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# W T C

WORKING TOGETHER CONFERENCE



04 · 16 · 26

HERITAGE CENTER OF  
BROOKLYN CENTER

6155 EARLE BROWN DR, BROOKLYN CENTER

## INCLUDES

Keynote: April Lewis  
4 Breakout Sessions  
90+ Exhibitors  
4.0 RE CEUs, SHRM PDCs  
5.0 CRM, CRMT, COM Credits

## SESSION TOPICS

Leadership  
Supportive Housing  
Regulations  
Management & Operations  
Leasing & Maintenance

**EARLY BIRD  
DEADLINE**  
**MARCH 16**

*A donation drive for VEAP (Volunteers Enlisted to Assist People) will be held at the conference.*

[www.mmha.com/wtc](http://www.mmha.com/wtc)

Registration, Hot Breakfast, Exhibitor Networking

8:00 - 9:00 a.m.



**Keynote 9:00 - 10:00 a.m.**  
**April Lewis, A. Lewis Academy, Inc.**

**Snack Break & Exhibitor Networking**  
10:00 - 10:15 a.m.

**Session One 10:15 - 11:05 a.m.**

**National Housing Policy Highlight Update\***

*Matt Berger, NMHC*  
*Tushar Gurjal, NAHRO*  
*Todd Liljenquist, MHA (moderator)*

Hear up to the minute information straight from Washington regarding issues and programs that affect your business. This interview-style session will focus on highlights of policies at play, legislative and regulatory issues facing this industry such as fee transparency, AI and Fair Housing, Continuum of Care NOFO, and more.

**The Impact From Decisions to Dollars: Property Management Math\*†**

*Victoria Cowart, PetScreening, Inc.*

Property management is more than operations, it's an investment strategy. When we approach our work with this mindset, we not only elevate residents' experiences but also deliver stronger results for owners, investors, and our teams. This session equips attendees with a clear understanding of key performance metrics and financial calculations that drive success. Participants will learn to interpret and apply common terms, reports, and formulas to communicate effectively, align with organizational goals, and make data-driven decisions. Attendees will gain practical insight into occupancy metrics, the structure and purpose of operating and cash flow statements, and how day-to-day decisions impact both NOI and overall property value.

**Preventative Management: How to Lead So Your Team Stays†**

*Kara Rice, SwiftBunny*

What if we managed people like we maintain properties—proactively? Half of employees say they've left a job to escape from a bad boss. That means much of our employee turnover could be preventable. In this session, we'll explore "preventative management"—a strategy rooted in real employee feedback. You'll uncover what apartment associates truly value in a leader, what drives them away, and how to avoid common missteps. Walk away with a practical blueprint for building trust, boosting engagement, and creating a workplace your team wants to grow with.

**Words Matter: The Significant Consequences of Wording within NSPIRE\***

*Brandon Bay,*  
*U.S. Housing Consultants*

Join us for a deep dive into the very specific and complicated language within the NSPIRE deficiencies that can have a major impact on results that most people miss. These misinterpreted and misunderstood terms are easily avoided... if you understand the specifics.



**Meet mihra!**

mihra is your dedicated AI assistant from MHA. mihra is available 24/7 to answer your questions about property management, compliance, state and local laws, and MHA membership benefits.



**Session One 10:15 - 11:05 a.m. (cont.)**

**Elevator Essentials: The Ups and Downs Property Staff Need to Know\***

*Matt Ferguson, Metro Elevator  
Spencer Geis, Metro Elevator  
Zach Miller, Metro Elevator*

Elevators are one of the most critical systems in residential properties. This practical session is designed specifically for property staff who want to protect residents, reduce downtime, and avoid unnecessary service calls. Attendees will learn about different elevator types, how they operate, and how to properly use, clean, and care for them. Property staff will also gain insight into important code updates, common mistakes that lead to service calls, and simple checks that can prevent unnecessary downtime. Walk away with clear, actionable guidance you can apply immediately to keep your elevators running smoothly and your residents moving safely.

**Break & Exhibitor Networking**

11:05 - 11:20 a.m.



**Session Two 11:20 - 12:10 p.m.**

**NSPIRE's Inspection Killers\***

*Brandon Bay, U.S. Housing Consultants*

Join us for a look at the NSPIRE deficiencies that are causing the most inspection failures. These systemic issues have high point values and are easily avoided... if you know what to look for. This session will help your property avoid a surprise failure by recognizing what to look for.

**State and Local Housing Policy Highlight Update\***

*Owen Neubauer, MHA  
Dan Kitzberger, MN Housing  
Shannon Guernsey, MN NAHRO (moderator)*

This interview-style breakout session will highlight updates and insights into what is happening at the State Capitol and with local governments. Attendees will hear about recent legislative developments, regulatory trends, and key issues shaping the rental housing industry, including the insurance taskforce at the Capitol and public safety. The session will also offer practical guidance on compliance, advocacy, and navigating today's evolving policy environment.

**Confident Compliance\*†**

*Andrea Hermersmann, Towne Housing Compliance*

Join an expert in affordable housing compliance for a practical session on navigating the complexities of compliance requirements. This session will highlight best practices for maintaining compliance, common mistakes that lead to findings, and strategies for effective documentation and reporting. Topics will include income and rent limits, resident eligibility, file management, inspections, and responding to noncompliance issues. Attendees will leave with actionable tips to strengthen their compliance programs and avoid costly errors.

**Slipping Through the Cracks\*†**

*Hannah Hamilton, Rental Research Services, Inc.*

*Cassandra Barden, Bader  
Chris Kalla, Hanbery & Turner, P.A.*

This is an interview-style session that explores the realities property teams face when a fraudulent rental applicant makes it past screening and moves in. Through candid discussion, panelists will unpack what typically happens next, from operational challenges and legal considerations to resident impact and risk exposure. Attendees will gain insight from a screening company, an attorney, and a property management professional on lessons learned, best practices, and proactive strategies for responding effectively and in compliance. This session offers practical guidance for minimizing risk, strengthening processes, and navigating difficult situations.

**Renew Your Lease on Mental Health: Your Roadmap to Personal & Team Wellness†**

*Victoria Cowart, PetScreening, Inc.*

This session explores the vital role of mental health in the property management industry and guides attendees along a road map toward stronger well-being. Participants will examine the unique stressors professionals face, their impact on performance, and the ripple effects across an organization. Through this guided journey, both employees and supervisors will gain actionable strategies for self-care as well as tools for "going the extra MILES" to support their team members. Using the MILES framework as a compass, attendees will learn practical ways to strengthen resilience, enhance team morale, and build a culture where everyone can thrive. They will leave with a clear route forward, equipped with meaningful insights and real-world practices to create lasting change for themselves and their colleagues.



**Buffet Lunch & Exhibitor Networking**  
12:10 - 1:35 p.m.

**Session Three 1:35 - 2:25 p.m.**

**Applying Fair Housing Principles in Daily Operations\*†**

*Lisa Marvin, Essence Property Management*

This session provides a practical overview of Fair Housing requirements and how they apply to real-world property operations. Attendees will gain clarity on common risk areas, emerging issues, and the importance of consistent policies and documentation. The discussion will focus on actionable guidance to help property teams make informed decisions, reduce liability, and maintain compliance. Designed for professionals at all levels, this session reinforces best practices for carrying out fair, lawful, and consistent housing operations.

**Working with Minnesota Housing: Buyers, Sellers, Borrowers\***

*MN Housing*

Are you selling or buying a property with Minnesota Housing financing or rental subsidy, but don't know where to start? Are you a current borrower and unsure who to contact? Minnesota Housing staff will demystify key staff, processes and documents that will lead to a smooth(er) transition and fewer surprises.

**Early Bird Registration Deadline: March 16**

**Eviction Action Complaints and Hearings: What One Landlord Attorney Wants You to Know\***

*Robin Ann Williams, Abriter PLLC*

The past two years have brought unprecedented changes to eviction practice in our state. Hear from an attorney about common pre-filing mistakes made by landlords, service challenges, frequently seen defenses asserted by tenant attorneys, and actual goings-on in courts across the state.

**Have I Said Too Much? Professional Boundaries at Work†**

*Russ Turner, People Incorporated*

Discover what professional boundaries really mean for today's housing professionals working in fast paced, resident-focused environments. This session unpacks how strategic, well-timed personal disclosure can build authentic rapport without veering into oversharing or role confusion. You'll walk away ready to spot boundary red flags early - and navigate them with confidence, clarity, and professionalism.

**Things Are About to Get Buggy: Pest Control for Spring & Summer\***

*Tom Kendhammer, Brothers Services*

As temperatures rise, pest activity increases across Minnesota. This session explores common spring and summer pests—both migratory and standard—how to identify them, where they're commonly found, and how they spread within multi-housing properties. Attendees will also learn practical prevention strategies, effective treatment approaches, and best practices for addressing issues early to support year-round pest control.

**SPECIAL OFFER**

**In-depth Training**

**Understanding NSPIRE and Property Preparation**

**Full day session, April 15th**

Brandon Bay of U.S. Housing Consultants will not only be here to instruct breakout sessions at Working Together but also on April 15th for a full day teaching *Understanding NSPIRE and Property Preparation*.

This session will be held at MHA, 7900 Xerxes Avenue South, Suite 170 Bloomington MN, 55431

It gets better! Receive \$10 off Working Together by registering for both *Understanding NSPIRE and Property Preparation* and *Working Together* at the same time.

**\$10 DISCOUNT**



**Snack Break & Exhibitor Networking**  
2:25 - 2:40 p.m.

Session Four 2:40 - 3:30 p.m.

**Ask the Attorney\***

*Robin Ann Williams, Arbiter PLLC  
Julia Zwak, Mid-MN Legal Aid  
Clarice Scarnecchia, Landlord Resource Network*

The annual favorite! This is your opportunity to ask a panel of expert attorneys anything and everything about landlord tenant law, fair housing, and other hot button topics. This session is always new, exciting, and full of surprises; don't miss out!

**Tabletop Products Show**

**Visit with over 90+ exhibitors throughout the conference!**

Exhibitors will be set up throughout the conference in hallways, outside classrooms, in the registration foyer, and where the keynote and lunch will be served. Learn about new products and services (and collect swag!)



**Aware and Prepared: Practical Safety Strategies for Housing Professionals\*†**

*Russ Turner, People Incorporated*

Many housing professionals experience an increased risk to their safety when their work takes them out into the community. Unsafe situations and violence are relatively predictable, and increased awareness of these factors empower workers to stay safe as they navigate their day. This presentation covers practical strategies to promote safety in personal and professional roles.

**Management Tools for Maintenance\*†**

*Joe Faber, Continental Properties  
Brianna Wenck-McIlrath, Continental Properties*

Balancing people, priorities, and everything that comes up during the day isn't easy. In this session, you'll explore practical management tools that help create clarity, accountability, and momentum on maintenance teams. Speakers will share real, everyday leadership moments and how small adjustments can make the day run more smoothly. These are tools you can keep using as your role grows and that help support both you and your team along the way.

**Spot the Fake\*†**

*Hannah Hamilton, Rental Research Services, Inc.  
Cassandra Barden, Bader*

Join us for an interactive session where you'll learn best practices for identifying fraudulent documents seen within the multi-housing industry. Work with a range of fraudulent documents and collaborate with peers to spot red flags and inconsistencies. Our expert presenters will provide key takeaways and best practices to enhance your fraud detection skills. Leave feeling more confident and equipped to protect your property from fraud.

**Tackling Tough Talks: How to Lead Courageous Conversations at Work†**

*Kara Rice, SwiftBunny*

When the stakes are high, emotions are charged, and opinions differ, conversations can quickly go off the rails—or get avoided altogether. But avoiding or mishandling these tough talks often leads to resentment, confusion, and stalled progress. This interactive workshop will give you the tools and courage you need to face difficult conversations head-on. Regardless of your role, you'll learn how to speak up with clarity and respect; navigate tense moments with confidence; and turn high-stakes discussions into opportunities for growth, trust, and positive outcomes.

**Link-Up Event**

Following Conference - 6:30 p.m.

**Forgotten Star Brewing**

38 Northern Stacks Drive, Fridley

Join other conference attendees at the Link-Up event at Forgotten Star Brewing! Everyone is welcome to this free and fun event following the conference to 6:30 p.m.. RSVP at [www.mmha.com/linkup](http://www.mmha.com/linkup).





## General Conference Information

**Hotel Information:** The Embassy Suites (adjacent to the Heritage Center of Brooklyn Center) has lodging available and is connected to the venue by a covered walkway. Registrants are responsible for reserving and paying for their hotel accommodation.

To make a reservation, you may either call the Embassy Suites at 763-560-2700 or visit their website: <https://www.hilton.com/en/hotels/mspbres-embassy-suites-minneapolis-north/>

**Parking:** There is ample free parking available at conference site.

**Recommended Attire:** Business professional or business casual attire. Dress in layers to adjust to unpredictable conference center temperatures.

**Handouts:** Presentations and handouts will be made available to attendees via an online link after the conference. No paper handouts will be provided.

### *Working Together*

*Help us give back by donating essential items to VEAP (Volunteers Enlisted to Assist People) at the conference. Donors will receive raffle tickets for a chance to win gift cards. A list of most-needed items will be shared with attendees closer to the event.*

### *To Give Back*



## Conference Policies

**Continuing Education Credits:** An asterisk (\*) indicates sessions that will be applied for 1.0 hour of Real Estate CEUs from the MN Department of Commerce. A dagger (†) indicates sessions that are approved for 1.0 SHRM Professional Development Credit (PDC). All sessions are approved for 1.0 hour of CRM, CRMT, and COM credits. Please note, some sessions may be a repeat from a previous MHA offering.

**Cancellation Policy:** Substitutions will be taken until the program begins at no additional charge. A \$50 cancellation fee will be applied to all cancellations received by April 3, 2026. Attendees who cancel after April 3, 2026, who do not substitute another individual, or do not attend are liable for full fees and will not be entitled to a refund, without exception.

**Email Policy:** All registration forms require an individual email for each registrant. Individual emails are needed to send important updates and notify registrants of any changes to the location, time, speaker, etc. Any registration sent without an individual email will not be processed and will be delayed until email is received.

**Event Policy:** By registering for this event, you acknowledge that attendance at in-person events creates a potential risk, and you assume all such risks associated with you and your guests' presence at the Working Together Conference. By registering, you waive, release, and discharge MHA, its officers, directors, employees, volunteers, and the Heritage Center of Brooklyn Center from any liability associated with your participation.

**Photo Policy:** By registering for this program, you agree to release and hold harmless MHA from any reasonable expectation of privacy or confidentiality associated with images that might be taken, printed, or posted, and acknowledge that you will not receive rights of ownership or compensation associated with said images in any association media.

**Continuing Education Credits:** Sessions marked with \* qualify for 1.0 hour MN Real Estate CEUs (applied for).

Sessions marked with † qualify for 1.0 SHRM PDC. All sessions also earn 1.0 hour CRM, CRMT, and COM credit.



## Four Easy Ways to Register!

Online: [www.mmha.com/wtc](http://www.mmha.com/wtc) ♦ Email: [register@mmha.com](mailto:register@mmha.com) ♦ Fax: (952) 999-9453 ♦ Mail: MHA, 7900 Xerxes Ave S, Ste 170, Bloomington, MN 55431

### REGISTRATION RATES AND DEADLINES

Registration for individual sessions is unavailable.

Early Bird through 03/16	Standard 03/17 04/06	Walk In 04/07 04/16
\$265	\$285	\$365

Lunch is included with registration, do you require a modified lunch?  Vegetarian  Gluten Free  Allergy \_\_\_\_\_

### Please Indicate Which Session(s) You Will Attend (One Selection Per Time Slot):

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**Keynote 9:00 - 10:00 a.m.** | Keynote Speaker: April Lewis, A. Lewis Academy, Inc.

Session One: 10:15 11:05 a.m.	Session Two: 11:20 12:10 p.m.
<input type="checkbox"/> National Housing Policy Highlight Update*	<input type="checkbox"/> NSPIRE's Inspection Killers*
<input type="checkbox"/> The Impact From Decisions to Dollars: Property Management Math*†	<input type="checkbox"/> State and Local Housing Policy Highlight Update*
<input type="checkbox"/> Preventative Management: How to Lead So Your Team Stays†	<input type="checkbox"/> Confident Compliance*†
<input type="checkbox"/> Words Matter: The Significant Consequences of Wording within NSPIRE*	<input type="checkbox"/> Slipping Through the Cracks*†
<input type="checkbox"/> Elevator Essentials: The Ups and Downs Property Staff Need to Know*	<input type="checkbox"/> Renew Your Lease on Mental Health: Your Roadmap to Personal & Team Wellness†
Session Three: 1:35 2:25 p.m.	Session Four: 2:40 3:30 p.m.
<input type="checkbox"/> Applying Fair Housing Principles in Daily Operations*†	<input type="checkbox"/> Ask the Attorney*
<input type="checkbox"/> Working with Minnesota Housing: Buyers, Sellers, Borrowers*	<input type="checkbox"/> Aware and Prepared: Practical Safety Strategies for Housing Professionals*†
<input type="checkbox"/> Eviction Action Complaints and Hearings: What One Landlord Attorney Wants You to Know*	<input type="checkbox"/> Management Tools for Maintenance*†
<input type="checkbox"/> Have I Said Too Much? Professional Boundaries at Work†	<input type="checkbox"/> Spot the Fake*†
<input type="checkbox"/> Things Are About to Get Buggy: Pest Control for Spring & Summer*	<input type="checkbox"/> Tackling Tough Talks: How to Lead Courageous Conversations at Work†

**Registration Add-on:** Understanding NSPIRE & Property Preparation \$299 (member) \$350 (non-member)  
**Save \$10 on Conference** 04/15 - Full-day session w/ Brandon Bay, U.S. Housing Consultants, held at MHA.

Name: \_\_\_\_\_ Real Estate #: \_\_\_\_\_ Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Amount Charged: \_\_\_\_\_

Check   
  Bill Company (Members Only)   
  V, MC, Disc, Amex - CC#: \_\_\_\_\_ Exp: \_\_\_\_\_ CVV: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_ Zip: \_\_\_\_\_ Name on Card: \_\_\_\_\_

By registering you hereby agree to all conference and event policies for the 2026 Working Together Conference. Full conference policies can be found at [www.mmha.com/wtc](http://www.mmha.com/wtc). This completed form represents a binding agreement between the attendee, the attendee's employing organization and MHA.

Minnesota Multi Housing Association (MHA)

7900 Xerxes Avenue South, Suite 170

Bloomington, MN 55431

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- Leadership
- Supportive Housing
- Regulations
- Management & Operations
- Leasing & Maintenance



Early Bird Deadline



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