



Wi-Fi Network: Downright Conference

Password: downright25

Education Committee Meeting

 Downright Austin
Room: Capitol FG

 February 6, 2025
10:30 am – 11:30 am





Welcome

Chelsea Kneeland

TAA Education Chair





TEXAS APARTMENT ASSOCIATION

2025 Sustainers

PLATINUM



GOLD



**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**

SILVER

BRONZE

**AAA Plumbers
Airbnb
BANYAN Utility**

**Blue Moon Software
Foundation Specialists
Massey Services, Inc.**

**MRI Software
The Guarantors
WeDoTrash**

Education Committee Officers



Chelsea Kneeland

Chair



Ashleigh Monday

Vice Chair



Mobile App



SCAN HERE

To download or search Texas Apartment Association in your app store. (Apple and Android)

- To ensure latest app version please delete and reinstall.
- App store for Texas Apartment Association and then choose the Feb 2025 BOD meeting.
- Click Create Account and enter event code **FEB25BOD**
- The app will lead you through the account creation process. Note that this app is not connected to your TAA website login, and you'll have to create a new account with the password of your choosing.

2025

Agenda



- **TAA SWAT**
- **TAA Education**
- **Local Apartment Associations**
- **Learning Hub / Redbook**
- **ONE Conference Update**



TAA STRATEGIC PLAN- SWOT Analysis

TAA STRENGTHS

- High level of volunteer leader engagement
- Fiscal health
- Professional staff
- Advocacy
- Click & Lease
- Credible source of information and expertise

TAA WEAKNESSES

- Reluctance to change or challenge status quo
- Complacency
- Undefined brand strategy
- Technology utilization
- Stagnant governance / volunteer process

TAA OPPORTUNITIES

- Leverage growth of rental housing market in Texas
- Capture more opportunities to demonstrate thought leadership on industry issues
- Deploy technology advances to enhance member experience and preserve market leadership for Click & Lease

TAA THREATS

- Lack of relevance to young, emerging professionals
- Increasing availability of alternative sources of information
- Advocacy / communications from groups opposed to TAA member interests

Education Initiatives

**Step 1: TAA New Website
& Resources**

**Step 2: Learning
Management System
(LMS) Unique Content**

**Step 3: REDBOOK –
Legislation Year**

**Step 4: Click & Lease.
Use A Quality Lease!**

slido



Genie Grants You 3 Wishes!

Text us the top three operational education topics you would like TAA to develop to best support your needs.



① Start presenting to display the poll results on this slide.

Local Associations

APARTMENT ASSOCIATIONS IN TEXAS

Twenty-four local apartment associations around the state are affiliated with the Texas Apartment Association.

By joining a local apartment association, you become a member of the Texas Apartment Association and the National Apartment Association.

Apartment association members are rental housing owners, builders, developers, property management firms and companies that supply products and services to rental properties.

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 OYENEYIN

Peloton Elite Instructor and
Peak Performance Bestselling Author



FRIDAY, MAY 9

FREESTYLE+

Tony Award-Winning Broadway
Entertainers and Improv Pros

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

Schedule at a Glance

Get ready for an exciting lineup of sessions, workshops, and networking opportunities designed to educate and inspire. Use this "Schedule at a Glance" to plan your conference experience and make the most of your time with us. From dynamic keynotes to interactive breakouts, there's something for everyone.

Tracks	All
<input type="radio"/> Career Development	
<input type="radio"/> Efficiency Tools	
<input type="radio"/> Efficiency Tools (Afford...	
<input type="radio"/> Executive Leadership E...	
<input type="radio"/> Independent Rental Ow...	
<input type="radio"/> Leadership Branding	
<input type="radio"/> Leadership Operations	
<input type="radio"/> Main Stage	
<input type="radio"/> Marketing Reputation	
<input type="radio"/> Networking Events	
<input type="radio"/> Regional Leadership	
<input type="radio"/> Spanish	
<input type="radio"/> Supplier Partners	
<input type="radio"/> Technician Tools	
<input type="radio"/> The Balanced Professi...	

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 Senior Leadership 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+

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

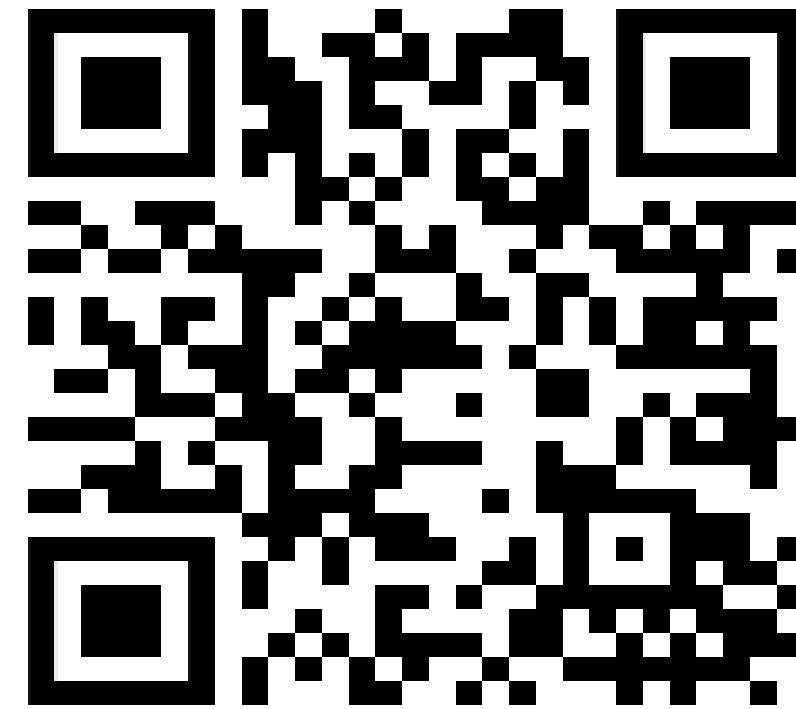
 **one**
CONFERENCE
presented by **TAA**





TEXAS APARTMENT ASSOCIATION POLITICAL ACTION COMMITTEE

- #1 way the GR team advocates for your industry
- Ranks in Top 10 of trade association PACs in Texas
- Contributes around \$650,000 to candidates in two-year election cycles
- Bi-partisan contributions



SCAN HERE

**To donate securely online or visit:
www.taa.org/advocacy/pac**

February 6, 2025

8:00 AM – 5 PM	Registration	Capitol Ballroom Foyer
8:30 – 9 AM	First Time Board Member Q&A <i>Q&A with President Renee Zahn & Chris Newton. Continental breakfast provided.</i>	Capitol AB
9:15 – 10:15 AM	IROC Public Affairs Committee NextGen Committee	Capitol AB Capitol FG Capitol View Terrace North
10:30 AM – 11:30 AM	Education Committee Leadership Committee	Capitol FG Capitol View Terrace North
11:45 – 1:15 PM	<i>Lunch Provided</i>	Capitol DE
12:00 PM – 2 PM	Olin Steele Award Judging (closed)	Capitol FG
1:30 – 2:30 PM	TAA Education Foundation Meeting	Capitol View Terrace North
2:45 – 3:45 PM	Leadership Lyceum Committee Texas Suppliers Council Affordable Housing Committee	Capitol AB Capitol View Terrace North Capitol FG
4:00 – 5:30 PM	Legislative Committee Meeting	Capitol DE
5:30 – 7 PM	Board of Directors Reception	Jr. Ballroom 2 nd Floor

February 7, 2025

8:00 – 10 AM	Registration	Capitol Ballroom Foyer
8:30 – 10 AM	AE Council Meeting	Capitol AB
10:15 AM – 12 PM	TAA Board of Directors Meeting	Capitol DE

As a reminder to all in attendance, various state and federal laws prohibit the exchange of information among competitors regarding matters pertaining to price, refusals to deal, market division, tying relationships and other topics which might infringe upon antitrust regulations, and that no such exchange or discussion will be tolerated during this meeting. These guidelines apply not only to the formal meeting sessions, but to informal discussions during breaks, meals or social gatherings.



Adjourn