

# 7:30AM REGISTRATION AND TRADE SHOW OPENING • DECEMBER 11, 2008

	Management	Change	Career Development	Maintenance	Marketing	Owner - On-Site	Property Owners	Legal
8:15AM - 9:05AM	Dream Big, Now Make It Happen Through Change Melissa Prandi PRANDI Property Mgt.	<b>TRENDS Features a 210 Booth Trade Show</b> (Trade Show Open 7:30AM - 4:00PM)		Customer Service for Maintenance Zach Howell	How to Motivate Yourself, Be More Productive and Make Your Boss Happy Mindy Williams	Beyond Credit Scores - Establishing Criteria for Tenancy Bill Jackson, Protocol P.M. Sherry Zane, Phillips R.E. Dorothy Zarelli, Willow Prop.	Personal Safety when Leasing Your Property Doug Reynolds	Landlord Tenant Act 1: CLOCK HOURS Verna Cameron Don Allen, Atty.
<b>TRADE SHOW</b>								
9:30AM - 10:20AM	From Good to Great Employees Melissa Prandi PRANDI Property Mgt	Green Solutions: Energy Conservation Andy Wappler, Moderator John Forde, P.S Energy Kevin Watier, Sno PUD Bruce Carter, Tac. Power Eugenia Morita, Seattle City Light	The Changing Demographics of Workers - What Skills Do You Now Need to Succeed Dr. John Gibson	Stump the Expert Panel Zach Howell, Moderator	Creative Marketing Ideas Mindy Williams	The TOP 10 Fair Housing Questions - Answered Roxanne Vierra Tina McLeod	11 Secrets to Successful Property Management Rich Bleker, RAB Mgt. John Parker, Willow Prop. Jim Pickett, Pickett Mgt. LeeAnn Ghiglione, Poletti & Assoc.	Landlord Tenant Act 2 CLOCK HOURS Verna Cameron Don Allen, Atty
<b>TRADE SHOW</b>								
11:00AM - 11:50AM	Forecasting N.W. Apartment TRENDS: Vacancy, Pricing, Costs Rob Kellum, Suhrco Joe Manca, Glacier Mgt. Bill Austin, Epic Asset	The changing Demographics in the Puget Sound Region Janet Farness	Managing a Culturally Diversified Staff from Varying Generations Dr. John Gibson	Upward Mobility within the Maintenance Department George Osborne, LORIG Jon Dunahoe, Allied Emmons Porter, ESSEX Bob Matson, Allied Mgt.	Closing- Successful Leasing Skills Mindy Williams	Power Marketing for Buildings with 1 to 50 units John Barr, Barr & Company	Due Diligence- Evaluating a Property for Purchase Chris Benis, Atty	Landlord Tenant Act 3 CLOCK HOURS Verna Cameron Don Allen, Atty.
<b>LUNCH AND TRADE SHOW</b>								
1:30PM - 2:20PM	Conflict Resolution Skills Marcia Holland Risch	Justifying Change - Costs to Consider when Remodeling Your Property John Hatton, Legacy Partners	How Fast, How Far Can You Go in the Property Management industry? Mike Jansen, Tecton Jay Olsen, ConAm	Fair Housing for Maintenance Zach Howell	WEB Tools that Make Property Management Easier Dan Meyer	Increasing your Occupancy Through a Furnished Model Marsha Newman Valerie Cunningham	Tips on Managing an Apartment Building with Less than 10 Units Julie Landry, Phillips R E	Strategies Using Landlord/Tenants Law to Enforce Obligations of Residents Eric M. Steven, Atty.
<b>TRADE SHOW</b>								
3:10PM - 4:00PM	Financial Realities of Affordable Housing Doug Repman, Quantum Tim Sovold Sloan Jordan, Allied Mgt	Managing Mixed Use Properties- Keeping Up with a Changing Market Cathy Manson, Schnitzer; Barry Blaton, Lorig Mgt	Image Matters - Enhancing Your Professional Image Marcia Holland Risch	Scope of Work, Project Management Zach Howell	Marketing Tools, Website Branding: Building an Effective Marketing Plan Dan Meyer	Telephone to Traffic Tina Gordon Julie Johnson, RHA	New Laws Impacting Rental Housing Mark Gjurasic, Lobbyist Bill DeWeber, WAA Eric Mewhinney, WAA Eric M. Steven, Atty.	Risk Management for Property Managers and Owners Chris Benis, Atty.

SCHEDULE SUBJECT TO CHANGE - YOU MAY ATTEND ANY WORKSHOP

VISIT THE TRENDS WEBSITE: WWW.TRENDSNW.COM

## POSITIONING FOR CHANGE

**TRENDS '08 Closing Speakers and \$1,500 Prize Drawings! (In Luchroom) 4:15PM**

Issue of the Day: Andy Wappler, Puget Sound Energy- Energy Conservation and Apartment Buildings  
Closing Speaker: Connect With Your Potential: Greg Bennick