

NAHMA Affiliates Committee Minutes
Fairmont Hotel, Washington, DC
October 25, 2015
4:00 PM - 4:45 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, October 25, 2015, welcomed attendees and recognized two new affiliate members.

Minutes

The June 24, 2015 meeting minutes were approved without changes.

Old Business

March 2016 Breakfast Panel

During the June 2015 meeting, there was a discussion about the format of the affiliates breakfast. Some members felt that the single presenter format was less desirable than a three affiliate panel covering a topic or similar topics. In the June meeting, members were asked to submit topics for the panel by August 31, 2015. Lori reported that only 3 members had submitted topic ideas.

It was noted that the lack of participation by many affiliate members in topic selection and participating on the panel itself made it difficult to facilitate a successful panel. Members were encouraged to put forth new topic ideas and volunteer to speak on the panel.

The meeting agenda listed 7 possible topics: e-signatures, credit card processing, mobile, REAC inspections, asbestos and lead paint, protecting against data breaches and cyber liability issues.

After much discussion, the group unanimously agreed on consolidating data breaches and cyber liability issues. The committee agreed the panel should answer questions like:

- 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?

Brenda Moser will circulate an email to committee members soliciting potential panelist volunteers. The first 3 volunteers will be chosen.

It was agreed that if by November 30, 2015, we have not received three panelists to cover the topic, the breakfast format will revert to a single speaker format.

March 2016 Business Exchange Event

Following on the success of the March 2015 Business Exchange event and a request from the Educational Foundation, the committee decided at the June 2015 meeting to hold the event again in March 2016. Committee members were asked via email for suggestions on possible changes to make the event even more successful. Brenda Moser sent an email asking for member feedback and got none.

A lively discussion ensued with the following suggestions for format changes and improvements:

- PMC participants (getting pitched to) would like to have a break during the event;
- PMC participants would like to get out earlier so they can make dinner at a reasonable time;
- More diversity in PMC participants is needed so that the same companies aren't being pitched to every time;
- Affiliate members need to evangelize the event to their PMC contacts;
- PMC participants need to commit earlier;
- PMC participants should be given an incentive for being there (gift card, donation in their name, etc.)
- Extend PMC participation beyond Educational Foundation members
- Make sure the PMC participants who commit stay committed to prevent last minute seat vacancies;
- New affiliates may want to talk to PMC participants who have participated;
- Encourage more than one representative from a PMC company to participate so the rep doesn't have to sit the whole time;

It was agreed that affiliates would provide Dave Durik, Business Exchange task force chair, a list of PMC's they would like to pitch to. To facilitate this, Brenda Moser agreed to provide the membership list to Dave Durik and Dave would send a request to the affiliates to provide a list of companies each affiliate would like to speak with.

Affordable 100

John Yang, Affordable 100 task force chair, reported that nearly 100 survey responses had been completed for the 2015 survey. He hopes to get 110 for the 2016 survey. John reported

that NAHMA had received a complaint from a company that had been inadvertently omitted from the list. It was agreed that the task force should meet and develop better quality control measures to prevent this from happening again. John would like to have a kickoff call after Thanksgiving to plan for the 2016 survey. He will send out an email to the task force to schedule that call.

New Business

NAHMA Party

Due to cost, there will be no NAHMA Party in San Francisco for the June 2016 meeting.

AHMA Affiliate Engagement

It was suggested that the affiliates should work to improve engagement with AHMA affiliates. There seems to be a lack of communication with AHMA affiliates and affiliates could get more value from stronger AHMA affiliate relationships. The following were comments/questions/suggestions to improve these relationships:

- Host a Business Exchange event at local/regional AHMA meetings
- How do affiliates leverage their presence at AHMA trade shows?
- How do we increase engagement with AHMA affiliates?

The meeting was adjourned at 4:45 PM by Chairwoman Lori Russell.

These committee minutes are submitted by Vice Chair, David Layfield on November 4, 2015.