

WHEN AND WHERE

September 14-16, 2011 (with Meet & Greet on September 13th) at the Renaissance Glendale Hotel & Spa, Phoenix, Arizona



WHO ATTENDS

MARKETING, TRAINING AND MANAGEMENT EXECUTIVES IN THE ROLE OF DIRECTORS, PRESIDENTS, EXECUTIVE VICE PRESIDENTS, AND SENIOR VICE PRESIDENTS.

REGISTRATION

The cost of attendance is \$425 per person (\$525 on or after August 30, 2011 and \$595 at the event). Simply register online at www.brainstorming.multifamilypro.com. Our cut-off date for registration and payment is August 30, 2011. Provided seats are still available registrations will be accepted after that date accompanied by payment in full.

HOTEL INFORMATION

Multifamilypro's Executive Brainstorming Sessions™ are being held at the Renaissance Glendale Hotel & Spa: 9495 West Coyotes Boulevard, Glendale, Arizona 85305. Call them at 1-800-HOTELS1 (1-800-468-3571) and be certain to let them know that you're part of the "Brainstorming 2011" group in order to receive the special group rate of \$159 per night. Book your hotel by August 22nd to take advantage of this special rate (rate and date is subject to room availability).

FOR ADDITIONAL INFORMATION AND TO REGISTER NOW

Please visit

<http://brainstorming.multifamilypro.com/executive/>

Multifamilypro's

EXECUTIVE Brainstorming Sessions™ Driving Innovation

DEAR COLLEAGUE,

I'm writing to personally invite you to join with other leaders of our industry at this year's Executive Brainstorming Sessions on September 14-16, 2011 (With Meet & Greet on September 13th) at the Renaissance Glendale Hotel & Spa in Phoenix. You may know that The Executive Brainstorming Sessions™ is the only national conference designed exclusively for our industry's senior-most decision-makers; so you'll have the opportunity to network with your peers, and work together to explore and develop new opportunities, ideas, and solutions. Our mission is innovation, so we need the most experienced and forward-thinking executives in our business to join in this creative, collaborative effort, and share in the unique competitive advantage that Brainstorming provides.

The event is tailored to the needs of Marketing, Training and Management Executives in the role of Directors, Presidents, Executive Vice Presidents, and Senior Vice Presidents. The full session fee is only \$425 per person (\$525 on or after August 30, 2011 and \$595 at the event); and seating for this exclusive component of our event is extremely limited.

WHAT OTHER EXECUTIVES ARE SAYING:

"Congratulations on the Executive Brainstorming Sessions. It was a terrific conference and I am glad I took the time to attend. I personally think that this might be the best conference in the industry. Great topics, great participants, great networking, and extremely well executed—the event had everything that makes for a successful conference. Please hold my reservation for the next one—I'm hooked."

—Jeff Heifetz, Managing Director, Rose Associates

"If you have not had an opportunity to participate in the Executive Brainstorming Sessions, it is worth your valuable time. Whether it is the discussions, interactions, or the brainstorming of ideas with fellow multifamily executives and peers, I always leave with a better understanding of industry problems and the potential solutions that can work for my company. I strongly suggest that you consider attending."

—Steve Roach, Vice President of Operations, Capstone Real Estate Services, Inc.

"What makes Executive Brainstorming Sessions a 'can't miss' event is the fact that it is the only conference providing an organized platform for executives to exchange ideas and discuss industry issues. The opportunity to interact closely with industry leaders in this informal environment is invaluable. Executive Brainstorming Sessions is the best time investment I've made in a long time!"

—Julie Still, Special Projects Coordinator, Whitney Management

Thank you for your valuable time, and I hope to see you in Phoenix this September. For additional information visit <http://brainstorming.multifamilypro.com/executive/>.

Tami L. Siewruk

Tami L. Siewruk
Chief Imagination Officer
Multifamilypro



The Executive Brainstorming Sessions™ is the only national conference designed exclusively for multifamily decision-makers. As a participant in Executive Brainstorming Sessions™, you will work with professionally facilitated groups to:

- Brainstorm ideas and answers to their toughest challenges, while focusing on workable and economical solutions
- Participate in relevant and information-rich roundtable sessions
- Discuss new opportunities and technologies
- Network with peers

Plus as a conference attendee, you'll walk away with access to every solution generated at the event. You'll even get a revealing, up close and personal look at some of the most innovative products and services available to our industry today.

Join us, and find out why so many other apartment executives have called Executive Brainstorming Sessions™, "The one national industry event you cannot afford to miss."

KEYNOTE PROGRAMS

LIVE A THOUSAND YEARS

Sponsored by: Experian RentBureau, LeaseLabs™, Property Solutions, RealPage Inc. and Rent.com

Presented by: Giovanni Livera

Wednesday, September 14

Have you ever met someone whose passion for living was so robust that others said of him, "He's lived enough to fill two lifetimes"? Now imagine living each day your life to its very fullest, to a point where the sum total of your life experiences is enough to fill a thousand years. At the heart of the Live A Thousand Years performance Giovanni redefines the numbers on the clock and introduces the Twelve Chimes, or twelve essential elements necessary to create a grander life experience!

THE ART OF DISRUPTION: SYSTEMATICALLY OUTPACING, OUTCLASSING, AND OUT-INNOVATING YOUR COMPETITION!

Sponsored by: Property Solutions and Yardi

Presented by: Patrick Morin, President and COO, BrightHammer, LLC

Thursday, September 15

In today's tough economic environment, creating and maintaining an effective competitive stance is critical. "Disruptors" of markets fundamentally change the way the world buys, sells, uses, and perceives their products—and as a result outpace their competition. This requires not only the best possible talent, but also ensuring each team member is consistently taking profitable action. This upbeat, high-energy, humorous keynote will leave you with practical, powerful ideas to bring innovation and inspiration to any stage company: start up, growth, or maturing; and specific strategies that are immediately implementable and clearly relevant to your role as a leader. You'll learn to: create a culture of accountability, responsibility, and learning that yields a more competitive position; drive the innovation process throughout your organization; inspire your team to take consistent profitable action; streamline strategies to bring all parts of the organization into alignment; set a strategy to renew and innovate yourself as the leader for your company's present and future; and more!

OPTIONAL PROGRAMS

KEYNOTE - BRINGING SEXY BACK TO OFFLINE WORD OF MOUTH MARKETING: DRIVING ONLINE PROGRAMS WITH OFFLINE ENGAGEMENT

Presented by: Geno Church, Word of Mouth Inspiration Officer, Brains on Fire

Thursday, September 15

93% of retail sales and 90% of word of mouth happens offline; yet, marketers today only seem to be gung-ho about connecting with customers through social media. It's time to bring sexy back to offline word of mouth and rekindle your passion for giving customers real reasons to tell their friends about your brand! You'll hear Geno's experiences helping a variety of brands integrate online and offline word of mouth in a show-and-tell presentation loaded with case studies and actionable best practices for engaging and encouraging customers to say great things!

INDUSTRY TRENDS LUNCHEON

Sponsored by: MyNewPlace

Presented by: Todd Katler, SVP, Sales and Client Services, MyNewPlace, Krista Washbourne, Learning & Development Manager, Gables Residential, and Ed Wolff, CAO, Pinnacle Family of Companies.

Thursday, September 15 **ONLY \$55 per person** (Elect this option on your registration form in order to attend.)

Brainstorming regulars have sworn by the Trends Lunch for years as the best way to get educated on the factors driving and changing the way we do business; capitalize on the hottest opportunities out there now; get a leg up on what's coming next; and position your company and communities years ahead of the competition. Enjoy lunch while you experience this powerful and fast-paced annual insider's look at the hottest trends in management, marketing and training!

EXECUTIVE EDUCATIONAL SESSIONS

Thursday, September 15

Our second day of Executive Sessions is all about education and idea sharing. Each two-hour “TrendStorming” session on Thursday will be devoted to a specific topic (Management/Operations, Marketing and Training, respectively), starting with a one-hour panel presentation by industry leaders on the topic who will present the most timely current challenges accompanied by the latest and most successful strategies being applied today, and followed by a full hour of Brainstorming new solutions relative to the topic. You’ll hear the latest and greatest ideas, and walk away with invaluable information and insight on the specific strategies and solutions your company should be employing, today!

■ Executive TrendStorming: Management/Operations

Presented by *Heidi Gould*, Director of Real Estate, Greystar; *Patrick Morin*, President and COO, BrightHammer, LLC; and *Paul M. Zakhary*, Manager - Portfolio Operations, Bascom Group

■ Executive TrendStorming: Marketing

Presented by *Claire Collins*, Vice President of Marketing, Princeton Properties; *Jamie Gorski*, Senior Vice President of Marketing, The Bozzuto Group; and *Jared Miller*, Vice President of Marketing, The Bainbridge Companies

■ Executive TrendStorming: Training

Presented by *Michelle Betchner*, Vice President of Performance, Pinnacle; *Jennifer Staciokas*, Vice President, Marketing & Training, Lincoln Property Company; *Stephanie Puryear Helling*, Director - Education & Training, Greystar; *Tina Makssour*, Vice President of Performance, Alliance Residential Company

OPTIONAL MAIN EVENT EDUCATIONAL SESSIONS

Thursday, September 15 and Friday September 16

In addition to the programs on our Executive Brainstorming agenda, attendees are also free to choose from any of the below Educational Sessions offered on our Main Event component agenda. For complete program descriptions, **browse the “Seminars” menu at www.Brainstorming.Multifamilypro.com**.

MARKETING TRACK

■ Marketing TrendStorming

Presented by *Esther Bonardi*, Senior Director-Marketing & Creative Services, Drucker & Falk; *Kristi Fickert*, Senior Sales & Marketing Director, Village Green; *Amy Kosnikowski*, President, Quintessential Marketing & Training; and *Kari Warren*, Vice President of Marketing, BRE Properties, Inc.

■ Marketing in Small Towns and Suburbs

Presented by *Mary Gwyn*, Chief Innovator, Apartment Dynamics

■ Measuring The Success of Your Marketing Strategy

Presented by *Kate Grasso*, Vice President Sales Services, Carmel Partners and *Dana Zeff*, Principal DZAP | Leaselabs™

■ Repositioning in Real Time

Presented by *Tracey Hopkins*, Owner, JumpStart Marketing

■ Multicultural Race for Marketplace

Presented by *Rebecca Rosario*, President, Full House Marketing, Inc.

■ The Science of Marketing: Back to the Future!

Presented by *Tiffany Yelverton*, President, Creative Apartment Marketing

■ Marketing Strategies For Tax Credit Communities

Presented by *Susan Wells*, President, Susan Wells Leasing

MANAGEMENT/OPERATIONS TRACK

■ Management TrendStorming

Presented by *Pam Shubert*, Vice President of Property Management, Dominion Management and *Lori Snider*, President, The Lori Snider Company

■ 5 Key Leadership Behaviors That Influence Leasing Performance

Presented by *Lynn Klug*, VP of Marketing and Training, Legacy Partners and *Terri Norvell*, Consultant, Further Performance Group

■ Retention Best Practices that Make Dollars and Cents

Presented by *Doug Miller*, President, and *Jennifer Piccotti*, VP, Consulting Services, SatisFacts Research

■ Your To-Do List is a Time Machine

Presented by *Steve Matre*, Director of Education, Marketing, and Development Banner Management and *Patty Morgan-Seager*, President, Seager Marketing

■ Top Topics in the LIHTC Arena

Presented by *Cathy Macaione*, President, Cathy Macaione Consulting Services

■ The OPT Program: Maximizing Apartment Turns

Presented by *Dawn Ford*, Managing Partner and *Megan Orser*, Director of Professional Development, Smart Apartment Solutions

TRAINING TRACK

■ Training TrendStorming

Presented by *Debbie Balaker*, Marketing & Training Director, Paragon Properties; *Amanda Maclin*, Director of Property and Personnel Development, Greystone Property Management Company; and *Pattie Woods*, VP Training and Development, Fogelman Management Group

■ = Thursday, September 15, 2011

■ = Friday, September 16, 2011

OPTIONAL EDUCATIONAL SESSIONS

■ **Mystery Shops for Affordable Communities**

Presented by *Lia Nichole Smith*, Director of Marketing & Training, SPM Property Management and *Denise Widmeier*, Director of Training, Pennrose Management

■ **ROE + ROI In Education and Training**

Presented by *Cynthiann King*, CMO, PRG Real Estate Management and *Stephanie Puryear Helling*, National Director – Education & Marketing, Greystar

■ **The Great Training Deconstruct**

Presented by *Lori Snider*, President, The Lori Snider Company with Panelists TBA

TECHNOLOGY TRACK

■ **Facebook Intervention**

Presented by *Toni Blake*, Owner, TotallyToni.com; *Craig Donato*, CEO, Facebook Marketplace; and *Jared Miller*, Vice President of Marketing, The Bainbridge Companies

■ **Tell Your Story Visually with Eye-Catching Charts in Microsoft Excel**

Presented by *Julie Irvin*, President, Keystone Resources

■ **Inside the Head of Today's (Online) Renter**

Presented by *Doug Miller*, President, SatisFacts Research with Panelists TBA

REVENUE OPTIMIZATION TRACK

■ **A Successful Rent Increase Starts With Your Team**

Presented by *Jackie Ramstedt*, CAPS, CAM, CAS, Owner, CMO Chief Motivational Officer, Ramstedt Enterprises Inc., with Panelists TBA

■ **Budgeting From The Bottom Up**

Presented by *Karen Kossow*, Multifamily Consultant and *Jessica Vega*, Training and Marketing Manager, Legend Management Group

■ **The Best Budget Ideas of All Time: Management**

Presented by *Lee Nguyen*, Vice President - Operations, Bascom Group and Additional Panelists TBA

■ **The Best Budget Ideas of All Time: Marketing**

Presented by *Gregory Ann Goldrick*, President, The Goldrick Group LLC and *Adrienne Hill*, VP of Marketing and Planning, Simpson Housing

■ **The Best Budget Ideas of All Time: Training**

Presented by *Doug Chasick*, CPM®, CAPS, CAS, SLE, Adv. RAM, CLP, CDEI, Apartment Doctor, CallSource; and *Christina Clark-Siegfried*,

Vice President of Education, Riverstone Residential Group with Additional Panelists TBA

GENERAL INTEREST TRACK

■ **Managing and Motivating Your GenX and GenY Team**

Presented by *Dr. Rosemary Goss*, Residential Property Management Advisory Board Professor, Virginia Tech

■ **All-Time Greatest Strategies, Tools, Resources, and Results!**

Led by *Anne Sadovsky*, CSP with *Toni Blake*, Owner, Totally Toni.com; *Eve Bradford*, President, Excel Training, Design & Consulting, Inc.; *Charity Hisle*, Chief Engagement Officer, Socially Engaged Marketing LLC; *Tracey Hopkins*, Chief Jumpstarter, Jumpstart Marketing; *Terry Jackson*, Success Coach, Train to Retain; *Joe Kaye*, Director of Builder and MultiFamily Sales, Reliant Energy; *Amy Kosnikowski*, President, Quintessential Marketing & Training; *Steve Matre*, Director of Education, Marketing and Development, Banner Management; *Lee O'Conner*, President, Ellipse Communications, Inc.; *Jackie Ramstedt*, Owner and Chief Motivational Officer, Ramstedt Enterprises Inc.; *Kara Rice*, CIO, Grace Hill Inc.; and *Valerie Sargent*, Senior Associate, Yvette Poole & Associates

■ **Branding YOUiversity**

Presented by *Jordan Sneed*, Lease-Up Strategist, Lease-Up Guy

■ **Bring the Brainstorm Home! ... Implement New Practices, Explore Exciting Options, and Gain Buy-In from All Involved**

Presented by *Heather Blume*, Imagination In Charge, Behind The Leasing Desk Consulting Services and *Claire Collins*, VP of Marketing and Education, Princeton Properties

THANKS TO OUR SPONSORS



■ = Thursday, September 15, 2011

■ = Friday, September 16, 2011



AGENDA-AT-A-GLANCE*

TUESDAY, SEPTEMBER 13, 2011

- 6:00 p.m. – 8:00 p.m. **New Media Hot Spot**, *Sponsored by For Rent Media Solutions™*
- 6:00 p.m. – 8:00 p.m. **Early Event Check-in and Meet and Greet Welcoming Reception**

WEDNESDAY, SEPTEMBER 14, 2011

- 8:30 a.m. – 5:30 p.m. **Idea Design Center™ and Information Access Center™ and “Juice Bar”**, *Sponsored by For Rent Media Solutions™*
- 8:00 a.m. – 7:30 p.m. **New Media Hot Spot**, *Sponsored by For Rent Media Solutions™*
- 7:30 a.m. – 9:30 a.m. **Event Check-In Continues**
- 8:30 a.m. – 8:40 a.m. **Attend the “Main Event” Grand Opening Rally**
- 8:40 a.m. – 9:15 a.m. **Overview with Tami Siewruk Main Event Room**
- 9:30 a.m. – 12:30 p.m. **Executive Brainstorming Sessions**, *Sponsored by RealPage Inc.*
- 12:30 p.m. – 1:45 p.m. **Trends Luncheon**, featuring the hottest trends in Management, Marketing and Training. *Sponsored by MyNewPlace*
- 2:00 p.m. – 4:00 p.m. **Executive Brainstorming continues**, *Sponsored by RealPage Inc.*
- 4:00 p.m. – 5:30 p.m. **Keynote Presentation: Live A Thousand Years**, Presented by Giovanni Livera, *Sponsored by Experian RentBureau, LeaseLabs™, Property Solutions, RealPage Inc. and Rent.com*
- 5:30 pm **Networking Reception**, *Sponsored by CORT, Experian RentBureau and Yardi*

THURSDAY, SEPTEMBER 15, 2011

- 9:00 a.m. – 8:00 p.m. **Idea Design Center™ and Information Access Center™ and “Juice Bar”**, *Sponsored by For Rent Media Solutions™*
- 8:30 a.m. – 6:00 p.m. **New Media Hot Spot**, *Sponsored by For Rent Media Solutions™*
- 8:30 a.m. – 9:45 a.m. **Optional Main Event Keynote Presentation: Bringing Sexy Back to Offline Word of Mouth Marketing**, Presented by Geno Church
- 10:00 a.m. – 5:00 p.m. **Optional Main Event Educational Sessions**
- 9:45 a.m. – 6:30 p.m. **Resource Room Exhibits**
- 10:00 a.m. – 11:00 a.m. **Executives-Only Keynote Presentation: The Art of Disruption: Systematically Outpacing, Outclassing, and Out-Innovating Your Competition!** *Sponsored by Property Solutions and Yardi*, Presented by Patrick Morin
- 11:00 a.m. – 1:00 p.m. **Executive TrendStorming: Management/Operations**, *Sponsored by LeaseLabs™*
- 1:00 p.m. – 2:00 p.m. **Executive Lunch & Resource Room Break**, *Sponsored by Yardi*
- 2:00 p.m. – 4:00 p.m. **Executive TrendStorming: Marketing**, *Sponsored by LeaseLabs™*
- 4:00 p.m. – 6:00 p.m. **Executive TrendStorming: Training**, *Sponsored by LeaseLabs™*
- 6:00 p.m. – 6:30 p.m. **Resource & Educational Wrap-Up Reception**, *Sponsored by Ellipse Communications Inc.*

FRIDAY, SEPTEMBER 16, 2011 (OPTIONAL)

- 8:30 a.m. – 12:30 p.m. **Idea Design Center™ and Information Access Center™ and “Juice Bar”**, *Sponsored by For Rent Media Solutions™*
- 8:30 a.m. – 12:30 p.m. **New Media Hot Spot**, *Sponsored by For Rent Media Solutions™*
- 8:30 a.m. – 12:15 p.m. **Educational Sessions**

Note: Multifamilypro reserves the right to produce only those portions of the event for which sponsorship is secured.



NEW MEDIA Optimization SUMMITS

SEE IT. HEAR IT. DO IT. Real Time Results.

Add New Media Optimization Summits Workshops to Your Brainstorming Registration!

If you'd like to intensify your Brainstorming educational experience, you may consider adding registration to our New Media Optimization Summits Workshops (#OptSum) which will be held the Monday and Tuesday before Multifamilypro's Brainstorming Sessions on September 12-13, 2011! Optimization Summits Workshops are in-depth, 2-4 hour, hands-on sessions led by the top national experts in new media.

Our "See It. Hear It. Do It." approach allows you to bring your laptop into the classroom, follow along step-by-step, and actually implement the new media strategies you'll learn, in real time! Adding the Optimization Summits Workshops to your Brainstorming registration is only \$215 ; and if you're looking for ways to put social media strategies to work in your company and communities with real results, it'll be the best \$215 you'll spend in 2011!

Visit www.OptimizationSummits.com to view the complete event agenda; then elect Optimization Summits as an option on your Brainstorming Registration form today!

Note: The Brainstorming Trends Lunch and Optimization Summits Trends In New Media Lunch are both optional programs (\$55 each), and must be elected in addition to base registration for both events in order to receive a ticket to either of these optional programs only.

Important: To receive the discounted Brainstorming + #OptSum rate, Optimization Summits must be added as an option to a new or existing Brainstorming registration only. Registering for #OptSum independently via www.OptimizationSummits.com (even if you're already registered for Brainstorming) will not allow you to take advantage of the discount.