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Apartment Association Expo Draws 2,000 for Education, Economic Outlook

*Chula Vista maintenance technician once again wows in Expo's
'Maintenance Mania®' competition*

SAN DIEGO (April 25, 2014) --- Nearly 2,000 professionals from the rental housing industry turned out Tuesday for a day of education and networking at the [San Diego County Apartment Association's](#) (SDCAA) 40th annual Education Conference and Expo at the San Diego Convention Center.

SDCAA's Expo is the largest industry education event in Southern California for property owners, managers, investors and industry suppliers, including members and non-members from San Diego County and beyond. Expo participants had the opportunity to visit more than 180 exhibitor booths and beef up their knowledge base at eight educational seminars on subjects ranging from green practices to tenant screening to customer service.

"We are thrilled with the continued support for continuing education and networking opportunities in the apartment industry from all over the Southern California region," said SDCAA Executive Director Alan Pentico. "The experience our attendees receive – all in one place, on one day – is invaluable, and we hope it inspires them to pursue similar opportunities on a smaller scale throughout the year."

Seminars sponsored by Apartment All-Stars were particularly popular this year, including "BOOST Your 'Brand' Through The Resident Experience Cycle" and "Elevate Your Leasing Performance." Economist Alan Nevin's keynote address on the economic forecast drew significant interest for his outlook on residential building. Nevin, a leading real estate economist with XPERA Group Construction, said the future of residential construction in the San Diego region lies in multifamily housing.

Maintenance Mania®

Along with a successful Expo, SDCAA is celebrating maintenance technician Joel Martinez's first-place finish at Expo's "Maintenance Mania®" competition, sponsored by HD Supply. [This is Martinez's second straight year finishing in the top spot.](#) If Martinez turns out to be the top technician regionally, he will go on to compete in the national Maintenance Mania® event. SDCAA added the National Apartment Association event to its Expo four years ago.

Right behind Martinez at the April 22 competition were Enrique Curiel in second place; and Esteban Barajas in third. Martinez, 25, is a Chula Vista resident who works for [Lincoln Military Housing](#). Curiel and Barajas also work for the military housing provider.

Maintenance Mania® includes eight challenges, in which participants test their skills in timed maintenance tasks and in a pinewood derby car race. The challenges are based on tasks commonly faced in housing maintenance, such as changing the components of a toilet, changing a lock, installing a ceiling fan and fixing a faucet – essential tasks for well-run rental housing.

Martinez’s employer provides housing for active-duty members of our nation’s military, and it is this aspect that makes Martinez especially enjoy his work, he said.

“If a husband or wife is serving overseas, we can help (the spouse) with something they might not know how to do,” said Martinez, whose father and uncle also work in Lincoln Military Housing’s maintenance division. “We make them feel taken care of.”

He said his work as a maintenance technician keeps him moving and on his toes, with every day bringing a different task.

Martinez is grateful to SDCAA for including the Maintenance Mania® competition at Expo, because the event gives recognition to the work of maintenance technicians. He also enjoys the opportunity it gives him to meet and trade ideas with other maintenance professionals.

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About the San Diego County Apartment Association: SDCAA is a member of the largest and most influential rental housing coalition in California. A non-profit organization that has served the rental housing industry since 1919, SDCAA’s 2,200 members are rental property owners, rental property managers and suppliers of goods and services to the rental housing industry. The overall improvement of the rental housing industry is a primary focus of SDCAA, which represents single-family rental homes to the largest multi-family rental communities. SDCAA provides a wide range of services to its members, including legislative advocacy, education and resident screening. You can follow SDCAA on [Twitter](#) and [Facebook](#).