

# NJAA ANNUAL CONFERENCE & EXPO

## 2024 DETAILED SCHEDULE

**What are you waiting for?** Now is the time to take your career to the next level. With two jam-packed days of education sessions, the New Jersey Apartment Association Conference & Expo is the place to learn, inform, and inspire. With classes strategically geared towards all industry professions, there is an opportunity for everyone to gain important knowledge and skills.

### LEARNING AREAS

To help maximize your professional development, please refer to the below color-coded legend. Keep in mind that attendees are not restricted to their "learning area." Rather, these categories should be used as a guide to facilitate your learning experience.

<b>OPER</b>	Operations	<b>L&amp;S</b>	Leasing & Sales
<b>LEAD</b>	Leadership	<b>MTN</b>	Maintenance
<b>LEG</b>	Legal	<b>MGR</b>	Property Managers
<b>MKT</b>	Marketing	<b>GEN</b>	General

### MONDAY, MAY 20, 2024

#### 3:00 PM TO 7:00 PM

##### Exhibitor Set-up and Registration

Atlantic City Convention Center, Halls A & B

### TUESDAY, MAY 21, 2024

#### 8:00 AM TO 4:00 PM

##### Registration Open

Atlantic City Convention Center, Hall A

All registration fees must be paid in full at time of registration. Any outstanding and onsite registrations, as well as any outstanding booth or sponsorship payments, must be paid in full to receive your badge.

#### 8:00 AM TO 10:30 AM

##### Exhibitor Set-up

Atlantic City Convention Center, Hall B

Jitney buses will be provided to and from the main entrance of the Borgata Hotel and the Atlantic City Convention Center, Doors 1 & 2, on the following dates and times:

Tuesday, May 21 - Wednesday, May 22

7:30 AM to 5:00 PM

**12:00 PM TO 1:30 PM**

Lunch will be provided in Hall A from 12:00 PM to 1:30 PM during the Opening General Session.

**KOSHER LUNCH SPONSORED BY:**



**Opening General Session**

Atlantic City Convention Center, Hall A



Jacquelyn A. Suárez  
Acting Commissioner  
Department of Community  
Affairs **GEN** **LEAD**

Jacquelyn A. Suárez, the NJ  
Department of Community  
Affairs (DCA) Acting

Commissioner, will kick off NJAA's Conference & Expo as our Opening General Session Keynote Speaker on Tuesday, May 21!

During her presentation, she will discuss her priorities as Acting Commissioner and outline for NJAA members her vision for housing in New Jersey!

**1:30 PM TO 4:00 PM**

**Expo Floor Open**

Atlantic City Convention Center, Hall B

**3:50 PM**

**Giveaway Drawings**

Atlantic City Convention Center, Hall B

Attendees and exhibitors will be given a chance to win NJAA-sponsored giveaways, as well as other exciting prizes, on Tuesday, May 21 at the NJAA booth. Winner must be present to win and must claim prize within two (2) minutes of announcement or the next winner will be called.

**SPONSORED BY:**



**4:00 PM**

**Expo Floor Closes**

**6:30 PM TO 9:30 PM**

**Registration**

Borgata Hotel Casino & Spa, Events Center

Registration must be paid in full to receive your badge. Any outstanding or onsite registrations must be paid in full before entry is granted.

**6:30 PM TO 7:30 PM**

**Diamond, Signature & Keynote Sponsor Reception**

**\*Invitation only event**

Borgata Hotel Casino & Spa, Salon A – Events Center

\*This is an invitation only event for Owner Members registered for the conference, as well as our Diamond, Signature and Keynote Sponsors ONLY. Business attire required for admittance.

**THANK YOU TO OUR DIAMOND SPONSORS:**

American Architectural Window & Door; American Asphalt; Apartments.com; Balsam Construction Group; BluSky Restoration Contractors; Brach Eichler, LLC; Chadwell Supply; Cohen Marraccini, LLC; Conglomerate Building Solutions; Cooper Roofing; E.B. Cohen Insurance & Risk Management; Encore Fire Protection; Energo; First Onsite; Flooring Partners; Goldberg Realty; Goldstein Kelin LLC; Griffin Alexander, P.C.; HD Supply Facilities Maintenance; Ironstate Properties; Kislak Company Inc.; Legacy Energy Group, LLC; Lowe's Pro Supply; Mohawk Industries; Montium; Morgan Properties; Multi-Housing Depot; P.C. Richard & Son; Planned Companies; Potholerepair.com; Rasa Floors & Martin Greenbaum Company; RestoreCore; Russo Property Management; ServPro Team Harvey; Teyma General Contractor; Western Pest Services; WilkinGuttenplan; Xfinity

**THANK YOU TO OUR SIGNATURE SPONSORS:**



**THANK YOU TO OUR KEYNOTE SPONSOR:**



**7:30 PM TO 9:30 PM**

**President's Reception**

Ticketed Event

Borgata Hotel Casino & Spa, Salon D – Events Center



Business attire required for admittance. Please check your badge on-site to see if your registration includes admittance to the President's Reception. A ticket is required for admittance. Please bring your ticket to the reception.

**THANK YOU TO OUR PRESIDENT'S RECEPTION SPONSORS:**



**WEDNESDAY, MAY 22, 2024**

**7:30 AM TO 4:00 PM**

**Registration Open**

Atlantic City Convention Center, Hall A

**7:45 AM TO 8:45 AM**

**Breakfast**

Atlantic City Convention Center, Rooms 201 and 202

**THANK YOU TO OUR BREAKFAST SPONSORS:**



**9:00 AM TO 11:15 AM**

**Education Sessions**

Atlantic City Convention Center, 3rd Floor

**THANK YOU TO OUR EDUCATION SPONSORS:**



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**#NJAA2024**



**9:00 AM TO 10:00 AM**  
**Education Sessions**

Atlantic City Convention Center, 3rd Floor



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

Rebecca Rosario, Full House Marketing, Inc.  
Room 301

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.

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7:30 AM to 5:00 PM

Wednesday, May 22  
7:30 AM to 5:00 PM



**Retention is the Name of the Game: A Master It Strategy to Maintain Resident Satisfaction & Enhance the Sense of Community** L&S MGR OPER

Amy Kosnikowski Dilisio, Quintessential Marketing & Training  
Room 322

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.



**Preventive Maintenance** OPER MTN

Chadwell Supply  
Room 304

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 as 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.



**Why Word of Mouth Marketing is the Most Important Traffic Generator** MKT MGR L&S

Alex Jackiw, Hayes Gibson Property Services, LLC  
Room 321

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.



**Cultivating a Thriving Culture for Enhanced Resident Engagement and Retention in Multi-Family Complexes** OPER MGR L&S

Rob Francis, Planned Companies  
Room 305

In the ever-evolving landscape of multifamily property management, creation of a strong, positive culture within apartment communities is not just an advantage, it's a necessity. This seminar has been tailored for NJAA and will focus on the pivotal role of cultivating a robust community culture to boost resident engagement via amenity activation, wellness offerings, and technology integration. Aimed at property managers and multifamily stakeholders, this interactive seminar offers a comprehensive exploration of strategies to enhance resident experience, thus improving leasing and retention.

**10:15 AM TO 11:15 AM**  
**Education Sessions**

Atlantic City Convention Center, 3rd Floor



**Close Like a Pro** OPER L&S

Rebecca Rosario, Full House Marketing, Inc.  
Room 301

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, how to impact the success (or failure) of your presentation, learning the difference between a good closer and non-closer, and much more!



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

Amy Kosnikowski Dilisio, Quintessential Marketing & Training  
Room 322

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.





**Fire Safety** OPER MTN  
Chadwell Supply  
Room 304

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.



**Body Language is a Superpower** OPER L&S MGR  
Maria Pietroforte, Maria Pietroforte Consulting  
Room 320

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.



**Hot Legal Topics** LEG L&S MGR OPER  
Jennifer L. Alexander, Esq. Griffin Alexander P.C.  
Room 318

This class is designed to assist apartment staff in familiarizing themselves with the latest legal issues facing the multifamily industry in New Jersey. This class has been created for staff at all levels to have a better understanding of what legal issues are facing the industry and the best way to position yourself and your company to be in compliance.

**11:30 AM TO 1:00 PM**  
**Keynote Presentation – Eric Boles**



**Moving to Great: Unleashing Your Best in Life and Work** GEN LEAD  
Atlantic City Convention Center, Hall A

How can we be at our best more of the time? What qualities do peak performers have that allows them to perform at the next level? How do we align our goals and values to stay focused on our desired outcomes. Find out from Eric Boles, former NFL wide receiver and founder and president of The Game Changers, a training and development company that provides a non-traditional approach to performance management and enables organizations to spark positive change, unleash their potential, and exceed their goals and expectations.

**KEYNOTE SPONSORED BY:**



**1:00 PM TO 4:00 PM**  
**Expo Floor Open**  
Atlantic City Convention Center, Hall B

**1:00 PM TO 2:00 PM**  
**Networking Lunch**  
Atlantic City Convention Center, Hall B

**KOSHER LUNCH SPONSORED BY:**



Kosher Lunch provided at the NJAA Booth located at the center of the tradeshow floor

**3:00 PM TO 4:00 PM**  
**Cocktail Reception with Exhibitors**  
Expo Floor, Hall B

**THANK YOU TO OUR SPONSORS:**



ROSEN AFFILIATES theGuarantors  
PROPERTY LOSS CONSULTANTS

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**4:00 PM**  
**\$5,000 Grand Prize Drawing (Must Be Present to Win)**  
NJAA Booth (Center of Expo Floor)

One attendee from Owner Member companies will be given a chance to win \$5,000 cash on Wednesday, May 22nd on the Expo Floor during the Cocktail Reception with Exhibitors! You MUST be present to win, so be sure to stay until the end to see if you are walking away \$5,000 richer!

**SPONSORED BY:**



**T.F. ANDREW**  
CARPET ONE FLOOR & HOME

**4:00 PM**  
**Expo Floor Closes**  
Atlantic City Convention Center, Hall B

**4:00 PM TO 8:00 PM**  
**Exhibitor Breakdown (Optional)**  
Atlantic City Convention Center, Hall B

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**Tuesday, May 21**  
7:30 AM to 5:00 PM

**Wednesday, May 22**  
7:30 AM to 5:00 PM

**9:00 PM TO 1:00 AM**

**After-Hours Cocktail Reception**

Borgata Hotel Casino & Spa, Premier Nightclub

Celebrate and network the night away with us at the popular After-Hours Party! Enjoy a low-key cocktail reception followed by dancing. Rub elbows with hundreds of your fellow attendees for an evening of fun, music, and networking.

**Networking and Cocktails:**

9:00 PM to 10:30 PM

**Cocktails and Dancing:**

10:30 PM to 1:00 AM

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Dance the night away while enjoying the fun glow of necklaces given out to all attendees!

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Gather your friends and capture your memories in the After-Hours Party photo booth!

**SPONSORED BY:**



**THURSDAY, MAY 23, 2024**

**8:00 AM TO 9:00 AM**

**Breakfast**

The MGM Tower at the Borgata, Luna & Aqua A & B

**8:00 AM TO 12:00 PM**

**Exhibitor Breakdown (Mandatory)**

Atlantic City Convention Center, Hall B

**THANK YOU TO OUR THURSDAY EDUCATION KEYNOTE SPEAKER SPONSOR:**



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**9:00 AM TO 10:00 AM**

**Breakfast Keynote Presentation**

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



**Your Thinking Determines Your Results**

MKT MGR L&S

Alex Jackiw, Hayes Gibson Property Services, LLC  
The MGM Tower at the Borgata, Tides A, B & C

Understanding how we think will help us make better and more-informed decisions 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.

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7:30 AM to 5:00 PM

**Wednesday, May 22**  
7:30 AM to 5:00 PM

**10:05 AM TO 11:05 AM**



**Navigating Challenges: Strategies for Resilience and Success**

LEAD L&S MTN MGR

Maria Pietroforte, Maria Pietroforte Consulting  
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 at 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.

## 11:10 AM TO 12:10 PM

### Closing Keynote Presentation

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



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

LEAD L&S MGR

Rebecca Rosario, Full House  
Marketing, Inc.

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

Dive into the heart of team dynamics and transform your workplace! Teamwork is an intricate dance. 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.

## 12:30 PM

### Hotel Checkout

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MEDIA!

#NJAA2024



## THANK YOU TO OUR ADDITIONAL ANNUAL CONFERENCE & EXPO SPONSORS

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### WEDNESDAY COFFEE SPONSOR:



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