



## Education Conference Agenda

### Thursday, September 30th

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8:00 - 9:00AM	<b>Registration and Continental Breakfast Opens</b>
9:00 - 10:30AM	<b>General Session 1:</b> 9:00-9:10am <b>Welcome and Opening Remarks, Deborah Pusatere, NYCRAA President</b> 9:10-9:30am <b>MC, Host and Mini Keynote: Leah Brewer, Full House Marketing</b> 9:30 -10:30am <b>PART ONE: Navigating thru the Eviction Moratorium and Beyond the HSTPA: Where are we now and what do we need to do? (Be sure to stick around for Part Two in the Afternoon!)</b> If we knew then on July 1 <sup>st</sup> of 2019 that HSTPA was only the beginning of what our industry would endure over the next 3 years could we have made a difference? Would we have made a difference? Come to hear and learn about the latest since the passing of HSTPA, Good Cause in Albany, and the Eviction Moratorium that have rocked our industry. Be a part of the solution and prevention of future advocacy efforts.  <b>Presenters: Deborah Pusatere, NYCRAA President along with Jaime Michelle Cain, NYCRAA Board Member and Junior Partner at Lipsitz Green Scime Cambria, who will provide us updates on what is the latest and not so greatest in their roles as Legislative Chair and co-coalition leaders of Under One Roof, our advocacy arm of NYCRAA.</b>
10:30 - 11:00AM	<b>Networking Break with Vendors</b> Take this time to enjoy a refreshment and visit with our vendors to see the latest in product and services <b>Break Sponsored by ADT Multifamily</b>
11:00AM-12:30PM	<b>General Session 2:</b> 11:00 -11:45am <b>Impact of Legalization of Marijuana on Smoke Free Housing: What it Means for Multi-Family?</b> Join us to have these questions answered and more...: What Will Your Tenants be Smoking? Options to Restrict Tobacco and Marijuana Use; Review the Current Law and What it Allows; Medical Accommodation for Smoking Marijuana; Federal Funding; Marijuana Growing; Eviction for Illegal Activity; Can I Ask if They Smoke on Application?  <b>Presenter: Susan Casanova, Bridges Tobacco Prevention Program</b>
11:45 - 12:30pm	<b>Is Your Policy Too Big Too Small or Just Right? Insurance is Good for Assurance: Know Your Coverage!</b> Long policies filled with industry jargon and numbers that seem to make no sense are how most people view insurance. The result? Not knowing or understating if/what is covered at the time of a loss. Join us to learn about Replacement Cost, Business Income, Harmful Exclusions, Policy declaration pages; learn how to navigate, understand, and request coverages that properly fit you & your assets.; learn what to ask your contractor's and service providers regarding their insurance coverage? Learn about the leading factors driving premiums.  <b>Presenter: Isaac Schwadel, Allsure Insurance Brokerage</b>

<b>12:30 – 1:00pm</b>	<b>Boxed Lunch and Networking with Vendors</b>
	Take this time to enjoy a boxed lunch and visit with our vendors to see the latest in product and services
<b>Lunch Sponsored by: O'Connell More Real Estate, Consulting and Brokerage</b>	
<b>1:00 – 2:30pm</b>	<b>General Session 3:</b>
1:00 – 1:45pm	 <b>Sign, Sign Everywhere a Sign!</b> 
	With employee shortages and establishments posting signs to read “Treat the People Who Showed Up with Respect”, we have to ask, How do WE in our industry combat this without the luxury of a sign? This hands-on program will detail conquering conflict, dealing with difficult people and more. What should your sign read? Join us for this fun and interactive presentation.
	<b>Presenter:</b> <i>Leah Brewer, Full House Marketing</i>
1:45 – 2:30pm	<b>Key Points Regarding Hiring and Firing in New York</b>
	During this session, Jennifer Shoemaker, Esq., of Underberg & Kessler LLP, and Allyse Lemen, M.S., HR Specialist, of SimcoHR, will discuss issues regarding hiring and firing in New York State. Items of discussion will include legal issues employers face when screening and hiring candidates, including job applications, job descriptions, and background checks; best practices for terminating an employee including how to protect your organization from discrimination claims and other legal pitfalls.
	<b>Presenters:</b> <i>Jennifer Shoemaker, Esq, Underberg &amp; Kessler LLP</i> <i>Allyse Lemen, M.S., HR Specialist, SIMCO</i>
<b>2:30 – 3:00pm</b>	<b>Networking Break with Vendors</b>
	Take this time to enjoy a refreshment and visit with our vendors to see the latest in product and services
<b>3:00 – 5:00pm</b>	<b>General Session 4:</b>
3:00 – 3:45pm	<b>What the Tech!?!?</b>
	Do you find yourself buried in all the new technology offerings? How do you decide who to use, how to measure it, and more importantly how to plead your ROI to your boss. Join us for this session to hear advice and best practices to help owners and operators understand where, how, and when to utilize automation in marketing and leasing.
	<b>Moderator:</b> <i>Kara Rafferty, RealPage</i> <b>Panel Representatives</b>
3:45 – 5:00pm	<b>PART TWO: Navigating thru the Eviction Moratorium and Beyond the HSTPA: Where are we now and what do we need to do?</b>
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	<b>Presenters:</b> <i>Deborah Pusatere</i> , NYCRAA President along with <i>Jaime Michelle Cain</i> , NYCRAA Board Member and Junior Partner at Lipsitz Green Scime Cambria, who will provide us updates on what is the latest and not so greatest in their roles as Legislative Chair and co-coalition leaders of Under One Roof, an advocacy arm of NYCRAA.
5:00pm	<b>Closing Remarks and Drawing for Las Vegas Door Prize</b>

**5:30 – 7:30 PM**

**Networking Reception with Vendors**

Join us as we wind down our busy day and converse with our vendor, members and colleagues while enjoying appetizers and libations.

**Friday, October 1<sup>st</sup>**

**ARE YOU GOLFING WITH US???:...WE WOULD LOVE TO HAVE YOU!**

**Join Your Colleagues for this fun and informal golf outing!**

**7:30-8:30AM**

**Golf Outing ~ Kaluhyat Golf Course  
Registration and Continental Breakfast**

**8:30-12:30**

**Golf – Shotgun Start**

**Contests & Guaranteed Prizes for our Outing**

- **Hole In One Contest - \$10,000 Cash and other assorted prizes!**
- **Longest Drive (Men and Women's) Contest – VIP Tickets**
- **Closest to the Pin Contest – Seven-night resort stay for two!**

**12:30-1:30PM**

**Appetizer, Libations and Award Presentation**