



2021
NARPM®
Legislative
and
Educational
Virtual
Conference

May 17-18, 2021



NARPM® Legislative and Educational Virtual Conference

ZOOM ETIQUETTE

2021

May 17-18, 2021



WELCOME!

NARPM®'s 2021 Legislative and Educational Virtual Conference kicks off Monday, May 17 at 2:00 pm EDT and we are excited to hear from so many industry leaders.

Accessing the Event is Easy!

Second Nature is graciously helping host this year's event to enhance your virtual event experience. **You will be emailed the login information. Please do not share it.**

How to Show Up

We can't throw an online event without making sure you get the MOST out of the experience, so here are our top tips:

- **Full Engagement:** If possible, please have your video and audio connected through your computer/laptop/cellphone. Mute when appropriate and be mindful of your engagement.
- **Be Present:** Please be prepared to participate from a stationary spot. Please eliminate notifications, distractions, or anything that will take your attention from the experience.
- **What to Bring:** Grab a pen, snack, and hydration to keep you comfortable. The nice thing about a virtual experience is that you can eat what you want, when you want it! Prep your lunch to quickly grab and enjoy whenever you get hungry.
- **Check your Tech:** We will have NARPM® and Second Nature staff available to assist with any technology issues.



Many thanks to Second Nature for hosting the NARPM® Legislative and Educational Virtual Conference!

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NARPM® Legislative and Educational Virtual Conference

2021

AGENDA

May 17-18, 2021



Day 1 - MONDAY, MAY 17, 2021

2:00 pm – 2:05 pm

Welcome, Introductions, Zoom Etiquette and functions for all attendees

Moderator: Michael Hodges, MPM® RMP®

2:05 pm – 3:05 pm

**Panel Session:
What Happens When Disaster Strikes?**

After a disaster, affected communities which have been ravaged by wildfires, hurricanes and floods are the beneficiaries of billions of dollars in disaster aid. As an example, in early summer 2019, after months of delay, Congress passed a \$19 billion aid bill to help places recover from natural disasters that had struck the previous two years -- and to help cover costs of the ones yet to come. This disaster aid package is one of the most sweeping disaster aid packages ever passed in the United States. The aid package covers losses and destruction from a volcano that erupted in Hawaii last year to a powerful earthquake in Alaska to assistance for Puerto Rico, still struggling to rebuild nearly two years after the one-two punch of Hurricanes Irma and Maria. One of the biggest line items in the bill is nearly \$2.5 billion for Community Development Block Grants - Disaster Recovery funds allocated by Housing and Urban Development (HUD). These grants are administered by states and localities and help communities rebuild housing, businesses and infrastructure. So, what are the effects of this funding on the builder and inspection community? Are there enough resources to oversee the boom in housing recovery efforts? What is the best way to manage the influx of funding to ensure resilient housing and structures that are properly inspected?

This session will feature speakers familiar with housing recovery efforts post disaster and the best methods to achieve maximum recovery.

Moderator: Lisa Miller, Florida's former Deputy Insurance Commissioner

Panelists: Keith Becker, MPM® RMP®, DeDe's Rentals & Property Management, Inc., Santa Rosa, CA;
Casey Long, former FEMA Executive and Executive Director of the Disaster Recovery Coalition of America (DRCA);

Austin Perez, Senior Policy Representative, National Association of REALTORS®
Jonathan Lord, FPEM, Emergency Management Director, Flagler County, Florida

3:05 pm – 3:10 pm

Break

(Day 1 continued next page.)



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Day 1 – MONDAY, MAY 17, 2021 (continued)

3:10 pm – 3:40 pm **Breakout Sessions with NARPM® Partners (4 running concurrently)**

3:10 pm – 3:40 pm
(running concurrently) **Rent Manager –
Protect Your Business by Digitizing Your Data**

Is your office cluttered with resident files and critical post-it notes? Do you feel like a detective, constantly scrambling to collect evidence throughout the office for an upcoming court case or dispute? In short, do you feel like you need to bring some order to your office chaos? In this session, we'll explore how you can take one step closer to a more streamlined office experience by digitizing your data. Learn how you can begin the process to safely transition your physical documents and filing cabinets full of important records into virtual spaces.

Speaker: Liz Maloney, Training Specialist, Rent Manager

3:10 pm – 3:40 pm
(running concurrently) **HireSmart Virtual Employees –
The Future of Staffing: How to Improve Profitability & Efficiency through a Dispersed Workforce**

The way we work is changing. For property managers and broker/owners to compete and win, you need to get the most out of your staff. Join the discussion about the future of hiring as well as the profitability and pitfalls of hiring remotely.

Speaker: Anne Lackey, Co-Founder / Co-Owner, HireSmart Virtual Employees

3:10 pm – 3:40 pm
(running concurrently) **Yardi Breeze –
ERAP: Key Essentials of Educating, Processing, and Distributing Rent Relief to Residents**

Emergency Rental Assistance Programs (ERAP) are in full swing with agencies across the country accepting applications for assistance, determining eligibility, and making payments to eligible renters and landlords. Join Chris Voss, Vice President of Affordable Housing for Yardi, and learn how landlords can help expedite the process to get funds faster. Join this session to become well versed in program requirements, what documentation you should be prepared to provide, and how you can help your residents to apply and become qualified for assistance.

Speaker: Christopher Voss, Vice President of Affordable and Public Housing, Yardi

3:10 pm – 3:40 pm
(running concurrently) **Buildium –
2021 Rental Owner Trends: How to Solve Customers' Pain Points & Support Their Growth**

Get the latest data on how rental owners' needs and expectations have shifted over the last year; discover opportunities for property management companies to win new business, generate additional revenue, as well as encourage clients' growth in 2021 and beyond.

Speaker: Robin Young, Senior Manager of Market Research, Buildium

3:40 pm – 3:45 pm **Break**

3:45 pm – 4:15 pm **Fair Housing Claims: Examples from the Real World**

Fair housing violations are on the rise and professional property managers are feeling the pinch. There are 100 moving parts that affect qualifying applicants and doing it without violating their rights is a surgical process. Using examples from the real world, this session will explain what to do when you have a fair housing claim.

Speaker: Monica K. Gilroy, Esq., The Gilroy Firm

(Day 1 continued next page.)

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Day 1 – MONDAY, MAY 17, 2021 (continued)

- 4:15 pm – 4:20 pm **Break**
- 4:20 pm – 4:50 pm **Breakout Sessions with NARPM® Partners (2 running concurrently)**
- 4:20 pm – 4:50 pm
(running concurrently) **Second Nature –
The Triple Win: How to Become the Property Manager People LOVE**
Everyone wants to deliver the best experiences for their residents, owners, and team. Experiences defined by impressive results, effortless feel, the ability to be focused on what matters most. But expectations have been rising fast, and the game board beneath our feet has been shifting. It's really hard to proactively drive and create delight, to implement new service levels and partnerships, and do it without compromises or trade-offs. Yet it is possible, and the key is the skill of finding and developing triple wins for residents, owners, and for you and your team.
Speaker: Andrew Smallwood, Vice President, Second Nature
- 4:20 pm – 4:50 pm
(running concurrently) **AppFolio –
The Future of Property Management: Why It's Essential to Embrace AI**
New technologies are constantly being evaluated to assess whether they can be applied to property management businesses. One beneficial technology is artificial intelligence (AI), and how it can be used to help property managers operate more effectively and efficiently. Join this session to learn more about AI and how it can benefit your business, as well as get a preview of what property management could look like by the end of the decade.
Speaker: Cat Allday, Vice President of AI Initiative, AppFolio
- 4:50 pm **Recognition of NARPM® 2020 Major Investors:**
Speaker: Michael Hodges, MPM® RMP®
- 5:00 pm **Virtual AppFolio AppoTini Mixology & Mingle**

See you tomorrow!

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Day 2 – TUESDAY, MAY 18, 2021

- 2:30 pm – 2:35 pm **Welcome, Introductions, Zoom Etiquette and functions for all attendees**
Moderator: Lori Hendrix, MPM® RMP®
- 2:35 pm – 3:35 pm **How to Hug a Porcupine: Relationship Building with Lawmakers and Why It's Important**
Building relationships with elected officials can sometimes be difficult and uncomfortable. It forces you and your key stakeholders to get close to politicians in ways that may feel “prickly” – like hugging a porcupine. This program will help participants overcome that discomfort, revealing the methods and benefits for building relationships with elected officials. Participants will learn who Members of Congress and state legislators listen to; what congressional staffers believe are the most effective communications tactics for influencing undecided Members of Congress; and how to conduct effective in-person meetings, influence legislators at town hall meetings, as well as effective advocacy.
Speaker: Seth Turner, Director of Citizen Engagement, Congressional Management Foundation
- 3:35 pm – 3:40 pm **Break**
- 3:40 pm – 4:10 pm **Breakout Sessions with NARPM® Partners (3 running concurrently)**
- 3:40 pm – 4:10 pm (running concurrently) **Propertyware – Risk Mitigation: Cover All Your Bases**
Join this interactive discussion and walk through a real-life incident in a rental property to uncover what could have been done to protect the owner, tenant, and even you as the property manager. Learn about simple ways to implement protective measures that will improve liability coverage, reduce recovery time and minimize out-of-pocket expenses.
Moderator: Barbara Kaplan, Industry Principal, Propertyware, A RealPage Company
Panelists: Jayci Holton, Manager Training, Propertyware, A RealPage Company
Tracy Castleman, Vice President of Vendor Credentialing, RealPage, Inc.
Michael Tinetto, Senior Product Manager, RealPage, Inc.
- 3:40 pm – 4:10 pm (running concurrently) **PointCentral – What Smart Property Managers Have Learned About Smart Home Technology**
2020 was a difficult year for us all. Learn why property managers implemented smart home technology, how they funded it, and how it solved multiple operational issues for them.
Speaker: Jim Netska, Director of Sales, PointCentral

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Day 2 - TUESDAY, MAY 18, 2021 (continued)

3:40 pm – 4:10 pm
(running concurrently)

Rently – Self Guided Tours: Adoption, Data, and Amenity Upgrades

Self-Guided Tours (SGT) have changed the way that prospects, property managers, and owners have engaged in leasing their properties. We will look at adoption of SGT across the industry, examine the data surrounding the usage of the technology, and learn how smart lock technology provides an added piece of security while providing a highly marketable amenity.

Speaker: Michael Troy, Business Development Senior Account Executive, Rently

4:10 pm – 4:15 pm

Break

4:15 pm – 4:45 pm

Eviction Moratorium

On September 1, 2020, the U.S. Centers for Disease Control and Prevention (CDC) unexpectedly issued an order claiming to void the laws of all 50 states and stopping all evictions nationwide. The CDC even went so far as to say that anyone attempting to use their state court process to pursue an eviction to take back their property is now committing a federal crime. While the moratorium gives renters relief, where does this leave property owners, many of whom are mom and pop housing providers who count on the monthly income from their properties to pay their own bills?

As of January 2021, one in five renters reported being behind in monthly payments. Renters owed \$57 billion in back rent, with a typical delinquent renter almost four months behind with a balance of \$5,600, plus fees for late payments. The truth is that property owners have rights too.

CDC's order is illegal, unconstitutional, and economically devastating.

Get an update from the NCLA who has represented NARPM® in several cases against the moratorium.

Speaker: Caleb Kruckenberg, Litigation Counsel, New Civil Liberties Alliance (NCLA)

4:45 pm

Thank you and Wrap Up - End of Conference

Thank you for attending!



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SPEAKERS



Lisa Miller

Florida's former Deputy Insurance Commissioner

Lisa has held numerous senior executive positions in a 30-year career that has included public sector, corporation, association, and nonprofit work. She offers her clients an extensive knowledge of insurance and financial services regulations, emergency management, disaster recovery, and real estate.

Her hurricane field and policy experience spans from Florida's historic Hurricane Andrew in 1992 to present day recovery efforts in 2017 from Hurricane Irma. As Florida's Deputy Insurance Commissioner and Deputy Chief Financial Officer in Florida's Department of Financial Services, Lisa led the *My Safe Florida Home* program, a \$250 million legislative initiative to encourage Floridians to strengthen their homes against hurricanes, following the spate of eight storms that hit Florida from 2004-2005. She also helped launch the Hurricane Claims Mediation Program, an initiative that achieved a 95% success rate in expediting the settlement of residential and commercial claims for 30,000 consumers.

Lisa is a frequent speaker on flood mitigation strategies and rebuilding efforts. She is currently the lead consultant for an international client providing negotiation services post-disaster for local government entities that are seeking federal public and individual financial assistance.

Lisa grew up in Plant City and attended Florida State University where she earned a bachelor's degree in Business Management and a master's degree in Public Administration. She is also a Certified Public Manager. She is married with one son. When she's not in the office, Lisa serves as a mentor to college graduates and volunteers her time with charities ranging from those battling cancer to those promoting educational excellence.



Keith T. Becker, MPM® RMP®

Broker/President of DeDe's Rentals & Property Management, Inc.

Keith is a Real Estate Broker and Property Management Specialist with 27 years of experience in property management industry. He has been a Licensed California Real Estate Broker since 1998 and is currently the Broker/President of DeDe's Rentals & Property Management, Inc., in Santa Rosa, California. As of early 2021, DeDe's Rentals merged with PURE Property Management, Inc., and has a company team of eight, managing over 500 residential rental units.

Keith is a member of "Generation Housing," an industry advocacy group, based in Sonoma County, organized to bring disparate groups together to find housing solutions. He is also a member of the California Apartment Association (CAA) and serves on the CAA Board of Directors. Keith is a Past President of North Coast Rental Housing Association (aka CAA North Bay Division) and present member of CAA North Bay Division Advisory Board.

In addition to his NARPM® MPM® (Master Property Manager) and RMP® (Residential Management Professional) designations, he obtained the CCRM (California Certified Residential Manager) designation. As a member NARPM®, he is a Past President of CALNARPM, the California Chapter of NARPM® and served as NARPM® Pacific/Pacific Islands Regions Regional Vice-President (RVP).

With a B.S. Degree in Communications from Castleton University, Keith is an accredited teacher for CAA-authored continuing education courses and also an accredited instructor for Santa Rosa Junior College – Business Management Department.



Jonathan Lord, FPEM

Emergency Management Director, Flagler County, Florida

Jonathan Lord joined Flagler County in January 2018 as Emergency Management Chief/Director, following two and a half years as the Deputy Director of the Florida Division of Emergency Management. He has worked in the public safety field since 1993, serving in progressively responsible emergency management roles within Florida starting in 2004.

Jonathan's experience in emergency management includes a variety of roles at the county emergency management level, including serving as the Division/Deputy Director of the Miami-Dade County Office of Emergency Management. During his time in state and local emergency management, Jonathan served in various leadership roles; including Deputy State Coordinating Officer for Hurricanes Hermine, Matthew, and Irma; Deputy Incident Commander for the EOC Activations for 2010's Haitian Earthquake Repatriation, 2010's Pro Bowl, 2010's Super Bowl, 2011's Hurricane Irene, 2011's Tropical Storm Emily, 2012's Tropical Storm Isaac, 2017's Hurricane Michael; and serving as Planning Section Chief or Public Safety Branch Director for 8 additional Tropical Weather events.

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SPEAKERS



Casey Long

Former FEMA Executive and Executive Director of the Disaster Recovery Coalition of America (DRCA)

Mr. Long is one of the founders of the Disaster Recovery Coalition of America (DRCA) and has served as the Managing Director since 2008. The DRCA was organized to advance the common interests of its members and to help advise and lead disaster recovery contractors as an industry.

Prior to DRCA, Mr. Long headed up FEMA's Office of Intergovernmental Affairs and FEMA's Office of International Affairs in Washington, DC. He coordinated state, local and tribal governmental entities in support of FEMA's emergency management operations, including preparedness, response, recovery, and mitigation programs. Mr. Long also served as the primary liaison for Intergovernmental Affairs activities between FEMA, The White House, Department of Homeland Security, State and local officials, other Federal Agencies, Intergovernmental Affairs Organizations and key constituent and public interest groups.

Before joining FEMA, Mr. Long held several senior management roles including: Director, Corporate Strategy Group at the Corporate Executive Board; Vice President of International Business Development for Infospace, Inc.; Managing Director for Go2Net, Inc.; Asia Pacific Regional Manager for Reebok International Ltd.; and Director of Communications for Fleet Feet, Inc.

Mr. Long is an Irvine, California native and graduated from Southern Methodist University where he studied Communications/Marketing and played on SMU's Division I Soccer Team. Mr. Long also studied international business and the formation of the European Economic Community at the University of Copenhagen.



Austin Perez

Senior Policy Representative, National Association of REALTORS® (NAR)

Austin Perez has over a decade of experience working with the National Association of REALTORS® (NAR) in their Washington, DC advocacy office. In his role as Senior Policy Representative, Austin has led the public policy efforts on flood and other insurance matters for the nation's leading voice of property owners and real estate. He is also Staff Director of the Association's Member Insurance Committee.

In 2012, when Congress passed the Biggert-Waters Flood Insurance Reform Act, Austin worked to educate Congress on the law's unintended consequences for National Flood Insurance Program (NFIP) policyholders and played a central role in the development of amendments that were enacted as the Homeowner Flood Insurance Affordability Act (HFIAA) two years later. Since then, Austin has continued to represent and advocate on behalf of the Association's members in its on-going efforts to secure a long term reauthorization and reforms of the National Flood Insurance Program.

Austin also worked with Lisa Miller and others who helped the National Conference of Insurance Legislators (NCOIL) produce a model private flood insurance law for adoption across the country. To date, over a half dozen states have either filed or passed this legislation which provides consumers with private flood insurance options in addition to the NFIP.

Austin joined NAR in 2008 after lobbying six years at the American Farm Bureau on environmental, labor and immigration issues. His passion and commitment is second to none no matter the issue at hand.

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SPEAKERS

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Monica K. Gilroy, Esq.
Founding Principal of The Gilroy Firm

Monica Gilroy is the founding member and managing partner of The Gilroy Firm in Atlanta, Georgia. For over 28 years, Monica's national law practice has centered on real estate litigation and assisting property management companies, brokers and owners with all aspects of their business. She is the General Counsel of the NARPM® Atlanta Chapter, providing legal services to its members. As a subject matter expert, Monica works closely with property managers, lenders and real estate companies in handling their Fair Housing issues and works to create protocols to prevent the same. Monica has been named a Top 50 Woman Attorney in the state of Georgia. Monica is a national speaker and educator on property management, real estate, and related litigation topics.



Seth Turner
Director of Citizen Engagement, Congressional Management Foundation

Seth Turner oversees the Congressional Management Foundation's (CMF) efforts to improve engagement between citizens and Congress. Since coming to CMF in 2016, he has directed its advocacy training initiatives, including its Partnership for a More Perfect Union program, which provides participating advocacy organizations with resources, tools, as well as training and consultation to promote and inform meaningful civic engagement between their citizen-supporters and their congressional offices.

From 1994 through 2016, Seth served in national nonprofit organizations as a public policy and advocacy professional. Most recently, Seth led Goodwill Industries International's government affairs and public policy efforts. Prior to his eight-year tenure at Goodwill, Seth advocated for other nonprofit networks including Catholic Charities USA, the National Youth Employment Coalition (NYEC), and the Association for Career and Technical Education (ACTE).



Caleb Kruckenberg
Litigation Counsel, New Civil Liberties Alliance

Caleb Kruckenberg is Litigation Counsel for the New Civil Liberties Alliance (NCLA), which is a non-partisan, non-profit, organization founded to push back against the administrative state. While at NCLA, Caleb has been involved in numerous lawsuits against federal administrative agencies, and has led NCLA's challenge to the Centers for Disease Control's nationwide eviction moratorium. Caleb also represented NARPM® as a friend of the court in related litigation brought by other organizations.

Before joining NCLA, Caleb represented clients in diverse matters at both the trial and appellate level in a variety of jurisdictions. He began his career as an Assistant District Attorney in the Appeals Bureau of the New York County District Attorney's Office, then served as an Assistant Public Defender for the State of New Mexico. He later transitioned to serve as an Assistant Federal Public Defender for the District of New Mexico. Most recently, Caleb worked as a criminal defense and civil rights attorney in Philadelphia, and as an advocate for criminal justice reform for the National Association of Criminal Defense Lawyers (NACDL).

Caleb is at home in almost any legal forum, and has tried cases before juries and argued appellate matters all over the country, sometimes in the same week. Caleb received his J.D., cum laude, from Temple University, Beasley School of Law, where he was the Lead Articles Editor of the Temple Law Review. He also holds a B.A. in fine art from the University of Kansas. In a prior life, Caleb studied figurative painting at the Pennsylvania Academy of the Fine Arts, which was founded in 1805 and was the first art school in the United States.

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