Welcome to our 2014 Annual Convention and Trade Show. We are happy that you are here, and hope that this convention and your stay at the Hyatt Regency Minneapolis is enjoyable, rewarding, educational, and fulfilling. The address of the hotel is 1300 Nicollet Mall, Minneapolis, MN 55403.

The hotel is a 4-Diamond winner, full-service hotel that boasts a world-class health club, indoor heated pool, and five on-site dining options. The hotel is located on the Nicollet Mall, and the city has a free shuttle service to take you from the hotel doors up and down the mall for free. In addition to the signature Grand Beds and Hyatt's hypo-allergenic rooms, if you booked within the NARPM® room block, you will receive free Internet access in your sleep room.

For a virtual tour of the hotel, visit the website at www.hyattregencyminneapolis.com. You can also check out all the fantastic attractions that Minneapolis has to offer by going to www.visit-twincities.com or www.minneapolis.org.

Convention Dress

Appropriate dress for all parts of the NARPM® Convention in Minneapolis is business casual, except for the Dinner on Friday, which is business attire. Remember, hotel meeting room temperatures vary greatly, especially in the exhibit hall, so please dress accordingly – layers are encouraged. The average high temperature in Minneapolis in October is 60 degrees, and the average low is 45 degrees, so you should be fine with a sweater and light jacket.

Endorsement

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

Exhibits/Prizes

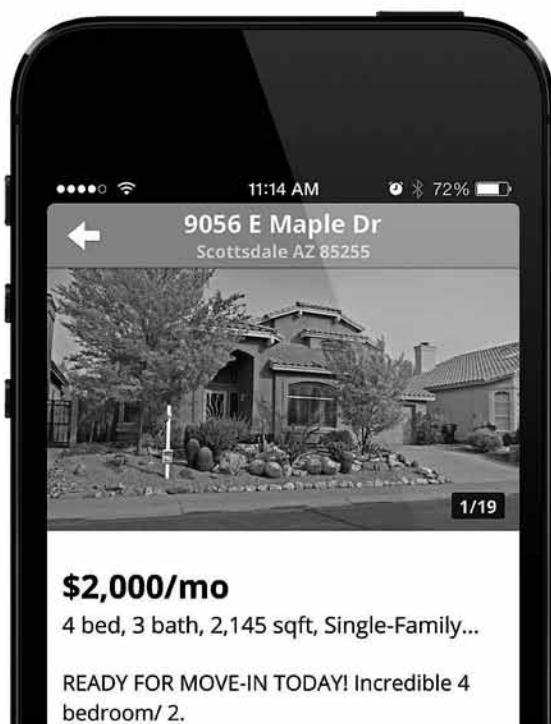
Many exhibitors will be donating door prizes. The door prizes will be given away at various times during the trade show, so stay close and listen for announcements and don't forget you have to be present to win! The "50/50 Tickets of Opportunity" giveaway will be held after the closing General Session – at 4:45 pm on Friday, October 24.

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.



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SCHEDULE OF EVENTS

MONDAY, OCTOBER 20, 2014

8 am – 3 pm	NARPM® Owner/Client Essentials Class*	Minnehaha
8 am – 3 pm	NARPM® Habitability Standards and Maintenance Class*	St. Croix
3:15 – 5 pm	NARPM® Instructors' Meeting (Instructor attendance is mandatory)	St. Croix
8 am – 5 pm	NARPM® Board Meeting (All attendees invited to meeting)	Lakeshore A

TUESDAY, OCTOBER 21, 2014

6 – 7 am	Foundations of Fitness	Stayfit Basketball Court/Hyatt Gym
9:30 am – 2 pm	Past Presidents' Charity Curling Tournament* (Separate registration)	Leave Hotel at 8:30 am
8 am – 3 pm	NARPM® 101 Class*	St. Croix
8 am – 3 pm	NARPM® Risk Management Advanced Class*	Minnehaha
9 – 11:30 am	Registration Open	Promenade
1 – 5:30 pm	Registration Open	Promenade
4:45 – 9:30 pm	President's Celebration - An evening at the iconic Mall of America* (Ticketed Event)	Leave Hotel at 4:30 pm

WEDNESDAY, OCTOBER 22, 2014

7:30 – 8:30 am	Committee Meetings Member Services Communications Governmental Affairs Professional Development	Skyway B Skyway A St. Croix Minnehaha
7 – 10 am	NARPM® Ethics Class*	Lakeshore A
8 am – 6 pm	Registration Open	Promenade
8:30 – 10 am	First-Time Attendee Welcome/ Orientation & Coffee	Stay Fit Basketball Court

If this will be your first time attending a NARPM® National Convention, make sure to arrive a little early and come to the First-Time Attendee Welcome/Orientation. This is a great opportunity to have coffee with the 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, so plan to be there!

10 am – 2:30 pm	NARPM® Business Leader Development Session with Mike Paton*	Lakeshore B/C
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This year, NARPM® is partnering with well-known author and speaker, Mike Paton, to bring you "Get a Grip on Your Business," a workshop session based on the principles of EOS – the Entrepreneurial Operating System. (Ticketed event with working lunch)

***Additional fee to attend.**

2:30 – 3:30 pm

NARPM® State Chapter Meetings

**Virginia
Florida
CALNARPM**

**Skyway A
Skyway B
Lakeshore A**

3:45 – 5:30 pm

**Opening General Session with
Scott Christopher**

Nicollet Ballroom

Scott Christopher is author of the best-selling *People People: Who They Are, Why They Win and How To Become One*, co-author of *The Levity Effect: Why It Pays to Lighten Up*, and contributing author of *The Daily Carrot Principle*, and *A Carrot A Day*. He has appeared on NBC's *Today Show*, Fox Business Channel, CNBC, National Public Radio, BBC, and has been quoted in the *New York Times*, *Washington Post*, *Boston Globe*, *New York Post*, *Newsweek*, *Economist*, *Ladies Home Journal*, and many other publications. As Vice President of Speaking and Training at The Culture Works and a consultant on strengthening work culture with recognition and fun, Scott has circled the globe entertaining and motivating thousands of audiences. Scott's unforgettable messages and off-the-cuff humor illustrate firsthand how levity, humor, and becoming a "people person" enriches lives at work and at home. Scott is also a television host, emcee, and actor belonging to the Screen Actors Guild (SAG). He has appeared on network television series *Granite Flats*, *Everwood*, *Touched by an Angel*, and in Disney Channel movies. Scott received a prestigious acting scholarship, the Irene Ryan Award.

5:30 – 8:30 pm

**Exhibit Hall Grand Opening/Trade Show
and Reception**

Exhibit Hall

Join us for the Grand Opening of the Trade Show Exhibits and Reception, where you'll be able to visit vendor booths and learn about the latest advances in property management. The ribbon cutting for the Trade Show will be performed by 2014 NARPM® President Stephen D. Foster, MPM® RMP®, and 2013 Affiliate Member of the Year RentPath (aka Rentals.com).

THURSDAY, OCTOBER 23, 2014

6 – 7 am

Foundations of Fitness

**Stayfit Basketball
Court/Hyatt Gym**

7 am – 2 pm

Registration Open

Promenade

7 – 8:45 am

Breakfast with Exhibitors (*Continental buffet*)

Exhibit Hall

8 – 8:45 am

Regional Meetings

**Northwest
Pacific
Southwest
Northeast/North Central
South Central
Southeast**

**Lakeshore
Great Lakes A
Great Lakes B
Nicollet Ballroom
Great Lakes C
Minnehaha**

8:45 – 10 am

**General Session with
HUD Expert Donna Hanbery**

Nicollet Ballroom

Donna Hanbery is the founding partner and President of Hanbery & Turner, P.A., a four attorney law firm representing property owners and managers on all aspects of rental housing. This includes fair housing training and defense, evictions, development of best leasing and rental practices, and day-to-day legal challenges for property owners and managers. Hanbery is a popular speaker and trainer and has conducted fair housing training for

the Minnesota Multi Housing Association (MHA), crime-free classes, and other courses. She is the author of the monthly column “Trials & Errors” in the *MHA Advocate*. She has worked in the housing industry for over 37 years. Her session will be open to questions and will include, in Hanbery’s words, “one part law and three parts practice and common sense.”

10 – 10:30 am

Coffee break with Exhibitors

Exhibit Hall

10:30 – 11:45 am

Workshop Sessions 1–4

1. True Colors

Great Lakes C

Suggested Track: All Members

Speaker: Kathy Boyes, 33rd Company Inc., CRMC®

It has long been understood that our industry is less about property management and more about people management. The brick and mortar “is what it is,” but the dynamics of the people in our business can make our work feel daunting at times. This True Colors workshop promises to shed light on how your owners, tenants, vendors, staff, and most importantly, you interact with each other. You will leave this workshop with improved interpersonal skills that will give your entire staff a shared understanding and language of how people are wired. These fun, easy-to-learn, easy-to-apply techniques can be utilized in your office on day one and will be applicable to all relational aspects of your business, from a newly hired staff person to your long-standing property owners.

2. Post-Move Out Collections – Rent Recovery

Great Lakes B

Suggested Tracks: Broker/Owners; Property Managers

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

Property managers are well trained on collecting rent while the tenant is living in the property because the power of eviction can be used to apply pressure to pay. Once the tenant moves out, that tool is gone, and often property managers do not pursue unpaid charges – until now. In this workshop, you explore the issues of rent recovery, such as the rules of the “Fair Debt Collection Practices Act” and strategies to make collections friendlier and more profitable for the property manager.

3. The What, Why and Hows of NARPM® Designations

Great Lakes A

Suggested Tracks: Property Managers; Support Staff

Speaker: Brian Birdy, MPM® RMP®, Birdy Properties, LLC, CRMC®

This workshop is designed to look at the importance of NARPM® designations and certifications. The content will surround “WHAT” NARPM® designations and certifications there are, “WHY” you and your staff should earn a designation or certification, and “HOW” this is done. Professional designations from NARPM® have an impact on your company and clients. The results translate directly to the bottom line. Add the credibility of a NARPM® professional designation or certification to your name and to your company!

4. Reacting to a Changing Sales Market

Lakeshore Ballroom

Suggested Track: Property Managers

Speaker: Duke Dodson, MPM® RMP®, Dodson Property Management

This workshop deals with how property managers should react to the changing sales market. From 2007-2009, “reluctant landlords” flooded the market. People were upside down on their homes, and their only reasonable option was to rent out their homes. Now, with the sales market improving and the abundance of property managers in the game, what is a property manager to do? Duke Dodson will help you hedge against this change by showing you how to focus on the long-term investor; consider managing small multi-family properties; add a sales division to your business; and, consider purchasing other property management companies.

11:45 am – 1:15 pm Luncheon with Membership Awards Program & Vendor Recognition

Nicollet Ballroom

1:30 – 2:45 pm Workshop Sessions 5 – 8

5. How to get to Page 1 of Google: Step-by-Step Guide

Great Lakes C

Suggested Track: Broker/Owners

Speakers: Alex Osenenko and John Bykowski, FourandHalf.com

This workshop session is designed to give you five solid ways to grow your property management company in 2014/2015 and beyond. You will learn: how much you should be willing to pay to acquire a new property under management; how to market effectively; understanding your client and their pain; how quality content will reduce client acquisition costs; how Google Ads work; and, three things you can do this week to start booking more business.

6. It's All About The Team!

Great Lakes B

Suggested Tracks: Broker/Owners; Support Staff

Speaker: James Wagley, RealPage, Inc.

As property management companies continue to grow and expand, the team environment becomes an important component of the company's culture and success. The team environment can create dynamics that are distracting to daily tasks and ultimately affect the success of the company. This workshop will cover the most common issues impacting team environments: managing/stopping office gossip; how teams work; and daily coaching/mentoring.

7. Attracting the Modern Renter

Great Lakes A

Suggested Track: Property Managers

Speaker: Brian Deignan, AppFolio

Did you know it is estimated that about 80 million Gen Y Renters/Millennials will hit the rental market in the near future? But it is not just the Millennials; all of your customers are increasingly mobile and expect you to be as well. It can be challenging to meet the changing needs of owners and residents while you stay ahead of the competition, grow your business, and become more profitable... all in less

time every day! Businesses that aren't maximizing technology will fall behind – it is just that simple. This workshop will focus on the modern renter and examine the best practices and real world examples of how web-based software can help you improve your business and appeal to the modern renter.

8. The World is Going Mobile

Lakeshore Ballroom

Suggested Track: All Members

Speaker: Jindou Lee, Happy Inspector

Within the next five years, there will be more mobile devices than people in the world! In this ever-changing landscape it is important to understand how this will impact your property managers. This workshop session will explore how you can take advantage of a range of technology and take your business to the next level. You will be provided with practical advice and tips on getting the most out of your smartphone or tablet.

3 – 4:15 pm

Workshop Sessions 9 – 12

9. Taking the Trouble out of Security Deposits

Great Lakes C

Suggested Track: Support Staff

Speaker: Kellie Tollifson, MPM® RMP®, T-Square Properties

How often do you end up with an angry tenant and a heated disagreement after you have sent out the security deposit disbursement letters? This workshop will teach you how to thoroughly and completely document the condition of a home prior to tenant move in; examine the key areas tenants dispute most often; and, learn how to make sure the benchmark at move-in is clearly relayed to the tenant. Key points in this workshop are a step-by-step process you can use to neutralize a potentially hostile situation and help you conclude your property manager/tenant relationship on a positive note.

10. Business Development Strategies – Tips for Closing New Clients

Great Lakes B

Suggested Track: Broker/Owners

Speaker: Jennifer Stoops, RMP®, Park Avenue Properties, LLC

Let's face it. Business development is always on your mind, and a key part of building new business is closing the deal. There are three main ways to close new clients – telephone contacts, email contacts or face-to-face. This session will review the pros and cons of each and provide strategies for overcoming distance so you can close the deal.

11. Make Your “One in a Million” Count

Great Lakes A

Suggested Track: Property Managers

Speaker: Jason Doyle, Propertyware

You are “one in a million” when it comes to rental listings in the U.S. alone; so, how do you stand out from the crowd? How do you entice prospective residents to look at your rental and take action? This session will provide a deep dive into new ideas

and tried-and-true practices on what you should be doing to make sure your rental marketing content engages consumers. From tips on content and photographs to best-in-class examples of rental listings, this workshop will provide the top 10 things you need to implement today to make your content pop.

12. Are You a NARPM®

Next Generation Professional (NGP)?

Lakeshore Ballroom

Suggested Track: All Members

*Panelists: Tia Vincent, RMP®, Walter Williams Property Management
Tim Wehner, RMP®, Dodson Property Management
Duke Dodson, MPM® RMP®, Dodson Property Management
Matt Borries, RMP®, PRANDI Property Management, CRMC®*

If you are a NARPM member under 40 years of age, then you can answer, “yes” to this question, and should attend this session. A panel of NARPM®’s youngest, upcoming members will be discussing such issues as what a young professional can do to advance their career in the property management industry, and how and why a young person should start to get involved in NARPM®.

4:15 – 5:45 pm

Coffee & Snack with Exhibitors

Exhibit Hall

FRIDAY, OCTOBER 24, 2014

7:30 am – 2 pm

Registration Open

Promenade

7:30 – 9 am

Breakfast with Exhibitors

Exhibit Hall

9 – 10 am

**General Session: Economic Forecast
with Toby Madden**

Nicollet Ballroom

Toby Madden is a regional economist in the Public Affairs Department at the Federal Reserve Bank of Minneapolis. In this position, he writes articles for bank publications and frequently speaks on the district economy. In addition, Mr. Madden is actively involved with the bank’s economic education program. Madden joined the Minneapolis Fed in 1995 as a management analyst in the automated clearing house area. Prior to joining the Fed, Madden worked for five years at TCF Financial Corporation in investments and management reporting and for five years at Ernst and Young as a senior consultant in the financial services industry group. A native of Minnesota, Madden has a bachelor’s degree in accounting and a master’s degree in finance from the University of Minnesota. He has taken over 20 masters- and Ph.D.-level courses in economics at the University of Minnesota. Madden is a certified public accountant and a certified management accountant. Madden is Past President of the Minnesota Economic Association and serves on the boards of the Minnesota Council on Economic Education, Saint Paul Academy of Finance, and the Institute for Financial Economics.

10 – 10:30 am

Coffee with Exhibitors

Exhibit Hall

13. Back To Business Basics**Great Lakes C***Suggested Track: Property Managers**Speaker: John Bradford, MPM® RMP®, Park Avenue Properties, LLC*

This session will focus on the basic business principles on how to sell yourself, your services, and your company. These are the same basic fundamental sales rules used by companies like IBM Corporation. This session will help teach business development to property managers who will, in turn, build business for their brokers and companies.

14. Don't Turn Away Those Foreign Dollars**Great Lakes B***Suggested Track: Broker/Owners**Panelists: Christopher J. Picciurro, CPA, MBA, PFS, ARA,
Nonresident Tax Advisors, CPA**Brent M. Green, CPA, Nonresident Tax Advisors, CPA*

Are you unclear how you should handle international clients? Do you worry about entity structuring or keeping all your sales while addressing investor responsibilities? In this session, you will learn how to avoid and protect yourself from an IRS audit when managing international clients; what your responsibilities are for collecting the proper information for IRS reporting; owner classification; what information your international clients will need from you; managing your rent payments; year-end reporting; and much more. Panelists from Nonresident Tax Advisors, CPA will be discussing these issues and answering questions that will help keep your organization compliant with the government laws and increased enforcement of these regulations, while providing great management services. This interactive session will ensure that you will not only walk away with answers, but also valuable resources to utilize in the future. Learn from real world case studies and examples.

**15. Managing with Metrics – What Numbers Can Tell You
About Your Business****Great Lakes A***Suggested Track: Broker/Owners**Speaker: Eric Wetherington, Carolina One Property Management*

This session will help you understand the importance of tracking numbers in your business, what numbers you need to be tracking, and then understand how the data you collect can help build your business. Starting with even a few simple numbers, the business manager or owner can learn how to make better decisions that will aid in the growth and success of the company. If you are tracking the right numbers, you will know when you need to adjust your staff, what types of new customers to target, when to “fire” a customer, when to invest in new technology, and much more.

16. Smart SEO for Smart Property Managers

Lakeshore Ballroom

Suggested Track: All Members

Speaker: David Borden, Property Manager Websites

In this workshop, you will learn the most recent strategies to help your business compete for search-engine rankings that will help you grow. Dave Borden will cover website fundamentals, content marketing strategies, social media strategies, and reputation management. No matter the size of your company, you will walk away with a realistic approach to growth through organic web search.

Noon – 1:45 pm

**Lunch with NARPM® Annual Business
Meeting & Swearing In of the
2015 NARPM® Board of Directors**

Nicollet Ballroom

2 – 3:15 pm

Workshop Sessions 17 – 20

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**Great Lakes B
Great Lakes A
Great Lakes C
Lakeshore Ballroom**

Suggested Track: All Members

Panelists: Your NARPM® National Past Presidents

Listen and learn with NARPM®'s finest as they share their business, NARPM®, and life experiences! This session was so popular last year, we just had to bring it back. Each breakout room will have a Past President, who will stay in the room for the entire session as a moderator. The panelists will be the only people who switch rooms, and each group of panelists will have 20 minutes in each room. While groups of panelists are switching rooms, (and fooling around in the hallways!) the moderator will keep the questions flowing!

**3:30 – 4:45 pm Closing General Session with
Mark Kreditor, MPM® RMP®**

Nicollet Ballroom

Mark Kreditor moved to Texas 26 years ago because his late Uncle Lou, a Dallas resident since 1944, 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 five nights a week at Boston's popular sing-a-long piano bar, Lilly's. His love of music began as a fourth-grader in public school, where he learned to play the trumpet and proceeded to move through all the brass instruments. His love of music led him to take many music theory classes in high school. His sister taught him chords on the piano, and he began studying composition in the 10th grade with a local New York composer, Bob Harris, who was composer of the "Theme From Spider-Man" and for the movie "Lolita."

In August of this year, Mark's company, Get There First Realty, CRMC®, was purchased by NRT LLC, the largest owner and operator of residential real estate brokerages in the United States with over 700 offices nationwide. These NRT companies do business under the world renowned Coldwell Banker, ERA, Sotheby's International Realty brands and other regional and local brands. Mark is the Vice President of Property Management Strategy. His mother, aunt, uncle, and sisters were all teachers, so preaching and teaching come quite naturally to Mark. He is also a NARPM® Past-President.

Mark's first love is music, and he has always had a special passion for composers from the "Tin Pan Alley" age of the 1920s, 1930s, and 1940s. His personal connections to these standards and the stories associated with the composers are fascinating and informative. Mark has taught his "Songwriters of Tin Pan Alley" classes at the Dallas Community Centers and at Elderhostel for several years. He has given his lectures in New York, Atlanta, and all over Texas. Over the years, he has provided musical accompaniment for his two daughters and their classmates at their day schools. He has written original music for the schools and served on their annual campaign for nearly 10 years.

4:45 pm

50/50 Tickets of Opportunity

6:45 – 10 pm

**Dinner and Designation Program
and Introduction of the
2015 NARPM® President***

**Lakeshore
Ballroom**

Friday evening, convention attendees will gather at the hotel for a relaxing evening of fun, dinner, networking, and honoring your hardworking colleagues, who have recently earned a certification or designation. This is a special event where 2015 NARPM® President Andrew Propst, MPM® RMP®, will announce the theme for the year. In addition to recognizing your deserving NARPM® colleagues, we have very special entertainment planned – dueling pianos! Black & Whyte Dueling Pianos is a headline rock n' roll, sing-a-long, comedy, dueling pianos act that invites audience participation.

****Additional fee to attend.***



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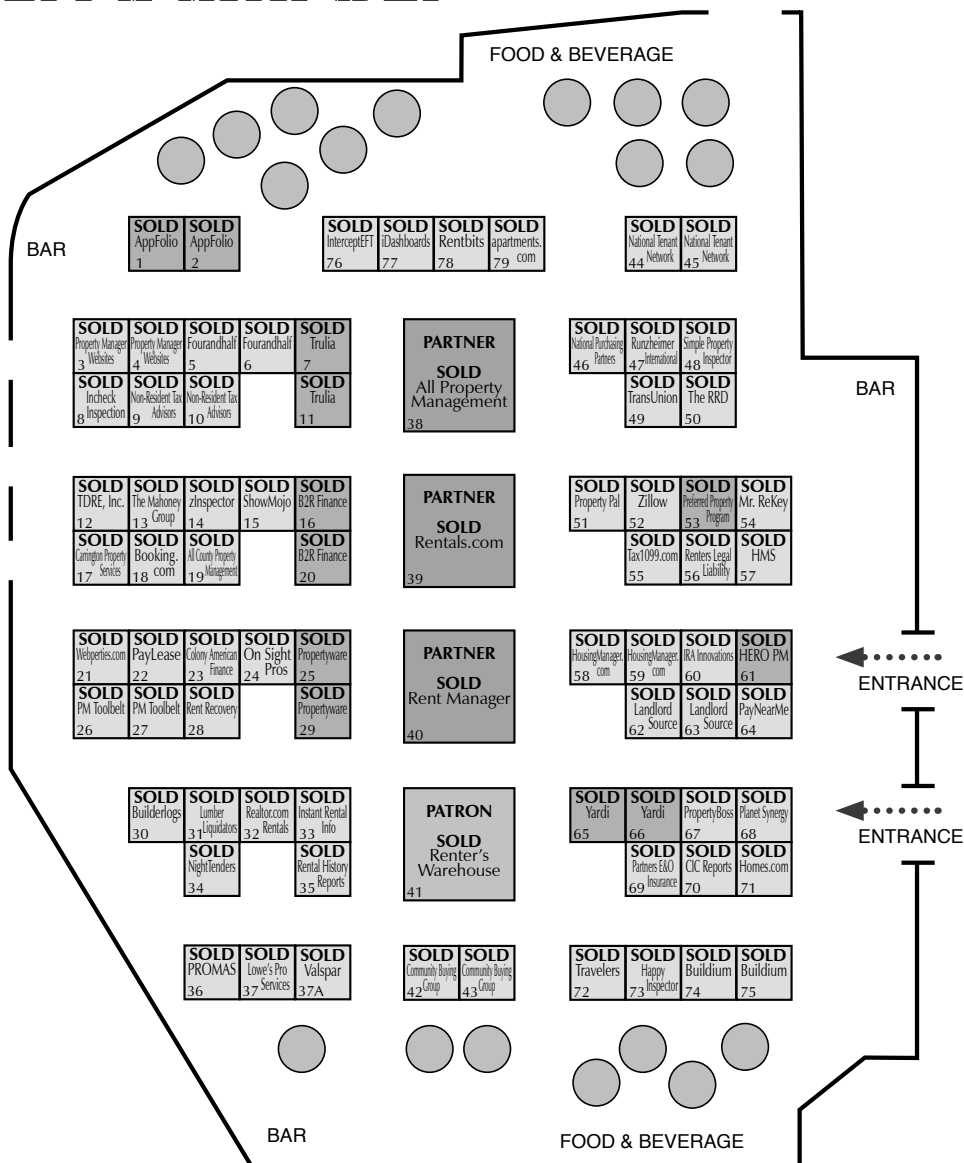
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