It's almost that time of the year again when the temperature turns nippy and the smell of fallen Maple leaves being burned fills the air. Oh wait, this is Southern California not New England, but Fall and Football Season are approaching, and that means it's time for the AACSC 45th Annual FREE Rental Housing EXPO and Seminars.

Mark your calendars for Thursday, September 12th. We're in Convention Hall C at the Long Beach Sports Arena. With the start of football season, this year's theme is "It Takes a Team to Reach Your Goal," and we have a great Team of over 100 Vendors and Contractors and six "Hall of Fame" Seminar Speakers lined up to help you reach your Goal.

Kicking off the day at 8:00 a.m. is our 18th Annual "Saluting Our Stars" Industry Awards Breakfast (registration 7:30am). Recognize and Reward your Team members by nominating them. We will be honoring the most outstanding Managers, Supervisors, Leasing Agents, Maintenance Personnel, and Office Staffs. Please fill out and submit the nomination forms on pages 37 and 38, and make your reservations for the breakfast by sending in the form on page 40.

The EXPO is open from 9:00 a.m. to 4:00 p.m.

What is Your Goal?

If you are looking for at least one new idea that will help you become an even more successful and profitable rental property owner and/or manager, then you will want to be at this year's AACSC Rental Housing EXPO. And chances are you will find more time-saving, money-saving, and money-making ideas at our EXPO than at any other event this year. Come find out why so many rental housing industry managers, owners, investors, contractors and vendors make this a "must-attend" event every year.

Membership in the Apartment Association, California Southern Cities is well worth your membership investment, especially when you consider all the many benefits and the legislative advocacy. BUT—owners and managers who make it a point to attend our Annual EXPO gain
even more value with all the tips, ideas, and resources they collect during the day.

FREE Seminars

As always, we're offering FREE seminars where you can learn money-making and money-saving tips from the best people in our industry. The knowledge available here is worth top dollar, but we're giving it to you at no cost. Every rental housing owner and manager will want to attend these informative talks.

The First Half of the day's Seminars begins at 9:30 a.m. with "Field Maintenance." This will cover avoiding maintenance pitfalls, maintenance management, resident retention through maintenance, and cost-cutting measures. It is presented by Frankie Alvarez, Director of Operations for Buffalo Maintenance, Inc., and co-author of Dear Maintenance Men.

Also at 9:30 a.m. we have "Top Draft Pick Strategies." This will focus on the Best Markets for Investing Your Money and a Future Rental Housing Forecast, presented by Kyle Kazan, CEO of Beach Front Property Management, Inc.

At 10:45 a.m. we have the first of a two-part seminar series, "Game Changers." This first part covers reputation management strategies to attract, lease, and build a better resident profile and is presented by International Speaker and Marketing Guru, Toni Blake, one of the Apartment All Stars. Please be sure to read her feature article beginning on page 8 of this magazine.

The Second Half of the day's Seminars starts with "Problem Players" as 12:15 p.m. This will cover Protecting Yourself Legally, and Tips to Beat Rent Control. It is presented by Dennis Block, well-known Eviction Attorney. Toni Blake takes to the field once again at 1:30 p.m. with her second "Game Changers"
seminar. This time her topic is Miracle Marketing with Petty Cash—Digitize and Revolutionize Your Marketing Plan.

Scoring the final seminar touchdown at 2:45 p.m. we have "Completing the Perfect Screen Pass." Applicant Screening for the Perfect Resident and How to Make the Best Choice and Avoid Problems When You Have a Unit Available are the topics that

Gary Glucroft, CEO of The Screening Pro’s, and

Kari Negri, CEO of Sky Properties, Inc. will jointly cover.

Remember … The Whole Day is FREE!!

So mark your calendars now: Thursday, September 12, 2013, 9 a.m. to 4:00 p.m., Hall C, Long Beach Sports Arena. Nominate your staff members for our Industry Awards and attend the "Saluting Our Stars" Awards Breakfast beginning at 8:00 a.m. Come spend the day learning strategies and gathering new ideas – plus meeting the Vendors you need for your business—all at one location!

It Takes a TEAM to Reach Your Goal. Attending our 45th Annual Rental Housing Expo will put your team on the field and the ball in your hands. The Victory is up to you.

And in other news: in July your Association held our "Summer Social" instead of the general membership meeting. The "Beach Party" was at the Hotel Maya (just west of the Queen Mary) in Long Beach on Thursday, July 18, from 4:30 to 7:30. Approximately 150 members attended and enjoyed the food, fun and networking opportunities, along with the wonderful music provided by Will Heard & Gary Roach.

Legislatively we have been very busy protecting your property rights. Please be sure to read both the articles "Capitol Update" by Greg Brown from NAA and "Sacramento Report" by our own Lobbyist Ron Kingston. We’ve sent out a lot of "Red Alert" e-mails and your responses have been fantastic. Thank you for making all those telephone calls and sending all those faxes and emails to our State Senators and Assembly Members. As you see in their reports, there is
still a lot of work to be done, but with your help, we know we can make our voices heard and score a victory for our Team.