

# Conference Schedule



## Wednesday, August 26

- 7 am – 2 pm APAC 11th Annual Pat Crow-Segal, CAE Golf Classic  
7 am Registration – *Falcon's Fire Golf Club*  
8 am Tee-Off – 120-Person Registration Limit  
Transportation from the Caribe will be provided.
- 9 am – 1 pm Leadership Lyceum – Candidates Only  
*Bonaire 2*
- 2 – 6 pm Attendee Registration  
*Grand Sierra Registration South*
- 2 – 7 pm Exhibitor Set-up & Registration  
*Grand Sierra D-I*
- 2 – 3 pm Association Executives Council Meeting  
*Bonaire 1*
- 3 – 4 pm Legislative Committee Meeting  
*Bonaire 4 & 5*
- 3 – 4:30 pm Product Service Council Business Meeting  
*Bonaire 3 & 4*
- 4 – 5 pm APAC Board of Directors Meeting  
*Antigua 1 & 2*
- 5 – 6 pm Executive Committee Meeting  
*Antigua 1 & 2*
- 6 – 7 pm Board of Directors Meeting  
*Grand Sierra B & C*  
Sponsored by *Apartment Guide*
- 8:30 pm – 1 am 4<sup>th</sup> Annual Ante Up for APAC Florida Hold'em Tournament  
*Caribbean I & II*  
Sponsored by the *Product Service Council*

Evening – No Vendor Events Allowed

## Thursday, August 27

- 8 – 11 am Exhibitor Set-up & Registration  
*Grand Sierra D-I*
- 8 am – 5 pm Attendee Registration  
*Grand Sierra Registration South*
- 8:30 – 9:30 am Networking Coffee & Danish  
*Grand Sierra Foyer*
- 9:30 – 11:20 am Opening Session  
*Grand Sierra A-C*
- Make the Right Choice:  
How to Catch the Perfect Wave to Stay Passionate, Innovative and Successful**  
*Joel Zeff, Keynote Speaker*  
Sponsored by  
*House of Floors, Inc.*
- 11:30 am – 2:30 pm Exhibit Grand Opening & Luncheon  
*Grand Sierra D-I*  
Sponsored in part by *Windsor Redevelopment Corporation*
- 2:45 – 4 pm **Customer Oriented Sales in a Tough Economic Market – A Seminar for Members and Prospective Members of the Product Service Council (PSC)**  
*Bonaire 3 & 4*  
*Dave Alison, Allison & Associates*  
Customer oriented selling, a simple idea, but an activity that's seldom carried out, and rarely done well. The ability to quickly distinguish yourself from less professional salespeople and gain favorable attention from decision makers, is a critical skill in this fast moving marketplace. This session is designed to help salespeople feel better about their profession and to communicate a professional image in all aspects of the sale. The key to competing effectively is to let customers know by your actions and words that you place their interests ahead of your own and it makes selling fun.

# Conference Schedule



## Track 1 – Innovations in Marketing & Customer Service

2:45 – 4 pm      **Catch the Next Wave to Higher Occupancy... With a Fresh Approach to Closing the Vacancy Gap!**  
*Grand Sierra A*

*Patty Morgan Seager, Seager Marketing*

Whew! 2009 has brought forth a sea of choppy events... Slumping economy, job losses, cutbacks, budget slashes, increased vacancy and gnarly residents. How do you keep from drowning? In this inspiring session, we will discuss real-world strategies to increase resident retention at your apartment communities. In addition, we will share how to easily implement an organized, effective resident retention program, and participants will receive examples of renewal letters, and other successful resident retention ideas they can put into action immediately. This session is guaranteed to keep your community's occupancy afloat!

You'll receive:

- An easy to implement resident retention program
- Cost-effective ways to close the back door without breaking the budget
- And much more!

Sponsored by *For Rent Media Solutions*

## Track 2 - Innovation in Technology & Training

2:45 – 4 pm      **Emerging Technology & Trends: Essential Improvements in Training and Development**  
*Grand Sierra B*

*Deb Bronson-McGrath, Discover True North*

Providing attendees with the latest information, best practices, and learning technology resources available, this fast-paced session introduces:

- The role of virtual training platforms (such as Second Life) and their useful applications (unparalleled virtual training centers, instant on-boarding, gaming, and simulated role-play) as well as their impact on reducing travel costs, improving ROI and increasing performance. Experience a virtual training demonstration and walk-away with pertinent case studies. Note IBM— who recently released this statement; "With 330,000 employees worldwide, IBM could recover more than 9 years' worth of wasted time every week by replacing all conference calls with virtual meetings"

register online: [www.fl-apartments.org](http://www.fl-apartments.org)

- The use of Social Media and the benefits derived from engaging Digital Immigrants (35 & over) and Digital Natives (those under 35) with user-generated training content.
- Mobile Technology to create individual training dashboards and custom training portals.
- Dozens of helpful resources and references to help you evolve your training and development program using next generation technology and world-class best practices.

Sponsored by *MacGray*

## Track 3 - Innovations in Green Initiatives

2:45 – 4 pm      **Going Green Will Save Money and Reduce Waste**  
*Grand Sierra C*

*Dan Benoist, Sheraton Sand Key Resort*

Improving energy efficiency, water conservation, and recycling programs will not only make your property cleaner and more efficient but also save a lot of money. Dan Benoist, Director of Engineering at Sheraton Sand Key Resort in Clearwater Beach, explains practical ways to reduce water use and waste, reduce energy consumption, and employ recycling of plastic, metal, and paper. Using high-efficiency air conditioning filters, light bulbs, toilets, and shower heads are just a few of the ways of creating a comprehensive energy management system in apartment communities. He will also discuss how to implement, monitor, and measure the system while communicating its benefits to employees and residents.

Sponsored by  
*House of Floors, Inc.*

## Track 1 – Innovations in Marketing & Customer Service

4:15 – 5:15 pm      **How You Treat Them Today Determines Where They'll Be Living Tomorrow**  
*Grand Sierra A*

*Dave Allison, Allison & Associates*

Quality customer service has always required tact, consideration, and conflict management skills. Now, quality management programs call on customer service representatives to serve as critical information resources for your entire organization. This program is designed to assure that everyone who works with customers understands both sides of the customer service connection.

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Catch the Next Wave...  
Industry Innovations

The attitudes of those who greet your customers, take calls, handle complaints, questions and problems can be more important than their technical skills. They can turn away customers, sales and profits before your people can use their talents. Discover how to overcome the barriers to excellence and develop a front-line team committed to outstanding customer service.

Sponsored by *Apartment Guide*

## Track 2 - Innovation in Technology & Training

4:15 – 5:15 pm **Leading, Training & Inspiring All Generations to Succeed**  
*Grand Sierra B*

*Tracey Hopkins, Jumpstart Marketing*

Many leaders complain that employees today just aren't as committed or have the work ethic that used to be the norm. In these economic times, who can't afford to have winners giving their very best? In this program we'll explore what keeps your teams from giving their best every day and how to inspire them. If your training modules are more than 5 years old, either toss or re-write them. Especially in leasing, the old techniques are not only ineffective; they are uncomfortable for your professionals to use. Technology in the workplace has changed so much but few have explored how to bring those advances into the training and evaluation processes. This fast-paced session will give you the needed strategies to respond to and retain the very best in today's workplace.

Sponsored by *Windsor Redevelopment Corporation*

## Track 3 - Innovations in Green Initiatives

4:15 – 5:15 pm **Who's Got "GREEN" Game?**  
*Grand Sierra C*

*Wesley Aleshire, Horizon Realty Management*

This interactive presentation will give your company the opportunity to save a fortune on expenses. Everyone knows Going Green is the new "Hot Thing To Do" so jump on the train and learn how to make a difference for the environment. This is a NO fall asleep seminar; you will be part of an energetic team that will be competing against other professionals in our industry! If you've ever wondered what it would be like to be on a game show like Jeopardy, come feel the energy and excitement! Start saving money, make a difference for future generations and let's see who's got game!!!

Sponsored by  
*ARD Distributors, Inc.*

5:30 – 7:30 pm Cocktail Reception with Exhibitors  
*Grand Sierra D-I*

8 pm – Open Evening for Vendor Events

## Friday, August 28

8:30 am – 4 pm Attendee Registration  
*Grand Sierra Registration South*

8 – 9 am Networking Coffee & Danish  
*Grand Sierra Foyer*

9:00 – 11 am Maintenance Mania  
*Bonaire 1-4*

11 am – 1:45 pm Lunch with Exhibitors  
*Grand Sierra D-I*

2 – 5 pm **Brainstorming with Tami Siewruk of Multifamilypro**  
*Grand Sierra A-C*

*Tami Siewruk, Siewruk Development Corp.*

Join the founder of Multifamily Brainstorming, Tami Siewruk, for the *real deal*—three hours of fast-paced idea generation aimed directly at producing solid solutions to the toughest challenges you're facing today. Tami's newest Brainstorming format is designed to incorporate the trends that are driving the way that we do business—based on real-world information—so that we can develop strategies and solutions together that capitalize as fully as possible on the opportunities those trends present. You'll walk away recharged, enlightened, and armed to turn your challenges into solutions!

Sponsored by *For Rent Media Solutions*

6:30 – 7 pm Cocktail Reception  
*Grand Sierra Foyer*

7 – 10 pm Closing Celebration Dinner  
*Grand Sierra A-C*



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