



Performance Summit

People • Property • Potential



Session Overview

Day 1 // Wednesday, September 29th

People Track

The Heart of Inclusion

Alycia Anderson is on a mission to motivate people through the power of diversity and inclusion. She delivers with the perfect blend of energy, humor and real-world stories that will tug at your heartstrings one moment and make you laugh out loud the next. She's inspired people around the world to achieve their fullest potential—and is passionate about helping people and organizations understand the real bottom—line benefits inherent in a diverse and inclusive society.

Property Track

What Keeps You Up at Night

Best laid plans don't always turnout. Pandemics, decreasing talent pools, increasing labor costs, and growing legislation are all cause for pause. Members of the Grace Hill Leadership Council will join Grace Hill CEO Kendall Pretzer in a candid discussion on their stresses and concerns running multifamily organizations. They will discuss the financial value of best-in-breed technologies compared to stacked technologies, where new hiring and training tactics have been deployed, and the tough—sometimes personal—conversations on evaluating and implementing DEI initiatives.

**This Session Overview will continue to be updated as speakers and topics are confirmed*

 People, Property, Potential

Industry Roundtable: Solutions for Multifamily Leaders

It's been a big year and a half. It's time to gather around the table to share in our experiences—the good, the bad, the frustrating and the empowering. We will be offering roundtables moderated by Stephanie Anderson and focused on our three tracks—people + property + potential. Topics to be discussed may include:

- Keeping Teams Engaged When They Are Just Worn Out
- Establishing Property Performance Benchmarks
- Where Is the Potential Found - Success in People to Drive Success in Performance

 People Track

Closing the Talent Performance Gap

Shooting the gap is amazing in football. There is just something about watching a defender predict an offensive play and get to the running back so quickly. But in property performance, gaps can negatively impact performance. Join Darcey Forbes, Senior Director of Field Sales at Grace Hill, along with industry leaders as they tackle how to effectively close the talent performance gap to protect your offense and keep the drive going.

 Potential Track

Getting the Most Out of Your Grace Hill Solutions

Hands-on learning often delivers the greatest understanding. And understanding + empowerment drives potential. An elite group of Grace Hill solutions experts—both end-users and account managers—will empower you by examining best-in-breed solutions through deep dives, best practices, tips, and tricks to optimize your property potential.

 Property Track

The Ever-Changing Legal Landscape

Eviction moratoriums, security deposits and renter's choice laws, inspection regulations, fair housing and more. There has been significant movement in legislation that specifically impacts property operations. Haynsworth Sinkler Boyd and Grace Hill will partner to examine new legislation in three areas of operations and how to best prepare teams for the changes.

 People Track

Elevating Employee Engagement, One Person at a Time

Everyone has individual motivators. Some people are empowered by a simple thank you while others thrive on the thrill of competition. So how does one company find a way that speaks to all team members, associates and residents to maintain the highest levels of engagement? Gerry Wiatrowski, INCENTCO Co-Founder, and Ruth Redmond, Director of People Success at Grace Hill, will highlight the innovations in engagement technologies and how those technologies are driving motivation across an organization and its customers.

 Property Track

Reputation Is Everything

Everyone has a "rep to protect." Reputation management is more than fixing that one resident issue, it is truly a public relations initiative. Future residents are closely watching how your teams respond to negative feedback to get an understanding of how living in your community might be. A.J. Rao, Vice President of KingsleySurveys Product and Development at Grace Hill, along with speakers from hOp and Grace Hill will address new technologies to effectively monitor and respond to online reviews and how to best protect that rep.

 People Track

The 5 Strategies to Win with People

Contrary to popular belief, RELATIONSHIPS are the foundation to success, not processes, systems, or strategies. WHY? Because people will not ‘go along with you’ if they cannot ‘get along with you’!

Learn 5 strategies to immediately improve existing relationships and build new ones. Learn the value relationships have to the bottom line, build and leverage trust, and take a deep dive into the mindsets and proven skills vital to succeeding with people. People can usually trace their successes and their failures to the relationships in their lives. Jason Stoughton, Director of Leadership Advancement for The John Maxwell Company, is uniquely positioned to share proven principles and practices that take your performance to a higher standard. He is a classic example of an underdog story, who as a teenager, was significantly impacted by #1 Leadership Expert, NY Times Bestselling Author, and Speaker, John C. Maxwell. A product of the product, today Jason works for John Maxwell and passionately leads people and organizations with the same proven values-based, people-centric, servant leadership approach that transformed him and changed his world!

Day 2 // Thursday, September 30th

 People Track

The Great Resignation, Turnover & Hiring Post COVID

Hiring was challenging before the pandemic, now it feels virtually impossible. The news is consistently covering the Great Resignation; we are seeing our favorite restaurants and services severely understaffed; and our properties are struggling to retain quality talent. We believe there is a light at the end of the hiring tunnel. Join Kristin Magni, Managing Partner at hyrUP, as she ventures to show how building high-caliber, high-performing teams isn't actually found in hiring more but cultivating who you have. She will highlight the importance of technology in training to drive satisfaction as well as the importance of having a truly aligned and engaged leadership to keep your teams in place.

 Property Track

Industry Trends & Tech

The last year has been a whirlwind to say the least. Russ Webb, Executive Director of the Bay Area Apartment Association, will distill the top head turning trends of 2020 + 2021. He will examine everything from new convenience powered services and amenities to cultivating DEI and DIB initiatives, market trends to property performance innovations. Be sure to join him for this engaging, fast-paced session.

 People Track

Investing in Property Management Professionals—Your Most Important Asset

Multifamily, the most important unknown industry. We were deemed essential during the pandemic. Even with job security, attracting talent has been challenging but thankfully retaining talent doesn't have to be. Melissa Liedkie, Visto Business Manager at Grace Hill, and NAA's Amy Groff will share how to easily empower, engage, and continue to grow tenured teams through credentialing.

 Property Track

Customer Spotlight—Doin' it Right

Even though multifamily operators and communities are in competition for residents and associates, we are actually all in it together. Connecting to share success stories, discussing common challenges and best practices to overcome those challenges ensures the multifamily industry continues to evolve and thrive. Industry leaders gather to share just how they are doing it right. Join them as they highlight cutting edge training and employee engagement initiatives that garner high satisfaction among their teams and residents alike.

 People Track

Motivating Today's Workforce

“If you want to improve your organization, it starts by improving your people.”

– Sam Glenn

According to Sam, the core of his work is equipping and empowering others to think better. Because the truth is - no matter what industry you work in - when we think better, we become better. When we think better, we work better, lead better, make better choices and best of all feel better.

Day 3 // Friday, October 1st

 Potential Track

Dr. Debbie Phillips

Keynote Speaker: Motivation Today in Multifamily—Keep Climbing That Hill

Awards Brunch

Hosted by Russ Webb