



# About CAI, 2011

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### **New Location**

6402 Arlington Blvd., Suite 500  
Falls Church, VA 22042  
Toll-free phone: (888) 224-4321  
Fax: (703) 970-9558  
[www.caionline.org](http://www.caionline.org)

## **Governance and Executive Staff**

[www.caionline.org/leaders](http://www.caionline.org/leaders)

### ***Board of Trustees***

CAI is governed by a 14-member Board of Trustees, including a president and president-elect, a minimum of four community management professionals, two community association volunteers and two business partners. Four at-large members are selected by a board-appointed nominating committee. No single member classification can be represented by more than seven members on the board.

2011 President: Steven Y. Brumfield, CMCA, AMS, PCAM

2011 President-elect: Kathryn C. Danella, CMCA, LSM, PCAM

### ***Member Representation Groups (MRGs)***

CAI's primary member constituencies are represented by:

- Association of Professional Community Managers (APCM) Board  
Chair: Dennis C. Abbott, CMCA, AMS, PCAM
- Business Partners Council (BPC)  
Chair: Drew Regitz
- Community Association Volunteers Committee (CAVC)  
Chair: Michael Wm. Shiflett

The MRGs give members in each constituency an active voice in CAI policy and a platform for making recommendations on services that are important to them. Members of each group are elected by their peers. In turn, they elect members to serve on the Board of Trustees.

### ***National Executive Staff***

Tom Skiba, Chief Executive Officer (Liaison, Board of Trustees)

(703) 970-9266; [tskiba@caionline.org](mailto:tskiba@caionline.org)

Steve Albert (CFO), Finance and Administration (Liaison, Audit Committee and BPC)

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Dawn Bauman, Strategic Initiatives

Executive Director, National Board of Certification for Community Association Managers (NBC-CAM)

(703) 970-9235; [dbauman@caionline.org](mailto:dbauman@caionline.org)

Crystal Wallace, Chapter Relations/Membership (Liaison, APCM Board)

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Andrew Fortin, Legislative & Regulatory Affairs (Liaison, College of Community Association Lawyers)

(703) 970-9224; [afortin@caionline.org](mailto:afortin@caionline.org)

Dave Jennings, Education/Designations/Events

Executive Director, Foundation for Community Association Research

(703) 970-9234; [djennings@caionline.org](mailto:djennings@caionline.org)

Frank Rathbun, Media/Communications/Marketing/Publications (Liaison, CAVC)

(703) 970-9239; [frathbun@caionline.org](mailto:frathbun@caionline.org)

## **Building Better Communities**

[www.caionline.org/about](http://www.caionline.org/about)

CAI provides information and education to community associations and the professionals who support them. Our mission is to inspire professionalism, effective leadership and responsible citizenship. We do this by (1) enhancing the environment in which our members operate; (2) improving the image of community association professionals and volunteers and (3) helping our members develop the personal and professional skills they need to be successful.

We fulfill these missions by:

- Advancing excellence through education, career development and designation programs.
- Advocating community association interests before legislatures, regulatory bodies and courts.
- Conducting research, collecting data and serving as a clearinghouse for information on community association governance and management.
- Establishing standards, identifying best practices and serving as the premier resource on community associations—and sharing this information with members, the media, policy makers and other stakeholders.

## **Value to Individual Members**

[www.caionline.org/members](http://www.caionline.org/members)

- Chapter membership.
- Education, products and services.
  - Professional Management Development Program (PMDP) courses.
  - Board member and homeowner education opportunities.
  - Conferences, seminars and workshops at the national, state and local levels.
  - *Common Ground* magazine.
  - CAI Press—100+ educational publications.
  - Specialized newsletters—association law, community management, management company executives, community association volunteer leadership.
- Designations and credentials.
- Public and members-only content and resources on [www.caionline.org](http://www.caionline.org).
- Networking and career-building opportunities.
- Business-building opportunities—exhibiting, advertising, sponsorships, mailing list rental.
- Personal relationships at the national and chapter levels.

## **Value to the Community Association Industry**

- Providing legislative representation at the local, state and federal levels.
- Promoting fair and accurate press coverage.
- Promoting the value of professional management.
- Establishing best practices and industry guidelines.
- Sponsoring industry research.
- Enhancing industry-wide professionalism.
- Promoting volunteerism, effective leadership and responsible citizenship.

## U.S. and International Chapters ... One CAI

[www.caionline.org/chapters](http://www.caionline.org/chapters)

- Individual chapter size ranges from 75 to almost 2,800 members.
- Chapters serve metropolitan areas, entire states or multiple states.
- Our 60<sup>th</sup> and newest chapter: South Africa

Chapter membership services vary, but often include trade shows, conferences and workshops; community association board member education; networking events and marketing opportunities for professional service providers; newsletters or magazines; websites with localized information and resources; and membership directories.

## Website

[www.caionline.org](http://www.caionline.org)

CAIonline provides the resources members need to fulfill their responsibilities and manage their communities, careers and businesses. Public and [members-only content](#) is available seven days a week, 24 hours a day. The website includes the following sections:

- [About Us](#): Press Room, marketing opportunities and CAI governance.
- [Member Resources](#): For management professionals, volunteer leaders and business partners.
- [Members-Only Content](#): Information and guidance exclusively for members.
- [Career Center](#): Job Market, professional designations, articles and advice.
- [Education & Events](#): Education courses, National Conference, Law Seminar and webinars.
- [Information & Tools](#): Publications, governance help and directory of credentialed professionals.
- [Issues & Advocacy](#): News and information, CAI Public Policies and Advocacy Center.
- [Chapters](#): Find a chapter and chapter trade shows.
- [National Service Directory](#): The free and easy way to find CAI member service providers.

## Common Ground Magazine and Newsletters

[www.caionline.org/info/publications](http://www.caionline.org/info/publications)

CAI periodicals are delivered directly to member homes, businesses or computers, providing ideas and solutions to help members stay abreast of the latest issues and trends affecting community associations.

- *Common Ground*—a bimonthly, full-color, award-winning magazine for all members.
- *Fast Tracks*—a monthly e-newsletter for all members (combined July-August and November-December issues).
- *Community Manager*—a bimonthly, award-winning newsletter for professional managers and management company executives.
- *CEO Insights*—a bimonthly e-newsletter for management company executives.
- *Law Reporter*—a monthly e-newsletter for all members.
- *Minutes*—a bimonthly e-newsletter for community association volunteer leaders.
- *Free HOA Newsletter Articles*—quarterly content for community association publications
- Chapter magazines and newsletters.
- *Upward Directions*—a bimonthly e-newsletter published by NBC-CAM for managers with the CMCA credential.
- *Business Partner Bulletin*—a quarterly e-newsletter for CAI product and service providers.

## Education and Events

[www.caionline.org/events](http://www.caionline.org/events)

CAI is the national leader in the creation, development and sponsorship of education programs for community association managers, association board members and other community leaders.

- More than 200 annual Professional Management Development Program (PMDP) courses:
  - M-100: The Essentials of Community Association Management.
  - Six 200-level courses.
  - Seven 300-level courses.
  - M-400: Contemporary Issues in Community Association Management.
  - PCAM Case Study.
- National Conference and Exposition, with various education tracks.
- Community Association Law Seminar.
- Large-Scale Managers Workshop.
- CEO-MC Retreat (for management company executives).
- CAI Connect webinars for management professionals and homeowner volunteer leaders.
- Chapter education programs.

## Designations and Certification

[www.caionline.org/career/designations](http://www.caionline.org/career/designations)

CAI grants a number of professional designations, including Association Management Specialist (AMS), Professional Community Association Manager (PCAM), Accredited Association Management Company (AAMC), Reserve Specialists (RS), Large-Scale Manager (LSM), Community Insurance and Risk Management Specialist (CIRMS) and the College of Community Association Lawyers (CCAL). Designations give managers and other industry professionals opportunities for greater respect and recognition, career advancement and increased salary potential.

CAI has awarded more than 2,000 PCAM designations, 5,000-plus AMS designations, more than 220 RS designations, more than 120 CCAL memberships and almost 100 CIRMS designations.

NBC-CAM: Formed in 1995, the National Board of Certification for Community Association Managers develops and administers a national certification program for community association managers, awarding the Certified Manager of Community Associations (CMCA) credential.

NBC-CAM has awarded more than 10,000 CMCA credentials.

## Board Member Basics

[www.caionline.org/events/boardmembers](http://www.caionline.org/events/boardmembers)

Board Member Basics is an online learning program that gives community association board members and other involved homeowners the information, guidance and perspective they need to govern their communities effectively and responsibly.

- Model Code of Ethics for Community Association Board Members.
- Community Association Fundamentals.
- Rights and Responsibilities for Better Communities.
- Community Association Governance Guidelines.
- An Introduction to Community Association Living.
- The Fundamentals of Community Volunteer Leadership.

## Government and Public Affairs

[www.caionline.org/govt](http://www.caionline.org/govt)

CAI members face several thousand pieces of state legislation annually. In many cases, this legislation is designed to control, regulate or micromanage community associations. CAI works to ensure that the voice of community associations is heard. We accomplish this through 33 legislative action committees (LACs), which are staffed by more than 400 volunteer advocates who work with the CAI staff to represent CAI members and actively participate in state legislative and regulatory processes on issues such as manager licensing, foreclosure, environmental controls (e.g., clotheslines and solar panels), construction defects, homeowner rights and condominium and planned community acts.

- CAI represents members on federal legislative and regulatory issues such as FHA lending and mortgage financing issues (see [Mortgage Matters](#)), bulk video service contracts (e.g., cable television), bankruptcy reform, terrorism insurance, inside wiring, toxic mold and flood insurance.
- CAI's *amicus curiae* program has been used to affect legal decisions and to establish pro-community association precedent in state appellate cases.
- The online Advocacy Center enables members to track legislation in their states and to communicate directly with state and federal legislators.
- Members can get the latest legislative and regulatory news in [Heads Up](#).

## CAI Press

[www.caionline.org/shop](http://www.caionline.org/shop)

CAI's publishing division, CAI Press, is dedicated to publishing the very best resources available for community associations—the largest collection of books, guides and CD-ROMs that specifically address community association governance and management—written by experts who know the issues and know what members need to succeed.

The bookstore offers 100-plus titles on a variety of topics, including policies and rules, management, leadership, legal issues, insurance, maintenance, building community and finance. Members can browse the online bookstore by subject, category, best-sellers or new titles. CAI logo merchandise, such as shirts and caps, is also available.

Members get a 40 percent discount on CAI Press titles.

## 2009 National Homeowner Research

[www.cairf.org/research](http://www.cairf.org/research)

Research was conducted by Zogby International in 2005, 2007 and 2009.

The 2009 research affirms what community association residents told Zogby in 2005 and 2007:

- They say their community association experience is positive.
- They believe their association board members strive to serve the best interests of the community.
- They think their community managers provide value and support to the association.
- They believe association rules protect and enhance property values.
- They are satisfied with the return they get on their association assessments.
- They do not welcome additional government intervention in their communities.

## Communications and Media Relations

[www.caionline.org/about/press](http://www.caionline.org/about/press)

Media and public relations strategies are used to: (1) increase the visibility and standing of CAI; (2) promote the nature and value of community association living; (3) elevate the status of community association professionals and volunteer leaders and (4) inspire more effective, harmonious communities. Toward these objectives, we:

- Disseminate news releases and other forms of publicity to promote CAI products and services and to better establish CAI (and our chapters) as the voice for the community association field.
- Conduct media relations in support of CAI policies and positions, minimizing negative press and promoting positive CAI initiatives such as *Rights and Responsibilities for Better Communities*, the *Community Association Governance Guidelines* and *Board Member Basics*, a free, online curriculum for board members and other homeowner volunteer leaders.
- Develop communications materials members can use for their own outreach, including content in the Press Room, fact sheets, media statements, talking points and more.
- Provide resources to educate homeowners, real estate agents, public officials and other stakeholders about the nature, benefits and responsibilities of common-interest community living, as well as the issues involved in association governance and management.

## Data on U.S. Community Associations (2010)

[www.caionline.org/info/research](http://www.caionline.org/info/research)

- |   |                 |
|---|-----------------|
| ▪ Estimated number of community associations:               | 309,600         |
| ▪ Estimated number of housing units in those associations:  | 24.8 million    |
| ▪ Estimated number of residents:                            | 62.0 million    |
| ▪ Estimated number of community managers:                   | 60,000          |
| ▪ Estimated number of association management companies:     | 10,000          |
| ▪ Estimated number of association board members:            | 1.75+ million   |
| ▪ Estimated annual operating revenue for U.S. associations: | \$41.5+ billion |

## Recruiter Club

[www.caionline.org/recruiter](http://www.caionline.org/recruiter)

Members can increase the strength and effectiveness of CAI by being active recruiters. The Recruiter Club is open to any member who brings new members to CAI. We provide materials to make recruiting easy. Recruiters earn peer recognition and the appreciation of members they have brought to CAI. Our current member-recruitment campaign is 30,000 & Counting ([www.caionline.org/30000](http://www.caionline.org/30000)).

## President's Club

[www.caionline.org/president](http://www.caionline.org/president)

An opportunity for active CAI members to be part of a select and prestigious group dedicated to developing and funding innovative strategic initiatives that advance the community association field, such as the *Rights and Responsibilities for Better Communities* campaign.

## Marketing Opportunities for Business Partners

[www.caionline.org/about/advertising](http://www.caionline.org/about/advertising)

CAI provides a wide variety of ways service providers can increase their visibility and connect with potential clients. Business partners are encouraged to get involved in CAI at the national and chapter levels, serving on chapter boards and committees and being the experts called upon for presentations at national and local educational events. They can also reach CAI members by advertising in national and local publications, exhibiting at trade shows and conferences and sponsoring events, professional development courses, CAI Press catalogs and more.

## Member Discount Programs

[www.caionline.org/discounts](http://www.caionline.org/discounts)

CAI offers a number of discount programs as an added value of membership. Discount programs include insurance policies, retirement programs, car rentals and utility savings.

## Foundation for Community Association Research

[www.cairf.org](http://www.cairf.org)

The Foundation conducts research, collects data, acts as a clearinghouse for information on community associations, establishes standards, identifies best practices and serves as the premier resource on community association management and governance.

- Sponsored the 2009 Zogby International survey of community association residents.
- Published the *2010 Community Association Manager Compensation & Salary Survey*.
- Researches best practices in community association governance and management: *Transition (from developer to community association control); Reserve Studies/Management; Governance, Resident Involvement & Conflict Resolution; Community Harmony/Spirit; Financial Operations; Energy Efficiency; Strategic Planning; Community Security; Green Communities*.

CAI members are encouraged to support the work of the Foundation with tax-deductible contributions. CAI membership dues invoices include this option.

Contact CAI's Frank Rathbun if you have any questions about this document.

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