

SCHEDULE OF EVENTS

8:00 to 11:00 **Registration** Boylston St. Hall

9:00 to 10:00 **Market Focus - Demographics and the business cycle** 302
John W. Bitner, Chief Economist, Eastern Investment Advisors
 Many cyclical variables such as interest rates, employment trends and consumers' confidence affect year to year changes in the real estate market. However, it is the demographics that establishes the long term trends. Understanding a region's demographics can turn a head wind into a tail wind for real estate investors. Mr. Bitner will identify our current position in the economic cycle and discuss what may come next. He will also examine the demographic profile of New England to discover investment opportunities. The high tech meeting room allows for an interactive session where the audience feedback becomes part of the presentation.

10:00 to 11:00	Exposition Hall Open (Complimentary Continental Breakfast)	Ballrom B & C
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11:00 to 12:15 **Awards and Keynote** Ballroom A

Welcome – Chris Reilly, 2008 President, Rental Housing Association

Professional Achievement Awards

Keynote- Never Fly Solo

Become the Ultimate Wingman in Business and Life

Rob "Waldo" Waldman, decorated former combat Air Force fighter pilot

Waldo demonstrates how business persons, like fighter pilots, can achieve success and win in highly competitive environments through disciplined training, dedicated teamwork, and passionate leadership. The key to building a culture of trust and winning in business and life lies with your wingmen – those trusted and reliable partners who passionately support the team and help you to overcome obstacles, adapt to change, and achieve success. In business and life, you should never fly solo.

12:15 to 2:30	Exposition Hall Open (Complimentary Lunch from 12:30 – 1:30)	Ballroom B & C
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2:15 to 3:15 **Multi Family Green Options You Can Actually Use** 302

How going green will present new opportunities to improve your bottom line.

Dennis O'Connor, Director of Fun, Waste Management

The green movement is impacting the volume of waste from your community. Are you taking advantage of savings by reducing your on-site collection costs? Do you now have the right service level; how do you recycle if you do not have the room; do recent changes in the law impact your community and what you can dispose of. This session will offer "take away" action items for owners, managers, marketing and maintenance professionals, that will help you improve performance and give you the marketing edge of "being a green community."

3:30 to 4:30

A Little Less Conversation

302

Connecting with Residents in an Age of Abundance

Tom Asacker, brand and customer relationship adviser and critically acclaimed author

Based on his forthcoming book, *A Little Less Conversation*, this thought provoking, entertaining and information-packed session will provide you and your team with insightful and actionable answers to the most important questions in business today: How do I differentiate myself and my property in today's hypercompetitive marketplace? How do I find and connect with today's savvy, skeptical and well-connected consumer? How do I get noticed in a noisy and cluttered marketplace?

How do I deliver my message in a way that it is understood, believed, remembered, and has a lasting impact? How do I give my message the best chance of actually changing my audience's opinions and behavior?

4:30 to 5:30

Closing Cocktail Reception

Ballroom A

Communities of Excellence Awards

Awards recognition for market rate and affordable rental housing

Grand Prize Drawing