

The Property Management Association of Mid-Michigan Presents:

2011



# APARTMENT SKILLBUILDER SERIES

**\$99**  
PER MONTH

-OR-

**\$999** ANNUAL SUBSCRIPTION\*

Lansing and Mid-Michigan area apartment industry education and training for your entire apartment community team  
Subscription attendance to ALL workshops for ALL your community's staff!

CLASS DATE	TOPIC FOCUS	TOPIC TITLE
Thurs., Jan 27	Motivational New Year's Kick-Off	How to be the Employee Successful Companies Fight to Keep and...Superhero Secrets to Success
Thurs., Feb 24	Marketing	Miserly Marketing: How to get Superior Results on an Inferior Budget
Thurs., Mar 24	Leadership	12 C's of Leadership
Thurs., Apr 28	Maintenance	Maximizing Service Team Operations
Thurs., May 26	Leasing	Action Leasing: Lease Better, Faster, Higher, Further
Thurs., Jun 16	Leasing/Technology	Social Media Basic Basics
Thurs., Jul 28	Maintenance	Ending the Feud: Communication Skills for Maintenance & Management
Thurs., Aug 25	Fair Housing	Fair Housing: What you NEED to Know, What You WANT to Know
Thurs., Sep 29	Leasing	Über-Closing: Mastering the Art of the Invitation
Thurs., Oct 27	Financial Management	Show Me the Money: NOI Strategies for the Next Generation
Thurs., Nov 17	Human Resources	Recruit, Hire, Train, and Retain Superstar Employees
Thurs., Dec 15	Customer Service	Colorful Customer Service: Red Carpet + White Glove = Green Money

Workshops are Wednesdays from 9 to noon except as indicated   
 = L.I.T.E. Webinar Workshops: Live Internet Training & Education

## MEET THE APARTMENT SKILLBUILDER INSTRUCTOR TEAM

### APARTMENT SKILLBUILDER SERIES HIGHLIGHTS:

- One subscription price buys an unlimited number of workshop registrations for any and all of your apartment community's staff to attend any and all workshops. \*Alternative subscription rates for apartment communities under 100 units or over 650 units...see Skillbuilders Series FAQs for details.
- Once-a-month workshops encompass a variety of industry topics and skill levels: Human resources, financial, leadership, management, marketing, maintenance, leasing, fair housing, technology and customer service.
- Affordable education and development alternative to in-house trainer designed for small & mid-size companies.
- See FAQs answer at [www.SkillbuilderSeries.net](http://www.SkillbuilderSeries.net)



**Leah Brewer, NALP, CAM**  
*The Leasing Queen*  
FullHouseMarketing.com



**Rich George, CAPS**  
*The NOI Coach*  
NOICoach.com



**Rebecca Rosario, NALP, CAM**  
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**Mark Cukro, CAPS, CAMT**  
*The Maintenance Master*  
ServiceTeamTraining.com



**Jackie Ramstedt, CAPS, CAM**  
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**Heather Blume**  
*The Techno-Whiz Kid*  
BehindTheLeasingDesk.com

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