

# 7:30AM REGISTRATION AND TRADE SHOW OPENING • DECEMBER 6, 2011

## TRADE SHOW

8:15AM - 9:05AM

<b>Advanced Landlord/Tenant Law #1</b> <b>-CLOCK HOURS-</b> Chris Benis, Atty. Everyone may attend this session (additional fee charged to receive Clock Hours)		<b>Sock it to Specials: Moving back to value when Leasing Agents sell a community</b>  Christopher Higgins aka The Apartment Guy	<b>Resident Retention through Customer Service</b>  Tina Gordon, Perfect Surface	<b>Hiring &amp; Supervising Vendors &amp; Contactors</b>  Zack Howell aka Mr. Maintenance	<b>Tenant Screening and the Right to Access Public Records</b>  Julie Johnson, RHA	<h3>TRENDS Features a 200+ Booth Trade Show</h3>
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## TRADE SHOW

9:30AM - 10:20AM

<b>Advanced Landlord/Tenant Law #2</b> <b>-CLOCK HOURS-</b> Chris Benis, Atty. Everyone may attend this session (additional fee charged to receive Clock Hours)	<b>SUPERSTARS: Grooming new Property Managers</b>  Phil Cresswell, Essex Mgt Rob Kellum, Suhrco Mgt Joe Manca, Greystar Mgt	<b>Getting Motivated and Enjoy your career. We Have it Good!</b>  Christopher Higgins aka The Apartment Guy	<b>Technology: How you should be using technology Today and Tomorrow?</b>  Michelle Betchner, Pinnacle RE Mgt	<b>Customer Service for the Maintenance Department</b>  Zack Howell aka Mr. Maintenance	<b>Seattle's NEW ordinance requirements for Multi-Family Properties: Energy Audits &amp; Food Waste Carts</b> Jayson Antonoff, City of Seattle Marcia Rutan, City of Seattle Bill Jackson, Protocol Property Mgt (Moderator)	<b>State &amp; Local TAX issues for owners &amp; managers: B&amp;O &amp; screening taxes, credit reports; dealing with audits</b>  Frank Dinces, Atty.	<b>Increasing a properties value for .... CASH FLOW, REFINANCING &amp; SALE</b> Mike Jansen, Tecton Mgt John Hatton, Tessera Group Charlie Spaeth, Yates, Wood, MacDonald
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## TRADE SHOW

11:00AM - 11:50AM

<b>Advanced Landlord/Tenant Law #3</b> <b>-CLOCK HOURS-</b> Chris Benis, Atty. Everyone may attend this session (additional fee charged to receive Clock Hours)	<b>Protecting property from Evictions &amp; Avoiding Liens</b>  Rob Trickler, Atty	<b>Selling Skills: Closing the lease transaction</b>  Christopher Higgins aka The Apartment Guy	<b>Raising rents without losing residents</b>  Michelle Betchner, Pinnacle RE Mgt	<b>Managing Your Maintenance Costs</b>  Dean Hanks, Gilbert Bros. R E Services	<b>New Laws impacting Rental Housing</b>  Mark Gjurasic, WAA Bill deWeber, WAA Eric M. Steven, Atty. WAA Julie Johnson, RHA	<b>How the County Assessor determines the value of a property</b>  Lloyd Hara, King County Assessor	<b>How to find the perfect Resident and other urban legends</b>  Tamara Simon, Koss Property Mgt
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## LUNCH AND TRADE SHOW

1:30PM - 2:20PM

<b>CURRENT CONDITION of the NW Multifamily Housing Market</b> Bruce Kahn, Foundation Group Barry Blanton, Blanton Turner Steve Yoon, Harbor Properties	<b>Managing a Culturally Diversified Staff from Varying Generations</b>  Dr. John Gibson, Life Strategies By Design	<b>Protecting yourself with proper documentation</b>  Kathryn King, KJK Properties	<b>SELLING skills for On-Site managers</b>  Korah Young, Tenant Technologies	<b>Preventative Maintenance</b>  Zack Howell aka Mr. Maintenance	<b>How to Make a BIG DIFFERENCE in the industry—through your political involvement</b> Darlene Pennock, WAA Charlie Spaeth, RHA Judith Violette, WAA Glenn Bachman, IREM	<b>What's the value of property NOW? An Industry perspective of the market</b> Greg Wendelken, Marcus & Millichap Fred Reiningger, Wash. Federal Savings	<b>Marketing Tools: FACEBOOK, TWITTER, BLOGGING and more—Nuts &amp; bolts of social networking for property management</b> Aimee Miller, Appfolio
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## TRADE SHOW

3:10PM - 4:00PM

<b>FORECASTING 2012 &amp; BEYOND—the NW Multifamily Housing Market</b> Joan Carro, BRE Properties Tom Daniels, Riverstone Res. Grp Shawn Hoban, Coast Mgt	<b>Managing your Team for Real Results</b>  Elaine Kozloski, Fairfield Residential	<b>7 Steps to Successful Marketing—featuring Duct Tape Marketing</b>  Glenn Froehlich, Local MarketSense	<b>Secret Shopping—Get excellent evaluations from Cyber to Walk Through</b>  Korah Young, Tenant Technologies	<b>What EVERY Landlord &amp; Property Manager MUST know about Lead Based Paint &amp; Asbestos Rules</b> Cynthia Sanderson, DoC Hongbin Xiao, L & I Eric Mewhinney, (Moderator)	<b>What owners &amp; managers MUST know about Lease Agreements</b>  Eric M. Steven, Atty	<b>Investors—Is this a good time to buy or sell property?</b> Eric Smith, Paragon RE Advisors Bob McGrouther, Luther Burbank Savings	<b>BED BUGS Prevention—saving time, money &amp; hassle</b> Mike Milan, Pioneer Pest Alec Allshouse, PowerHeat Ron Wikstrom, Eden Pest Elmer Bensinger, Alpha Ecological (Moderator)
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## TRADE SHOW

SCHEDULE SUBJECT TO CHANGE • YOU MAY ATTEND ANY WORKSHOP  
 Register Online: [WWW.TRENDSNW.COM](http://WWW.TRENDSNW.COM)

Closing Speaker: **Chip Hanauer—Team Work • 4:15PM** \$1,500 Prize Drawings!