

## Sign Up Form

The first 50 to sign up for a full registration will receive an extra ticket for the Grand prize drawing - vacation package for two to Las Vegas valued at \$1,000

REGISTRATION	Before 2/1/19	After 2/1/19
<input type="checkbox"/> Full Registration Member only	\$180.00	\$200.00
<input type="checkbox"/> Full Registration - Non Member	\$225.00	\$250.00
<input type="checkbox"/> Group Rate (5 or more from same company)	\$150.00	\$175.00
<input type="checkbox"/> Wednesday Sessions & Trade Show**	\$100.00	\$125.00
<input type="checkbox"/> Banquet Only - Spouse/Guest**	\$35.00	\$45.00
<input type="checkbox"/> Lunch Only - Spouse/Guest**	\$20.00	\$25.00

\*\* Grand prize tickets valid for Full Registrations paid only - rate is per person

**NOTE:** If you have special dietary requirements we need to know prior to 2/1/19

Name \_\_\_\_\_

Spouse/Guest attending \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_

**NOTE:** If you are interested in being a sponsor, please contact BMAA at 701-255-7396 or go to:  
<http://bisan-apts.com/state-convention-trade-show/>

**NO REFUNDS or SUBSTITUTIONS after 2/01/19**

### For Further Information contact:

BMAA  
Box 1793  
Bismarck, ND 58502  
Phone: 701.255.7396  
Email: [info@bisan-apts.com](mailto:info@bisan-apts.com)  
Website: [www.bismarckmandanapartments.com](http://www.bismarckmandanapartments.com)

BMAA  
Po Box 1793  
Bismarck, ND 58502

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Bismarck, ND 58501



## North Dakota Apartment Association 36th Annual State Convention & Trade Show

February 20-22, 2019



*Go All In!*

**Hosted By:**  
Bismarck Mandan  
Apartment Association

Radisson Hotel  
605 East Broadway Avenue  
Bismarck, ND 58501  
Phone: 701.255.6000

## Schedule of Events

### Wednesday, February 20, 2019

10:30 - 12:00 State Board of Director's Meeting  
12:00 Noon State Board Lunch  
12:00 Noon Registration Opens  
1:00 - 1:15 Welcome & Opening Remarks  
1:15 - 2:15 Topic: Crime Prevention  
Speaker: *Clint Fuller, Bismarck PD*  
Sponsored Break  
2:15 - 2:30 Topic: Fair Housing  
Speaker: *Dept. of Labor & Human Rights*  
Sponsored Break  
4:00 - 5:00 Legal Issues  
Speaker: *Krista Andrews*  
5:00 - 7:15 Trade Show/Exhibitors/Cash Bar  
(Door prize drawing at 7 pm)  
8:00 Hospitality Room Opens

### Thursday, February 21, 2019

7:30 - 8:30 Registration Open - Breakfast  
8:30 - 10:00 Topic: Who are we serving in 2019 & Beyond?  
Speaker: *Kate Good*  
Sponsored Break  
10:00 - 10:15 Topic: Closing the Back Door  
Speaker: *Kate Good*  
12:00 - 1:00 Convention Lunch (Legislative Updates)  
1:15 - 2:15 Topic: Best Teams  
Speaker: *Kate Good*  
Sponsored Break  
2:15 - 2:30 Topic: Best Teams Continued  
Speaker: *Kate Good*  
3:30 - 3:45 Sponsored Break  
3:45 - 5:00 Topic: Personal Safety Training  
Speaker: *Pretty Loaded*  
5:00 - 6:00 Break on your own  
6:00 - 6:30 Social Hour - Black Tie Event all night!  
6:30 - 7:30 Banquet/Awards  
7:30 - 9:00 Entertainment: Casino Night  
9:00 - Close Hospitality Room Open

### Friday, February 22, 2019

8:00 - 8:30 Registration Opens - Breakfast  
9:00 - 11:00 Capitol & Legislative Tour  
11:45 Membership Meeting/Grand Prize Drawing for  
Vacation Package for 2 to Las Vegas

**NOTE:** If you are interested in being a sponsor, please contact BMAA at 701-255-7396 or go to our website and click on State Convention and Trade Show.

Www. Bismarckmandanapartments.com

## Speakers & Topics

### Kate Good

When other kids were watching cartoons, Kate Good was studying the commercials. This was the initial stages of developing her sales and marketing expertise. Today, Kate is one of the most in demand speakers presenting Leasing and Marketing innovation with over 15,000 industry professionals annually. She is a founding member of the Apartment All Star Tour, the nation's longest running education tour. Kate recently authored *The Complete Guide To Leasing Apartments* and has published over 280 blogs. When Kate does not have a microphone in her hand, you can find her in Houston, TX where she is now developing over 1,000 apartments. Her first project, *Vargos on the Lake*, received recognition from the *Houston Business Journal* as the Deal of the Year while Kate directed the fastest lease up in Houston during 2015. Her presentation will include:

#### Part 1: Who are we serving in 2019 and Beyond?

- How to market to them to increase traffic through innovative strategies and social media.
- How to sell to this customer in a crowded market.
- How to lease what we have in the age of amenity overload
- Lease it like a lease up even when you are not the newest community on the block
- Speed to the lead in the age of the never satisfied customer.

#### Part 2: Closing the Back Door

- \* Review of the top, controllable reasons why residents move out. How to avoid these and overcome challenges.
- \* Solid communication for better customer service.
- \* 6 super cool ideas to retain customers

#### Part 3: Best Teams

- \* Secrets to the highest performance at all times
- \* Better communication with team
- \* You are the environment creator
- \* Time management in the age of technology overload
- \* How to lease what we have in the age of amenity overload

### Legal Session: Krista Andrews

Krista L. Andrews is a shareholder in Anderson, Bottrell, Sanden & Thompson practicing in the areas of family law, real estate & landlord-tenant law and contract law. She received her Bachelor of Arts degree from the University of North Dakota, summa cum laude, and her Juris Doctor degree from the University of North Dakota. While earning her law degree, Krista served on the North Dakota Law Review Board from 1997-1998. Prior to joining the firm, she represented the State of North Dakota for seven years as an Assistant Attorney General, and Special Assistant Attorney General for the Department of Human Services. She is licensed to practice law in North Dakota and Minnesota.

### Fair Housing by Kathy Kulsea,

#### ND Department of Labor & Human Services

Kathy is a graduate of Moorhead State University (now University of Minnesota-Moorhead). Kathy has a B.S. in the Legal Assistant Program and has worked for the North Dakota Department of Labor since 2002.

## Speakers & Topics

### Legislative Update By Jeremy Petron

Jeremy has been involved in the Property Management industry for 10 years and has been employed with Goldmark Property Management since 2005. He has served on the Bismarck-Mandan Apartment Association Board since 2008 and North Dakota Apartment Association Board since 2009. He has worked side by side with Rocky Gordon as his mentor during the 2013 legislative session testifying before committees on several key bills affecting our industry. Jeremy is a registered lobbyist for the North Dakota Apartment Association.

He is an alumnus of North Dakota State University and Minnesota State University Moorhead, and is also a veteran of the North Dakota Army National Guard.

### Crime Prevention & Property Safety by Officer Clint Fuller, Bismarck PD

Officer Clint Fuller started as a Patrol Officer with the Bismarck Police Department in June of 2003. In August of 2010 Officer Fuller moved to Crime Prevention/Community Services. Officer Fuller runs the Safe Rental Housing Program which notifies landlords of certain calls to their properties.

### Pretty Loaded

Pretty Loaded is an innovative self-defense and situational awareness education enterprise. They focus on conflict avoidance, predator mindset and tactics as well as skills to detect, dissuade and defeat a predator.

Pretty Loaded is well known for their viral personal safety videos that have been viewed and shared by millions of people and large news networks all over the world. Their training has been used by the Florida Crime Prevention National Convention, Dept of Homeland Security, police departments, Langley Air Force Base, Frontier Airlines, libraries, Universities, security services, self-defense businesses and other large corporations. Every year they reach over ten million around the world on their social media platforms. Pretty Loaded submitted the National Situational Awareness Day to the National Day Calendar in 2015.

Beth, the founder of Pretty Loaded, began her company with a clear mission and vision to instill strength, awareness and confidence to people throughout the world. Beth began her journey after a close encounter with a would-be predator. She quickly realized there was martial arts and gun training in the self-defense world, but no training on how to avoid a violent situation and realized this training would be valuable worldwide.

John, Miranda, Nicole, Tricia, Vince and D & N Cinematics are team members that help with blogs, presentations and video production.

