



IREM to host 2nd Annual Asset & Property Management Symposium

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In this economic climate, we're all cutting back. But sometimes, cutting back is not the most sensible thing to do. An important part of surviving this crunch is keeping yourself educated and current with the latest trends and technologies in property management. Now, more than ever, clients are more discerning and more demanding. As property and asset managers, it is not only our responsibility, but it just makes sense to be informed.

That's why I encourage everyone to attend our Asset & Property Management Symposium on March 18 at the New York Helmsley Hotel in New York City. This day-long event packs in a lot - continental breakfast; seated luncheon with keynote speaker John Cutter of Beau Dietl & Associates and a networking cocktail hour at the end of the day. And that's just the food!

You decide what you want to do at the Symposium. Choose from twelve different lectures, each designed specifically for property or asset managers.

A partial list of topics include: changing insurance in a changing economy; disaster recovery; asset management paradigm shifts; turning waste into income; reducing water costs. Feel free to take a break anytime during the day and visit our vendor showcase. This gives you the opportunity to meet IREM's valued industry partners and gain first-hand knowledge of the products and services they offer.

Coming from out of town? With our special room rate of \$209 per night, it's a lot more affordable than you'd think!

So clear your calendar and make your reservations. Register by February 18 for only \$49 for IREM members & \$199 for non-members. Any company that sends 10 attendees get the 11th free!

James Hayden, CPM, is the 2009 president of the Greater New York Chapter of IREM, New York, N.Y.

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