

# EDUCATION NATIONAL SPEAKERS

## ROMMEL ANACAN

Rommel Anacan is an award-winning motivational speaker, consultant, strategist, and president of The Relationship Difference. He powerfully impacts thousands of people per year by providing the education, clarity, motivation, and inspiration they need to break through their limits and achieve the success they desire. Some of the leading organizations he has spoken for include: Yardi Systems; Sabra Foods; Ellis Partners; and the National Apartment Association. Rommel is proud to be a member of the famed Apartment All-Stars team.



### **Lease It Like You Love It**

Wednesday, May 20

9:00 AM – 10:00 AM

Atlantic City Convention Center, Room 301

*It's obvious but always worth repeating – if you want to succeed at selling, you need to be passionate about what you're selling. Your customers can tell instantly if you don't love, believe or even like what you're trying to sell. Conversely, your enthusiasm and excitement can be the factor that motivates customers to choose you over your competitors. In this seminar, you'll discover how to help your customer "fall in love" with your community by helping you sell with enthusiasm, passion, and confidence. Whether you are brand new to the industry or a seasoned pro, this seminar is for you! Remember, your customers are not just leasing a new home, they're buying into you too!*

### **Thermostat Leadership: How to Activate the Power of Your Team**

Wednesday, May 20

10:15 AM – 11:15 AM

Atlantic City Convention Center, Room 301

*In this new program, I reveal how YOU can be the thermostat that sets the temperature on your team and not have the temperature set for you! Your team is looking to you to provide the guidance, education, and stability that they need to succeed. By taking this session, you'll discover the "Ccrets" of being a thermostat leader through learning the "The 4 C's." These "C's" are so simple that anyone can use them—yet so simple that leaders often miss them! If you choose to learn these and apply these principles to set the temperature on your team, you'll tell yourself, "It wasn't always easy; but it was worth it!"*

### **How to Have Difficult Conversations – That Don't Make Things Worse!**

Thursday, May 21

11:10 AM – 12:10 PM

The Water Club at the Borgata, Tides A, B, & C

*Life is filled with difficult conversations! The multifamily industry is filled with difficult conversations. Whether it's with an upset resident, an underperforming employee, a vendor who isn't doing things the way you need them to be, or that co-worker that drives you crazy; you can be sure that almost every day will present you with an opportunity to have a difficult conversation. In this seminar, you'll learn how to have difficult conversations without making the issue worse; bulldozing the other person; being bulldozed by the other person; not actually dealing with the issue; or causing damage to the relationship. This seminar is a CRUCIAL life skill that everyone could benefit from!*

# EDUCATION NATIONAL SPEAKERS

## MATT EASTON

If you search YouTube or Google for anything about leasing apartments or property management training, you will most likely find Matt Easton, the founder of Leasing University. In 2001, Matt began investing in multifamily and started offering property management consulting services in 2006, which helped lead to creating an apartment marketing startup in 2012. He is a leading expert that apartment communities look to when they need to get and stay occupied ahead of schedule and under budget.

Matt Easton has simplified and systematized how the industry leases apartments — making the lives of both new and veteran multifamily professionals easier. His mission in life is to help give property management professionals more confidence and the skills they need to sign more leases.



### Online Property Reviews Master Class

Thursday, May 21

10:05 AM – 11:05 AM

The Water Club at the Borgata, Aqua A & B

*Learn how to get unlimited actionable positive community reviews and neutralize damaging negative reviews. By taking this seminar, you will learn the good, the bad, and the ugly of online property reviews. This class will help you understand the importance of positive reviews and how to neutralize those negative reviews that cost you leases.*

Visit

**NJAA.COM**

**for more information  
about all the exciting events and  
educational opportunities during our  
Conference & Expo!**

# EDUCATION NATIONAL SPEAKERS

## ALEX JACKIW

Alex Jackiw is the Chief Operating Officer of Hayes Gibson Property Services, LLC. She manages and oversees all corporate and property operations and is part of the leadership team focused on the long-term growth and strategic direction of the company.

Jackiw served as chairwoman of NAA in 2013 and president of NAAEI in 2008 and 2009. She is a member IREM, SHRM, and CREW and served as Chair of the RPM Advisory Boards at both Virginia Tech and Ball State University. Alex is a respected industry speaker and has presented programs to industry trade groups throughout the U.S. and Canada. In 2018, Alex was inducted into the NAA Hall of Fame.



### **Transformational Leadership: Is Your Glass Half Empty or Half Full?**

Wednesday, May 20

9:00 AM – 10:00 AM

Atlantic City Convention Center, Room 321

*In this day and age, it seems as if we are facing a leadership crisis. A new approach to leadership is needed – leadership that requires motivation and clear thinking. This seminar explores both aspects in the context of improving employee engagement and becoming radically open-minded.*

### **High Tech High Touch: The Balance Between Technology and the Human Experience**

Thursday, May 21

9:00 AM – 10:00 AM

The Water Club at the Borgata, Tides A, B, & C

*As the property management industry embraces more and more high-tech innovations, industry professionals must learn the importance of high touch responses to customer needs. This seminar will introduce the concept of touch-point mapping and explore how to make the customer journey as memorable as possible. Specific examples of how to personalize experiences for prospects and residents will be discussed.*

# EDUCATION NATIONAL SPEAKERS

## BILL NYE

Bill Nye has successfully served as an executive in the multifamily industry while continuing to share his knowledge as a speaker and trainer to management companies and apartment associations across the country. Bill's sessions are the perfect blend of humor and practical information to deliver a message that will stay with you for a lifetime.

### **Conflict Isn't Crazy: How to Deal with Team Conflict Efficiently**

Wednesday, May 20

10:15 AM – 11:15 AM

Atlantic City Convention Center, Room 320

*We all have to deal with conflict. Most of us deal with it in a way that comes naturally to us. We are all familiar with the phrase "fight or flight," and for many, that's exactly what happens. This session will teach us a simple and highly effective way to deal with all conflict and as a result, your relationships will be strengthened.*

### **Intentional Culture: Build a Culture That is Right for You**

Thursday, May 21

10:05 AM – 11:05 AM

The Water Club at the Borgata, Luna A & B

*Every home, family, and company has a culture. Having a culture doesn't make any organization unique because everyone has a culture, but is your culture intentional? Is it the culture that you want? During this session, we will discuss how to avoid an unintentional culture and how to build the right culture for your organization. As we navigate through this session, you will learn that culture drives every part of your organization, so this session is highly important.*

