



# RHEXPO 2011

## Educational Conference & Trade Show

### September 15, 2011 at Cal Expo

7:45 a.m. Registration

8:00 a.m. Exhibit Halls Open

9:00 – 10:00 a.m.

#### **Bed Bug Information Your Maintenance Staff Needs to Know**

*Presented by Bryan Houtchens, Team Too Termite & Pest Control*  
Does your maintenance team know what a bed bug looks like? How long they live without access to a food source? What to do with contaminated items? Where to check for bed bug infestations? Attendees at this seminar will learn the biology of bed bugs, how to handle resident questions, and tactics to minimize the spread of a bed bug infestation.

#### **Leasing with Insight**

*Presented by national speaker Larry Johnson*  
Studies of successful leasing have shown it is important for sales representatives to know what their dominant personality traits are and how their behavior may affect potential residents. Knowing this is only part of the formula; it's also critical to develop skill at temporarily flexing your personality style to communicate differently with a wide variety of customers. Learn to accurately read and understand behavioral styles in order to use them to your advantage when leasing apartment homes.

10:45 – 11:45 a.m.

#### **Sins of Fair Housing**

*Presented by national speaker Nadeen Green, Senior Legal Counsel for For Rent Media Solutions*  
Receive fair housing training at this important seminar for apartment industry staff. Learn to recognize basic day-to-day fair housing responsibilities, how to avoid common fair housing pitfalls, and how to respond appropriately to the many situations you may face on your property. A certificate of attendance will be provided to all attendees who complete 90% of this seminar.

#### **Effective Social Media in Property Management**

*Speaker: Lisa Trapp, Director of Marketing, Sequoia Equities*  
The internet has upended how customers engage with brands. It is transforming the economics of marketing and making obsolete many of the traditional strategies and structures. Discover how one company leverages social media to drive traffic, monitor their online reputation, reduce turnover, increase revenue, displace traditional advertising spend, and focus on an unconventional set of analytics to substantiate social media worth.

#### **Environmental Compliance Made Easy**

*Presented by Cindel Pena, RHA Environmental Compliance Coordinator & Cory Koehler, RHA Senior Deputy Director – Government Affairs*  
Apartment communities must comply with so many environmental regulations that it's hard to track them. Lead-based paint, carbon monoxide, asbestos, recycling, water-efficient toilets. The list goes on and on. This seminar identifies the important regulations that must be met and information on how to stay in compliance.

2:00 – 3:00 p.m.

#### **How to Build Customer Loyalty**

*Presented by national speaker Larry Johnson*  
In this incredibly fast-paced, content-packed session, Larry shows you how to raise the odds your residents will not only sign that lease again, they will also spread the word to friends and family that your property is a GREAT place to live. Learn how to use bonding behaviors that put residents on your side, manage the critical moments that make or break resident relations, turn complaints into opportunities to shine, and more!

#### **Working with Mentally Disabled Residents**

*Presented by attorney Craig McMahon, Law Offices of Kimball, Tirey & St. John*  
Learn how to avoid costly disability complaints by recognizing when a situation is fair housing related; if, when, and how to accommodate, and when an eviction may be the last resort. Attendees will also view actual scenarios to learn how to address the many behavioral issues that may arise due to mental disabilities.

#### **Legislative Review and Forecast**

*Presented by Debra Carlton, Senior Vice President Public Affairs, California Apartment Association and Cory Koehler, Senior Deputy Director – Government Affairs, Rental Housing Association*  
Budget gridlock, staff reductions and tax increases. Federal, state and local government are feeling the pressure of the ongoing economic downturn and trying to come up with solutions that may affect your bottom line. Find out what legislative issues will change the way you manage your property next year, what proposals were defeated but could become law next year and what rental forms need to be modified to comply with new laws. Attendees will get a peek into the future with insight on legislative proposals that could raise your operational costs and how the upcoming elections in 2012 could make or break the industry.

3:00 Reception

4:00 p.m. Event Ends

RHEXPO Major Sponsor



"A Tradition of Excellence and Innovation"  
**Floormasters**  
Multi-Family and Commercial Flooring



# Rental Housing Exposition (RHEXPO)

Thursday, September 15, 2011

8:00 a.m. - 4:00 p.m.

Cal Expo

1600 Exposition Boulevard, Sacramento



## Registration

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Company (if applicable) \_\_\_\_\_

Mailing Address \_\_\_\_\_ Suite # \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

Are you or your company a member of RHA Sacramento Valley?  Yes: RHA Member # \_\_\_\_\_  No

If you are not a member of RHA, call (916) 920-1120 for membership information. Join and receive one free admission.

## Conference Attendees

Print or type names neatly. For more than 4 attendees, attach a separate sheet that provides all required information.

1 ) \_\_\_\_\_ Property (if any) \_\_\_\_\_

**Check one:**  Rental owner  Prop. Mgmt. Exec.  Multi-site Mgr.  On-site Mgr.  On-site staff  Maintenance  Vendor

2 ) \_\_\_\_\_ Property (if any) \_\_\_\_\_

**Check one:**  Rental owner  Prop. Mgmt. Exec.  Multi-site Mgr.  On-site Mgr.  On-site staff  Maintenance  Vendor

3 ) \_\_\_\_\_ Property (if any) \_\_\_\_\_

**Check one:**  Rental owner  Prop. Mgmt. Exec.  Multi-site Mgr.  On-site Mgr.  On-site staff  Maintenance  Vendor

4 ) \_\_\_\_\_ Property (if any) \_\_\_\_\_

**Check one:**  Rental owner  Prop. Mgmt. Exec.  Multi-site Mgr.  On-site Mgr.  On-site staff  Maintenance  Vendor

## Conference Fees

Fee includes everything: free parking at Cal Expo, access to all seminars and exhibit halls, seminar handouts, lunch, refreshments and several chances to win prizes. Due to the low fee, no discount for groups or access to exhibit halls only. **No refund after September 9.**

### Early Registration Discount -- Register BY FRIDAY, SEPTEMBER 9 for the following rate:

Number \_\_\_\_ @ \$49 for members of RHA of Sacramento Valley Subtotal \$ \_\_\_\_\_

Number \_\_\_\_ @ \$69 for non-members (Join RHA and receive one free admission!) Subtotal \$ \_\_\_\_\_

### Regular Conference Fee -- Register AFTER FRIDAY, SEPTEMBER 9 or at the door for the following rate:

Number \_\_\_\_ @ \$59 for members of RHA of Sacramento Valley Subtotal \$ \_\_\_\_\_

Number \_\_\_\_ @ \$79 for non-members (Join RHA and receive one free admission!) Subtotal \$ \_\_\_\_\_

TOTAL AMOUNT DUE \$ \_\_\_\_\_

## METHOD OF PAYMENT

Check enclosed (Payable to RHA)  Bill to RHA account # \_\_\_\_\_ (for RHA members only)

Card # \_\_\_\_\_ Expiration date \_\_\_\_ / \_\_\_\_ v-code: \_\_\_\_\_

Cardholder name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_ / \_\_\_\_

**Mail to:** RHA, 191 Lathrop Way, Suite A Sacramento, CA 95815 **Fax to:** (916) 929-0655 **Questions?:** Call (916) 920-1120  
Please visit our web site at [www.rha.org](http://www.rha.org) for additional information.