



# *Educational* Conference & Expo

*Making A Difference*

## Schedule

### Tuesday, September 17, 2019

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|--------------------|---|
| 11:00 AM - 2:00 PM | <b>Alabama Apartment Association Board Meeting</b><br>Forum B, The Forum Building 2 <sup>nd</sup> Floor, BJCC, Birmingham, AL   |
| 10:00 AM – 5:00 PM | <b>Early Booth Set Up – Sponsors / Vendors (Highly Recommended)</b><br>East Exhibit Hall 3, BJCC Birmingham, AL   |
| 2:00 PM - 2:30 PM  | <b>Attendee Registration</b><br>Registration Desk, The Forum Building 2 <sup>nd</sup> Floor, BJCC, Birmingham, AL   |
| 2:30 PM - 5:00 PM  | <b>Opening General Session</b><br>Forum Theater, The Forum Building 2 <sup>nd</sup> Floor, BJCC, Birmingham, AL<br>Welcome & President's Address                      |
| 3:30 PM - 5:00 PM  | <b>Opening Speaker</b><br>Forum Theater, The Forum Building 2 <sup>nd</sup> Floor, BJCC, Birmingham, AL<br>Marshall Chiles, Humor Wins, "Your Presentation is a Joke" |
| 5:00 PM – 6:30 PM  | <b>President's Reception</b><br>East Exhibit Hall 3 Lobby, BJCC, Birmingham, AL<br>Featuring Atlanta's Funniest Apartment Professional, Drew Williams                 |

### Wednesday, September 18, 2019

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|--------------------|---|
| 8:00 AM – 8:30 AM  | <b>Attendee Registration</b><br>Registration Desk, The Forum Building 2 <sup>nd</sup> Floor, BJCC, Birmingham, AL |
| 8:00 AM – 10:00 AM | <b>Vendor Booth Set Up – Sponsors / Vendors (Trade Show Floor)</b><br>East Exhibit Hall 3, BJCC, Birmingham, AL   |

## Educational Sessions

### Master's Series, Leasing / Management, Maintenance / Operations

8:30 AM - 9:30 AM

#### Master's Series Session 1 (Series Restricted to Owners & Executives)

Forum C, The Forum Building 2<sup>nd</sup> Floor, BJCC, Birmingham, AL

Welcome and Legislative Update

8:30 AM - 9:30 AM

#### Leasing / Management Session 1

Forum B, The Forum Building 2<sup>nd</sup> Floor, BJCC, Birmingham, AL

"Slay Your Dragon"

Presented by Donna Hickey, CAM, Author / Speaker

8:30 AM - 9:30 AM

#### Maintenance / Operations Session 1

Forum A, The Forum Building 2<sup>nd</sup> Floor, BJCC, Birmingham, AL

"Budgeting for Maintenance"

Presented by Michelle Childers, Chadwell Supply

9:30 AM - 10:45 AM

#### Master's Series Session 2 (Series Restricted to Owners & Executives)

Forum C, The Forum Building 2<sup>nd</sup> Floor, BJCC, Birmingham, AL

"How Companies Are Making A Difference Through Technology & Innovation"

Panel Discussion with Greystar, Kettler, Perq, Liberty Rent, and Smart Rent

9:30 AM - 10:45 AM

#### Leasing / Management Session 2

Forum B, The Forum Building 2<sup>nd</sup> Floor, BJCC, Birmingham, AL

"Lease Like A Pro"

Presented by Donna Hickey, CAM, Author / Speaker

9:30 AM - 10:45 AM

#### Maintenance / Operations Session 2

Forum A, The Forum Building 2<sup>nd</sup> Floor, BJCC, Birmingham, AL

"Turning Residents into Raving Fans"

Presented by Bert Wray, Chadwell Supply

10:45 AM - 11:15 AM

#### Master's Series Session 3 (Series Restricted to Owners & Executives)

Forum C, The Forum Building 2<sup>nd</sup> Floor, BJCC, Birmingham, AL

"What To Do When Your Disaster Plan Fails"

Presented by Kerri Toth, President of Royal American Management

11:00 AM - 12:00 Noon

#### Leasing / Management Session 3

Forum B, The Forum Building 2<sup>nd</sup> Floor, BJCC, Birmingham, AL

"High Touch or High Tech"

Presented by Alex Jackiw, Former NAA Chairman of the Board

11:00 AM - 12:00 Noon

#### Maintenance / Operations Session 3

Forum A, The Forum Building 2<sup>nd</sup> Floor, BJCC, Birmingham, AL

"The Net Effect" – How to Increase Revenues, Maintain Asset and Expense

Presented by Kevin Hodges, Heritage Properties

11:15 AM - 12:00 Noon

#### Master's Series Session 4 (Series Restricted to Owners & Executives)

Forum C, The Forum Building 2<sup>nd</sup> Floor, BJCC, Birmingham, AL

Market Overview

Presented by Apartments.com & Hunt Real Estate Capital

- 12:00 Noon - 3:30 PM **Trade Show Floor is Open!**  
East Exhibit Hall 3, BJCC, Birmingham, AL
- 12:00 Noon - 1:00 PM **Lunch on the Trade Show Floor (Registration Required)**
- 2:30 PM - 4:30 PM **Master's Series Session 5 (Series Restricted to Owners & Executives)**  
Forum C, The Forum Building 2<sup>nd</sup> Floor, BJCC, Birmingham, AL  
"Become Invincible to Lawsuits"  
Presented by Dale West, American Society for Asset Protection
- 2:15 PM - 3:15 PM **Leasing / Management Session 4**  
Forum B, The Forum Building 2<sup>nd</sup> Floor, BJCC, Birmingham, AL  
"Leadership 212" – Part 1  
Presented by Mark Howell, Howl Creative Concepts
- 2:15 PM - 3:15 PM **Maintenance / Operations Session 4**  
Forum A, The Forum Building 2<sup>nd</sup> Floor, BJCC, Birmingham, AL  
"Preventative Maintenance" – Part 1  
Presented by Alyn Bailey, HD Supply
- 3:30 PM - 4:30 PM **Leasing / Management Session 5**  
Forum B, The Forum Building 2<sup>nd</sup> Floor, BJCC, Birmingham, AL  
"Leadership 212" – Part 2  
Presented by Mark Howell, Howl Creative Concepts
- 3:30 PM - 4:30 PM **Maintenance / Operations Session 5**  
Forum A, The Forum Building 2<sup>nd</sup> Floor, BJCC, Birmingham, AL  
"Preventative Maintenance" – Part 2  
Presented by Alyn Bailey, HD Supply
- 6:00 PM - 9:00 PM **Southern Nights Party**  
The Southern Kitchen & Bar  
2301 Richard Arrington Jr. Blvd, Suite 300, Birmingham, AL 35203  
Uptown District, Birmingham, AL (Walking Distance)  
Entertainment Provided by The Whiskey Dix

## Thursday, September 19, 2019

- 9:00 AM - 12:00 Noon **Closing General Session**  
Forum Theater, The Forum Building 2<sup>nd</sup> Floor, BJCC, Birmingham, AL
- 9:00 AM - 9:15 AM **2020 President's Address**  
Eddie Ivey, AAA President 2020-2021
- 9:15 AM - 9:30 AM **NAA Chairman's Address**  
Mike Clow, NAA Chairman of the Board

9:30 AM - 11:00 AM

**Closing Speaker**

"The Freak Factor"

Presented by David Rendall

11:00 AM – 12:00 Noon

**Ignite Sessions (Ted Talk Style)**

"Retaining Your Maintenance" by Melissa Williams, Perennial

"Data Mining" by Patty Crawford, Perq

"New Trends in Employee Training and Engagement" by Mark Howell

"The Internet of Things" by Michelle Roberts

"Everyone Communicates – Few Connect" by Chad Gilpin

"Maintenance Hacks" by Randall Martin

"Next Generation Customer Experience" by Daryl Smith