



Sunday River[®]

**Sunday River Grand
Hotel Resort and
Conference Center
Bethel, Maine**

Maine Real Estate Managers Association



MREMA

**2015
Annual
Conference
May 18-20**



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Dear Maine Housing Professionals:

On behalf of the MREMA Board of Directors, we the Conference Planning Committee, are extremely excited to announce the 2015 MREMA Annual Conference! The Conference will be held May 18th through the 20th at the Sunday River Grand Hotel Resort and Conference Center. As part of this registration package, you will find information about the conference agenda, keynote speakers, activities and registration.

MREMA's membership is comprised of a diverse population of affordable housing professionals. Many of our members are seasoned veterans with years of housing experience, while many are new to the industry. This year's agenda has been designed to try and address the needs of housing professionals who may be at different stages in their careers. One track of the training, which we call "Back to Basics" offers opportunities for new members of the community to have access to training on basic affordable housing topics. This track is also ideal for those with experience who might like a "refresher". The second track is intended to address Hot Topics in the industry. All are welcome to participate in either track.

Another new feature of this year's conference is the "Breakfast and Table Top Discussions" on Tuesday morning from 7:00 am to 8:00 am. This new feature offers attendees to network with their colleagues and discuss specific issues in an informal setting. Tables will have signs indicating the topics that will be discussed and a volunteer facilitator will be present at each table to take notes and help keep the discussion on track. We hope that these sessions will not only be good networking and learning opportunities, but that they generate topics for future trainings that MREMA can provide at its quarterly meetings or for the next conference.

We are also pleased to offer attendees the opportunity to register for the Conference online through the MREMA website at www.mrema.org. Hotel accommodations will still need to be made directly through Sunday River. For those who do not have the option of paying by credit card, manually submitted registrations will still be accepted.

Although MREMA's primary focus is to provide quality training opportunities to its members, the Conference is also a time for networking, building relationships and having fun. There will be a number of industry vendors at the Conference who are more than happy to discuss their products and services. Without their ongoing support, the Conference would not be possible. The keynote speaker this year, Roseann Sdoia, will share her experiences as a survivor of the Boston Marathon Bombing and her inspirational story. There will also be an evening of music with Mitch Alden, Maine singer/song writer. And back by popular demand, Tuesday night will be Casino Night!

The MREMA Board, committee members, volunteers, members at large and vendors continue to seek to fulfill MREMA's mission of promoting professional asset management by providing effective leadership through collaborative relationships, education, and training programs. Many thanks to all of you who have supported this mission and the organization! We look forward to seeing you at Sunday River!

For more information about MREMA, upcoming events, membership and other resources, please visit our website at www.mrema.org.

Visit us on Facebook and
Twitter [#mremaconf2015](https://twitter.com/mremaconf2015)



KEYNOTE SPEAKERS AND ENTERTAINMENT

For **Roseann Sdoia** April 15, 2013 began much the same way every Patriot's Day had for the past 15 plus years. Everything seemed perfect, even the weather. She never anticipated the unthinkable could or would ever happen, but it did. Finding herself in the middle of all the chaos she kept calm and focused.



Today, she works through her recovery challenging herself to return to her active life as she knew it before and hopes to inspire others to work through their own personal obstacles with courage and conviction.

Prior to April 15, 2013 Roseann had been in the property management field for over 20 years working her way from accounting at R& B Realty Group out of California all the way to Vice President of Residential Properties at National Development Asset Management in Newton Massachusetts.

**Regulatory Updates
Tuesday**

12:15—1:30

Hear the latest news from:

***The Department of Housing
and Urban Development***

MaineHousing

USDA—Rural Development



**TUESDAY NIGHT IS
CASINO NIGHT!**

**Join us for Black Jack, Texas
Hold'em and Roulette!**



Maine singer/song writer **Mitch Alden** will share his musical talents on Monday night with a solo acoustic performance.

Mitch is a member of the group ***NOWisNOW***, known for their high-energy, alternative rock covers and original music.



MREMA

MAINE REAL ESTATE MANAGERS ASSOCIATION

ANNUAL CONFERENCE SCHEDULE

BACK TO THE BASICS!

DATE	TIME	BACK TO BASICS	HOT INDUSTRY TOPICS
Monday May 18th	7:00-8:30	Registration Breakfast	
	8:30-8:45	Opening Remarks	
	9:00-10:30	Session A1 Marketing in Affordable Housing <i>Nancy Reno & Adriana Guzzo</i>	Session A2 Fraud in Housing <i>Russell Patton</i>
	10:45-12:30	Session A3 Fair Housing <i>Deb Piltch</i>	Session A4 Enforcing Policies in Smoke Free Housing - <i>Attorney Frank Flynn</i>
	12:30-2:00	LUNCH and Keynote Speaker - <i>Roseann Sdoia</i>	
	2:15-3:30	Session A5 EIV Training - <i>Dan Drost</i>	Session A6 Postive Mindset - <i>Roseanne Sdoia</i>
	2:15-4:15	Session A7 Fair Housing <i>Deb Piltch</i>	Session A8 New Mainers - <i>Ahmad Tarmalov, Regina Philips and Georges Budagu-Makoko</i>
	3:45-5:15	Session A9 Communication with Maintenance Customer Service with Maintenance Mindset- <i>Nancy Reno</i>	Session A10 Fraud in Housing <i>Russell Patton</i>
	5:15-6:30	Vendor Reception	
	6:30-9:30	Dinner / Networking with music - <i>Mitch Alden</i>	
Tuesday May 19th	7:00-8:00	Breakfast & Table Top Discussions	
	8:15-10:00	Session B1 Discussion: SAM—System for Award Management— <i>Diana Huot, HUD</i>	Session B2 Eviction Notices <i>Dave Chamberlain</i>
	10:15-12:00	Session B3 Recruiting, Hiring and Supervising <i>Chris Campbell</i>	Session B4 Maine Human Rights Commission <i>Barbara Archer Hirsh</i>
	12:15-1:30	Lunch and Regulatory Updates	
	1:45-3:45	Session B5 LIHTC <i>Trish Leonard and Elaine Vega</i>	Session B6 <i>Breathe Easy Coalition of Maine, "Emerging Issues: Successfully Creating Smoke-Free Housing & Issues Arising with eCigarettes and Marijuana"</i> <i>Sarah Mayberry</i>
	4:00-6:00	Vendor Reception	
	6:15-6:30	President Award and Past-President	
6:30-11:30	Dinner / Entertainment - CASINO NIGHT!		
Wednesday May 20th	7:30-9:00	Breakfast	
	8:30-9:30	MREMA Business Meeting	
	9:30-11:30	Session C1 Fire Prevention Panel— <i>Christopher Vail, David Petrocelli</i>	
	12:00	Hotel Check Out	

DESCRIPTIONS OF SESSIONS

A1	Marketing in Affordable Housing - Nancy Reno, CPM, Vice President of Marketing & Training, HMR, Inc. and Adrianna Guzzo, NLP, NAAEI Faculty, WinnCompanies
	<i>This session will provide participants with marketing tips and techniques to help identify their target market, leverage businesses within their greater community and minimize vacancy and increase occupancy with happy, qualified applicants.</i>
A2	Fraud in Housing -Russell Patton, Bangor Savings Bank, Chief Information Security Officer
	<i>The goal of this sessions is to help participants understand the threat environment, recognize and respond to suspicious activity and protect their computer and mobile devices.</i>
A3	Fair Housing - Debbie Piltch, Director of Compliance, Malonie Properties, Inc.
	<i>Debbie will be providing participants with an overview of fair housing issues related to the affordable housing community. There will also be discussion of hot topics being faced by property managers on a daily basis.</i>
A4	Enforcing Policies in Smoke Free Housing - Frank Flynn, Esq., Flynn Law Group
	<i>In this session, participants will leader: facts about the dangers of second-hand smoke; potential liability for building owners, trustees, or management companies; cost saving measures of having a non-smoking policy; myths about "smokers rights"; crafting your smoke-free policy; potential issues; and enforcement of the policy.</i>
A5	EIV Training - Dan Drost, Director of Training and Professional Development, Preservation Management, Inc.
	<i>This session on the Enterprise Income Verification (EIV) System will focus on producing required reports, reviewing the reports, researching discrepancies, and documenting discrepancy resolution.</i>
A6	Postive Mindset - Roseann Sdoia, Recovery and Support, Key Note Speaker
	<i>In the corporate world, Roseann was both a manager and mentor for many, however, as a victim of the Boston bombings, she faced a devastating journey of fear and self-doubt. In this session, Roseann offers understanding and advice to turn difficult situations onto a positive path.</i>
A7	Fair Housing - Debbie Piltch, Director of Compliance, Malonie Properties, Inc.
	<i>Debbie will be providing participants with an overview of fair housing issues related to the affordable housing community. There will also be discussion of hot topics being faced by property managers on a daily basis.</i>
A8	New Mainers - Georges Gudagu-Makoko, Avesta Housing, Tarlan Ahmadov, Catholic Charities Maine, Regina Phillip, City of Portland Refugee Services Program, Sherrin Vail (Facilitator), Executive Director, Greater Portland YMCA
	<i>The goal of this sessions it to educate participants on the cultural background of "New Mainers", the definition of New Mainers citizen status, eligibility and lifestyle considerations for housing success.</i>
A9	Communication with Maintenance Customer Service with Maintenance Mindset - Nancy Reno, CPM, Vice President of Marketing & Training, HMR, Inc.
	<i>Of all of the staff at our properties, who has more "face-to-face" time with our residents? Maintenance staff! This session will focus on tips and techniques for communicating with our maintenance staff and how they, through good customer service, are our best ambassadors.</i>
A10	Fraud in Housing - Russell Patton, Bangor Savings Bank, Chief Information Security Officer
	<i>The goal of this sessions is to help participants understand the threat environment, recognize and respond to suspicious activity and protect your computer and mobile devices.</i>

B1	Discussion: SAM—System for Award Management - Diana Huot, Senior Project Manager, HUD
	<i>Diana will be presenting information about SAM - System for Award Management and how it impacts property managers for all properties receiving any federal subsidies.</i>
B2	Eviction Notices - Dave Chamberlain, Esq., Chamberlain Law
	<i>David will be sharing his expertise in the area of landlord/tenant law, specifically in respect to the eviction process. This training will include: drafting effective notices; notices for nonpayment of rent and other grounds; termination for breach of lease or rental agreement; termination for no cause; termination of rental agreement when property is sold; termination of Sec. 8 leases and other subsidized leaseholds; and property service of notices.</i>
B3	Recruiting, Hiring and Supervising - Chris Campbell, Shareholder, Jackson Lewis PC
	<i>This workshop will focus on strategies for recruiting, hiring and supervising good candidates and employees. Issues around legal hiring practices will be discussed.</i>
B4	Maine Human Rights Commission - Barbara Archer Hirsh, Maine Human Rights Commission
	<i>The Maine Human Rights Commission hears hundreds of housing complaints each year and investigates allegations of discrimination and inequitable treatment. Come and hear some of the issues faced by property managers, the rules and regulations governing fair housing in Maine and how to prevent violations of the law that lead to these complaints and investigations.</i>
B5	LIHTC - Trish Leonard, CPM, Senior Vice President, HMR, Inc. and Nancy Reno, CPM, Vice President of Marketing & Training, HMR, Inc.
	<i>This session will be an overview of the Low-Income Housing Tax Credit program and will look at issues pertaining to compliance and marketing challenges.</i>
B6	Breathe Easy Coalition of Maine, “Emerging Issues: Successfully Creating Smoke-Free Housing & Issues Arising with eCigarettes and Marijuana” - Sarah Mayberry, Program Coordinator, Breathe Easy Coalition of Maine
	<i>Sarah will be discussing some of the hot topics in the area of smoke-free housing: ecigarettes and marijuana.</i>
	MREMA Business Meeting
	<i>All conference participants are welcome to attend the business meeting. Only full and associate members may vote.</i>
C1	Fire Prevention Panel - Christopher Vail, Owner HomeEd and Firefighter, City of Portland; David Petrocelli, Captain for City of Portland Fire Department and Community Outreach Branch; Sherrin Vail (Facilitator), Executive Director of Greater Portland YMCA
	<i>The goal of this workshop is to educate property managers and other housing providers on proactive steps to prevent fires and general knowledge to avoid disasters that could negatively impact residents and physical structures.</i>

MREMA 2015 ANNUAL CONFERENCE REGISTRATION

May 18, 19, & 20

Registration Information and Instructions

- Registration Form:** Please complete one registration form for each person attending. Be sure to elect the sessions to attend. The attached agenda identifies each session number.
- Registration Deadline:** May 8th
- Cancellation Policy:** Cancellations after the May 8th deadline will not receive a refund. Cancellations by April 17th will receive a 50% refund.
- Early Bird Discount:** Registrations received by April 17th will receive a 10% discount on their conference registration.
- Online Registration:** Registrants wishing to pay by credit card may register and make payment on line by going to www.mrema.org under the Events tab.
- Other Registration:** Those wishing to complete the form and send payment may do so by completing the form below and mailing it to:
- Islandview Apartments
Attn: HMR Office
151 North Street
Portland, ME 04101**
- Payment:** Payment in full is required prior to the event. Checks may be made payable to **MREMA**.
- Room Reservations:** Please see the accommodations information provided with this registration form in order to reserve rooms.
- Special Needs:** Persons with special dietary requirements may include a brief description of their needs with the registration form. Those persons needing special accommodations related to room reservations should discuss the needs with hotel staff at the time of registration.

REGISTRATION (Please type or print clearly. Complete a separate form for each attendee.)

Name: _____ Title: _____
Organization: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____ Email: _____

Please identify sessions to attend (see attached agenda):

Monday, May 18th: A1 A2 A3 A4 A5 A6 A7 A8 A9 A10
Tuesday, May 19th: B1 B2 B3 B4 B5 B6
Wednesday, May 20th: C1 (Fire Prevention Panel 9:30-11:30)
Vegetarian Meals Requested Gluten-Free Meals Requested

RATES

<u>MREMA Members</u>		<u>Early Bird (by April 17th)</u>	<u>Non-Members</u>	<u>Early Bird (by April 17th)</u>
Full Three Days	\$490	\$440	\$975	\$900
Two Days Only	\$420	\$380	\$475	\$425
One Day Only	\$210	\$190	\$425	\$375
Wednesday Only	\$130	\$115	\$275	\$225

Want to save money on your registration? If you are not already a member or associate member of MREMA, please join today by going to www.mrema.org.

Visit us on Facebook and
Twitter [#mremaconf2015](https://twitter.com/mremaconf2015)



MREMA 2015 ANNUAL CONFERENCE
MAY 18-20, 2015
SUNDAY RIVER GRAND HOTEL AND CONFERENCE CENTER
GUEST RESERVATION/MEALS ONLY RESERVATION

Registration Information and Instructions

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REGISTRATION *(Please type or print clearly. Complete a separate form for each guest)*

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Selection(s): Vegetarian Gluten-Free Other Specify: _____

Monday, May 18th, Breakfast and Lunch \$45

Monday, May 18th, Dinner Only \$50

Tuesday, May 19th, Breakfast and Lunch \$45

Tuesday, May 19th, Dinner Only \$50

Wednesday, May 20th, Breakfast and Lunch \$45

(The above rates include all sales tax and gratuity.) Total: \$ _____





MREMA

MAINE REAL ESTATE MANAGERS ASSOCIATION

ANNUAL CONFERENCE

May 18 –20, 2015

**Sunday River Grand Resort Hotel and
Conference Center
Bethel, Maine
Phone: 800-207-2365**



MREMA has negotiated special overnight guest room rates for our conference. You may complete this form and fax it to Sunday River at 207-824-5195, or you may call their Conference Reservations line at **800-207-2365**.

- **Reservation Deadline:** Guest room reservations must be made by **May 1, 2015**, to be eligible for conference rates. All reservations are based upon availability, and a limited number of guest rooms are available. **PLEASE MAKE YOUR RESERVATIONS EARLY.**
- **Deposit and Confirmation:** If reservation is for only one night, one night's lodging is due within five (5) days of booking the reservation. If reservation is for multiple nights, ½ of the total reservation is due within five (5) days of booking the reservation. Final payment is due two weeks prior to arrival and will be automatically charged.
- **Cancellation Policy:** The reservation will be canceled if the deposit is not received within the five-day period. For a refund of deposit, less a \$50.00 cancellation fee, notification of cancellation must be received at least 15 days prior to the scheduled arrival. The entire deposit will be forfeited if cancellations are made 14 days or less prior to the scheduled arrival.
- **Check-In Time:** Hotel check-in time is guaranteed by 6:00 PM on the day of arrival. Checkout time is before 10:30 AM on the day of departure. Late check out fees will apply. While room availability cannot be guaranteed for early arrivals, all efforts will be made to accommodate those guests who arrive early. Luggage storage is available.



Sunday River[®]



2015 MREMA Conference
May 18, 19 and 20, 2015
Sunday River Grand Resort Hotel and Conference Center
Bethel, Maine
Phone: 800-207-2367 Fax: 207-824-5195

When making a reservation, please refer to group code: #85C9EU

GUEST ROOM RATES

Room Choices	Description	Best Use	Room Rate
Standard Room	Two Queen beds	Double Occupancy	\$101.00**
Studio Superior	One Queen Murphy bed, Kitchenette	Single Occupancy	\$101.00**
Studio Deluxe	One queen Murphy bed, 1 queen sleep sofa, Kitchenette	Double Occupancy or Families	\$101.00**
1 Bedroom Suite	One queen bed (separate bedroom), One queen sleep sofa, Kitchenette	Families	\$138.00**
2 Bedroom Suite	Each 2 bedroom suite is customized (please inquire with your reservationist sleeping accommodations)	Families	\$210.00**

**** All rates are per room, per night and subject to 8% Maine State Lodging Tax of and 7% Resort Fees.**

Arrival Date: _____ Departure Date: _____ Room Type: _____

Email (for confirmation): _____

Last Name: _____ First Name: _____

Company: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

No. of Guests: _____ Special Accommodations: _____

Card Type: _____ Card #: _____ Sec. Code: _____ Exp. Date: _____

Signature: _____