



# 2009 November 5 & 6 GLAStar Education Conference Schedule



		Maintenance Track	Management Track	Leasing/Marketing Track	Business Partner Track
Thursday	8:15-8:45	Breakfast	<b>Continental Breakfast and Welcome</b>		
Thursday	8:45-9:00	Welcome			
Thursday	9:15-10:30	Session 1	<b>ZAP the GAP</b> How To Manage Your Workforce And Keep Your Sanity Meagan Johnson Brenda Asbury	How to Build Customer Loyalty And Retain Your Residents Larry Johnson Meagan Johnson	Don't Lose it.... Diffuse it Part I Sherre Helmer
Thursday	10:45-12:00	Session 2	<b>Let me Off this Roller Coaster of Property Management Change</b> Brenda Asbury	<b>Stop Me Before I Strangle Someone!</b> Meagan Johnson	<b>Don't Lose it.... Diffuse it Part II</b> Sherre Helmer
Thursday	12:00-1:00	Lunch	<b>Lunch Served</b>		
Thursday	1:00-2:15	Session 3	<b>RESIDENTS Are Our Business</b> Sherre Helmer	<b>Absolute Honesty: Building A Corporate Culture</b> Larry Johnson	<b>Close Me, Call Me, but Don't Let Me Go</b> Brenda Asbury
Thursday	2:30-4:00	Session 4	<b>Motivational Keynote-Living Rich</b> <b>Tim Richardson</b>		
Thursday	4:00-6:00	Reception	<b>Cocktail Networking Reception featuring Maintenance Mania</b>		
Friday	9:15-10:30	Session 5	<b>Brenda Asbury—Outselling Your Competition</b>		
Friday	10:45-12:00	Session 6	<b>60 Ideas in 60 Minutes: Fun and Fresh Marketing and Management Ideas</b> Panel of Professionals and audience participation		
Friday	7:00-1:00	Gala	<b>GLAStar Awards Banquet ~ (Separate ticket required)</b>		

Attendees are welcome to mix and match track sessions to fit their needs

# Management Track

## ***ZAP the GAP***

**How to Manage Your Work Force and Keep Your Sanity**

**Presenter: Meagan Johnson**

**Time: 9:15**

**Location: Lincoln Room**

How to train, manage and maintain your sanity while building Your Force Work

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## ***Let Me Off This Roller Coaster of Property Management Change***

**Presenter: Brenda Asbury**

**Time: 10:45**

**Location: Lincoln Room**

The 21<sup>st</sup> century is supposed to be about getting things done smarter, faster and with greater efficiency. With a paradigm shift in the economy, what is it that will take us through the next two years effectively? Corporate culture, customer relationship service and employee needs are a few of the issues where PM companies will be wise to invest for 21<sup>st</sup> century readiness and change.

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## ***Absolute Honesty: Building a Corporate Culture***

**Presenter: Larry Johnson**

**Time: 1:00**

**Location: Lincoln Room**

Building an organizational Culture that values straight talk and rewards integrity.

This program shows participants how to establish a culture where such open and honest communication is the norm rather than the exception. By the end of the session, participants will be able to describe how to incorporate the Six Laws of Absolute Honesty into the fabric of their organization.

# Leasing/Marketing Track

## ***How to Build Customer Loyalty And Retain Your Residents***

**Presenter: Larry Johnson**

**Time: 9:15**

**Location: Big Ten C**

In this incredibly fast faced, content-packed, humor laced session, you will see how you to raise the odds your residents will not only sign that lease again, they will also spread the words to their friends and family that your property is a GREAT place to live. You will learn how to use bonding behaviors that put residents on your side and how to manage those critical moments that make or break relationships with our residents plus so much more!

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## ***Stop Me Before I Strangle Someone!***

**Presenter: Meagan Johnson**

**Time: 10:45**

**Location: Big Ten C**

A different way of thinking for a better way of living.....

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## ***Close Me, Call Me, but Don't Let Me Go***

**Presenter: Brenda Asbury**

**Time: 1:00**

**Location: Big Ten C**

Closing techniques, quality phone conversations and follow-up names the game of leasing with skill and emphasis on the key issues of why the sale doesn't go the way we think it should. Win by learning the number one closing skill that is currently getting more leases than any other in the country. This national speaker delivers the goods for raising occupancy. She also runs lease-up teams nationally and has worked in lease-ups in the great state of Michigan.

# Maintenance Track

## ***Added Value Maintenance Teams***

**Presenter: Brenda Asbury**

**Time: 9:15**

**Location: Auditorium**

Not just anyone can perform the tasks at hand on properties without the assistance of the maintenance team. This session will discuss a properties most important asset to keeping the bricks and mortar in shape – the maintenance team. Come and hear ten ways to add value to the property with a quality team in place and open discussion with much more value. If you are on a property management maintenance team, you are going to love this session

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## ***Than Goodness it is Monday!***

**Presenter: Larry Johnson**

**Time: 10:45**

**Location: Auditorium**

*Do you want to love your job and go the extra mile for your residents? Learn to stretch your trust level to help your team grow! This session will cover 12 actions you can take that will improve your team productivity and resident satisfaction.*

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## ***RESIDENTS Are Our Business***

**Presenter: Sherre Helmer**

**Time: 1:00**

**Location: Auditorium**

- Our most profitable customer
- What do residents expect?
- Creating memorable moments
- How to handle a difficult resident

# General Sessions

## *Continental Breakfast*

**Presenter: PMAM**

**Time: 8:15**

**Location: Big Ten AB**

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## *Lunch*

**Presenter: PMAM**

**Time: 12:00**

**Location: Big Ten AB**

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## *Living Rich*

**Presenter: Tim Richardson**

**Time: 2:30 pm Location: Big Ten AB**

### **Living Rich: Giving, Working, and Playing Like There's No Tomorrow**

When someone talks of being "Rich," it makes most people think of money. But "Richness" has as much to do with what is inside you as it does with what you have in your wallet, purse, share draft account, or IRA. This presentation is about learning how to obtain Real Richness – a life of giving, influencing, helping, and serving. In this inspirational and thought-provoking session, Tim will show you how to live RICH for the rest of your life as he shares inspiring stories of people making a difference all over the world. He'll also make a business case for caring and discuss how giving impacts employee motivation, retention, customer loyalty and profitability.

This program will highlight some rich people you have never heard of and the lessons they learned about true wealth. He'll share strategies that even some of the mega-wealthy don't understand ...strategies that will help you become among the REAL Richest People in the World.

Tim believes "It's not about how good you are, it's about what good you do." Get ready for a challenge to almost everything you learned about creating wealth as you are inspired to REALLY live rich.

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## *Cocktail Networking Reception featuring Maintenance Mania*

**Presenter: PMAM**

**Time: 4:00**

**Location: Big Ten C**

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## *Friday Sessions*

### *Outselling Your Competition*

**Presenter: Brenda Asbury**

**Time: 9:15**

**Location: Big Ten C**

What is it that you have that they don't? What do they have that you don't? Take a poignant look at competitive selling and how to make the market work for you. How do you draw the line between professionalism and compete effectively? Open discussion and interaction keeping it real and between the lines.

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### *60 Ideas in 60 Minutes: Fun and Fresh Marketing & Management Ideas*

**Presenter: Panel of Professionals and Audience Participation**

**Time: 10:45**

**Location: Big Ten C**

Hear fun and fresh marketing and management ideas in a fast paced high energy format. Presenters will give resources and ideas that you can put into practice right away!

# Business Partner Track

**Don't Lose it..... Diffuse it-Part I**

**Presenter: Sherre Helmer**

**Time: 9:15**

**Location: Room 103**

Join us to learn about what customers really want from us. Learn how to deal with difficult customers by working on your own communication styles.

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**Don't Lose it..... Diffuse it-Part II**

**Presenter: Sherre Helmer**

**Time: 10:45**

**Location: Room 103**

Join us to learn about what customers really want from us. Learn how to deal with difficult customers by working on your own communication styles.

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## **ZAP the GAP**

**Improve Your Relationships With Co-Workers And Customers**

**Presenter: Meagan Johnson**

**Time: 1:00**

**Location: Room 103**

This session focuses on learning how to market to multiple generations.

