

XPO 2010

10TH ANNUAL RHA MULTIFAMILY CONFERENCE & EXPO

September 21, 2010

Hynes Convention Center, Boston

SCHEDULE OF EVENTS

8:00 to 11:00	REGISTRATION	Boylston St. Hall
9:00 to 10:00	PRODUCT POSITIONING Toni Blake, International Speaker, Author and Comedienne <i>How do you maintain your visibility in the "New Media" Marketplace? Learn how to engage your customer with easy to use "New Media Tools" and discover how to integrate Inbound Marketing into your business model. Toni will show you ways to use the authentic voice of the consumer; increase your page ranking with SEO; how to define and outline social media ROI; time management tools for operating in the New Media; how to leverage all the FREE online e-commerce tools out there; and more.</i>	302
9:00 to 10:00	PANEL- RENOVATION REPAIR & PAINT RULE Moderator: John MacIssac, President, ASAP Environmental Panelists: Martin Wood, Owner, Institute for Environmental Education Chris Zorcy, President, A&A Services Ernest Kelly, MA Department of Occupational Safety <i>What are the latest changes facing owners and managers and how do they avoid a costly enforcement action? Join our panel of experts from the fields of testing, compliance training, contracting and enforcement for a sixty minute update on the Commonwealths assumption of enforcement of the EPA's RR&P rule, new and amended regulations, and the latest in industry best practices.</i>	304
10:00 to 11:30	EXPOSITION HALL OPEN (Complimentary Continental Breakfast)	Ballroom A & B
11:30 to 12:30	CUSTOMIZE YOUR CUSTOMER SERVICE Bill Nye, PhD, Bill Nye Training <i>You have residents with different temperament types and because of their differences they want and need different things from you. This seminar will teach you the four basic temperament types and how each one prefers to be treated as a customer. During this session you will learn how to identify the temperament of your residents based on social tells and the most effective way to meet their needs.</i>	302
12:30 to 2:00	EXPOSITION HALL OPEN (Complimentary Lunch)	Ballroom A & B
2:15 to 3:15	KEYNOTE- "IT'S YOUR SHIP" Mike Abrashoff, Former Navy Commander and Author and founding partner GRL Solutions <i>Organizations perform at their best when people feel safe and confident about their ability to navigate troubled times. In Navy terms, combat readiness is a matter of life and death - every crewmember's contribution matters. Mike Abrashoff tells the inspiring story of how the USS Benfold was transformed into the best ship in the Navy by empowering the crew to take ownership and improve every aspect of the way things were done. As Abrashoff shares the methods he used to create successful change within the confines of strict military regulations, audiences come away with dozens of practical and actionable ideas to make a difference in their own organizations. This first-hand account of the journey to organizational excellence is as invaluable as it will be memorable.</i>	302
3:15 to 3:30	PROFESSIONAL ACHIEVEMENT AWARDS COMMUNITIES OF EXCELLENCE AWARDS GRAND PRIZE DRAWING	302
3:30 to 4:30	CLOSING COCKTAIL RECEPTION	Ballroom Pre-function