



# Alabama Apartment Association Educational Conference & Exposition

September 14-15, 2017

Embassy Suites  
Montgomery, AL

## CONFERENCE REGISTRATION

### • ALL INCLUSIVE REGISTRATION

\_\_\_\_\_ AAA Member Price \$199\* / \$259      \_\_\_\_\_ Non-Member Price \$249\* / \$309

\*Early Registration Fees. Good until August 15, 2017. After August 15, 2017 prices increase \$60 for both member and non-member rates.

Full Registration ALL ACCESS: Access to ALL Educational Seminars on Thursday and Friday, Conference Bag and Seminar Binder. PLUS, Lunch on Thursday AND access to the Expo/Trade Show Floor. Also Includes admission for one to the 2017 "Opening Party" (Casino Party) on Thursday Night

### • EDUCATIONAL SEMINARS ON THURSDAY (9/14) ONLY

\_\_\_\_\_ AAA Member Price \$149\* / \$209      \_\_\_\_\_ Non-Member Price \$199\* / \$259

\*Early Registration Fees. Good until August 15, 2017. After August 15, 2017 prices increase \$60 for both member and non-member rates.

Access to ALL Educational Seminars on **Thursday ONLY**. PLUS, Lunch on Thursday AND access to the Expo/Trade Show Floor. Also includes admission for one to the 2017 "Opening Party" (Casino Party) on Thursday Night and *(DOES NOT INCLUDE BINDER OR CONFERENCE BAG)*

### • EDUCATIONAL SEMINARS ON FRIDAY (9/15) ONLY

\_\_\_\_\_ AAA Member Price \$99\* / \$159      \_\_\_\_\_ Non-Member Price \$149\* / \$209

\*Early Registration Fees. Good until August 15, 2017. After August 15, 2017 prices increase \$60 for both member and non-member rates.

Access to ALL Educational Seminars on **Friday ONLY**. Also includes admission for one to the 2017 "Opening Party" (Casino Party) on Thursday Night *(DOES NOT INCLUDE BINDER OR CONFERENCE BAG)*

### • MAINTENANCE: ALL INCLUSIVE REGISTRATION

\_\_\_\_\_ AAA Member Price \$149\* / \$209      \_\_\_\_\_ Non-Member Price \$199\* / \$259

\*Early Registration Fees. Good until August 15, 2017. After August 15, 2017 prices increase \$60 for both member and non-member rates.

Full Registration ALL ACCESS: Access to ALL Maintenance Educational Seminars on Thursday and Friday, Conference Bag and Seminar Binder. PLUS, Lunch on Thursday AND access to the Expo/Trade Show Floor. Also includes admission for one to the 2017 "Opening Party" (Casino Party) on Thursday Night,

### • MAINTENANCE EDUCATIONAL SEMINARS ON THURSDAY (9/14) ONLY

\_\_\_\_\_ AAA Member Price \$99\* / \$159      \_\_\_\_\_ Non-Member Price \$149\* / \$209

\*Early Registration Fees. Good until August 15, 2017. After August 15, 2017 prices increase \$60 for both member and non-member rates.

Access to the Maintenance Educational Seminars on **Thursday ONLY**. PLUS, Lunch on Thursday AND access to the Expo/Trade Show Floor. Also includes admission for one to the 2017 "Opening Party" (Casino Party) on Thursday Night. *(DOES NOT INCLUDE BINDER OR CONFERENCE BAG)*

### • MAINTENANCE EDUCATIONAL SEMINARS ON FRIDAY (9/15) ONLY

\_\_\_\_\_ AAA Member Price \$59\* / \$89      \_\_\_\_\_ Non-Member Price \$109\* / \$139

\*Early Registration Fees. Good until August 15, 2017. After August 15, 2017 prices increase \$30 for both member and non-member rates.

Access to the Maintenance Educational Seminars on **Friday ONLY**. *(DOES NOT INCLUDE BINDER, CONFERENCE BAG OR "OPENING PARTY" ADMISSION)*

### NEED A RIDE? The AAA will provide "Complimentary" shuttle service on Thursday and Friday round-trip from Birmingham, AL.

Thursday AM Pick Up at 6:30 AM (Bham) \_\_\_\_\_ YES    Thursday AM Pick UP at 11 AM Birmingham) \_\_\_\_\_ YES    Thursday -5:00 PM (leave Montgomery) \_\_\_\_\_ YES  
Friday AM Pick Up at 6:30 AM (Bham) \_\_\_\_\_ YES    Friday 12:45 PM (leave Montgomery) \_\_\_\_\_ YES    Other Date/ Time Needed: \_\_\_\_\_

*\*Shuttle service must be reserved at the time of registration (no exceptions). Location pick up will be based on the number of attendees from a specific city. Shuttle service will ONLY be confirmed for those who reserve at the time of registration.*

**\*\*Register 5 Attendees for "All Inclusive Registration" and the 6<sup>th</sup> Registration is FREE!!!!**

**Add On "Opening Party" Casino Night Tickets** Member Price: \$50.00 \_\_\_\_\_ • Non-Member Price: \$75.00 \_\_\_\_\_

### PAYMENT INFORMATION

Check Attached       Credit Card       Invoice (must be paid in full before conference)

### ASSOCIATION MEMBER (circle one):

AANA      GBAA      MBAAA      RRAA

Attendee Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company/Property: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV CODE \_\_\_\_\_ Billing Zip \_\_\_\_\_

Signature \_\_\_\_\_ *A 5% convenience fee will be added to all credit card payments*

*For Invoices, please provide the following:* Contact Name to Invoice \_\_\_\_\_ Email: \_\_\_\_\_

**Make Checks Payable to:** The Alabama Apartment Association • 5000 Grantswood Road, Ste. 240 • Birmingham, AL 35210

Email: [info@AlabamaApartmentAssociation.com](mailto:info@AlabamaApartmentAssociation.com) Phone: (205) 533-1644 Fax: (205) 623-3698 Website: [AlabamaApartmentAssociation.com](http://AlabamaApartmentAssociation.com)

The AAA cannot refund registration fees for cancellations due to inclement weather or other acts beyond its control. In the event of inclement weather, the event(s) will be rescheduled based on venue availability. All previous registrations will be honored for the new scheduled date. Cancellations due to termination or loss of employment for any attendee should be paid in full by the registering Property, Management Company and/or Vendor and will not be refunded. A substitute attendee can be sent as a replacement and must be submitted in writing 30 days prior to the scheduled event. All registrations must be paid in full before September 9, 2016.



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## CONFERENCE AGENDA

### Wednesday, September 13<sup>th</sup>

#### Alley Station, Montgomery, AL

- 8 am-4:00 pm **AAA Board of Directors Strategic Meeting**  
Ballroom, Alley Station
- 6:30 pm-8:30 pm **Welcome Reception**  
(All Registered Attendees & Vendors)  
Ballroom, Alley Station
- 7 pm – 9 pm **Early Registration and Move-In (Vendors Only)**  
Registration Window/Ballroom, Embassy Suites

### Thursday Conference Schedule

### Thursday, September 14<sup>th</sup>

#### Embassy Suites, Montgomery, AL

##### Registration

- 7:00 am – 1:00 pm **Attendee Registration**  
Registration Window, Embassy Suites
- 7:00 am- 11:00 am **Vendor Registration & Move-In**  
Registration Window/Ballroom, Embassy Suites

##### Educational Sessions

- 8:45 am – 10:15 am **"Marketing with Little or No Money"**  
**Capital Ballroom I** Tiffany Zwiefelhofer
- 8:45 am – 10:15 am **"Ask the Experts" Q & A Session**  
**Capital Ballroom III** NAA Click & Lease/Legal Questions  
Greg Deitsch, Attorney (GBAA)  
Sarah Taggart, Attorney (AANA)  
Larry Darby (RRAA)  
Angie Ingram, Attorney (GBAA/RRAA)
- 9:00 am – 12 Noon **"Fair Housing for Everyone"**  
**State Board Room** Angelita E. Fisher
- 8:00 am – 4:30 pm **Hatching Hope of Alabama**  
**Consulate Room** Keli Lynch-Wright
- 8:45 am – 10:15 am **"Team Management"**  
**Governors Room** HD Supply
- 10:15 am – 10:30 am **Session Break**
- 10:45 am – 12 Noon **"Generations at Work & Why We Collide"**  
**Capital Ballroom I** Donna Hickey

### Thursday Conference Schedule

- 10:45 am – 12 Noon **"Budgeting 101" How to Plan for a Budget**  
**Capital Ballroom III** Eddie Ivey, SPM
  - 10:45 am – 12 Noon **"Make Ready Maintenance"**  
**Governors Room** HD Supply
  - 11:00 am – 12 noon **Vendor Lunch Break**  
(Ticket Required)  
Atrium, Embassy Suites
  - 12 Noon – 1 pm **Lunch Break**  
(Ticket Required)  
Atrium, Embassy Suites
  - 12 noon - 5:30 pm **"STATE OF MINE" Exhibit Hall Open**  
Embassy Suites
- ##### Afternoon Educational Sessions
- 1:00 pm – 4:00 pm **"Fair Housing for Everyone"**  
**State Board Room** Angelita E. Fisher
  - 1:15 pm – 2:45 pm **"Alabama Market Review and Forecast"**  
**Capital Ballroom I** Berkadia / CoStar
  - 1:15 pm – 2:45 pm **"Ask the Experts" Q & A Session**  
**Capital Ballroom III** NAA Click & Lease/Legal Questions  
Greg Deitsch, Attorney (GBAA)  
Sarah Taggart, Attorney (AANA)  
Larry Darby (RRAA)  
Angie Ingram, Attorney (GBAA/RRAA)
  - 1:15 pm – 2:45 pm **"Discovering the Excellence in Maintenance"**  
**Governors Room** Tiffany Zwiefelhofer
  - 2:30 pm – 4:30 pm **"Grab 'N Go" Afternoon Refreshments**  
Atrium, Embassy Suites
  - 3:00 pm – 4:30 pm **"Renovation Station – Lessons from the Trenches"**  
**Capital Ballroom I** Donna Hickey
  - 3:00 pm – 4:30 pm **"Powerful Strategies for Building a World-Class Social Media Marketing Plan"**  
**Capital Ballroom III** Lynn Horn, ForRent.com
  - 3:00 pm – 4:30 pm **HVAC Overview "Industry Changes"**  
**Governors Room** Vann Flippen, Chadwell Supply
  - 5:30 pm – 8:30 pm **Vendor Move-Out**  
Embassy Suites

# Thursday Opening Party Casino Night "Southern Style"

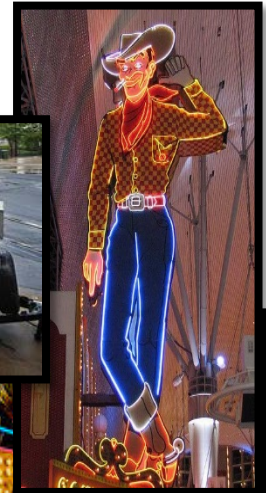
The Warehouse, Montgomery, AL

7 pm-10 pm **Casino Night "Southern Style"**  
(Ticketed Event)

Join the AAA for the Conference Opening Party at The Warehouse (on Commerce Street) and have your picture taken in the "AMURICA" Camper

Attire: Jeans, Boots and Hat

For additional tickets, contact the AAA office at (205) 533-1644.



## Friday Conference Schedule

### Friday, September 15th

Embassy Suites, Montgomery, AL

#### Registration

7:00 am – 10:00 am **Attendee Registration**  
Registration Window, Embassy Suites

#### Educational Sessions

9:00 am – 10:30 am **"Show Me the Money" Creative Closing Advantage**  
ES Ballroom II Tiffany Zwiefelhofer

9:00 am – 12 Noon **"Kitchen Appliance Repair"**  
Salon E & F HD Supply

10:45 am – 12:15 pm **"P&L Reports" How to Understand the Bottom Line**  
Salon D Eddie Ivey, SPM

10:45 am – 12:15 pm **"Lessons in Leadership for the 21st Century"**  
ES Ballroom II Donna Hickey

*\*Additional Classes to be added*

### for More Information Contact

**Alabama Apartment Association (AAA)**

Phone: (205) 533-1644

Email: [Info@alabamaapartmentassociation.com](mailto:Info@alabamaapartmentassociation.com)

Web: [www.AlabamaApartmentAssociation.com](http://www.AlabamaApartmentAssociation.com)

### Host Hotel – Embassy Suites

**Booking Link:**

<http://group.embassysuites.com/AlabamaApartmentAssociation>

**Hotel:** Embassy Suites Hotel Montgomery-Conference Center

**Group Name:** Alabama Apartment Association

**Dates Group Rates Available:**

12-Sep-2017 - 15-Sep-2017

Please note, the entire URL must be copied and pasted for it to work properly.



