



CONFERENCE BROCHURE

FOCUS

on Your
Future

A large blue magnifying glass is positioned over a small map of California. The map is orange with a white outline of the state. Inside the white outline, the word "NAPA" is written in blue, bold, sans-serif capital letters. Below "NAPA", the dates "MARCH 24-27" and "2015" are written in blue, bold, sans-serif capital letters. A blue location pin icon is placed above the word "NAPA".

NAPA
MARCH 24-27
2015

Navigating the Road to Success
CALNARPM Conference & Tradeshow
Napa Valley Marriott Hotel and Spa



2015

Focus on Your Future

Navigating the Road to Success

CALNARPM Conference & Tradeshow

A Message from the 2014-2015 CALNARPM President

On behalf of the Board of Directors, I would like to invite you to the 20th Annual CALNARPM Conference and Tradeshow in beautiful Napa, California! We are very excited about this year's event and know that through outstanding speakers, classes, and networking you will leave this conference with the tools and resources that will empower you to Focus on Your Future and navigate the road to success! See you in Napa.

Jennifer Newton, CALNARPM President

TUESDAY, MARCH 24TH

NARPM® National Instructor, Vickie Gaskill, MPM® RMP® will be teaching Risk Management Essentials
NARPM® National Instructor, Dave Holt, MPM® RMP® will be teaching Operating an In-House Maintenance Company

WEDNESDAY, MARCH 25TH

NARPM® National Instructor, Vickie Gaskill, MPM® RMP® will be teaching Risk Management Advanced
NARPM® National Instructor, Dave Holt, MPM® RMP® will be teaching Habitability Standards & Maintenance
NARPM® National Instructor, Keith Becker, MPM® RMP® will be teaching Ethics

THURSDAY, MARCH 26TH

Pam Strickland, California Compliance Consulting, will be speaking at the General Session on the subject of Trust Fund Accounting and the CalBRE. Additionally, attendees of this conference will be able to choose from twelve (12) different workshops and panels, have the opportunity to meet exhibitors at the Tradeshow and participate in the Exhibitor Reception.

NEW THIS YEAR: Speed Networking, an exclusive event for company decision makers and Gold sponsor exhibitors.

FRIDAY, MARCH 27TH

Energize your morning at the General Session with John R. Bradford III, MPM® RMP® who will discuss how Getting Back to Business Basics is the Key to Success. Attendees will then have the opportunity to meet exhibitors at the Tradeshow and can choose from four (4) different workshops and panels. Our closing session with Melissa Prandi, President & CEO of PRANDI Property Management, Inc., CRMC®, MPM® RMP®, will be wrapping up our conference with The Super Highway to Success.

The 2015 CALNARPM Conference Committee has been diligently working to bring together this exciting schedule of speakers, workshops, and exhibitors creating opportunity for every attendee.

Focus on Your Future: Navigating the Road to Success

We look forward to seeing you in beautiful Napa, California, March 24-27, 2015

Lisa Fore – President Elect

MARCH 24-27, 2015

Napa Valley Marriott Hotel and Spa 📍 Napa, California





Napa Valley Marriott Hotel and Spa 📍 Napa, California

MARCH 24-27, 2015

TUESDAY, MARCH 24, 2015

8:30 a.m.	to	9:00 a.m.	RMP® and MPM® Designation Class Registration
9:00 a.m.	to	4:00 p.m.	NARPM® Class - Risk Management Essentials - Vickie Gaskill, MPM® RMP®
9:00 a.m.	to	4:00 p.m.	NARPM® Class - Operating an In-House Maintenance Company - Dave Holt, MPM® RMP®
12:00 p.m.	to	1:00 p.m.	Lunch - On Your Own

WEDNESDAY, MARCH 25, 2015

8:30 a.m.	to	9:00 a.m.	RMP® and MPM® Designation Class Registration
9:00 a.m.	to	4:00 p.m.	NARPM® Class - Risk Management Advanced - Vickie Gaskill, MPM® RMP®
9:00 a.m.	to	4:00 p.m.	NARPM® Class - Habitability Standards & Maintenance - Dave Holt, MPM® RMP®
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 - Keith Becker, MPM® RMP®
1:00 p.m.	to	4:00 p.m.	Property Management Marketing Lounge: Digital and Internet Q&A - Fourandhalf
4:00 p.m.	to	7:00 p.m.	Conference Registration Open

THURSDAY, MARCH 26, 2015

7:00 a.m.	to	4:30 p.m.	Conference Registration Open
7:00 a.m.	to	12:00 p.m.	Tradeshow Set-up
8:45 a.m.	to	9:00 a.m.	Conference Opening Kick-off
9:00 a.m.	to	10:15 a.m.	General Session - CalBRE Trust Accounting – Could You Pass an Audit? - Pam Strickland
10:15 a.m.	to	10:30 a.m.	Break
10:30 a.m.	to	11:45 a.m.	WORKSHOP SESSION I
			Workshop A - How to Get to Page One of Google
			Workshop B - Tenant Screening
			Workshop C - Disaster Planning for the Property Manager
			Workshop D - The Road to Success With Your Team
11:45 p.m.	to	12:45 p.m.	Lunch - 50/50 Sales
12:45 p.m.	to	1:00 p.m.	CALNARPM Annual Meeting
1:00 p.m.	to	2:30 p.m.	Tradeshow Grand Opening - 50/50 Sales
2:30 p.m.	to	3:45 p.m.	WORKSHOP SESSION II
			Workshop E - Dominate Sales: Strategies That Work
			Workshop F - Risk Management & Insurance for Property Managers: E&O and Landlord Insurance – Panel
			Workshop G - Dealing with Difficult Tenants
			Workshop H - Smart SEO for Smart Property Managers
3:45 p.m.	to	4:15 p.m.	Break - Dessert with Exhibitors - 50/50 Sales
4:15 p.m.	to	5:30 p.m.	WORKSHOP SESSION III
			Workshop I - It's a Number's Game: 5 Steps to Improving Your Lead Conversion
			Workshop J - Fair Housing
			Workshop K - How Mobile Apps & the Internet of Things are Changing Property Management
			Workshop L - Reporting Unclaimed Property in California - What You Need to Know!
5:30 p.m.	to	6:00 p.m.	Break - 50/50 Sales
5:30 p.m.	to	6:30 p.m.	Speed Networking: Business Owners & Decision Makers with Gold Sponsors & Conference Partner
6:00 p.m.	to	7:30 p.m.	Exhibitor Reception - 50/50 sales

FRIDAY, MARCH 27, 2015

8:00 a.m.	to	10:00 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	10:15 a.m.	General Session - Navigate Your Future By Getting Back to Business Basics - John R. Bradford III, MPM® RMP®
10:15 a.m.	to	10:45 a.m.	Tradeshow Open - 50/50 Giveaway at 10:30 a.m.
10:45 a.m.	to	12:00 p.m.	WORKSHOP SESSION IV
			Workshop M - Navigating the Landmines of Audits and Investigations
			Workshop N - Grow Your Business through Marketing and Acquisitions - Panel
			Workshop O - Outsourcing: The Use of Virtual Employees
			Workshop P - Companion Animals vs. Pets
12:00 p.m.	to	12:45 p.m.	Lunch - Exhibitor Raffle
12:45 p.m.	to	2:00 p.m.	Closing Session - Melissa Prandi, President & CEO of PRANDI Property Management, Inc., CRMC®, MPM® RMP®

Workshop A - How to Get to Page One of Google

John Bykowski, Fourandhalf / Alex Osenenko, Fourandhalf

Want to grow your business in 2015? We'll discuss Content Marketing, Pay-Per-Click, Reputation management, Websites and engaging with Social Media.

Workshop B - Tenant Screening

Rhonda Babcock, Moco Incorporated

Join us in discussion of legal and regulatory issues around tenant screening, raising awareness of risk factors and empowering you with coping strategies to navigate increasingly treacherous waters.

Workshop C - Disaster Planning for the Property Manager

Barbara J. Barrows, RMP®

How to develop an effective plan in response to a major earthquake or other catastrophe.

Leave this workshop with the steps to take to insure you are prepared for your family, your business and your properties.

Workshop D - The Road to Success With Your Team

Jean Storms, MPM®, LandlordSource

Whether large or small, every company has a team. This workshop will discuss team recognition, how to utilize employees effectively and how to make changes when necessary.

Workshop E - Dominate Sales: Strategies That Work

Jordan Muela, LeadSimple

Using techniques and systems used by the fastest growing management companies in the nation, this session will focus on three key fundamentals of sales: speed, persistence and process.

Workshop F - Risk Management & Insurance for Property Managers: E&O and Landlord Insurance – Panel

Frederick Fisher, J.D., USG Insurance Services, Inc. / David Earwood, J.D., CSE Insurance Group / Curt Bulloch, Business Insurance Broker

Top three coverages you need to protect yourself and your clients. Panel discussion with Q&A.

Workshop G - Dealing with Difficult Tenants

Puneet Singh; 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 H - Smart SEO for Smart Property Managers

Dave Borden, Free Rental Sites

Learn what the most successful property managers are doing to dominate their markets in searches and how to apply those same principles to your business.

Workshop I - It's a Number's Game: 5 Steps to Improving Your Lead Conversion

Pierre Calzadilla, Trulia Rentals / Ursula Shekufendeh, Appfolio

Our panel of management experts will help you redefine your understanding about what a "good lead" means and how to convert like a pro.

Workshop J - Fair Housing

Shawn Bankson, Esq; Kimball, Tirey & St. John LLP

"Nuts and Bolts" of fair housing in today's market. Walk away with tools and information to insure you are compliant.

Workshop K - How Mobile Apps & the Internet of Things are Changing Property Management

Jessica Johnson and Rand Owens, Happy Inspector

The world as a whole is evolving faster than ever with the growth of the wireless net. The internet of things and the mobile apps world are becoming more business-to-business focused than business-to-customer. During this session you will learn about the "internet of things", mobile SaaS business apps and how both can be leveraged by your business.

Workshop L - Reporting Unclaimed Property in California - What You Need to Know!

Jason D. Cheung, California State Controller's Office, Unclaimed Property Division

Familiarize yourself with Unclaimed Property Law and mandated reporting requirements. Learn how to determine if you are a holder of unclaimed property.

Workshop M - Navigating the Landmines of Audits and Investigations

Jan Leasure, Monterey Bay Property Management / Joshua A. Rosenthal, Partner, Medlin & Hargrave

How to survive an investigation or audit by a government agency: don't panic! This session will leave you feeling prepared and empowered.

Workshop N - Grow Your Business through Marketing and Acquisitions - Panel

Kathleen Richards MPM®, RMP® / John Bradford MPM®, RMP® / Alex Osenenko, Fourandhalf / Michael Catalano (Moderator)

This session will be a lively discussion, including Q&A, on proven methods and strategies to expand your business organically and through acquisitions.

Workshop O - Outsourcing: The Use of Virtual Employees

Todd Breen

Addressing the latest "hot topic" of outsourcing. Explore the benefits and possibilities of virtual employees.

Workshop P - Companion Animals vs. Pets

Puneet Singh; Kimball, Tirey & St. John LLP

Learn how to navigate the hot topic of assistive animals on your rental property. Learn how to manage this important disability accommodation.

WELCOME FROM THE REGIONAL VICE PRESIDENT, PACIFIC & PACIFIC ISLANDS REGIONS

KEITH BECKER, MPM® RMP®

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, it is my distinct pleasure to welcome you to the TWENTIETH annual CALNARPM California State Conference. As California's economic recovery continues into 2015 and beyond, "Focus on Your Future" is the perfect theme for this year's conference, which once again returns to the breathtaking Napa Valley. Only at this CALNARPM Conference will you be able to benefit from many state-specific workshops and seminars, designed to help you navigate the complexities of being a property management professional in California. In addition, you'll have ample opportunity to increase your overall industry knowledge by participating in any of the many general sessions and workshops being offered. I encourage you to improve your skills, work toward a professional designation, and burnish your personal reputation as an industry leader by attending any of the NARPM® educational classes being offered. Please join me in taking full advantage of this year's CALNARPM Conference and the beautiful Napa Valley locale. I am confident this event – with its numerous workshops, classes and networking opportunities – will leave a lasting impression on each attendee, providing you a genuine opportunity to Focus on Your Future!



THURSDAY, MARCH 26, 2015

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 CalBRE 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 has served on numerous committees and boards in the real estate and mortgage arena as well as being a member of the DRE Continuing Education Advisory Committee.

FRIDAY, MARCH 27, 2015

JOHN R. BRADFORD, III, MPM® RMP®

CEO and Founder, Park Avenue Properties



John obtained his North Carolina Broker's license in 2003 and began Park Avenue Properties with two other partners as a Real Estate Development firm. In 2007, John became the sole owner of Park Avenue Properties. Recognized by Inc magazine as one of the fastest growing privately owned companies in America, John attributes his company's tremendous level of success to fundamental business basics he learned in corporate America. He worked in management and executive sales roles with IBM and ExxonMobil for 14+ years which provided him first-hand experience in proving that business basics are the keys to success. He served as the 2014 National Treasurer for NARPM® and in 2014, John was elected to the North Carolina House of Representatives and currently serves as the Freshman Majority Whip. John was honored by the Charlotte Business Journal and named to its 2014 class of "Forty under 40." In 2011, John was named "Business Person of the Year" by the Lake Norman Chamber of Commerce. In 2008, John received his Residential Management Professional (RMP®) and Master Management Professional (MPM®) designations from NARPM®. In his spare time he enjoys fishing, camping, traveling with his family and, of course, real estate.



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Thank you to our 2015 Conference Partner

HOTEL INFORMATION

Please contact the hotel directly to receive our special rate of \$149 per night. Please book by March 4, 2015 to be guaranteed this rate. The group rate will be available three (3) days pre and post program; please note no rooms are currently being held and the group rate is subject to availability at time of inquiry.

Napa Valley Marriott Hotel and Spa
33425 Solano Avenue, Napa, CA 94558
(866) 263-1462

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FRIDAY, MARCH 27, 2015

MELISSA PRANDI, MPM® RMP®

President & CEO of PRANDI Property Management, Inc., CRMC®



Past NARPM® National President, **Melissa Prandi, MPM®, RMP®** | President & CEO of PRANDI Property Management, Inc., CRMC® | Melissa has been expertly pairing **quality tenants** with **quality homes** in Marin County, California for nearly 35 years. Sought-after nationwide motivational speaker and author of two industry-related books, Melissa is passionate about sharing her vast knowledge with fellow property managers, first-time landlords and experienced investors alike. She has mastered the art of managing her office remotely, by motivating her staff through hard work, empowerment and professional training—always believing in hiring the "right people on the bus." She has yet to meet "a stranger", and looks forward to continuing her efforts to make a difference as a professional in the residential property management industry.

2015 CALNARPM California Conference

Registration Page



2015 Focus on Your Future
Navigating the Road to Success
CALNARPM Conference & Tradeshow

Please PRINT legibly.

If paying by check, please make your check payable to: CALNARPM.

Checks may be mailed to CALNARPM, P.O. Box 70464, Oakland, CA 94612.

If paying by Visa/MasterCard/Discover, please complete the Credit Card Payment section of this form.

Completed forms should be emailed to narpmcalifornia@gmail.com with the subject "2015 Conference Registration" or mailed to CALNARPM, P.O. Box 70464, Oakland, CA 94612.

Name: _____ Badge Name: _____

Company Name: _____ Title: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

Website: _____

Designation: ☐ RMP® ☐ MPM® ☐ CSS ☐ CRMC® Other: _____

NARPM® Chapter: _____ Chapter Leader? ☐ Yes ☐ No ☐ Check if you are a decision maker for your firm

Please check all that apply

☐ CALNARPM Member ☐ NARPM® Member ☐ Staff/Office Member ☐ Non-NARPM® Member ☐ First Time Attendee

☐ Yes I want to become a CALNARPM member for \$30 (must be a NARPM® member to join)

Registration Fees	Early Bird Registration Postmarked On or Before 02/24/15		Registration Postmarked After 02/24/15		SUB TOTAL
	CALNARPM MEMBER	NON-MEMBER	CALNARPM MEMBER	NON-MEMBER	
Full Conference - March 26-27, 2015	\$159.00	\$199.00	\$179.00	\$219.00	
Conference - Thursday, March 26th Only	N/A	N/A	\$125.00	\$156.00	
Conference - Friday, March 27th Only	N/A	N/A	\$125.00	\$156.00	
Guest Lunch - Thursday, March 26th	\$60.00	x	=		
Guest Reception - Thursday, March 26th	\$45.00	x	=		
Guest Breakfast - Friday, March 27th	\$40.00	x	=		
Guest Lunch - Friday, March 27th	\$60.00	x	=		
GRAND TOTAL:					

☐ Vegetarian Meal ☐ Gluten Free Meal ☐ 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.

Cancellation Policy: Cancellations must be received in writing. If cancellation is received 20 days prior to March 24, 2015, registrant will receive a full refund less a \$25.00 processing fee. If cancellation is received 15 to 19 days prior to March 24, 2015, a 50% refund will be issued. There is no refund if cancellation is received 1-14 days prior to March 24, 2015. 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.

Questions? Call 888-506-2776 or email Sterling Robinson (Executive Director) at narpmcalifornia@gmail.com or email Jennifer Newton (President) at jennifer@waltershomemanagement.com.

CALNARPM California State Conference Education

Location: Napa Valley Marriott Hotel & Spa, 3425 Solano Avenue, Napa, CA 94558

SELECT COURSE(S)

- ☐ **Risk Management Essentials** | Mar 24, 2015 | 9 am – 4 pm | Vickie Gaskill, MPM® RMP®
The objective of this course is to identify and control the risks associated with Residential Property Management. The key points to cover will be sources of risk, approaches to risk, the agency – a relationship of trust, fair housing, and minimizing and controlling risk.
- ☐ **Operating an In-House Maintenance Company** | Mar 24, 2015 | 9 am – 4 pm | Dave Holt, MPM® RMP®
The objective of this course is to provide the property management professional with a background of information necessary to operate a maintenance company. While the course is no substitute for experience, the material will provide additional tools and techniques to help operate maintenance companies more efficiently and effectively.
- ☐ **Risk Management Advanced** | Mar 25, 2015 | 9 am – 4 pm | Vickie Gaskill, MPM® RMP®
A Risk Management course for Business Owners and CEOs that will provide managers and CEOs with advanced tools and theory of risk management. The key points to be covered will be insurance, liability / torts / negligence, company policies and procedures, anti-trust and preparing for court.
- ☐ **Habitability Standards & Maintenance** | Mar 25, 2015 | 9 am – 4 pm | Dave Holt, 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** | Mar 25, 2015 | 1 pm – 4 pm | Keith Becker, 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 or 510.814.4804

CLASS FEES	6-Hour Course		Ethics
	Before Mar 3	After Mar 3	-----
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 **March 3, 2015**, registrant will receive a full refund less a \$25.00 processing fee. If received **after March 3, 2015**, 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 _____ Security Code _____

NARPM® ANTITRUST STATEMENT

It is the policy of the NARPM® to comply fully with all antitrust laws. The antitrust laws prohibit, among other things, any joint conduct among competitors that could lessen competition in the marketplace. NARPM®'s membership is composed of competitors; they must refrain from discussing competitively sensitive topics, including those related to pricing (such as rates, fees, or costs), individual competitors or specific business transactions, or controlling or allocating markets. Further, NARPM® shall not restrict members' ability to solicit competitors' clients or to advertise for business in any way that is not false, deceptive or otherwise illegal.

FAX, MAIL or E-MAIL REGISTRATION FORM:

638 Independence Parkway, #100, Chesapeake, VA 23320

P: 800-782-3452 | F: 866-466-2776 | E: info@narpm.org

Or sign up using the Member log-in at www.narpm.org



National Association of Residential Property Managers