

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 25

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 25

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 "C'crets" 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 26

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

AMY DILISIO

Amy is a proven leader in sales, leasing, management and the marketing of real estate assets across the country. In 1990 she began her career on-site as a leasing professional advancing quickly to Director of Marketing & Training with companies such as Summit Properties and Oakwood Worldwide. Based out of Charlotte North Carolina, Amy is a national speaker, industry educator and an Apartment All Star, who in 2005, launched her education and consulting firm, Quintessential Marketing & Training.



Why So Crazy Busy? Get Productive in a Distracted and Dysfunctional World

Wednesday, May 25

9:00 AM – 10:00 AM

Atlantic City Convention Center, Room 322

Are you too busy? New norms indicate that you should be. If you're "insanely busy" you're important, in high demand, and getting stuff done. Really? When did "crazy busy" become the success standard? We multitask, we please owners, put out fires... but are we productive? Want to get back to improved productivity, sharper focus, and fill your time with meaningful purpose? Then this session is for you!

Answer the Phone Already! Telephone Therapy for Today's Missed Leasing Opportunities

Wednesday, May 25

10:15 AM – 11:15 AM

Atlantic City Convention Center, Room 322

The multifamily industry is in high demand and we, quite possibly, are leasing apartments in spite of ourselves not effectively responding to leads with a sense of urgency. This lackluster excitement to actively engage on the phone is having a negative effect on your property. The reality is that customers call everyday needing a home and need the assistance of a subject matter expert. Let's do our jobs by picking up the phone with a passion to connect, customize and create wow moments every time.

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 of 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 25

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 26

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 25

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 26

10:05 AM – 11:05 AM

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

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.



EDUCATION NATIONAL SPEAKERS

Terry Wilkes

Terry Wilkes has a passion for instructing and inspiring maintenance professionals. Since joining HD Supply, Mr. Wilkes has instructed scores of maintenance professionals in a variety of areas including appliances, HVAC, electrical and plumbing systems. In his spare time, he enjoys craft brewery as it is a personal passion for him.

Mold & Mildew: Mitigation Techniques and Troubleshooting 101

Wednesday, May 25

9:00 AM – 10:00 AM

Atlantic City Convention Center, Room 318

In this fast-paced course, we will take you through the differences between mold and mildew and how to properly and safely troubleshoot. We will present you with all you will need to know on how to identify and prevent these occurrences from happening as well as how to properly remediate the situation. We will also discuss safety precautions, how to clean up properly, and when is truly the best time to call a professional.



Preventative Maintenance

Wednesday, May 25

10:15 AM – 11:15 AM

Atlantic City Convention Center, Room 318

They say it's never too late to start a good thing and this course is set up just for that! This class will cover preventative maintenance (tools and techniques) and the troubleshooting skills needed to work on and operate the equipment typically found on a multifamily property. We will discuss how to get started and walk you through the benefits of having a preventative maintenance program in place on your property.