



## **Education Session Schedule**

### **Monday, February 22, 2010 - 10:45-11:45 am**

#### **1A - Finding Common Ground: Developing On- and Off-Campus Housing Partnerships**

Assembling professionals who deal with the unique business of college housing often leads to lively discussion and idea exchange. That is what the presenters are counting on as they bring 100+ years of experience managing 50,000+ residence spaces and accompanying dining facilities to this facilitated conversation on developing on-and off-campus relationships. Attendees will learn how to foresee and respond to challenges, opportunities and finding common ground with various stakeholders. Expect discussion on creating mutually-beneficial partnerships. Take away new insights, alternatives to current business practices, and answers to 'how do you' questions we all have but don't know who to ask!

Presented By:

- Janice A. Johnson, U.S. Equities Student Housing LLC, Executive Director
- Maureen Blair, University Housing Services, Director
- Floyd Hoelting, University of Texas, Director of Housing and Food Services
- Tonya Neumeier, Campus Advantage, Regional Vice President for Professional Services

**LEVEL: Undergrad / TRACKS: Operations | University Relations | Residence Life**

#### **1B - Why Your Social Networking is Not Working**

If you've started a Social Media program, if you're preparing to start a program, or if you're not sure what you're doing in the Social Media space, this program is for you! We'll look at industry specific examples of Twitter, Facebook, MySpace and Flickr pages and blogs, as well as study AptRatings responses created by properties. You'll not only learn how to set up your accounts, but how to manage them, create compelling content and avoid violating those dreaded Terms of Service. If you think you've done it all and done it right, this program will make sure that you have left nothing to chance. Leave with tips, techniques and tools that will help ensure your success in Social Media.

Presented by: Lisa Trosien, Apartment Expert.com

**LEVEL: Graduate / TRACKS: Marketing | Technology**

#### **1C - Creating Value: How, What and Why of Recouping and Lowering Utility Costs**

This session will cover the various opportunities that are available for off-campus student housing communities to lower and/or recoup utility costs. Attendees will learn about the how, what and why of sub-metering, ratio utility billing (RUBs), converged billing, invoice processing and automated payments. The panelists will also discuss how to implement and automate utility allowances (caps on utilities covered in rent), as well as, how to dramatically cut operating expenses and simplify budgeting via bulk energy purchases.

Presented by:

- Amye Baker, RealPage, Inc., VP, Professional Services
- Nancy Hovind, Energy Advisory Services, President
- Michael Radice, NWP, President and CEO
- Moderator: Kirk Preiss, The Preiss Company, CFO

**LEVEL: Generalist / TRACKS: Operations | Technology | Green Initiatives | Yield management**

**1D - It's 2010 - WAKE UP! Discrimination is Alive and Well, Diversity is Black and White and Fair Housing Just Ain't Fair!**

Workplace Discrimination: your employee handbook says that it is your policy not to discriminate on the basis of race, color, religion, sex, national origin, age, handicap or disability, with respect to recruitment, hiring, training, promotion and other terms and conditions of employment. The Fair Housing signs in your community offices say something similar. Do the employees in your company or organization know what that means? Learn how to sharpen skills to inform, inspire and initiate conversations to involve all team members in the inclusion process. Learn to be open to information about different cultures, customs and perspectives of your co-workers and customers. Understand that organizations that tie diversity and inclusion to their business strategy increase performance, productivity and customer satisfaction. This program gives people easy-to-use techniques for putting an end to disrespect without blame or guilt. Join us for an experiment of 2010 "Inclusion."

Presented by:

- Donna Olson, Olson Training, National Speaker/Trainer/Consultant
- Doug Chasick, CallSource, Senior VP, Multifamily Professional Services

**LEVEL: Generalist / TRACKS: Legal Issues | Behavioral Control | Fair Housing**

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**Monday, February 22, 2010 - 2:15-3:15pm**

**2A- Moving Training Into the 21st Century**

Can your staff participate in training at 3:30am? Are your training methods stuck in the 1900's? Talking heads, 3 ring binders and tired Power Points are no longer enough to keep the attention of today's diverse team members. Today's student and young professional staff are looking for more interactive and flexible training options. In addition to adapting to the needs of our younger staff, utilization of these tools can save time, money and resources dedicated to planning and delivering traditional training. Participants will gain insight into available tools, costs and methods for integration with current training. See examples of various types of online training currently in use for student and professional staff along with discussion of lessons learned and limitations of the applications. Attendees will learn about the HR implications of developing decentralized training, including compliance.

Presented By:

- 1) Dan Oltersdorf, Campus Advantage, Vice President, Residence Life
- 2) Tonya Neumeier, Campus Advantage, Regional Vice President for Professional Services

**LEVEL: Graduate / TRACKS: Operations | Technology**

**2B - Social Media 101**

My Space, Facebook, Twitter and You Tube are more than familiar around college campuses, but what exactly is all this social media about and how do we utilize it? You hear about it every day. Maybe your boss or property owner has asked you to get involved. Well, it's not hard but it's not as easy as just signing up because it's free. Social Media is a hot topic in our industry. Owner Manger, Associate customers, and college students are avid users of this phenomenon, but we still aren't certain how it impacts our business. Hear updated demographics and usage metrics for the top users of social media. Find ways to maximize your current marketing plan by utilizing social media and uncover tricks that make your current marketing sources more social media friendly. Discover cost effective programs that make the most of this platform and develop a plan and framework that can be easily implemented.

Presented By:

- 1) Ed Spiegel, RentMineOnline.com, Founder, CEO,
- 2) Virginia Love, Waterton Residential, Vice President, Training and Marketing (Moderator)
- 3) Patty Blum – Crawford, Apartment Finder, Vice President of Sales, East
- 4) Janet Settle, Capture the Market – Video, Co-Founder

**LEVEL: Undergrad / TRACKS: Marketing | Technology**

### **2C- Highly Effective Lead Generation with Mobile Marketing**

This presentation will center on the use of mobile marketing, the rise of mobile applications, the mobile Internet, and text messaging to construct a more integrated new media strategy for marketing to and with prospects. The audience will leave the presentation not only with a better understanding of not only the opportunity, but also well equipped with a proven framework to construct a strategy to capitalize on the social and mobile marketing opportunities. Participants will leave with an understanding about how to create a cohesive and integrated strategy for marketing via mobile media: Applications, Mobile Internet, and Text Messaging. Demystify the best practices around mobile and social media with case studies of what worked and what didn't work, with statistics and lessons learned. We hope to remove the shroud of mystery around new media effectiveness and uses.

Presented:

- 1) Natalie Duke, IRIO Mobile Marketing, Vice President of Sales
- 2) Barrie Nichols, Campus Apartments, Vice President of Marketing and Leasing

**LEVEL: Generalist / TRACKS: Marketing|Operations|Technology|Green Initiatives**

### **2D - Surveying the Decision Makers: Parents Influence on Student Housing Decisions**

Parents are instrumental in student housing decisions because they are typically the guarantor of rental payments. A correlation exists between a parent's influence and a student's final rental housing decision. Recognizing this dynamic, owners should consider parents a high priority audience when developing successful marketing strategies. The session will present findings of a comprehensive Parent/Guarantor Survey examining the perceptions from parents whose child/children reside in student housing communities. Tactics to establish operations and benchmarks to effectively boost occupancy and retention will be discussed by a leading multifamily researcher and student housing owner.

Presented By:

- 1) Joseph Batdorf, J Turner Research President
- 2) Craig Cardwell, Allen & O'Hara Education Services, President

**LEVEL: Generalist / TRACKS: Marketing|Operations**

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**Tuesday, February 23, 2010 – 10:45- 11:45 am**

### **3A - Best practices for engaging with the media in times of crisis**

This session will focus on site and corporate-level strategies and methods for engaging with the media, both proactively to build relationship and in times of crisis to insure accuracy of media coverage. This session will cover the importance of media training staff before crisis strikes, including some examples of ways to accomplish this for both corporate and property-based employees. The presenters will demonstrate ways to proactively reach out to members of the press in order to develop relationship and familiarity, a critical component of property reputation management and an important part of effective crisis communications. This interactive session will share general best practices for working with journalists. Tyler Sieswerda, An Austin, Texas evening news anchor will participate in the presentation. He will share his own guidelines for how organizations can maximize their opportunity for coverage that accurately reflects their side of the story.

Presented By:

- Ben Conrad, c.a.k. + associates, Vice President
- Tyler Sieswerda, Evening News Anchor, KVUE-TV

**LEVEL: Generalist / TRACK: Operations**

### **3B- Cost-Effective Bulk Services and Other Technology Amenities**

The session will discuss how to negotiate, contract, budget and market cost-effective bulk video, bulk high-speed Internet access and other resident services and technology. Specifics of the session will cover costs and benefits of transition to digital by video providers as well as premium and upgraded video services in student housing. How to

offer bulk and premium video and high-speed Internet access services and the different delivery platforms and how they affect the services and pricing. Service Management Portals (SMPs) and other community operations piggybacking on the bulk high-speed Internet access will be discussed and the role of Wi-Fi.

Presented By:

- Henry Pye, RealPage, Inc., VP, Resident Technology Services
- David Daugherty, Korcett Holdings, Inc., CEO
- Ian Davis, Munsch Hardt, Shareholder
- Jared Schenk, GEM Realty Capital, Inc., Operating Partner
- Maximus Yaney, Campus Habitat, President

**LEVEL: Graduate / TRACKS: Operations|Technology|Residence Life|Green Initiatives**

**3C- CSI Las Vegas: Community Staff Instruction**

Cross the police tape and join our investigation team as we explore innovative community assistant recruitment and training strategies. Learn how to utilize the latest CSI (Community Staff Instruction) modus operandi (MO) and technologies to effectively select and train student staff members. As a group we will explore successful and proven ways to prepare student staff to respond to myriad issues, including programming, crisis management, sales and leasing, office administration, and university relationships.

Presented By:

- Bradley Shaw, Allen & O'Hara Education Services, Inc. Corporate Director of Residence Life & Student Personnel Development
- Brooke Daniel, Allen & O'Hara Education Services, Inc., Associate Director of Residence Life
- Danny Hyche, Allen & O'Hara Education Services, Inc., Community Manager

**LEVEL: Undergrad / TRACKS: Residence Life|Recruiting/Hiring the best staff**

**3D - Creating THE BEST Student Housing Turn-Over Yet**

Turn-Over in Student Housing is one of the top three factors in determining the success or failure of an investment in student housing. This presentation is designed to provide a practical, easy way to understand student housing turn-over in order to carefully manage the huge costs on a property. Participants will learn the cost implications of turn by geographic region from 2009's turn-over. Participants will leave with actual forms and methods to go back and effectively turn for their property, portfolio or company.

Presented by: Miles Orth, Campus Apartments, LLC, EVP and Chief Operating Officer

**LEVEL: Generalists / TRACKS: Operations**

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**Tuesday, February 23, 2010 – 1:45- 2:45 pm**

**4A Finding Student Leaders, not Student Workers: Tools to Select Your Best Student Staff**

For new professionals in Student Housing, the prospect of hiring student staff can be a little daunting. Sometimes, our applicants are students with little to no work history. How do we determine a student's commitment or work ethic in the course of a simple application or interview? How do we find and hire students with the right mix of social skills, creativity, and teamwork? This session will provide participants with a variety of tools they can apply immediately to improve the recruitment and selection of student staff, to ensure that they recruit student leaders, not just student workers.

Presented By:

Jonathan Bove, Campus Advantage, Inc, National Director

**LEVEL: Undergrad /TRACKS: Residence Life|Recruiting/Hiring the best staff**

#### **4B - Profit by Investing In Student Housing: Completing successful Student Housing property acquisitions.**

In this session participants will learn the factors that are enhancing student housing investment as well as techniques for evaluating student housing investment opportunities to increase the likelihood of success. Participants will learn unique methods to analyze the best deals available on student housing properties, how to raise equity; and how to minimize risk in acquiring and operating student housing investments. Attendees will leave with a detailed Student Housing Due Diligence check list to guide them through the process of research and investigation needed to assure a successful and low risk investment. Real life anecdotes about actual student housing property acquisitions will make the seminar come alive. There will be ample time for Q & A and discussion.

Presented By:

Michael Zaransky, Prime Property Investors, Ltd, CEO

**LEVEL: Graduate / TRACKS: Operations | Yield management**

#### **4C - Marketing to Gen Y**

At almost 80 million strong, Gen Y equates to almost 20 percent of the US population. They're part of a generation that rivals the baby boom in size--and will soon rival it in buying clout. From a marketing standpoint there is a massive technological generation gap between Gen Y and their boomer parents. The first generation of 'digital natives'--children who were born into and raised in the digital world-- expect to be communicated with differently and on their own time frame. Attendees will learn how to utilize technology to best communicate with Gen Y - creating brand evangelists to strengthen your business; how to listen and find out what's already being said about your brand online; and how "doing what's always been done" may be fatal to your company.

Presented By :

- Elysa Rice, Ellipse Communications, Inc., Marketing Coordinator
- Ben Smithee, Spych Market Analytics, Managing Partner
- Natalie Teinert, Campus Living Villages, Web & Multimedia Designer

**LEVEL: Generalist / TRACKS: Marketing | Technology**

#### **4D - Are Leaders Destroying Employee Engagement & Commitment**

Leaders often fail to sustain the natural enthusiasm and commitment their employees displayed when newly hired. Leaders don't understand how they contribute to the resulting consequences of employee disengagement. The pressure to sustain and/or grow the business while meeting strict budgetary requirements creates an environment with leaders gripped in identifiable obsessions that destroy engagement. Attend this session to learn how disengagement occurs, ways it is displayed and how it undermines leadership efforts. Discover how effective leaders correct these permeating issues with concrete examples. Recapture the new hire enthusiasm and leap from job orientation to regularly engaged, effective staff members.

Presented By :

Donna Hickey, Donna Hickey Research and Development Company, Owner

**LEVEL: Graduate / TRACK: Operations**