

NAHMA Affiliates Committee Minutes
Fairmont Hotel, Washington, DC
March 6, 2016
4:00 PM - 4:35 PM

Committee Chair: Lori Russell

Committee Vice Chair: Dave Layfield

Staff Liaison: Brenda Moser

Lori Russell, committee chairwoman called the meeting to order at 4:00 PM on Sunday, March 6, 2016, welcomed attendees.

Minutes

The October 25, 2015 meeting minutes were approved without changes.

Old Business

March 2016 Breakfast Panel

The Affiliate Breakfast topic for this meeting is Data Breaches. Three affiliate member representatives will speak on the breakfast panel. They will answer questions such as:

- What are the risk factors that can contribute to a data breach?
- What steps should a company take to protect against a breach?
- What steps should be taken if a breach occurs?
- What are the financial/liability implications of a breach?

For the first time, this year a NAHMA scholarship recipient will speak at the Affiliate Breakfast and talk about how the NAHMA Scholarship helped with their education. [NAME] was present at the Committee meeting and thanked the affiliates for their contributions to the scholarship fund.

March 2016 Business Exchange Event

David Durik briefed the committee on the 2nd Annual Business Exchange that is to take place this meeting. The event has 17 affiliate sponsors raising a total of \$8,500 for the Educational Foundation. As of this meeting 13 executive members had agreed to participate in the event and meet with affiliate sponsors.

Affordable 100

John Yang, Affordable 100 task force chair, reported that NAHMA had received 83 responses at the time of the meeting. Last year, a total of 100 surveys were received and efforts to at least achieve that number of completed surveys were discussed. John committed to send out to the NAHMA 100 Task Force a list of property management companies that had submitted in previous years but haven't yet submitted this year. He asked that anyone that has a relationship with any of these companies contact them and remind them to submit the survey. For companies large enough to make the list but have not or will not submit, industry estimates are used. All industry estimates are due into John next week.

New Business

Fall Affiliates Breakfast Panel

Affiliate Chair Lori Russell reminded the Committee that we needed to develop a breakfast topic and panel by the conclusion of the June meeting and Committee meeting. She urged the Committee to, between now and the June meeting, to think about topics and potential speakers. She reminded everyone how difficult it has been in the past to get Affiliate involvement in this event and that if more affiliates didn't step up, the Committee would go back to a single person presentation format.

One idea submitted to the Committee was to encourage new affiliate members to get involved as it would bring fresh faces, topics and perspectives to the panel and give new affiliate members exposure to the membership. At least one new affiliate member expressed an interest in participating.

The Scholarship Foundation will again in the fall have a scholarship recipient speak to membership at the Affiliates Breakfast about how the scholarship changed their life.

June Scholarship Foundation Event

Mark Livanic spoke to the Affiliates Committee on behalf of the Scholarship Foundation and thanked the Committee for their support. He promoted the June Foundation event in San Francisco. The event will be held at [Twenty Five Lusk](#), a premier San Francisco restaurant. The event will have a Northern California theme. Individual tickets for the event will not be sold. Sponsor levels will start at \$2,500 and each sponsor will be granted a specific number of tickets. A waiting list for individual tickets will be maintained if sponsors have left over tickets. This event format will allow for increased scholarship levels.

The meeting was adjourned at 4:35 PM by Chairwoman Lori Russell.

These committee minutes are submitted by Vice Chair, David Layfield on May 9, 2016.