



Pivotal

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attendee prospectus

OCTOBER 24, 2024

Mobile Convention
Center

1 S Water St.
Mobile, AL 36602

Pivotal

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**ALABAMA APARTMENT ASSOCIATION
ANNUAL CONFERENCE & TRADE SHOW**
THURSDAY OCTOBER 24TH 8am- 10pm
MOBILE CONVENTION CENTER, MOBILE AL

Pivotal 2024, Powered by AAA, October 24th at The Mobile Convention Center, in Mobile, AL is the premier state conference for the apartment industry and hundreds of multifamily housing professionals eager to stay abreast of trends in legal matters, social media and marketing, recruitment and retention, efficiency, technology, and more. Nationally acclaimed speakers and informative breakout sessions inspire attendees, fostering connections and facilitating discussions on pertinent industry topics. The AAA trade show, features exhibit booths and provides firsthand access to innovative solutions from countless experienced suppliers, empowering attendees to enhance their bottom line.

Keynote



Mark “Marvelless” Kamp

The Business Rockstar, Ted Talk Speaker, Author,
Loving Husband & Dad

CEO of Millennia Productions and author of "Opportunity Rocks", Mark masterfully combines rockstar energy with corporate strategy, breaking down silos and forging strong team connections. With insights showcased on ABC, NBC, and HBO Max, Mark's keynotes are more than speeches—they're electric performances that resonate. Offstage, his unwavering professionalism ensures each event hits the right note, turning powerful business lessons into harmonious success.



Our Speakers



Katie Rigsby

Multifamily Consultant & Inspiration Specialist
 CAPS, CAM, CALP



Virginia Love

Industry Principal- Entrata



Tim Bowie

Realtor, Podcaster, Maintenance Advocate
 Director of Maintenance-Gateway



Michelle Ford

Lead Marketing & Public Relations Operations
 Marketing Director-Heritage Properties



Donna Rock

Regional Manager-Arlington Properties



Ryan Daugherty

Legal Counsel GBAA
 Shareholder Attorney-Sirote Denton



Taft Hughes

Legal Counsel MBAAA
 Attorney at Law-Lee & Hughes, LLC



Angie Ingram

Legal Counsel RRAA
 Attorney at Law-Angie H. Ingram, LLC



Sarah Taggart

Legal Counsel AANA
 Attorney at Law-Sarah Taggart, PC



Conference Agenda

**THURSDAY
OCTOBER 24TH**

7:00am-7:45am

Breakfast

Join your team and peers for a networking breakfast.

8:00am

Conference Kick-off

The Alabama Apartment Association welcomes you to Pivotal!

Keynote Speaker

8:15am-10:00am

Keynote: Turn It Up

“Marvelless” Mark

Get ready to “Turn It Up” for a game-changing journey where success isn't just achieved, but supercharged! In this exciting jam session, we'll dive into how to massively grow your business with less effort; Achieve Volume 11 results on Volume 3 output; Discover the secrets of visionary leadership, and learn how to plan for success. Innovation isn't just about new ideas; it's about breaking free from the past to make room for new successes. There is power in impossible goals. Every business has a bottleneck. Find and fix the things that are holding your team back. With our guidance, you'll see your profits and productivity skyrocket. Join us for a deeper dive of Marvelless Mark's famous “Turn It Up” Keynote and get ready to transform your business growth strategy like never before.

**Session 1
10:15am-11:30am**

Organized Chaos; How to Manage Distractions & Get Things Done

Katie Rigsby

While property management has many constants, one day on site is rarely the same as the next. Distractions are inevitable and managing people, property, tasks, and processes can be stressful, even for the most experienced of multifamily professionals. In this motivational session, Katie helps us to manage distractions and embrace the chaos while still having enough order to achieve progress and reach our goals. You'll leave this session feeling re-energized and excited to put new practices in place to get out of your own way and get things done!

Conference Agenda

Session 1 **10:15am-11:30am**

Leveraging Your Competition **Virginia Love**

Unlock the power of competition in the multifamily industry with our insightful seminar. Discover how to leverage your competitors to drive innovation, enhance market positioning, and maximize profitability. Join us as we explore strategic approaches, share best practices, and uncover opportunities for collaboration in this dynamic landscape. Don't miss this chance to turn your competition into a catalyst for success.

Legal Panel: **Ryan Daugherty, Taft Hughes, Angie Ingram, & Sarah Taggart**

Unravel the complexities of legal compliance in the multifamily industry at our exclusive legal panel. Join leading legal experts as they dissect crucial regulations, discuss emerging trends, and offer invaluable guidance to navigate the legal landscape. From lease agreements to fair housing laws, equip yourself with the knowledge and insights necessary to mitigate risks and safeguard your multifamily investments effectively.

Maintenance: **Tim Bowie**

Discover the keys to become more efficient and effective. This event offers practical insights and time-trusted techniques to streamline operations and enhance property value. From preventive maintenance strategies to advanced technology integration, empower your team with the skills needed to ensure peak performance and resident satisfaction in the multifamily sector.

Lunch

11:45am-12:30pm **“Think Outside the Box” Lunch**

Fuel your mind and connect with industry peers during our engaging round table discussion over lunch. Delve into pressing topics, share insights, and brainstorm innovative solutions in a relaxed and collaborative setting.

Conference Agenda

Session 2 12:45pm-2:00pm

Leadership: Michelle Ford

this seminar for multifamily leadership shares strategies for success in multifamily management. Learn to optimize tenant relations, enhance property performance, and navigate regulatory challenges. Whether you're a seasoned executive or emerging talent, elevate your leadership game and unlock the full potential of your multifamily portfolio with our transformative seminar.

Exploring the Intersection of AI & Multifamily Living: Virginia Love

Join us for an immersive seminar delving into the cutting-edge fusion of Artificial Intelligence and Multifamily living. From smart building management systems to personalized tenant experiences, this event will explore how AI is reshaping the landscape of multifamily housing

A Cut Above The Rest; Selling Your most YOUUnique Amenity Katie Rigsby

With an influx of inventory and concessions returning to the market, we can no longer rely on technology or our products to sell themselves. Now more than ever, leasing professionals must "shine like a diamond" and sell themselves! In this interactive session, Katie Rigsby will help you identify what makes you YOUUnique and guide you through techniques for building relationships with prospects and residents, resulting in increased traffic, improved closing ratios, higher retention rates, heightened occupancy, and better reviews!

Conference Agenda

Session 2 12:45pm-2:00pm

Mastering Maintenance: Elevating Customer Service in Multifamily Living Donna Rock

Elevate your multifamily maintenance and customer service game with our comprehensive seminar. Learn how exceptional maintenance practices not only uphold property value but also enhance resident satisfaction. Explore strategies to streamline operations, prioritize responsiveness, and cultivate positive tenant relationships, ensuring your multifamily property stands out in a competitive market.

Closing Speaker

2:15pm-3:45pm **Closing Session-Virginia Love**

Round out your day of education with a comprehensive seminar about the state of our industry. Learn how the political environment, post covid era, and evolving market conditions are affecting our day-to-day operations. Knowledge is power, how best can we adapt to the new norm?

Trade Show

Expo **4:00pm-6:00pm**

Gather and enjoy drinks and good conversations with your favorite supplier partners.

VIP Pre-Party **6:00pm- 7:00pm**

Join the club and have a drink on us! All Owner/Mgmt Attendees are welcome and only elite supplier sponsors (Titanium-bronze) are allowed to attend.

After Party

Let the Ghoul Times Roll After Party **7:00pm- 10:00pm**

Property management can be a nightmare. Let off some steam and have a wicked good time. Tarot card readers, caricature artists, dancing and more!