

# 7:30AM REGISTRATION AND TRADE SHOW OPENING • DECEMBER 7, 2010

## REGISTRATION

**TRADE SHOW, WORKSHOPS AND LUNCH:**  
 \$60 if received before November 30, 2010  
 \$75 after November 30, 2010  
 (Fill out a separate registration form for EACH attendee.)

	Legal	Trends—Now	Management/Marketing	Maintenance	On-Site Marketing	Owners & Managers	Property Owners	Forecasting	
8:15AM - 9:05AM	<b>Landlord Tenant #1</b> <b>-CLOCK HOURS-</b> Chris Benis, Atty. Everyone may attend this session (additional fee charged to receive Clock Hours)		<b>0% Vacancy at Market Rates</b> John Barr, Barr & Co	<b>Customer Service for the Maintenance Department and Social Mindfulness</b> Bill Nye, Bill Nye Training	<b>Leasing with PIZZAZZ</b> Sue Lewis, RHA Tina Gordon, Perfect Surface	<b>Resolving Conflicts with Problem Residents</b> Colleen McAuliffe, Dispute Resolution Cnt. Shelley White, Dispute Resolution Cnt.	<b>TRENDS Features a 200 Booth Trade Show</b>		
<b>TRADE SHOW</b>									
9:30AM - 10:20AM	<b>Landlord Tenant #2</b> <b>-CLOCK HOURS-</b> Chris Benis, Atty. Everyone may attend this session (additional fee charged to receive Clock Hours)	<b>The 4 Secrets for Marketing Success:</b> Andrew Ballard, Marketing Solutions	<b>Extreme Community Makeover... Reforming a bad reputation</b> Channa Neal, Riverstone Res. Group Heather Mallette, Riverstone Res. Group	<b>The Mind of the Maintenance Man</b> Bill Nye, Bill Nye Training	<b>How to fill Vacancies within 72 hours</b> Jeffery Taylor aka Mr. Landlord	<b>Best Practices Using Criminal &amp; Eviction. Fair Housing &amp; Tenant Screening Records</b> Roxanne Vierra, Office of Civil Rights	<b>What Owners &amp; Managers must know about the new RRP Certification Lead Law Enforcement</b> RRP = Renovate, Repair & Paint Eric Mewhinney, WAA	<b>What is the FUTURE of the Property Management profession?</b> Sherry Zane, Phillips Prop Kellie Tollifson, T-Square RE Bill Cook, King Co Housing Auth.	
<b>TRADE SHOW</b>									
11:00AM - 11:50AM	<b>Landlord Tenant #3</b> <b>-CLOCK HOURS--</b> Chris Benis, Atty. Everyone may attend this session (additional fee charged to receive Clock Hours)	<b>Condo management: Working with troubled HOA's</b> Vicki Gaskill, Bell-Anderson Mgt Cheryl Dittamore, Suhrco	<b>Taming the Temperament: A psychological approach to Leasing and Selling</b> Bill Nye, Bill Nye Training	<b>Managing Your Maintenance Costs</b> Dean Hanks, Gilbert Bros. R E Services	<b>How to keep residents longer &amp; improve THEIR performance</b> Jeffery Taylor aka Mr. Landlord	<b>The Move-IN processes</b> Bill Jackson, PROTOCOL Prop. Management/HPMI	<b>Foreclosures and Short Sales</b> Michelle Broderson, Wilson Realty Exchange	<b>Forecasting-Rents and Concessions</b> Melisa Gerard, BRE Prop Barry Blanton, Lorig Mgt Shawn Hoban, Coast Mgt	
<b>LUNCH AND TRADE SHOW</b>									
1:30PM - 2:20PM	<b>Olympia: The ultimate sausage factory. How is state law REALLY made?</b> Charles Spaeth, RHA Mark Gjurasic, WAA Phil Talmadge, Atty. Wes Uhlman, Atty.	<b>Increase Your Competitive Advantage &amp; Occupancy:</b> Andrew Ballard, Marketing Solutions	<b>Increasing Occupancy: Finding Your Niche in a Changing Market</b> Loretta Swan, Top Floor Management	<b>What Maintenance Managers must know about the new RRP Certification Lead Law Enforcement</b> RRP = Renovate, Repair & Paint Eric Mewhinney, WAA	<b>Customer Service on-site: The Attitude and Art</b> Michelle Betchner, Pinnacle RE	<b>On-Site management: How to deal with Sex, Drugs &amp; Rock N Roll</b> Eric M. Steven, Atty	<b>What is the value of your property NOW?</b> Tim Marymee, WA Federal Savings Brian Bergman, Westlake	<b>21st Century Property Management: New Ways to Make Money</b> Bruce Kahn, Foundation Group	
<b>TRADE SHOW</b>									
3:10PM - 4:00PM	<b>New Laws impacting Rental Housing</b> Mark Gjurasic, WAA Bill DeWeber, WAA Eric M. Steven, Atty. WAA John Woodring, Atty. RHA	<b>Protecting your property: Evictions, Avoiding Liens</b> Stephen Hansen, Atty	<b>Costly Mistakes Owners and Managers Make</b> Loretta Swan, Top Floor Management	<b>'Bed bugs' are no joke. Liability, Prevention, Eradication</b> Cody Pace, Eden Jeff Weiner, Sprague Alec Allshouse, Power Heat	<b>Closing—Successful Leasing Skills</b> Michelle Betchner, Pinnacle RE	<b>Understanding Security Deposits</b> Julie Johnson, RHA	<b>Investors—Where do you go from here?</b> Eric Smith, Paragon RE Michael Githens, Chase	<b>Current Conditions of Northwest Multifamily Housing Market</b> Joe Menca, Glacier Mgt. Tom Daniels, Riverstone Res. Joan Carro, BRE Prop	

**Ticket Discount Available—When Purchasing 9 or more Tickets • Call Vi 425-952-2729**

Name (Please Print Clearly) \_\_\_\_\_

Phone \_\_\_\_\_

Property/Complex Name \_\_\_\_\_ # of Units \_\_\_\_\_

Company or Property Mgmt Co. \_\_\_\_\_

Address/Place of Work \_\_\_\_\_

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

E-mail Address \_\_\_\_\_

**CLOCK HOUR REGISTRATION**  
 \$25 additional charge for 3 clock hour credits.  
 Included \$25 for clock hour credits.  Yes  No

Amount Paid \$ \_\_\_\_\_

Check\*  VISA  MC  AMEX  
 Credit Cards processed Commercial Brokers Assoc

Name on Credit Card \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. (MM/YY) \_\_\_\_\_

**You Are: (Please Check One)**

On-Site Manager  Property Manager  
 On-Site Leasing Staff  Property Owner/Builder  
 Maintenance  Portfolio Manager

\*Make checks payable to: **TRENDS**. Mail to IREM/TRENDS  
 12131 113th Ave NE, Ste. 100 • Kirkland, WA 98034  
**No tickets are mailed. No refunds!**  
 Pick up name badge and schedule at registration.

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

**Closing Program and \$1,500 Prize Drawings! (In Lunchroom) 4:15PM**

Closing Speaker: **Sunny Kobe Cook—The UP side of a down turn**

If paying by **CREDIT CARD** you may:  
**FAX** completed registration form to: **425-821-9494** or  
**REGISTER ONLINE** at: [www.trendsnw.com](http://www.trendsnw.com)  
**REGISTRATIONS WILL NOT BE ACCEPTED WITHOUT PAYMENT**