

Education National Speakers

ALEX JACKIW

Why Word of Mouth Marketing is the Most Important Traffic Generator

Wednesday, May 22
9:00 AM – 10:00 AM

Atlantic City Convention Center

Word of Mouth Marketing (WOMM) is the original social media platform and it remains the most powerful form of marketing regardless of what type of product you're selling. Statistics consistently show that WOMM converts more prospects to customers than any other source of marketing. This seminar explores WOMM and provides actionable steps for creating a more robust WOMM strategy. Topics covered include what Word of Mouth Marketing is, sales statistics, how to build a word of mouth marketing strategy, and the three E's of WOMM: Engage, Equip, Empower.

Your Thinking Determines Your Results

Thursday, May 23
9:00 AM – 10:00 AM

The MGM Tower at the Borgata, Tides A, B, & C

Understanding how we think will help us make better and more-informed decisions both in our work lives and in our personal lives. This seminar explores the ways in which we sometimes sabotage our thought processes and struggle to make good decisions by identifying: the two main streams of information processing, the four main thinking styles, 12 ways in which thinking is distorted, and how to go about thinking for results.

ABOUT ALEX

Alex Jackiw is Chief Operating Officer of Hayes Gibson Property Services, LLC where she oversees all property operations of a diverse portfolio of assets in the Midwest. She is also responsible for all corporate functions, business development and strategic planning. Alex is a respected speaker who has presented programs to industry trade groups throughout the U.S. and Canada. She is an accomplished expert in all aspects of property management, marketing, and training. Alex was inducted into the NAA Hall of Fame in 2018, served as Chair of NAA in 2013, and was President of NAAEI in 2008/2009. She has a B.A. from the University of Rochester and received her M. Ed. from Ohio University.



AMY KOSNIKOWSKI DILISIO

Retention is the Name of the Game: A Master It Strategy to Maintain Resident Satisfaction & Enhance the Sense of Community

Wednesday, May 22

9:00 AM – 10:00 AM

Atlantic City Convention Center

New communities are aggressively seeking higher occupancy and their plan may include tempting your current residents to move out. Why wait to create a retention master plan to compete? Attend this session to learn techniques to limit turnover and maximize the benefits of a strong community. Reach for a higher level of satisfaction by refining customer service practices and improving what matters most to residents. Amy will share a master strategy for today's market full of ideas to implement immediately and the blueprint to make it happen.

Play to Your Team's Strengths: Adapt Your Leadership Style to Bring Out the Best in All

Wednesday, May 22

10:15 AM – 11:15 AM

Atlantic City Convention Center

Today's leaders are challenged to manage multiple generations with varying perspectives and a range of experience levels. Each employee is as unique as their fingerprint and the way they are engaged and motivated is equally as unique. When leaders adapt their style it will increase productivity, engagement, and overall happiness at work. Altering your approach and the way you communicate may seem challenging however once their "skill and will" are determined you can then empower each team member daily to maximum effect and results.

ABOUT AMY

Amy Kosnikowski Dilisio is a national speaker, team builder, and an Apartment All Star. With over 30 years of industry experience, Amy is a proven leader in sales, leasing, management, and the marketing of real estate assets. Amy travels across the country motivating and inspiring all with the goal to improve performance and enhance results.



Education National Speakers CHADWELL SUPPLY

Preventive Maintenance

Wednesday, May 22

9:00 AM – 10:00 AM

Atlantic City Convention Center

In the words of Benjamin Franklin, “An ounce of prevention is worth a pound of cure.” However, translated into the multifamily industry it might be better said “a few minutes of preventive maintenance means fewer emergency service requests.” Preventive maintenance, or PM in the multifamily industry, may not be a popular topic with staff, but a quick visual inspection of an apartment’s condition and systems will go a long way in curbing emergency service requests and avoiding surprises at move out. So it’s time to start changing any negative thoughts and begin to think of PM an investment that will easily pay for itself. Quick, routine checks throughout your property can highlight potential and impending issues that can be quickly fixed or planned for - to avoid more costly, time-consuming repairs down the road.

Fire Safety

Wednesday, May 22

10:15 AM – 11:15 AM

Atlantic City Convention Center

All good things must come to an end. When it comes to life and fire safety items, there is no exception. While the goal is to never need one of these devices, if your property does encounter a fire emergency, the device needs to work properly. It is important, and often required by law, that you test, maintain and replace fire safety equipment according to the manufacturer’s instructions. Putting a consistent maintenance plan in place will protect your multifamily property and give you and your residents peace of mind. For the security of your community and the safety of your residents, an organized, consistent process is required for testing, maintaining, and replacing the fire safety equipment throughout the property.



ABOUT CHADWELL SUPPLY

Chadwell Supply is the largest privately owned Maintenance, Repair, and Operations (MRO) supply company in the United States. Exclusively focused on serving multifamily communities, our team partners with property owners, managers, and maintenance professionals, working hard every day to make their lives easier. Our success is a direct result of a passion for providing unforgettable service. Chadwell Supply is a knowledgeable, solution-oriented partner our customers know they can trust.

MARIA PIETROFORTE

Body Language is a Superpower

Wednesday, May 22

10:15 AM – 11:15 AM

Atlantic City Convention Center

Effective leadership hinges on the ability to inspire and impact people. Your mastery of spatial awareness, gestures, expressions, and eye contact can drastically amplify your influence as a leader. Surprisingly, non-verbal communication accounts for a substantial 55- to-65% of communication. So, the question remains: Why aren't you giving due attention to the body language and non-verbal signals you convey? Unbeknownst to you, your audience subconsciously assesses your credibility, trustworthiness, and confidence based on the unspoken messages you emit. And here's the kicker: in today's digital age, there's been a seismic shift towards the virtual realm – everyone's scrutinizing you on social media! It's crucial to distinguish yourself in a manner that positions you for success.

Navigating Challenges: Strategies for Resilience and Success

Thursday, May 23

10:05 AM – 11:05 AM

The MGM Tower at the Borgata, Tides A, B, & C

Let's face it – we've all had our fair share of disappointments. Life is a journey filled with obstacles, setbacks, and unexpected twists. Whether you're facing personal, professional, or societal challenges, your ability to navigate these hurdles can greatly impact your well-being and success. This topic explores overcoming adversity and provides valuable insights, strategies, and resources to help you thrive in the face of challenges. But how do you tackle obstacles head-on? Can you gracefully maneuver through the twists and turns of your journey? Are you adept to turning setbacks into opportunities? What kind of narrative is playing out in your mind? Could it be that your own mindset is your toughest opponent? Lean in! Extract the maximum value from your current situation, even if it's not what you initially had in mind. In this journey, you will discover actionable steps to develop resilience, adaptability, and problem-solving skills to enhance your ability to thrive and emerge stronger.

ABOUT MARIA

With 30 years of experience leading teams in turnarounds and startups, Maria Pietroforte offers a unique blend of leadership, vision, and knowledge. She has served as president of Tribute Properties, Move.com (Rentnet.com), Kettler, and E&S Ring where she positioned these companies as leaders in their industry & employers of choice, established brand identity/reputation and revenue growth. Maria holds a Bachelor of Science of Business Administration from Arizona State and is a Certified Property Manager, a Certified Defense Property Manager and NAAEI Faculty.



Education National Speakers REBECCA ROSARIO

Elevate Your Team's Success: Mastering Emotional Intelligence for a Thriving Workplace

Wednesday, May 22
9:00 AM – 10:00 AM

Atlantic City Convention Center

Unlock the Power of Emotional Intelligence (EI) and Watch Your Team Soar! In today's fast-paced world, individual attitudes and values are the driving force behind team triumphs. Dive into the transformative realm of Emotional Intelligence and revolutionize the way your team navigates challenges and embraces success. Join us for an enlightening session where we delve deep into the core of EI, unveiling its profound impact on personal and team dynamics. Gain invaluable insights into practical strategies tailored to enhance self-awareness, self-regulation, empathy, and social skills. Learn how mastering these elements propels your team towards unparalleled collaboration, innovation, and productivity.

Close Like a Pro

Wednesday, May 22
10:15 AM – 11:15 AM

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In a competitive environment the right balance of poise, persistence and pressure is needed to successfully reach leasing goals. Leasing professionals who are too passive or too aggressive will lose the sale. Learn what the best leasing pros do (and do not do) to up your leasing game! Learning objectives include acquiring new ways of using the phone as a closing tool, discussing the ABCs of closing and how to impact the success (or failure) of your presentation, learning the difference between a good closer and non-closer, and much more!

Master the Teamwork Tango: Unlocking Trust, Conflict & Results!

Thursday, May 23
11:10 AM – 12:10 PM

The MGM Tower at the Borgata, Tides A, B, & C

Dive into the Heart of Team Dynamics and Transform Your Workplace! In the intricate dance of teamwork, trust, conflict, commitment, accountability, and results stand as pillars of success. Are you ready to lead your team to new heights of cohesion and performance? Join us for an immersive journey inspired by the acclaimed book, "The Five Dysfunctions of a Team," where we decode the secrets to building high-performing teams that deliver exceptional results. Learn how to navigate common pitfalls and foster a culture of trust, where open conflict leads to constructive outcomes and unwavering commitment drives unprecedented success.

ABOUT REBECCA

Rebecca Rosario, CALP, CAM, is president of Full House Marketing, Inc., based in North Carolina, and founder of Diversity-Connection. She is an active member of the AANC, NAA and NAAEI. She speaks and consults for property management companies and apartment associations nationwide. In addition to over 30 self-authored talent development programs, Rebecca facilitates CALP, CAM, and CAPS for NAAEI. Acknowledgements include induction into the 2021 AANC Hall of Fame and Globe St. Woman of Influence.

