
RRHA
OF TEXAS



33rd Annual Convention & Trade Show

July 12-15, 2011

Omni Mandalay Hotel

221 East Las Colinas Blvd.

Irving, Texas 75039

972.556.0800

GENERAL INFORMATION

REGISTRATION INFORMATION

RRHA's Annual Convention and Trade Show will be held July 12-15, 2011 at the Omni Mandalay Hotel in Las Colinas, 221 East Las Colinas Blvd., Irving, Texas 77840. Telephone number is 972.556.0800.

REGISTRATION POLICIES

Your 2011 dues must be paid to enroll at the member rate. If your Project is not a current member of Rural Rental Housing Association of Texas and you are not an Associate member, please enroll at the non-member rate. Your registration fee must be received by **June 20, 2011** to take advantage of the early registration rate. After June 20th, you must pay the full fee. All registration forms must be accompanied by payment in full, or approved billing. RRHA of Texas also accepts MasterCard, Visa, and American Express for payment of services and products.

HOTEL ACCOMMODATIONS

Reservations must be made directly with the Omni Mandalay Hotel by **June 20th** at 972.556.0800, or for anyone needing to book more than 3 rooms, you may call Mr. Rick Ayala at 972.869.5524. To receive the special room rate, \$119 for single or double occupancy, you must be enrolled in RRHA's convention and trade show. After **June 20th**, reservations will be accepted on a space available basis and prices may vary. Changes and cancellations should also be made directly with the hotel.

REGISTRATION

Pre-registered attendees may pick up their packets from 4:30 p.m. to 6:00 p.m. on Tuesday, July 12th. You may enroll on-site during convention hours. The registration/information desk will typically be open beginning at 8:00 a.m. during the convention.

SPOUSE/CHILDREN'S PROGRAM

No formal spouse or children's programs are planned. To participate in convention activities, spouse/children must be enrolled at the appropriate rate. A parent or guardian must accompany children at all times for RRHA events.

EXHIBITORS

Booths are available at a cost of **\$395** for RRHA of Texas members and **\$495** for non-members for the entire trade show. Each exhibitor is provided one full registration with the purchase of a booth. Full registration includes seminars, refreshment breaks, trade show, lunches, dinners, and other networking events. If a second, or any additional person in the booth, wants a full registration to all planned activities, the price will be \$100; otherwise, individual event tickets can be purchased. Set-up personnel may gain entrance to the exhibition area beginning at 5:30 p.m. on Tuesday, July 12th, and breakdown must be completed by 5:00 p.m. on Thursday. Accommodations for only two representatives are provided at each booth.

ATTIRE

Obviously, we want to dress appropriately for each event. Attire is casual throughout the convention; therefore, no ties or formal wear are required. Casual business wear is suitable for convention activities within the hotel, including training sessions. You may choose to dress even more casual and comfortable for special events and activities outside the hotel.

BADGE IDENTIFICATION

Your name badge is your official passport to all on-premise convention activities and trade show and should be worn to all events. Participants are also encouraged to wear their name badge at off-premise social networking events.

GENERAL INFORMATION, CONTINUED

PRIZE DRAWINGS

Prize drawings for paid registrants will be conducted as shown on the agenda. A ticket number will be assigned on your name badge for prize drawings and you must be present and show your badge to be eligible as a prize winner. Prize winners will be eligible for subsequent door prize drawings since winning ticket numbers will be returned to the drawing box.

SPECIAL NEEDS

If any attendee needs accommodations such as additional space for a wheelchair at a seminar table, a reserved seat or other assistance for those with physical, hearing or visual disabilities in order to participate in any convention activity, please talk to an RRHA of Texas staff person at the registration/information desk. Every effort will be made to accommodate your needs.

SPONSORSHIP AND DOOR PRIZE INFORMATION

Call RRHA at 254.778.6111 for more information about sponsoring a function or donating a door prize.

SPECIAL EVENTS

OPENING RECEPTION | DINNER | GAMES | KARAOKE | **Tuesday Night**

Come ready to “compete” as RRHA kicks-off its Opening Reception. What better way to kick off our convention and mingle with friends and acquaintances? Our Opening Reception will begin with an all new game – “WHAT AM I?” followed by dinner.



After dinner, the competition really heats up – “Minute to Win It – Management vs. Managers” . . . the game that enables you to tackle some very unique challenges while you experience the excitement like never before. It’s the opening night party that NOBODY misses! Unwind, spend some quality time with your associates, and make invaluable networking connections. Come show your bosses how talented you really are! *Prizes will be given away to the winners.*

Afterwards, we are going to get into the “sing” of things. Katie “Karaoke” McElwee will get the crowd interested in dancing, with her wide variety of songs that will appeal to any group. Or, if you are an “American Idol wannabe” or have ever dreamed of stardom on the karaoke stage, this night’s for you. Come prepared to stay and enjoy our DJ/karaoke as we close out the night.

OPENING LUNCH & GENERAL MEMBERSHIP MEETING | **Wednesday Noon**

President Warren Maupin will open the meeting with a special welcome to all convention attendees and give his "State of the Association" address. The winners of the RRHA of Texas annual awards will be announced and honored at this time. The program will also include the presentation of the President's Award, the coveted W.S. Allen Memorial Service Award, and recognition of the recipients of the RRHA of Texas Certified Rural Housing Manager designation.

ADAM ACE – COMEDIAN | **Wednesday Night**

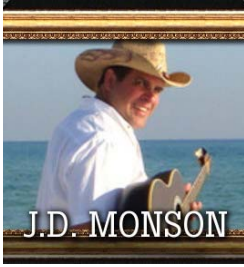


Adam Ace burst onto the comedy scene with his crazy style of performing! A full time professional performer, Adam’s show combines interactive comedy, youthful creativity, popular music, dancing, and lots of audience participation into a fast paced high-energy thrill ride. Whether he performs for public venues or corporate functions, Adam’s clear, fun, professional, positive attitude always shines through. ***Unlike any comedy show you’ve ever seen!***

Afterwards, Katie “Karaoke” McElwee will provide her musical magic.

SPECIAL EVENTS, CONTINUED

J. D. MONSON – SOLO MUSICAL ACT | [Thursday Night](#)



On the last night of the convention, we will welcome J. D. Monson, professional singer and songwriter. Mr. Monson has over 500 songs in his repertoire, and will surprise you with his ability of perform favorites that you will absolutely love with his strong, soulful, southern voice [J.D. is well-known for his authentic Johnny Cash impersonation]. He will perform Country and Western, Texas Country, Classic Rock, and original music. There will definitely be something for everyone. This is the place to be as the convention comes to a close - ***there's no doubt about it - you won't want to miss this grand finale party!***

ACTIVITIES

GOLF SCRAMBLE | [Tuesday Morning](#)

Our golf scramble continues to be a popular pre-convention event. Enjoy the sport with the laughter and camaraderie of friends at the Tour 18 Dallas Golf Club. Imagine yourself playing on carefully simulated holes from some of the greatest golf holes in America. This collaboration of incredible replicas offers one fantastic challenge after another, creating a uniquely memorable experience. When we say Tour 18 takes Texas golf to new heights, we are not just talking about the spectacular 25 mile views you'll enjoy while playing this challenging championship course. Their attention to detail and unquestionable standards for beauty and challenge will make you appreciate the great golf courses from which these simulations were chosen. Come ready for a good time and join your RRHA friends for our 15th Annual Neal "Dirty Sox" Johnson Golf Classic. **\$150 PER PERSON**

SPORTING CLAYS HUNT | [Tuesday Morning](#)

This 7th Annual event is being held at Elm Fork Shooting Sports in Dallas. All skill levels are welcome. We vow to create an atmosphere of healthy competition and meaningful fellowship within our shooters. Not just for men anymore . . . women pack your lipstick and lead and come join the fun! **\$60 PER PERSON**

COWBOYS STADIUM TOUR | [Tuesday Afternoon](#)

This unique and phenomenal stadium was completed in May of 2009 in Arlington, Texas and fills up 73 acres. It is 900 feet long and the domed room is the largest dome ever constructed for a sports stadium in the world. The cost to build the stadium totaled \$1.5 billion [yes, billion] which makes it the most expensive sports venue ever built. Our guided tour will begin at the Main Club, with stops to include a private suite, the radio and print media press boxes, Cotton Bowl offices, Dr. Pepper Star Bar, and the Ford Motor Company Fountain. From there, we will go down to the event level where you'll see the field, the Miller Lite Club, post-game interview room, and both the Cowboys and cheerleaders locker rooms. The tour will end in the Cowboys Stadium Pro Shop. This tour promises to be a "mind-boggling" outing. Transportation will be provided. **\$25 PER PERSON**

- Only still cameras are allowed on the tour. Video cameras and cameras of a professional caliber [3 inch lenses or longer] will not permitted inside the stadium.
- Purses and bags will be allowed on the tour, but will be subject to a search before entering the stadium.
- The guided tours will last approximately 1 hour and 30 minutes. Comfortable walking shoes are recommended.
- Please refrain from bringing any food or drink on the tour.
- Cowboys Stadium is a smoke free facility.

FUN RUN/WALK | [Thursday Morning](#)

Thursday morning will find "early birds" walking or jogging along the routes near the Omni Mandalay Hotel. Meet in the hotel lobby, pick up a RRHA of Texas Fun Run/Walk T-Shirt and join us for the "health" of it.

EDUCATIONAL SEMINARS

TRACK I

[PROJECT SITE MANAGERS]

CHILD PROTECTIVE SERVICES – Come listen to how you can greatly benefit from learning more about Child Protective Services and better communicate and coordinate with their personnel and mission. Numerous topics will be discussed including: 1) households living in sub-standard conditions; 2) lack of parental supervision; 3) tenants seeking to regain custody of children - custody issues in general; 4) incidents of domestic disturbance, violence, and abuse; 5) drug and alcohol abuse; and 6) second hand reports of issues from other tenants not wanting to get involved.

ADULT PROTECTIVE SERVICES – This session will cover issues including: 1) adults, especially seniors, at or approaching a point where independent living is questionable, due to finances or frailty, with no family able/willing to intervene; 2) adults failing to take medications as scheduled, or of altered/diminished mental state; and 3) adults questioning the honesty of those helping with finances.

FROM CRACK TO THE COURTHOUSE – Narcotics trafficking and usage is at an all-time high and apartments are huge targets for this type of activity. Come listen as industry experts share their insight in how to detect problems on your property and how they can be effectively cured.

SOUTHWEST HOUSING COMPLIANCE CORPORATION - Come hear representatives from Southwest Housing Compliance Corporation discuss EIV, Security Awareness Training, and also, for those of you with project-based Section 8, there is an important new development that will be of great interest to you – an automated process for submitting rent increase requests. ***This Security Awareness Training will satisfy HUD's annual requirement for EIV security training.***

DISCRIMINATION COMPLAINTS – This in-depth discussion will cover ways to avoid discrimination suits, grievances, as well as, how to prepare for a discrimination hearing. Learn to avoid statements and actions that could be perceived as discriminatory, and feel sure about your relationship with each of the residents. Come to understand how to avoid costly discrimination complaints in apartment management, leasing, and maintenance.

BIG LEAGUE MARKETING ON A LITTLE LEAGUE BUDGET – “Don’t Strike Out” before you ever get up to bat! Dropping or cancelling your marketing plan during tough economic times is one of the biggest mistakes a community can make. But making your prospects and residents feel WANTED, NEEDED, and APPRECIATED doesn’t have to break the bank! During this lively, hands-on session, you will be “coached” by veteran sales and marketing “All-Stars” who will arm you with direct, applicable take-home ideas that can be implemented immediately. Prospect and retention giveaways for less than \$1-\$5 per unit – along with creative advertising and community relations ideas that will help you and your team hit a “home run” every time!

FAIR AND EQUAL HOUSING FOR ALL – This informative session will address such issues as reasonable accommodations, fair housing, and the newly revised Affirmative Fair Housing Marketing Plan. While apartment managers are understanding and trusting professionals, their knowledge of the Federal housing laws might prevent unfair treatment between applicants or residents. Learn the differences between fair housing laws and the Americans with Disabilities Act. No responsibility is as important as the fair and equitable treatment of each individual who enters your office. The concept of Fair Housing is summed up in these three simple words: TREAT PEOPLE RIGHT! Unfortunately through the years, Americans have proven they do not always play fair, so the government had to intervene for the good of all people so all Americans could enjoy an American right – EQUALITY!

EDUCATIONAL SEMINARS, CONTINUED

RESIDENT “PROBLEMS” AND “PROBLEM RESIDENTS” – Sure, the customer is always right . . . but what about when the customer is not right? The interaction with residents is one of the biggest stress inducers of many apartment personnel. Demanding residents cause much grief and sometimes burnout of our on-site teams. Come learn how to identify resident “problems” and “problem residents” and techniques for dealing with both.

MAINTENANCE FOR MANAGERS | GETTING PREPARED FOR INSPECTIONS [i.e. maintenance with little or no money] – This informative session will cover topics that every property needs including prioritizing maintenance work; maintenance staff and contract work; and special maintenance.

TEAMBUILDING SESSION FOR WINNERS, NOT WHINERS! – The focus of this session is on creating the professional culture that can produce the changing solutions required for success in today’s apartment climate. The trainers will bring about behaviors to change, interpersonal skills to increase, employees attitudes to improve, and group performances to climb. This session will be unforgettable and delightfully humorous. Brainstorm with your peers in this lively, educational, informal session! No topic is off-limits!

TRACK II

[OWNERS, DEVELOPERS, SENIOR MANAGEMENT]

RURAL DEVELOPMENT PRESERVATION – As the 515 portfolio ages, it becomes more difficult to find the dollars available to keep these properties in tip-top condition and in compliance with Rural Development. Come hear this round table discussion with Rural Development staff as we devise strategies to keep these valuable assets from further deterioration. Learn more about the federal budget and what it means for USDA Rural Development housing programs and the effect it will have on rental assistance.

THE POLITICAL ARENA - Come listen as the experts re-cap the 82nd regular Legislative Session and what bills will have a positive effect on rural housing and those with a negative impact.

TDHCA POLICY SESSION [i.e. Transfers | Assumptions | Rehab’s | Work-Out Plans] – Join this panel of experts as they discuss these and other topics of interest. Ask questions and be involved in this informal session, designed to encourage an understanding between TDHCA and RRHA developers|borrowers, as we work with mutual interest to serve the rural housing needs in Texas. The role of TDHCA is an increasingly important subject in rural housing developments. Have your questions ready!

RURAL DEVELOPMENT POLICY SESSION [i.e. Transfers | Assumptions | Rehab’s | Work-Out Plans] – A distinguished panel of Rural Development representatives will discuss these and other topics of interest. Ask questions and be involved in this informal session, designed to foster an understanding between RD and RRHA developers|borrowers, as we strive to improve living conditions for the low-income across the state. This panel will be able to respond to borrowers’ concerns of the industry, and answer relevant questions.

CAPITAL NEEDS ASSESSMENTS – In this informative session, a national expert in providing CNA’s will address: 1) why they are necessary; 2) when they are required; and 3) what to expect from a CNA report. Come learn how all owners and management companies can benefit from an analysis of the condition of their properties, and plans for maintaining them, over the long haul.

RURAL RENTAL HOUSING ASSOCIATION OF TEXAS, INC.

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JULY 12-15, 2011

CONVENTION-AT-A-GLANCE



TRACK I – Project Site Managers



TRACK II – Owners, Developers, Senior Management

TUESDAY, JULY 12, 2011

10:00 a.m.	Golf [Tour 18 Golf Course]
10:00 a.m.	Sporting Clays Hunt [Elm Fork Shooting Sports]
1:15 p.m.	Tour of Cowboys Stadium [Buses will leave the Omni Hotel at 12:30 p.m.]
4:30 p.m. - 6:00 p.m.	Early Registration
6:00 p.m. - 6:45 p.m.	Opening Reception “What Am I?”
6:45 p.m.	Dinner [Ballpark Food]
7:15 p.m.	“Minute to Win It – Management vs. Managers” Karaoke [Katie McElwee]

WEDNESDAY, JULY 13, 2011



8:00 a.m. - 5:00 p.m.	Registration
8:00 a.m. - 11:00 a.m.	Exhibitor Setup
8:00 a.m. - 9:00 a.m.	BOARD OF DIRECTORS MEETING
9:00 a.m. - 10:30 a.m.	CHILD PROTECTIVE SERVICES
10:30 a.m. - 10:45 a.m.	Refreshment Break
10:45 a.m. - 12:15 p.m.	ADULT PROTECTIVE SERVICES
12:15 p.m. - 1:15 p.m.	LUNCH GENERAL MEMBERSHIP MEETING AWARDS
1:15 p.m. - 3:00 p.m.	FROM CRACK TO THE COURTHOUSE
1:15 p.m. - 3:00 p.m.	EIV SECURITY AWARENESS TRAINING SUBMITTING RENT INCREASE REQUESTS [i.e. SHCC]
1:30 p.m. - 3:00 p.m.	RURAL DEVELOPMENT PRESERVATION
3:00 p.m. - 3:15 p.m.	Refreshment Break
3:15 p.m. - 4:15 p.m.	DISCRIMINATION COMPLAINTS [i.e. Texas Workforce Commission]
3:30 p.m. - 5:00 p.m.	THE POLITICAL ARENA
4:15 p.m. - 5:15 p.m.	BIG LEAGUE MARKETING ON A LITTLE LEAGUE BUDGET [i.e. in-house marketing concepts]
5:15 p.m. - 6:15 p.m.	Happy Hour
6:15 p.m. - 7:00 p.m.	Dinner
7:00 p.m. - 8:00 p.m.	COMEDIAN [Adam Ace]
8:00 p.m.	Karaoke DJ [Katie McElwee]

THURSDAY, JULY 14, 2011

- 7:00 a.m. Fun Run/Walk
- 8:00 a.m. - 3:30 p.m. Registration
-  **8:00 a.m. - 10:00 a.m.** **FAIR AND EQUAL HOUSING FOR ALL** [i.e. Fair Housing | Affirmative Fair Housing Marketing Plan | Reasonable Accommodations]
- 10:00 a.m. - 10:15 a.m. Refreshment Break
-  **10:15 a.m. - 12:15 p.m.** **FAIR AND EQUAL HOUSING FOR ALL, *continued***
-  **10:15 a.m. - 11:15 a.m.** **TDHCA POLICY SESSION**
-  **11:15 a.m. - 12:15 p.m.** **RURAL DEVELOPMENT POLICY SESSION**
- 12:15 p.m. - 1:15 p.m. LUNCH
-  **1:15 p.m. - 2:15 p.m.** **RESIDENT “PROBLEMS” AND “PROBLEM RESIDENTS”**
-  **1:15 p.m. - 2:15 p.m.** **CAPITAL NEEDS ASSESSMENTS**
-  **2:15 p.m. - 3:15 p.m.** **MAINTENANCE FOR MANAGERS | GETTING PREPARED FOR INSPECTIONS**
[i.e. maintenance with little or no money]
- 3:15 p.m. - 3:30 p.m. Refreshment Break
-  **3:30 p.m. - 5:00 p.m.** **TEAMBUILDING SESSION FOR WINNERS, NOT WHINERS!**
- 5:30 p.m. - 6:30 p.m. Networking Reception
- 6:30 p.m. Dinner
- 7:15 p.m. Musical Solo Act [J.D. Monson]

Conclusion of RRHA of Texas' Convention and Trade Show

** PLEASE NOTE THAT SOME TOPICS AND CONTENT ARE SUBJECT TO CHANGE*

RURAL RENTAL HOUSING ASSOCIATION OF TEXAS, INC.

33rd ANNUAL CONVENTION & TRADE SHOW

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JULY 12-15, 2011

REGISTRATION INFORMATION *[Please use one form per registrant.]*

Name: _____

Project or Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

First Time Attendee Please check here if you require a special accommodation to fully participate.
Attach a description of your needs.

REGISTRATION for Spouse | Significant Other | Child

Name: _____

REGISTRATION FEES

Mark the appropriate category for each activity. Full registration includes seminars, refreshment breaks, trade show, lunches, dinners, and other networking events. The Golf Scramble, Sporting Clays Hunt, and Tour of Cowboys Stadium are **NOT** included in the registration price.

	Postmarked by 06/20/11	After 06/20/11
TRACK I & II REGISTRATION		
<i>[Educational Seminars, Convention & Trade Show]</i>		
____ Member	250.00	275.00
____ Member Spouse Significant Other Child	175.00	200.00
____ USDA HUD TDHCA SHCC ORCA.....	98.00	120.00
____ Non-Member	350.00	375.00
____ Non-Member Spouse Significant Other Child.....	275.00	300.00

EXTRA ACTIVITIES | THESE ARE IN ADDITION TO THE REGISTRATION FEE

____ Golf Scramble.....	150.00	175.00
____ Sporting Clays Hunt	60.00	
____ Cowboys Stadium Tour	25.00	

EXTRA TICKETS *(For NON-REGISTERED participants ONLY)*

____ Cowboys Stadium Tour.....	25.00
____ Wednesday Night [Dinner & Entertainment].....	40.00
____ Thursday Night [Dinner & Entertainment].....	40.00

TOTAL DUE \$ _____

➔ **CONFERENCE T-SHIRT - COMPLIMENTARY** to all paying registered participants, if registration form is received by 06/20/11 | T-Shirt is 100% preshrunk cotton | please mark your appropriate size

Small Medium Large X-Large 2 XL Other _____

BILL MY ACCOUNT MASTERCARD VISA AMERICAN EXPRESS CHECK

Card Number: _____ Exp. Date: _____

Cardholder Name: _____

Signature: _____