

Wi-Fi Network: Downright Conference



Password: downright25

Texas Suppliers Council Meeting



Downright Austin



February 6, 2025



Welcome

Jackie Cagle

TSC Chair





TEXAS APARTMENT ASSOCIATION

2025 Sustainers

PLATINUM



GOLD



SILVER

CAMP Facility Services
Century Air Conditioning Supply
Comm-Fit
CORT
CSC Serviceworks
Cweren Law Firm, PLLC

Dixie Interiors
Entrata
Ferguson Facility Supply
FSI Construction
Gemstar Construction
Genesis

Green Mountain Energy
Guardian Construction
Impact Property Solutions
The Liberty Group
Redi Carpet
Rent.

RentDebt Automated Collections
Sherwin-Williams
Smart Apartment Data
Spherexx
Yardi
Zillow Rentals

BRONZE

AAA Plumbers
Airbnb
BANYAN Utility

Blue Moon Software
Foundation Specialists
Massey Services, Inc.

MRI Software
The Guarantors
WeDoTrash

Texas Suppliers Council Officers



Jackie Cagle

Chair



Gerald Tungol

ChairElect



David Lindley

First Vice Chair



Josh Nichols

Second Vice Chair



Agenda



01 2025 Council Initiatives:

- a.** Supplier Partner Education, Webinars
- b.** PAC fundraising, Pickleball Tourney
- c.** Local Association outreach
- d.** Charitable Initiative, Entryway

02 Entryway guest speaker

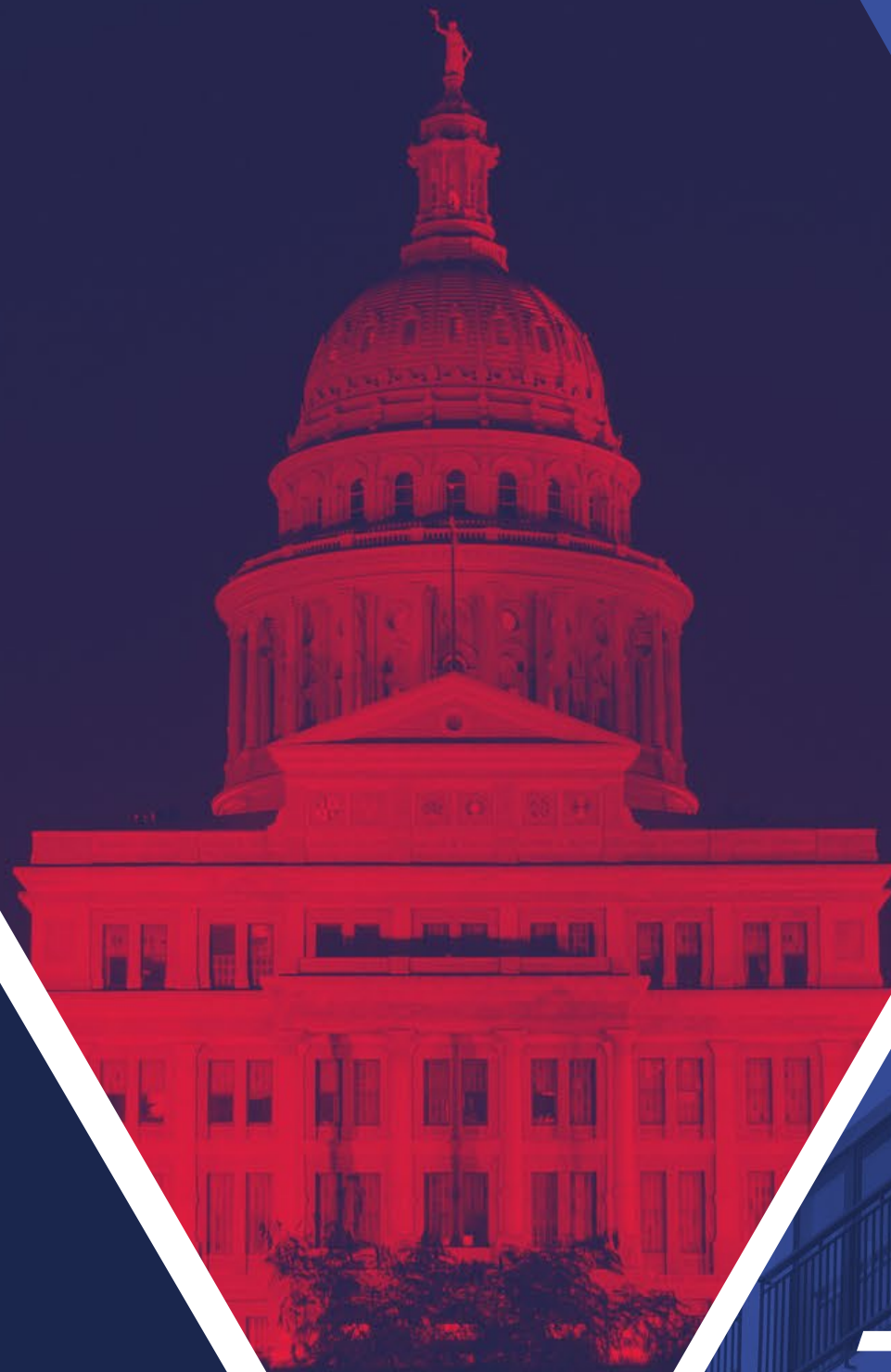
03 ONE Conference update

Supplier Partner Education

Gerald Tungol

PAC Fundraising

David Lindley



*Thank
You!*

Scan here or donate online

(member login required)



www.taa.org/advocacy/pac





LIMITED TO 30 TEAMS, ACT FAST!

PICKLEBALL FUNDRAISER

Hang with (or compete against) your peers
in support of the Texas rental housing industry!

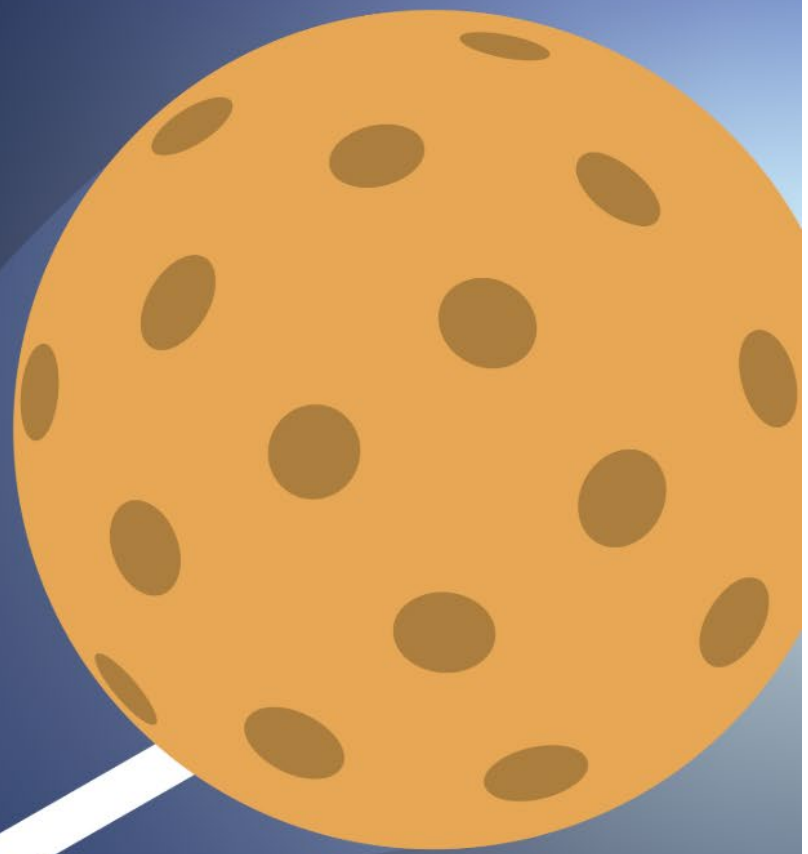
TUESDAY, MAY 6, 2025

Riverhouse Houston
65 Hirsch Road, Houston, TX 77020

- ★ Paddles provided and pickleball professionals on site for help
- ★ Each team to play at least two rounds
- ★ Food, beverages, and exclusive swag giveaways for participants
- ★ Featuring special guest, Chet Garner, from "The Daytripper," as Spirit Leader

PLUS PRIZES FOR

FIRST PLACE, LAST PLACE,
BEST COSTUME AND
MOST SPIRITED



12pm Registration Begins
12:30-4:30pm Tournament
4:30-5pm Awards Ceremony

Three ways to participate:

EC Bundle Package: \$1,600

Two players, two social passes, and a dedicated EC member "cheerleader"

One Team: \$500

Two players

Social Pass: \$150/person

No playing, just socializing

*No corporate payments accepted

Request a sign-up form by emailing
governmentaffairs@taa.org.

Local Association Outreach

Josh Nichols

2025 Charitable Initiative, Entryway

Jackie Cagle

Entryway

Fundraising Goal of \$50,000



Leah Baker
*Executive Director,
Central Texas*



Sarah Mangrem
*Executive Director,
Houston*

*corporate donations are accepted



ONE Conference

Sam Levassar & Crystal Moya

2025 ONE Conference Co-Chairs



Sam Levassar

CoChair



Crystal Moya

CoChair



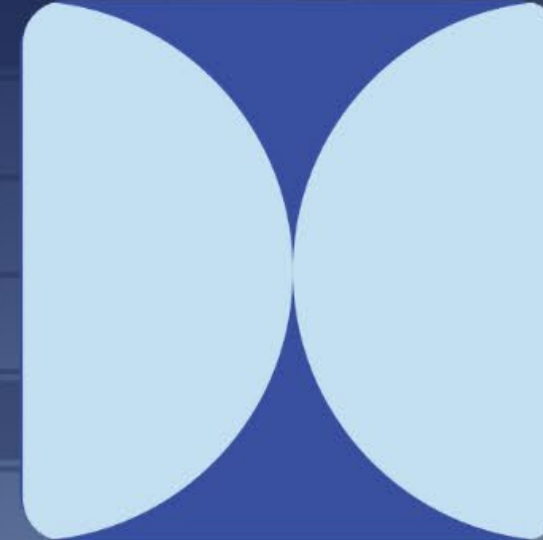
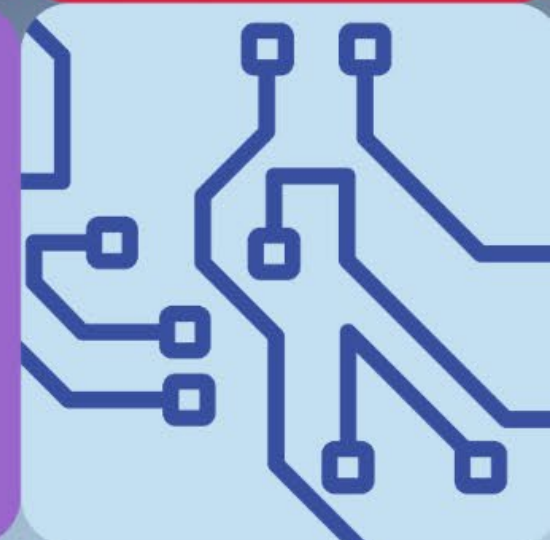
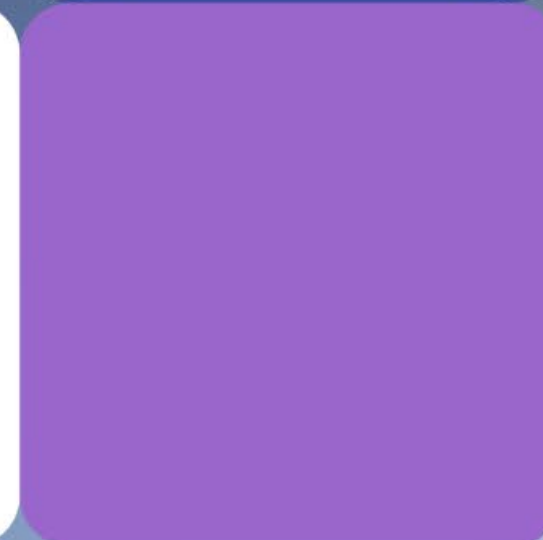
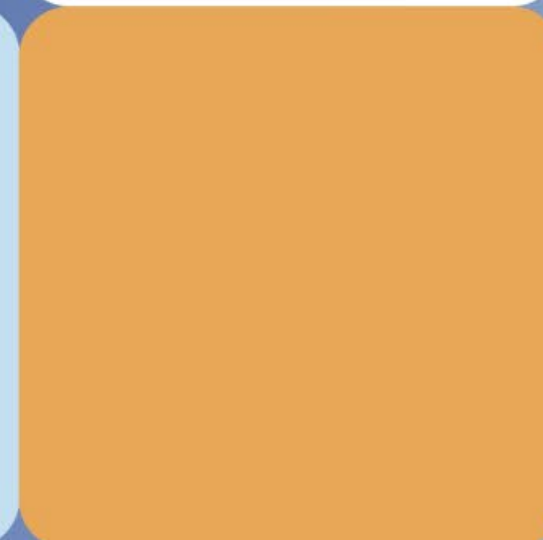
THE ONE YOU'VE BEEN WAITING FOR!

CONNECT AND EVOLVE



Houston

May 7-9, 2025



Thought Leader **Keynote Speakers**



WEDNESDAY, MAY 7

JESSE COLE

Savannah Bananas Baseball
Franchise Founder and Owner



THURSDAY, MAY 8

TUNDE OYENEHIN

Peloton Elite Instructor and
Peak Performance Bestselling Author



FRIDAY, MAY 9

FREESTYLE+

Tony Award-Winning Broadway
Entertainers and Improv Pros

Video

Jesse Cole,

Savannah Bananas

Thought Leader **Main Stage Speakers**



JAY PARSONS

Rental housing economist, advisor and speaker



JASON DORSEY

Author of the bestselling book "Zconomy: How Gen Z Will Change the Future of Business - and What to Do About It"



ERIN STAFFORD

Author of the bestselling book "The Type A Trap: Five Mindset Shifts to Beat Burnout and Transform Your Life"



KATE GOOD

SVP of Multifamily Development at Hunington Residential and co-founder of Apartment All Stars



VIRGINIA LOVE

Industry Principal at Entrata, seasoned speaker, and member of the Apartment All Stars



LISA TROSIEN

President, ApartmentExpert.com and nationally recognized consultant, industry influencer, educator, proptech advisor, and keynote speaker

Thursday Emcee



CHET GARNER

Creator, host, and executive producer of "The Daytripper," a 12-time Emmy-award-winning Texas travel show

Video

**Jay Parsons,
Rental Housing
Economist & Advisor**

Education Tracks

Need continual education credits?



Dive into these hands-on workshops hosted from industry experts about the latest trends in property management, efficiency tip/tricks and resident engagement.

Tracks All

- Career Development
- Efficiency Tools
- Efficiency Tools (Afford...
- Executive Leadership E...
- Independent Rental Ow...
- Leadership Branding
- Leadership Operations
- Main Stage
- Marketing Reputation
- Networking Events
- Regional Leadership
- Spanish
- Supplier Partners
- Technician Tools
- The Balanced Professi...



Be Part of Something New & Special!

Wednesday, May 7
11:30am – 2:30pm

Executive Edge, a NEW invite-only luncheon held onsite at ONE Conference

- For established leaders and rising executives in the rental housing industry
- Unparalleled networking, thought-provoking insights, and a memorable experience
- Speakers:
 - **Jason Dorsey**, author of *Zconomy: How Gen Z Will Change the Future of Business – and What to Do About It*
 - **Erin Stafford**, author of *The Type A Trap: Five Mindset Shifts to Beat Burnout and Transform Your Life*
 - **Chet Garner**, Emmy-winning creator of *The Daytripper*
- **Sponsorships are still available!**

Sponsorship Opportunities

MAKE A BIGGER IMPACT AT THIS EPIC CONFERENCE

Can you feel the anticipation? The countdown to the 2025 **TAA ONE Conference** is officially on! As an exhibitor, you're already invested in the opportunity to connect, learn and grow. Take it to the next level with a sponsorship—we just knocked down the price on several!

Check off every goal on your list at this ONE event:



Enhance your brand's visibility by getting your name and logo on more signage.



Impress multifamily influencers by positioning your company as a fervent industry supporter.



Strengthen relationships with industry leaders in a more meaningful way.

JOIN THESE AMAZING SPONSORS

The generous support of our sponsors makes the TAA ONE Conference possible!

HEADLINE



PREMIER



SPOTLIGHT



conference.taa.org/sponsors

TAA Expo Marketplace

- Sold Out – **373** Exhibitors (23% increase in companies from 2024)
- **7** Lounges with activities, **6** food stations, **4+** bars, **3** food trucks
- TAA Talk Show Stage, EF Vehicle Raffle, Giant TAA Letters, DJ



Wednesday Kickoff Block Party

Wednesday, 4:45–6:30pm

Held inside the Expo Hall!

ALL attendees & exhibitors invited to this high-energy happy hour!

Epic blend of festival vibes, delicious food, and refreshing drinks, all set to the beats of a live DJ

Sponsor Food or Drink to make your booth a stop on the Booth Crawl Scavenger Hunt!



Thursday Planet Pop Party

ICONIC 90-00s HITS AND OUT-OF-THIS WORLD FUN

Dust off the tracksuit in the back of your closet and prepare for a blast to the past with classic Y2K hits, nostalgic experiences, and an unforgettable interstellar celebration.

Ticket is required to attend.
Capacity is limited and will sell out!

Purchase during registration at conference.taa.org



A COSMIC JOURNEY TO THE PAST
THURSDAY, MAY 8, 2025

PLANET POP

 **one**
CONFERENCE
presented by **TAA**



What Else is **NEW** & **Awaiting YOU**

Sneaker Day on Thursday

TAA Talk Show Stage in the Expo

Hosts: Tony Sousa & Freestyle+

Trucker Hat Bar in the Expo Hall

Photo moments & activities in the Expo

Schedule at a Glance

Tuesday

- 9:00–5:00: Exhibitor move-in available in Expo Hall
- 12:00–5:00: PAC Pickleball Tournament

Wednesday

- 7:00–3:00: Exhibitor move-in available in Expo Hall
- 11:30–2:30: Executive Edge, a Leadership Development Event presented by TAA
- 1:00–2:45: Education Sessions across 9 parallel tracks
- 2:45: Doors open to Main Stage room for Opening Session
- 3:00–4:45: Opening Session with Jesse Cole of Savannah Bananas keynoting
- 4:45–6:30: Expo Open with the Kickoff Block Party inside the expo

Schedule at a Glance

Thursday

- 9:30–10:30: Morning Keynote with Tunde Oyeneyin
- 10:45–12:15: Main Stage speakers + Education Sessions across 9 parallel tracks
- 12:00–5:00: Expo Open
- 5:00–9:00: Exhibitor move-out available in Expo Hall
- 7:00–10:00: Planet Pop party, *tickets required*

Friday

- 7:30–12:00: Exhibitor move-out available in Expo Hall
- 9:00–10:45: Main Stage speakers + Education Sessions across 6 parallel tracks
- 11:00–12:00: Closing Keynote with Freestyle+

Register Before Prices Increase

MARCH 4 – EARLY BIRD DEADLINE

PLANET POP PARTY – WILL SELL OUT, DON'T WAIT!

LOCK IN YOUR GROUP DISCOUNT

Save up to 20% when you bring the whole squad



Adjourn



TEXAS APARTMENT ASSOCIATION

2025 Sustainers

PLATINUM



GOLD



SILVER

CAMP Facility Services
Century Air Conditioning Supply
Comm-Fit
CORT
CSC Serviceworks
Cweren Law Firm, PLLC

Dixie Interiors
Entrata
Ferguson Facility Supply
FSI Construction
Gemstar Construction
Genesis

Green Mountain Energy
Guardian Construction
Impact Property Solutions
The Liberty Group
Redi Carpet
Rent.

RentDebt Automated Collections
Sherwin-Williams
Smart Apartment Data
Spherexx
Yardi
Zillow Rentals

BRONZE

AAA Plumbers
Airbnb
BANYAN Utility

Blue Moon Software
Foundation Specialists
Massey Services, Inc.

MRI Software
The Guarantors
WeDoTrash