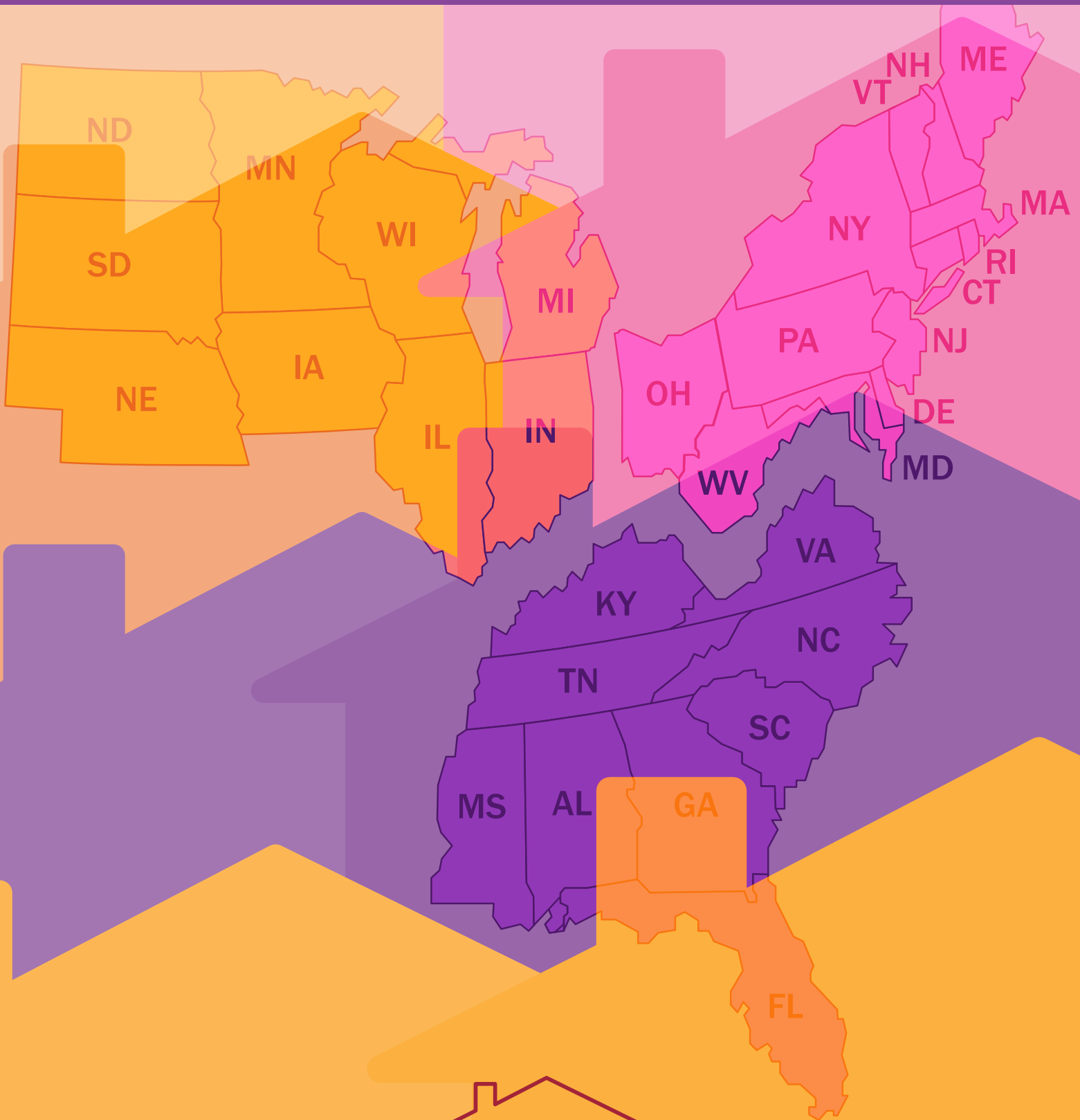


# 2012 REGIONAL CONFERENCE



National Association of Residential Property Managers

E A S T E R N R E G I O N

# Eastern NARPM® Regional Conference

March 15 & 16, 2012

The Sheraton Tampa Riverwalk Hotel

## Thursday, March 15, 2012

- 9:00 – 12:00 **Leadership Training Session** Riverview  
*Chapter leaders join NARPM® President, President-Elect, RVP, and Executive Director as we participate in a Mock Board Meeting and learn from other chapter leaders on how to have a successful year! Jayci Grana, MPM® RMP®, James Emory Tungsvik, MPM® RMP®, Richard Vierra, RMP®, Barney Christiansen, MPM® RMP®, Gail Phillips, CAE, along with all chapter leaders.*
- 1:00 **Registration Opens**
- 1:00-2:30 **Does your Chapter have a Governmental Committee?** -Andrew Sinclair, Governmental Affairs Director Riverview  
*Learn how to form a grass roots program in your chapter.*
- 2:30-4:00 **Under 40 – Get the most from your NARPM® Membership-** Tia Vincent, Stephanie Christensen and Aaron Bosshardt Riverview  
*The Next Generation Professionals (NGP) will educate you on how to get the most out of your NARPM® membership. Aaron will review how being involved with NARPM® has helped him grow his business and succeed. Tia and Stephanie will discuss why NGP was created and how we can help you become more involved. We will be going over the results of the recent survey we sent out and explain the designation process. We hope to find a few future leaders in the class.*
- 5:00–7:00 **Vendor Reception** North Riverwalk  
*Open to all Registrants*
- 8:00-12:00 **Totally NARPM® 80's!** Riverview  
*Looking back at the 80's and into the future! (80's Attire)*

## Friday, March 16, 2012

- 7:30 **Continental Breakfast and Visit with Vendor** North Riverwalk
- 8:00-9:00 **Opening Session – Dr. Gary Romano** South Riverwalk  
*Dr. Gary Romano is a psychologist and motivational speaker from Charlotte, North Carolina. He is a published author and is currently working on his book "Is the glass half full, is the glass half empty, or did someone just stop drinking?" Don't miss this funny, informative speaker!*
- 9:05-10:20 **Break-Out Sessions 1**
- **Strategic Development for Multiple Offices – Betsy Morgan, MPM® RMP®** Bayshore West  
*You will learn to set up the systems to manage multiple office locations while keeping your pulse on the business from your central headquarters.*
  - **Taxes and Deductions – Susan Poskus, CPA** Riverview  
*Are you sure you are utilizing all your business tax deductions and reporting your taxes correctly? Come learn the answers at this informative session..*
  - **A Property Manager's Guide to Web Excellence – Dave Borden** Bayshore East  
*Learn to turn your company website into a social platform. Gain more traffic through effective search engine optimization, convert more of your existing traffic into business, and use technology to make your business more efficient and valuable.*
- 10:20 - 10:40 **Visit with Vendors** North Riverwalk

- 10:45 - 12:00 Break-Out Sessions 2**
- **Lead Based Paint**– *Lynn Tait, President Environmental Resource Consultants, Inc.* **Bayshore West**  
*Ms. Tait was a consultant during the writing of the RRP Lead Based Paint Law. You do not want to be “out of the loop” when the EPA knocks on your door.*
  - **Firm Expansion** – *John Bradford, RMP®* **Bayshore East**  
*Do you know how to prepare your firm to expand your footprint and how to ensure you are scalable? Park Avenue Properties manages over 1200 doors in three states.*
  - **Rental Statistics** – *Dave Bragg, Zelman & Associates* **Riverview**  
*Dave Bragg with Zelman & Associates, the leading housing research firm, will provide NARPM® members with an overview of the entire housing market, including our recent research on single-family rentals, which will aid in strategy and conversations with investor clients.*
- 12:00 - 1:00 Lunch** **South Riverwalk**  
*President Jayci Grana, MPM® RMP®*  
*David Bragg, Zelman & Associates*
- 1:05 - 2:20 Break-Out Sessions 3**
- **Avoiding Litigation** – *Robert Locke, MPM® RMP®* **Bayshore East**  
*How much risk can you stand? Learn from the expert to protect you and your business from litigation!*
  - **Shoestring Marketing Attracting Referrals for New Business** – *Tom Fleming, BNI* **Riverview**  
*Attract referral business and keep reaping the benefits*
  - **IRS Foreign Investors** – *Susan Poskus, CPA* **Bayshore West**  
*Hot topic- foreign investors- are you reporting to the IRS correctly? Do you have the proper paperwork from each foreign investor? Protect yourself! Don't become liable for taxes!*
- 2:20 - 2:45 Visit with Vendors** **North Riverwalk**
- 2:45 - 4:00 Break-Out Session 4**
- **Safety tips from the Local Police** – *Kathy Marlor, Business Consulting & Online Marketing* **Bayshore West**  
*What is your gut telling you in certain situations? Listen to it! Watch for signs of trouble and protect yourself.*
  - **Portfolio and Employees** – *Panel Experts* **Bayshore East**  
*What works best in your company environment? Employees verse independent contractors and portfolio management verse specialized duties.*
  - **Business Building** – *Brian Birdy, MPM® RMP®* **Riverview**  
*Look into ways to grow your company like: Being seen as the Expert, Staffing, Facilities, Technology, Agent Referrals, Setting Goals, Advertising, Marketing, Networking, Keeping Current Clients. From 75 doors to 850 doors! Wow!*
- 4:15 – 4:40 Door prize drawing in trade show** **North Riverwalk**
- 4:40-5:15 Closing Session** **South Riverwalk**  
*Great time to be in Property Management*
- 5:30 Night on your Own**

*We look forward to seeing you at the National Convention and Trade Show to be held in Arlington, Virginia right outside of Washington, DC on October 17-20, 2012. For more information go to <http://www.narpm.org/conferences/annual-convention-trade-show/index.htm>*

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