

Product/Service Council Meeting

February 8, 2024

WELCOME

Leah Christian, CAS

WeDoTrash

TAA PSC Chair



SPECIAL THANKS TO OUR SPONSORS



TIER 1



TIER 2



TIER 3



TIER 4

WeDoTrash
Camp Construction Services
Yardi
Century Air Conditioning
Impact Property Solutions

Blue Moon Software
CORT
CSC ServiceWorks
FSI Construction
Sherwin-Williams



TIER 5

Smart Apartment Data
Zillow
Cweren Law Firm, PLLC
Entrata
The Guarantors
Massey Services Pest & Termite
Red Elephant
AAA Plumbers

Comm-Fit
Dixie Interiors
G5, a RealPage company
Gemstar Construction
Genesis
LeaseLock
The Liberty Group
MRI Software/MRI Apartment Data



TAA PS Council Agenda

Welcome & Introductions

2024 PS Council Priorities & Projects

TAA ONE Conference & Expo Update

New/Old Business

Supplier Partner Professional Awards

Adjourn

2024 PS Council Officers



Chair
Leah Christian
CAS

WeDoTrash
Dallas



Chair-Elect
Jackie Cagle
CAS

Rasa Floors
Dallas



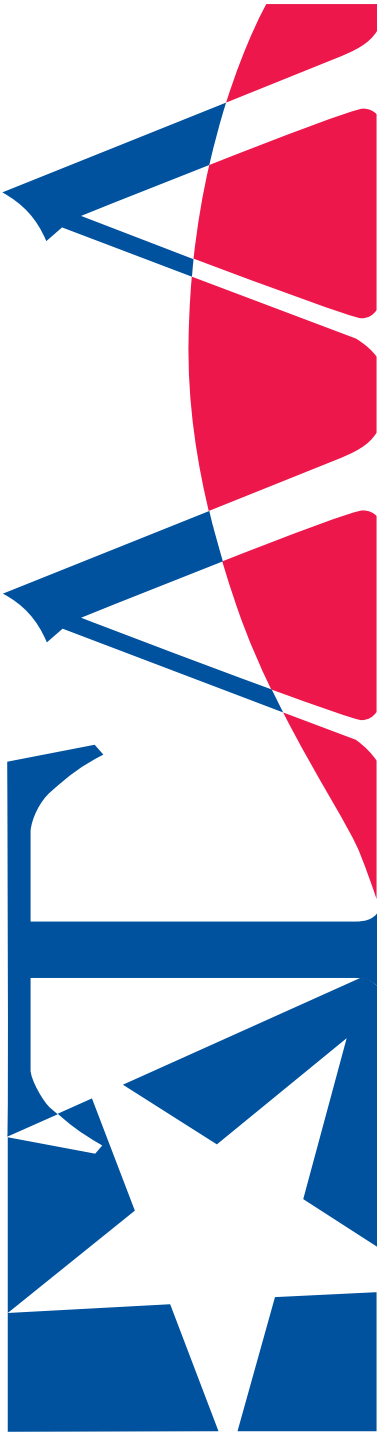
First Vice Chair
Gerald Tungol
CAS

G5, a RealPage
company
Houston



Second Vice Chair
David Lindley
CAS

FSI Construction
Houston



2024

Product/Service Council

Priorities & Projects



Leah Christian, CAS
WeDoTrash

2024 Council Priorities & Projects

Leadership Development

Supplier Partner Education

Local Association Outreach

TAAEF Awareness & Engagement

PSCares / Corporate Social Responsibility

TAAPAC Advocacy

Leadership Development



Supplier Partner Education



Local Association Outreach



TAAEF Awareness & Engagement

The Texas Apartment Association Education Foundation connects job seekers to the rental housing industry and help TAA members recruit, retain and advance their most important resource – their people.



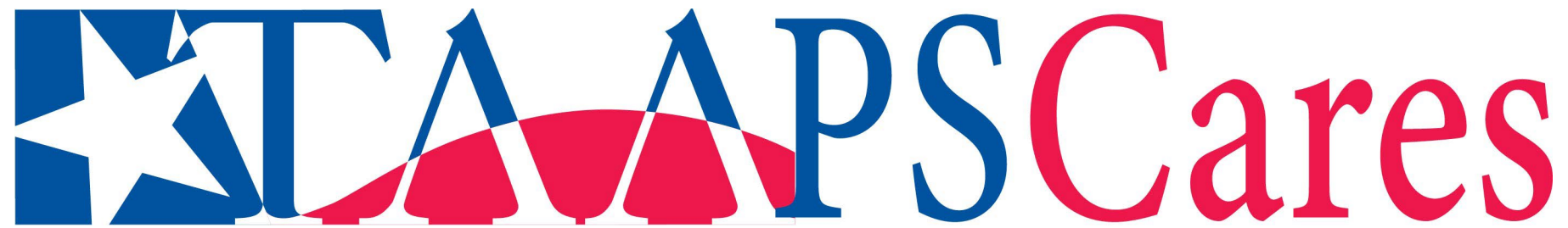
The public is more aware of career opportunities in the Texas rental housing industry.



TAA members and their locals value and utilize TAAEF's offerings.

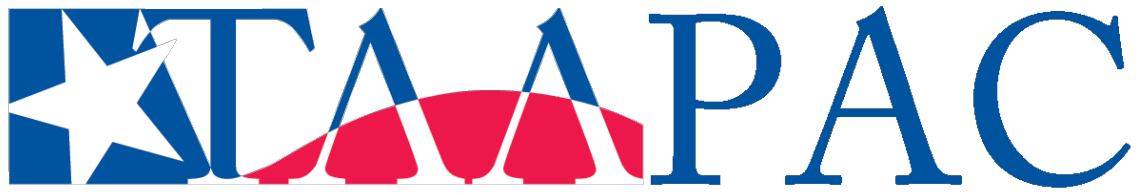


Develop a larger pool of engaged emerging talent in the industry.



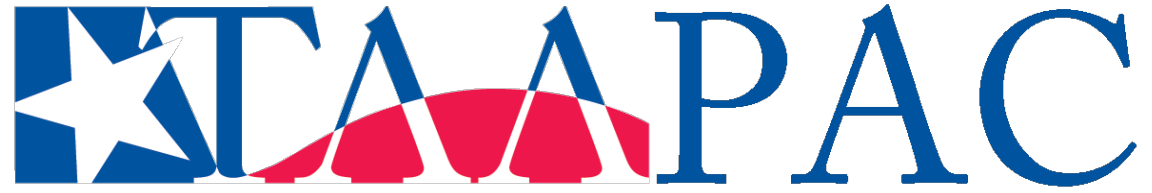
STAAPS Cares

The logo consists of a blue square on the left containing a white five-pointed star. To the right of the star, the letters 'STAAPS' are rendered in a blue, serif font. A red, semi-circular shape is positioned behind the 'A's and 'P's of 'STAAPS'. To the right of 'STAAPS', the word 'Cares' is written in a red, serif font.



Increase fundraising across the board in 2024





2024 Fundraising has begun!

Donate online

(member log-in required):

www.taa.org/advocacy/pac

Scan Here:



slido



Which of these projects would you like work on this year?

ⓘ Start presenting to display the poll results on this slide.

ATA PAC Lounge in ONE Expo

Donate to access the
PAC Lounge inside the ONE Expo



TAAPAC 2024 Clay Shoot Tournament

Sponsored by:

HD SUPPLY

SIGN UP NOW!

Tuesday, April 23, 2024
1:00-5:00pm

National Shooting Complex
San Antonio

Kyle has the sign-up forms

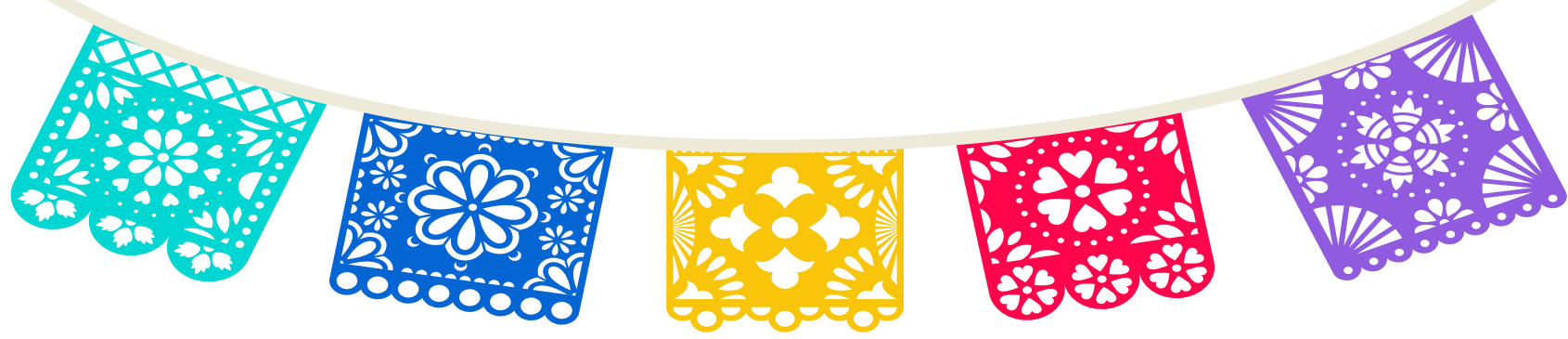




TAA ONE Conference & Expo

April 24-26, 2024

San Antonio



CAYCE COON, CAM, CAPS- CHAIR
Madera Residential



Chelsea Kneeland, CAS- VICE CHAIR
J Turner Research

SAN ANTONIO ★ **APRIL 24-26, 2024**



5,500+

Industry Professionals

84

Education Sessions

Up to

20%

Group discounts



TAAEF Vehicle Raffle

464

Booths w/ Products and Services for the Rental Housing Industry

3 days

of Networking + Personal Development Opportunities

IT'S TIME TO

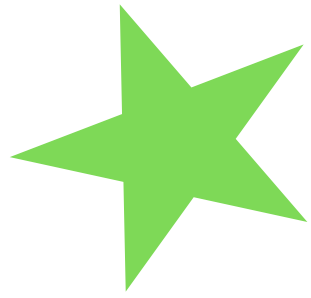
FESTAA

TIFFANY HADDISH
KEYNOTE SPEAKER



WWW.TAA.ORG/CONFERENCE





Exhibitor Registration & Hotels

OPEN NOW!

Exhibitor Registration & Hotel Block access has just been added as a new TASK **inside Cadmium**, the booth management platform

All primary Exhibitor booth contacts have access to Cadmium

Instructions have also been emailed to all primary booth contacts

Friday Expo Passes for Customers

New process for 2024

- All primary Exhibitor booth contacts have access to a unique link for the free Friday Expo registration
- The **link is available inside the Exhibitor Registration platform through Cadmium**, the booth management tool
- Exhibitors may share this registration link with an unlimited quantity of customers. It may **not** be shared with other Supplier Partners.
- All individuals must register online for the Friday Expo pass

Schedule Reminders

TUESDAY

1:00-5:00 – PAC Clay Shoot
Tournament

WEDNESDAY

9:00-6:00 – Exhibitor Move-In
1:00-3:00 – General Opening Session
with Tiffany Haddish keynoting
3:30-5:30 – Education Sessions
7:00-9:30 – Kickoff FiesTAA

THURSDAY

7:30-12:00 – Exhibitor Move-In
9:00-1:00 – Education Sessions
1:00-5:00 – TAA ONE Expo
7:00-10:00 – Ultimate 80s Party

Friday

8:30-12:30 – TAA ONE Expo
9:00-10:00 – Education Sessions
12:35-8:00 – Exhibitor Move-Out

TAA ONE will be Paperless

Mobile App

- Download before you arrive to access schedules and maps

Mobile Party Tickets

- Just like a concert ticket, a party ticket barcode will be emailed to each attendee and scanned at the entrance



Kickoff FiesTAA

Wednesday, 7:00-9:30pm

Stars at Night Ballroom in Convention Center

THEMES:

Welcoming, Cultural, Artistic

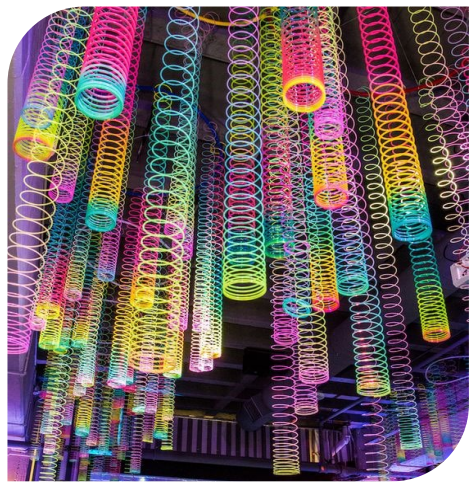


Ultimate 80s Party

Thursday, 7:00-10:00pm
Texas Ballroom in Grand Hyatt

THEMES:

Revelatory, Instaworthy, Connective





**Deona James
Spruce**

Supplier Partner Education at TAA ONE

9 – 10:55 a.m.

The Rent Dollar: Where does it go?

Panel discussion moderated by Deona James
with 3 operators and 3 supplier partners

11:10 a.m. – 12 p.m.

Speaker/topic TBD

12:15 – 1 p.m.

Speaker/topic TBD



Claire Massey
VP of Conferences, TAA

2025 Preview of Expo Adjustments

GOALS:

- A fresh take on the Expo Floorplan design that's strategic and enhances attendee traffic without relying on gimmicks
- Create an environment that's engaging with programmed activities that make Attendees want to stay in the Expo longer
- Build the Expo Floorplan based on sales and inbound demand, rather than building the Floorplan before opening sales

Current Booth Sales Process, for 2024

Total quantity of booths determined **14 months prior** to ONE Conference

Booth location is selected at the time of purchase. Unable to add more booths to the floorplan after booth location selection has started

Expo Hall sold out **8.5 months prior** to ONE Conference

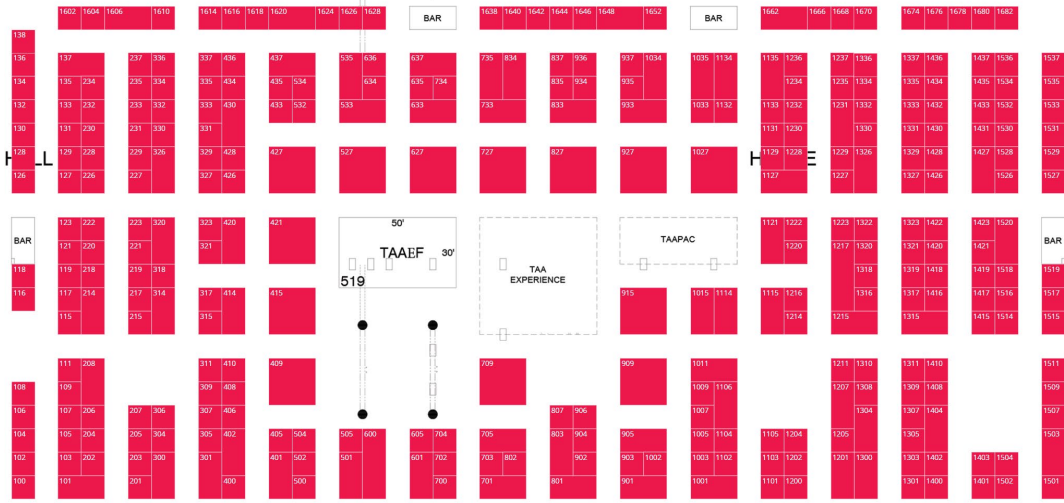
131 companies have been added to the wait list since the expo hall sold out

2024 Sales Timeline
Feb 23: Total quantity of booths determined
Mar 23: Booth pre-sales opened
Jun 23: Booth general sales opened
Aug 23: Expo Hall sold out, wait list opened

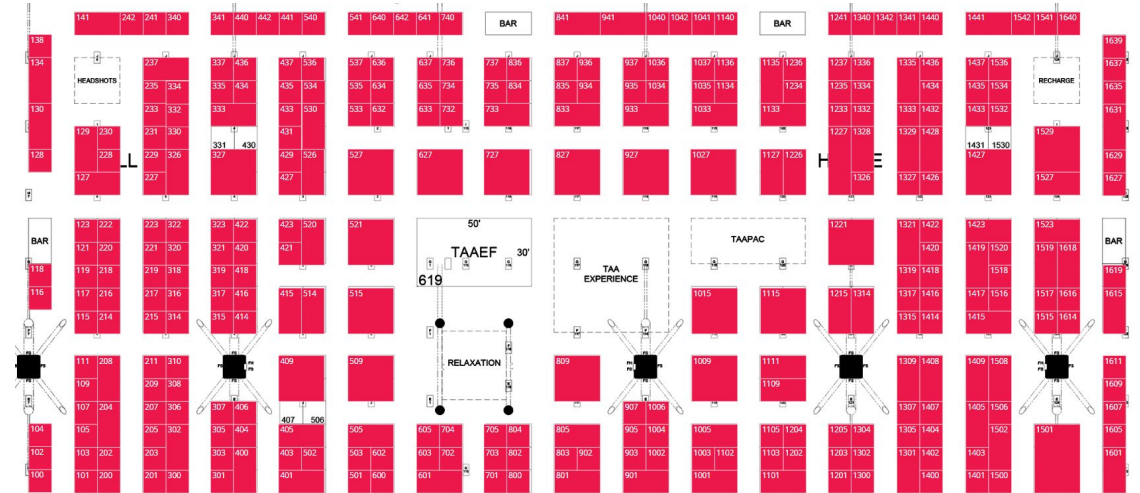
Process, completed all at one time
1) Select booth size
2) Select booth location
3) Sign contract
4) Pay deposit

TAA Expo Floorplans

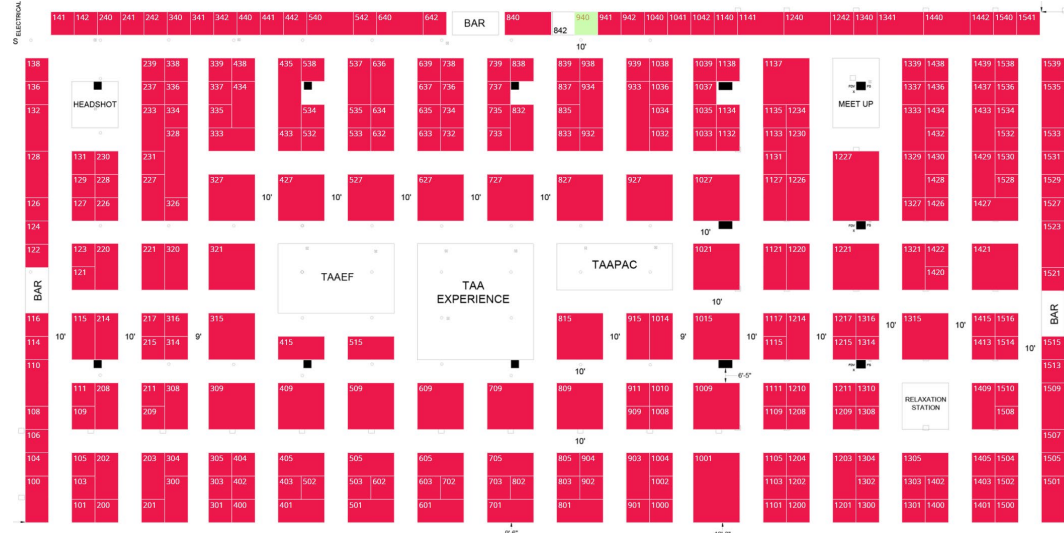
2019 Houston



2022 Houston



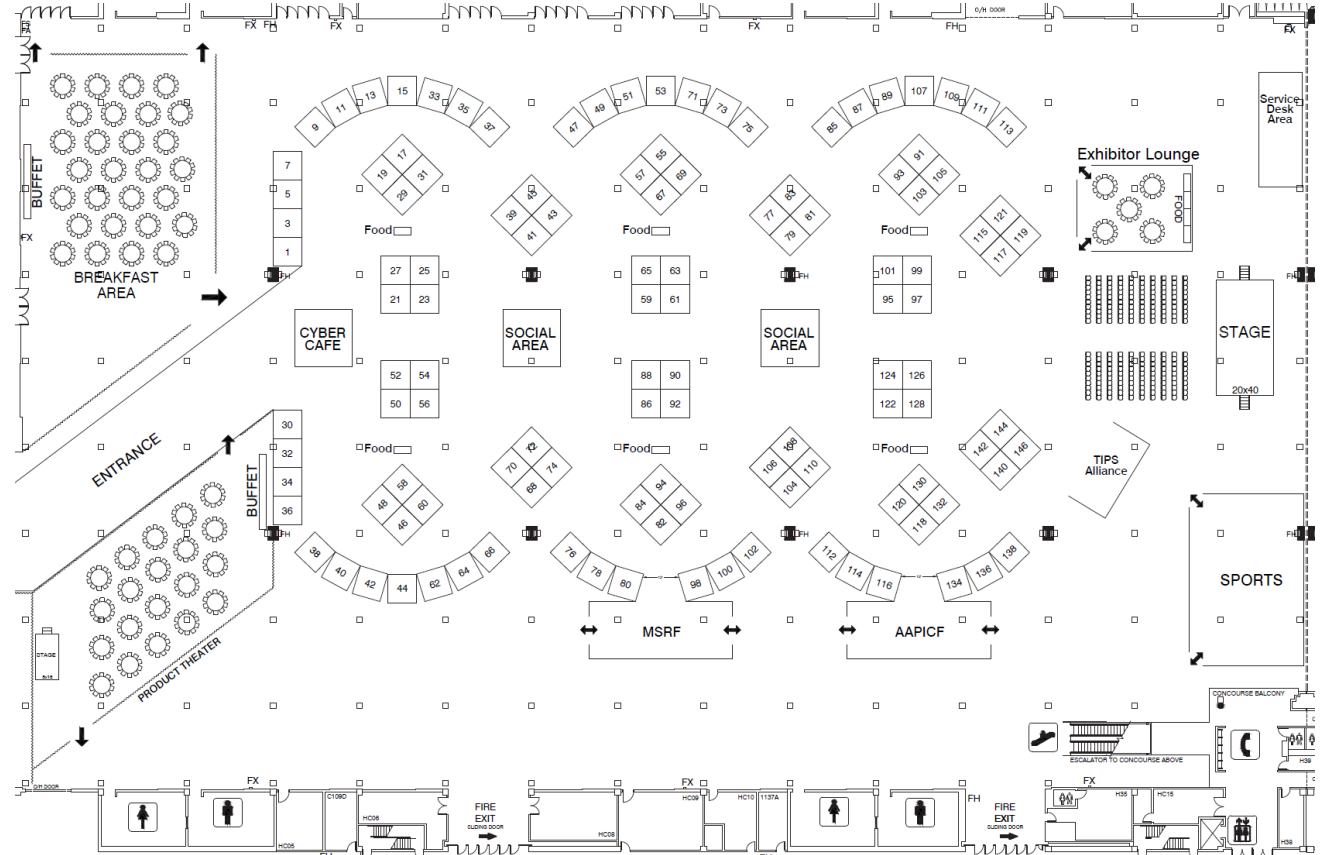
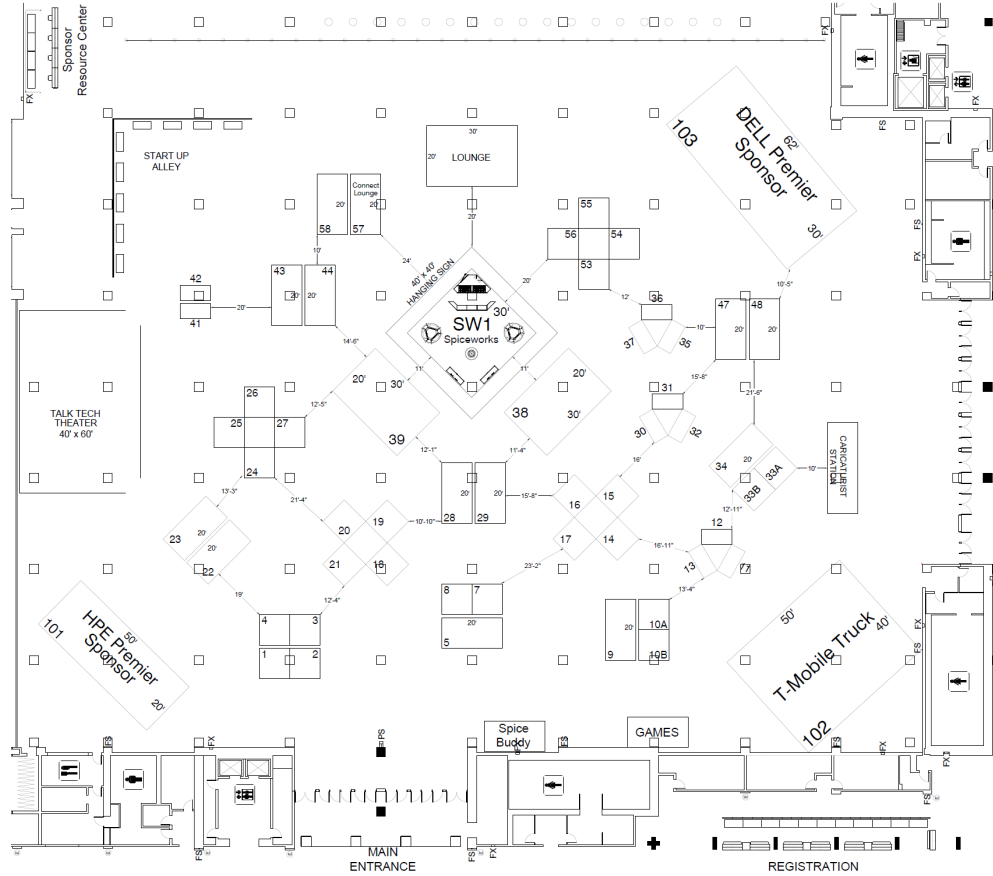
2023 Fort Worth



2024 San Antonio



Example Expo Floorplan for Inspiration



Adjusting Booth Sales Process for 2025

Sign the contract to **Reserve your spot in line for booth location selection**

Build the Expo Floorplan based on sales and demand

2025 Sales Timeline
Mar 24: Booth pre-sales open
Jun 24: Booth general sales open
Sep 24: Expo Floorplan finalized
Oct 24: Booth location selection opens (6 months before TAA ONE)
Jan 25: Booth sales close, wait list opens
May 25: 2025 TAA ONE, May 7-9

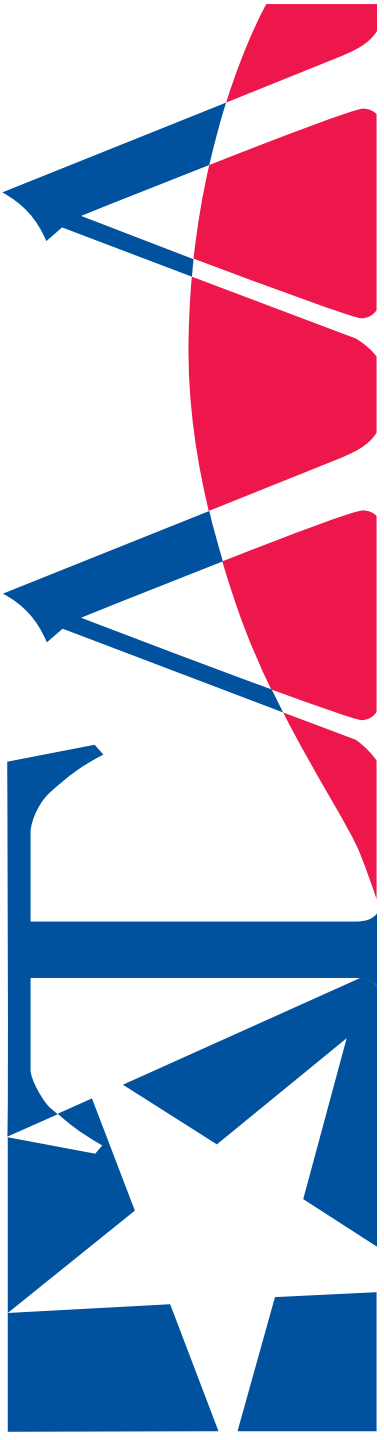
Two Part Process

Part One

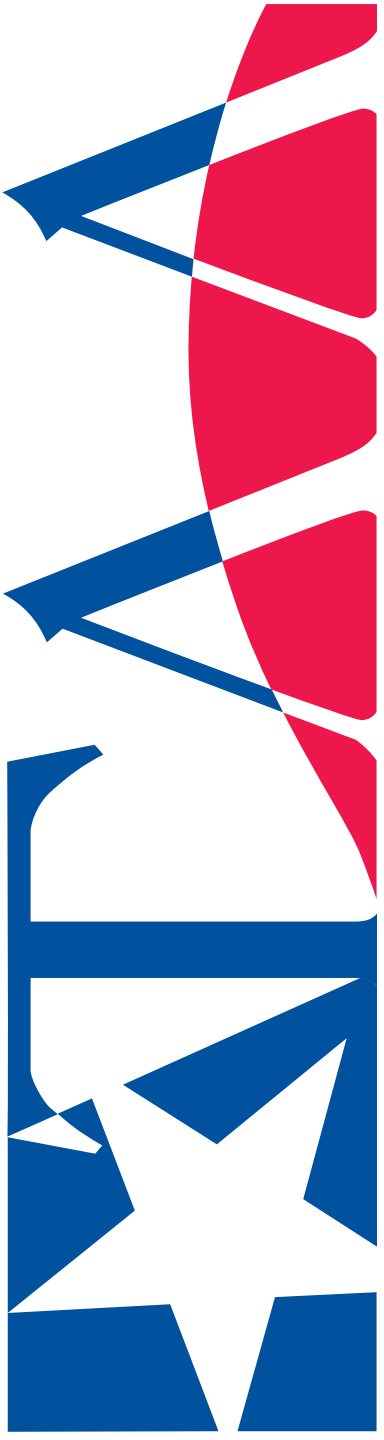
1. Select booth size
2. Sign contract to reserve your spot for booth selection
3. Pay deposit

Part Two (later)

1. **Select booth location, access given in the order that contracts were signed**



New / Old Business



2024

Supplier Partner

Professional Awards



CINDI REED, CAS
MRI Apartment Data

Mike Clark Supplier Partner Company of the Year Award

Recognizes supplier partner companies that help the local, state and national associations succeed in accomplishing their vision to deliver excellent value and superior service to members

2020



2022



2021



2023





2024 Nominees: **Mike Clark Supplier Partner Company of the Year Award**

AAA Plumbers

Apartments.com

The Cweren Law Firm

Dixie Interiors

FSI Construction

Gemstar Construction

WeDoTrash



Olin Steele Lifetime Achievement Award Task Force

Cindi Reed

Task Force Chair

Charles Stroud

Task Force Co-Chair

Cathy Bolen

Jackie Cagle

Mike Follis

Billy Griffin

Nikki Jorski

Nancy Payne

Pierre Rouly

Theresa Ryholt

Tina White

20 Olin Steele Nominees = Tripled!

Blaise Spitaleri

Iva Creel

Marivel Bownds

Brian Cweren

Jeff Duerstock

Mark Park

Dedra Bouffard

Joshua Nichols

Nora Mireles

Deona James

Kris Burleson

Sam Levassar

Derek DeVries

Kristin McLaughlin

Susan O'Brien-Garner

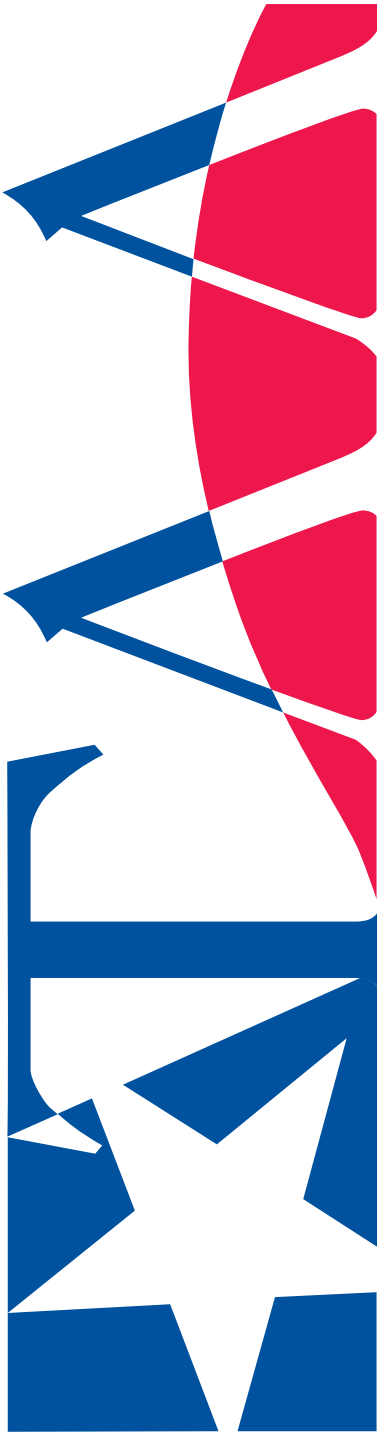
Eric Leonard

Laura Lestus

Traci Nau

Gary Greene

Leah Christian



One more thing....



Thank You!

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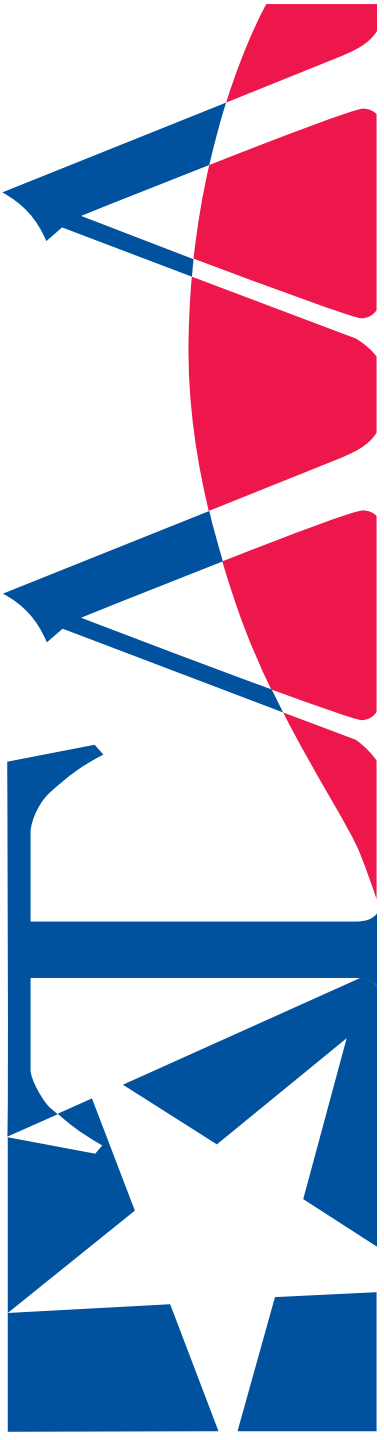
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