

DAA Education Conference

Session Breakout Selections

You must complete the online registration AND the selection questionnaire to reserve your space in a breakout session. *SPACE is LIMITED* and available on First Come, First Served basis.

**ALL SESSIONS WILL OFFER 1 CE EACH
YOU HAVE THE OPPORTUNITY TO EARN 3 CE'S BY ATTENDING A COURSE IN ALL TIMESLOTS**

9:00AM – 9:50AM

Leasing Seminar – “Fair Housing in a Rental Community” presented by Andy Taylor, Cooch and Taylor, PA. This course will review the Delaware and Federal law, protected status, the enforcement process, occupancy standards, parking for people with disabilities, showing your public support for Fair Housing, and Fair Housing advertising.

Corporate Seminar – “Information Technology Workshop – Managing IT or is IT Managing You?” presented by Domenic Talese, NetMedia Solutions. We all know “That Guy”. The person who constantly says, “I’m not technical”. Well, this is no longer an excuse with Millennials & the newly dubbed iGeneration. We have transitioned from entering the technology age, to the growth of technology age. Younger generations are familiar with technology and expect the property management company to provide these technologies. We have compiled a list of interesting topics by reviewing IT market research conducted by Nielsen. This session will share a professional’s explanation of “hot topics” in 2017. We will review industry buzz words, like: Managed Services, Cloud Computing, Cyber Security, Artificial Intelligence and the Internet of Things (IoT). Learn what is in store for 2017 and how you can implement proven strategies to stay relevant with technology.

Maintenance Seminar – “Hot Water Heaters: Troubleshooting for Common Challenges” presented by Dorian Dunbar, Rheem Corporation. This presentation will demonstrate and discuss the common challenges that occur with Water Heaters and will provide attendees with easy and simple quick reference solutions. Dorian’s training is interactive and is high engagement with his audience.

10:00AM – 10:50AM

Leasing Seminar – “Social Media Workshop – Marketing in a Digital World” presented by Kim Boland, Morgan Properties. Social media is often the first place people go for breaking news, trending topics, events, product info, and peer reviews. As the line between personal and professional connections blur, leveraging these marketing channels to communicate your brand is critical. Social media is a place to share the stories of your residents, prospects and property while simultaneously building brand loyalty. In this workshop, you'll learn key techniques on how to expand your reach. AVOID COMMON PITFALLS,

and build brand awareness using Facebook, LinkedIn, and Google. Join us for a crash course in why social networks must be part of any successful integrated marketing strategy.

Corporate Seminar – “**The Lowdown on Criminal Screening**” presented by Jamie Borodin, VP of Operations for National Tenant Network and Paul Jay Cohen, one of the founding partners of Cohen, Willwerth & Marraccini, LLC. The panel presentation will discuss the new opinion letter from HUD’s general counsel on the criminal screening process as well as the apartment industry’s stance on the issue. Also, discussed will be an approach to how management companies can craft a criminal guideline policy to help be compliant with HUD’s guidance, and the effect that state-specific reporting laws have on criminal screening and qualification decisions.

Maintenance Seminar – “**Preparing for The Cooling Season**” presented by Dan Gordon from AVCO. The presentation covers HVAC systems. Learn to prepare equipment for the changeover from the **HEATING TO COOLING**; allowing for a smooth transition into the **COOLING** season. Topics covered: what needs to be checked, helpful quick fixes and several preventive maintenance tips

11:00AM – 11:50AM

Leasing Seminar – “**Resident Retention**” presented by Pat Daly – Dawn Ewing, Korman Residential. This presentation will be cover the benefits of customer service and importance it plays in retaining your residents. Learn ways to create interaction with your residents starting with the leasing process through their residency at your community.

Corporate Seminar – “**Economic Updates in Delaware**” presented by Representative Bryon Short, Chair of the Delaware Economic Development Committee.

Maintenance Seminar – “**Fair Housing for Maintenance**” presented by Jénel R. Marraccini, Partner at the law firm of Cohen, Willwerth & Marraccini, LLC. This presentation will examine fair housing laws as it applies to maintenance of a residential rental property throughout the state. We will delve into what both federal and state law states involve with regard to your role as part of the maintenance team including entering a unit, interactions with residents during maintenance, follow-up with residents, dealing with vendors and other third party contractors and their interactions with residents, and handling resident complaints. We will also speak about up and coming areas of fair housing laws and how it applies to your everyday encounters such as how to deal with hoarding and emotional support animals.

[< Click here to select your Breakout Sessions >](#)