

PROFESSIONALISM | CAREER | INDUSTRY



elevate

2018 CACM LAW SEMINAR & EXPO



NORTHERN CALIFORNIA

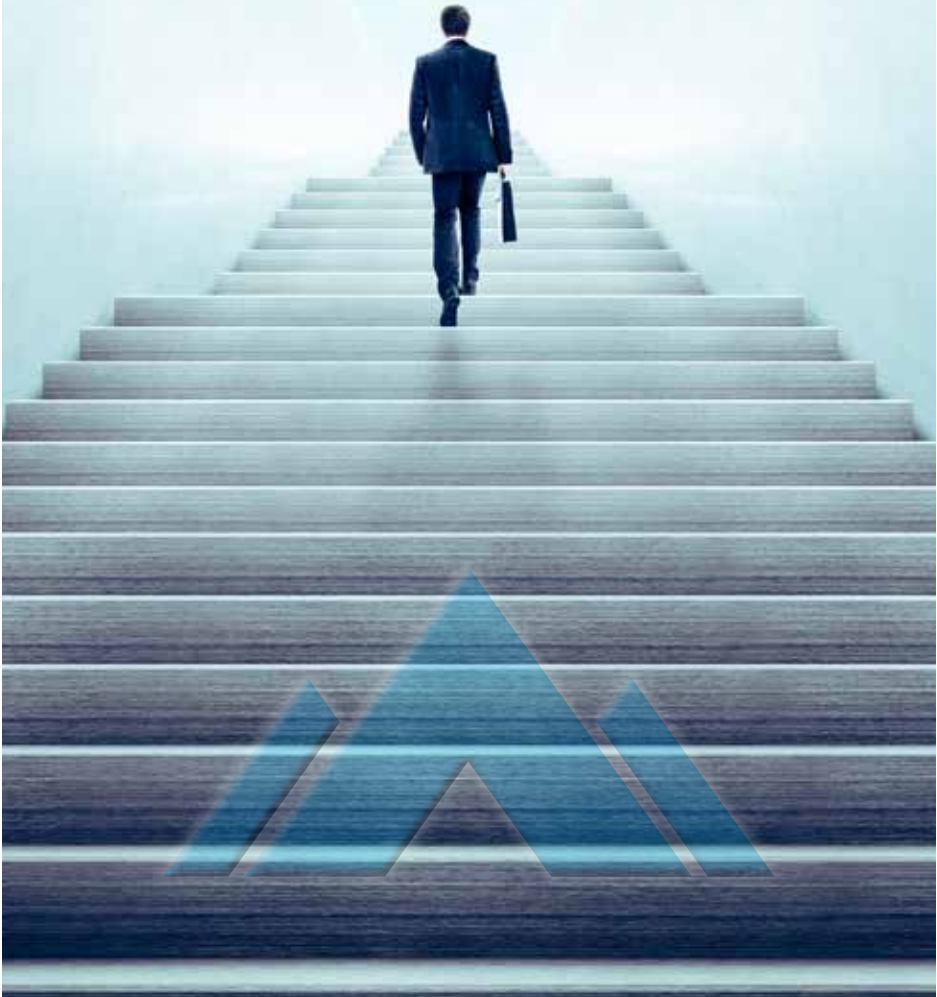
January 25-26, 2018

Santa Clara Convention Center



TAKE YOUR PROFESSIONAL
KNOWLEDGE AND EXPERTISE
TO NEW HEIGHTS AT CACM'S
LAW SEMINAR & EXPO.

IT'S WHERE CALIFORNIA
COMMUNITY MANAGERS COME
TOGETHER TO RAISE THE LEVEL
OF PROFESSIONALISM IN THEIR
OWN CAREER AND IN THE
INDUSTRY AS A WHOLE.





ELEVATE

PROFESSIONALISM // CAREER // INDUSTRY

When you attend the
2018 Law Seminar & Expo, you will:

learn

*the essentials of new California law
and also hear practical advice on how to
properly implement it in your community*

take away

*new perspectives on your most
challenging issues, including strategies and
tactics with proven results*

gain

*an advanced understanding of industry
trends to help you anticipate what's
next for your community*

expand

*your personal network with other
professionals who share your
challenges and aspirations*

connect

*with top service providers
who offer ready solutions to
meet your needs*

// FREE PROFESSIONAL HEADSHOTS //

PUT YOUR BEST FACE FORWARD

CACM is celebrating the "Year of the Professional" in 2018. To help you be seen as the professional you are, we'll have a professional photographer at the Law Seminar to capture your headshot at no cost to you. An electronic version of your headshot will be emailed to you post event. ALL MANAGER attendees are eligible for one complimentary professional headshot while at the Law Seminar. Photos will be taken during the times the Exhibit Hall is open.



// IDEAS FOR USING YOUR NEW HEADSHOT //

update

Your LinkedIn profile and your CACM profile page

self-promote

Use in press releases when you attain higher level credentials and other achievements

get published

Write an article for Vision magazine and include your headshot



// JOIN THE CONVERSATION //

BREAKOUT FROM THE ORDINARY

With 18 different breakout sessions addressing today's most timely issues, this year's program allows you to focus on your priorities. Leading attorneys, community managers and other subject matter experts will share their knowledge and experience, while the interactive format allows you and your peers to join the conversation and provide other perspectives.

// CACM EVENTS APP //

ORGANIZE YOUR INVOLVEMENT

Yes, the CACM Events App is back to help you manage your Law Seminar experience at light speed. Everything you need is on the app – session materials, speaker information, event schedule, interactive Exhibit Hall map and more. Get real-time alerts and live updates. Leave a question for the session speakers, rate your sessions and post comments and photos for your fellow attendees. Be sure to bring your smartphone and your tablet!

Have some extra fun as you explore the Exhibit Hall by playing CACM GO on the App. Discover "Out of This World" creatures lurking behind the scenes and be entered to win fabulous prizes on Friday morning.

Want to download materials prior to the event? Session handouts will be available at the CACM website one week before the Law Seminar & Expo.



OUT OF THIS WORLD

CACM EXPO 2018

We all know that California is the center of the community management universe, but it's still hard to imagine all there is to see in the enormous space of the "Out of This World" Exhibit Hall.

The largest Expo of its kind on this side of the cosmos features a vast array of exhibits and information that may seem almost infinite.

Release your inner Jedi and master the forces of knowledge and expertise. Interact and network with all-star community management service providers and learn how they can help you achieve stellar performance.



SCHEDULE A

WEDNESDAY, JANUARY 24

12:30 – 4:30 pm

Pre-Seminar Ethics Courses
(CMM130 & LDR500; additional fee applies)

3:00 – 4:30 pm

New Member Orientation

4:30 – 5:30 pm

Exhibit Hall Sneak Peak (by invitation only)

THURSDAY, JANUARY 25

8:00 – 8:30 am

Registration & Continental Breakfast

8:30 – 10:30 am

GENERAL SESSION

CACM Annual Meeting

CCAM & CAFM Oath Ceremony

Vision Awards Presentation

President's Message: CACM's
Professional Pathway to Success

Beyond the Legislative Update

10:30 am – 1:30 pm

Exhibit Hall Open
(Lunch served at Noon)

1:45 – 3:00 pm

CONCURRENT SESSIONS

update

your knowledge of California Case Law

anticipate

*the future of California community
management*

navigate

*the new marijuana law and other
smoking issues affecting your communities*

3:00 – 3:30 pm

Break

3:30 – 4:45 pm

CONCURRENT SESSIONS

generate

*positive perspectives in your community
by creating a new homeowner orientation
program*

de-escalate

*conflict in your community by
understanding what drives difficult
personalities*

cultivate

*new board leadership with proven
recruitment and development techniques*

4:45 – 6:30 pm

Welcome Reception

AT A GLANCE

FRIDAY, JANUARY 26

7:30 – 8:00 am

Continental Breakfast

8:00 – 9:15 am

CONCURRENT SESSIONS

renovate

your governing docs while avoiding roadblocks in the process

orchestrate

a successful response to a community crisis

communicate

more effectively with your community members

motivate

and develop your team for higher performance

9:15 – 9:30 am

Break

9:30 – 10:45 am

CONCURRENT SESSIONS

mitigate

employment law risks for your business

contemplate

your career possibilities (Zen and the Art of HOA Management)

appreciate

the nuances of structural defect issues and related legislation

evaluate

your options during the bidding process

10:45 am – 1:45 pm

Exhibit Hall Open (Lunch served at Noon)

2:00 – 3:15 pm

CONCURRENT SESSIONS

eliminate

unexpected financial crises and special assessments through improved maintenance planning and practices

alleviate

violence and conflict situations in your community

innovate

and illuminate with smart technology

reinvigorate

your election process and breathe new life into community member engagement

3:15 pm

CCAM, CAFM and MCAM Sign-Out
(Required to Earn 8 CEUs)

CONTINUING EDUCATION UNITS

In order to obtain 8 CEUs, CCAM, CAFM and MCAM attendees may not miss more than 50 minutes of the educational sessions and are required to sign out at the final session on Friday. The first educational session starts at 9:30 am on Thursday and the final session ends with sign-out at 3:15 pm on Friday. There is no exam requirement.

EVENT ATTENDANCE

CACM events provide a safe environment where managers can openly discuss and find solutions to common HOA board challenges. Participation in CACM's Law Seminar & Expo is restricted to professional community managers and management support staff only. HOA board members and homeowners are not permitted to attend.

C O N C U R R E N T

update *your knowledge of California Case Law*

This informative review will cover all the important 2017 cases affecting community associations and common interest developments. You'll learn about California published and unpublished decisions as well as federal cases of interest, and also gain insights on applying the law within your communities.

anticipate *the future of California community management*

The CID industry is constantly changing, and the pace of that change is accelerating. Join cutting-edge industry leaders in discussing key trends and evolving laws that affect them. Explore such concepts as "The Internet of Things," productivity enhancement tools and modifications to your physical environment to promote lifestyle experiences.



T S E S S I O N S

navigate
*the new marijuana law
and other smoking issues
affecting your communities*

Smoking restrictions are on the rise, but so is the availability of products including e-cigarettes and now legalized marijuana.

This session will address how community associations can draft and enforce rules and regulations concerning smoking and how the legalization of marijuana impacts the need to accommodate those with disabilities.



generate
*positive perspectives in your
community by creating a new
homeowner orientation program*

Homeowners new to living in an HOA may not understand how the association operates or how to make the most of what it has to offer. This can lead to confusion, dissatisfaction and conflict. Developing a new owner orientation program can help to answer new homeowners' questions before issues arise and lead to higher levels of community engagement and homeowner satisfaction.



MORE →

C O N C U R R E N

de-escalate

*conflict in your community
by understanding what drives
difficult personalities*

Every community has its share of individuals with difficult personalities, and coping with them can be one of the greatest challenges for a community manager. This session will help you identify various types of difficult personalities and present strategies and techniques to deal with them more effectively.



cultivate

*new board leadership with
proven recruitment and
development techniques*

An effective board of directors is critical to the success of any homeowners association. Unfortunately, apathy and a lack of understanding of the board's role often make it difficult to recruit new directors and maintain a strong board. Explore proven techniques and practical tips to revitalize your recruitment process and create a development program for your board.



T S E S S I O N S

renovate

*your governing docs while
avoiding roadblocks in the
process*

Association governing documents need to keep up with the times, but how can the amendment or restatement process be accomplished in a timely manner? Explore how to serve your community today while "project managing" a successful governing document project that will withstand the test of time. Learn strategies to usher an association through the process, how to avoid roadblocks and successfully push through any that come up, from proposal stage to election issues.



orchestrate

*a successful response to a crisis
in your community*

While mass shootings, fires, earthquakes and other catastrophic events may be a rare occurrence in CIDs, it's important for community associations to have an emergency response plan in place when a crisis does happen. An association needs to not only plan what to do during a crisis situation, but also what to do afterwards. This session will provide community managers with practical tools to create and execute a crisis management plan.



MORE 

C O N C U R R E N

communicate *more effectively with your community members*

With so many tools and options available to today's community manager, there is no excuse for failing to communicate effectively with your homeowners. This session will explore different communication technologies - including social media - that can aid in strengthening the association's communication abilities, presence and image with its members. The presenters will discuss strategies and tools for improving your association's ability to effectively communicate as well as potential risks, costs and legal issues associated with emerging communication technologies.



motivate *and develop your team for higher performance*

It is often said that you are only as good as your team. Developing high-performing teams is critical for the ongoing success of any community. This session will provide proven strategies and techniques to take your teams' performance to new heights. You will learn how to be a more effective leader by understanding what steps are necessary to building and maintaining teams that excel, including exploring techniques for establishing a sense of teamwork, developing goals, gathering resources, prioritizing work, motivating team members, and helping individuals develop their unique strengths. Learn from leaders and peers, and share your own experiences and perspectives about what makes your teams great.



T S E S S I O N S

mitigate

*employment law risks
for your business*

California has long been one of the most challenging states for employers. New laws designed to aid employees are constantly being passed, and employee-friendly jury verdicts are routine. Understanding and complying with employment laws is one of the most critical tasks facing any business. Even small, good faith mistakes can be extremely expensive, and in some cases, can result in personal liability. This session will explore the latest developments in employment laws, including a review of the best techniques for managing employment law risk, the most common reasons employers get sued, and an overview of new state and federal laws for 2018.

contemplate

*your career possibilities
(Zen and the Art of HOA
Management)*

Your community management career probably didn't start with a visit to the guidance counselor, but however it happened, you are here. What steps can you take now, to make sure your career moves forward and remains the right choice for you? In this highly interactive session, experienced industry leaders will share their personal stories and discuss what they did to gain knowledge, develop skills and advance in their careers. They'll also answer your specific questions and provide tips on how to develop and manage your own career path objectives.



MORE →

C O N C U R R E N

appreciate

the nuances of structural defect issues and related legislation

This session will help you advise and strategize with community association clients regarding potential structural defect issues and how those issues are affected by modern CC&R provisions, legislation imposing inspection requirements and the practical and legal realities of dealing with directors, sellers, experts and attorneys. Discussion topics will include an analysis of management contract duties, CACM Code of Ethics requirements and strategies to help a client identify and implement their legal obligations.

evaluate

your options during the bidding process

The prospect of undertaking a big construction project and going through the bidding process can be daunting to the manager. In this session, you will learn how to conduct the bidding process in a streamlined and efficient manner. You will learn the elements of the all-important RFP and how to select and use experts to develop it. Discussion will also include the process of evaluating proposals and contractors, the components of the construction contract and the negotiation process.



T S E S S I O N S

eliminate

*unexpected financial crises
and special assessments through
improved maintenance planning
and practices*

Maintenance of the common areas in a CID requires long-range planning and risk assessment. In this session, you will learn how to plan and schedule preventive maintenance that is essential for preserving the value of community assets and review proper procedures for CC&R mandated inspections, maintenance logs and record keeping. This session will provide examples of what maintenance issues/components can be deferred and the legal liability or risk of deferred maintenance. The speakers will also discuss emergency repairs involving water intrusion, mold, balcony failure and fire.



alleviate

*violence and conflict situations
in your communities*

Angry residents, upset neighbors and personal disputes find their way into board meetings and communities all too often. In this interactive session, learn how to recognize the symptoms of brewing conflict and prevent violence before it begins. Practice effective techniques to mitigate hostile environments and potentially violent situations while restoring professionalism to your board meetings and communities.



MORE →

CONCURRENT SESSIONS

innovate *and illuminate with smart technology*

Learn how technology can equip you and your service providers with immediate facility and equipment status, reduce natural resource consumption and increase labor efficiency. Discover how innovation can ultimately result in an enhanced living experience for your residents, transparency for service providers and a lighter work load for you.



reinvigorate *your election process and breathe new life into community member engagement*

The election process may seem about as basic as it gets in community management, but small missteps can create big headaches for you, your board and your association or management company. This session will provide an important refresher on the most commonly ignored technical aspects of HOA elections, helping you stay out of trouble. Are your homeowners apathetic? Is obtaining quorums proving a quagmire? Experts also will discuss tips and tools to increase turnout for your elections and prevent potential challenges from your homeowners.



GENERAL INFORMATION

HOTEL INFORMATION

Three hotel options to choose from. Select the hotel that best matches your needs and budget.

1 // HYATT REGENCY (Host Hotel)

5101 Great America Parkway
Santa Clara, CA 95054
(408) 200-1234

Discounted rate valid through January 4, 2018, subject to availability and early sellout.

CACM Expo Room Rate
Single/Double - \$339 (Wed.)
Single/Double - \$249 (Thurs. & Fri.)
Use the short URL to reserve your room:
bit.ly/2xGa0a7

2 // AVATAR HOTEL

(1.2 miles from the convention center)
4200 Great America Parkway
Santa Clara, CA 95054

Single \$209
Use the short URL to reserve your room:
bit.ly/2fvghFF

3 // BILTMORE HOTEL & SUITES

(3 miles from convention center)
2151 Laurelwood Rd.
Santa Clara, CA 95054

Single/Double \$189
Use the short URL to reserve your room:
bit.ly/2wSOVFs

Complimentary shuttle to Santa Clara Convention Center available 6:00 am to 10:00 pm

STATEMENT OF PHOTO & VIDEO RELEASE

Photography and video recording will be taking place during the Law Seminar & Expo as part of CACM's ongoing marketing, public relations and social media efforts. By registering for this event, you grant CACM the right to film and photograph you without compensation and release CACM from all liability in connection with the use and distribution of your likeness.



MANAGER REGISTRATION

**Register online at www.cacm.org
It's fast, easy and secure!**

Registration fee includes lunch and admittance to the Exhibit Hall and Welcome Reception. Full details on other participation options may be found at www.cacm.org

Manager Member Pricing

Thru 11/3	Thru 11/24	Thru 12/29	After 12/29
\$329	\$369	\$399	\$429

Manager Non-Member Pricing

Thru 11/3	Thru 11/24	Thru 12/29	After 12/29
\$429	\$469	\$499	\$529

Exhibit Hall Experience Only

Managers and management support staff have the option to explore the Exhibit Hall on Friday, 1/26/18, from 10:45 am – 1:45 pm. Ticket includes lunch.

Thru 11/24	Thru 12/29	After 12/29
\$99	\$129	\$149

Don't want to register online? Download a fillable PDF registration form from www.cacm.org, complete and email to registration@cacm.org.

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