

Certification Review Board  
The Hyatt Regency  
June 18, 2014  
Denver, CO  
10:00-10:45am

The Certification Review Board convened at 10:30 a.m.

The meeting was called to order by Rich Skoczylas in the absence of Chair Maria Oymaian. Rich welcomed the CRB members and other attendees. Brenda Moser of NAHMA introduced new Education and Training Coordinator, Natasha Patterson.

Rich asked for a motion to approve the Minutes of the March 2014 meeting. M/Angie Waller Minutes were approved.

Old Business was discussed as follows.

Credential renewal statistics:

NAHP - 117 renewals

NAHP-e - 277 renewals

CPO - 1576 renewals

NAHMT – 7 renewals

CGPM – 182 renewals

1. Maintenance designation update. The task force, which included Angie Waller, Scott Ployer, Gwen Volk, and Rich Skoczylas, made significant changes to the credential and to the application and brochure. It was also decided, based on the discussion at the March meeting, to reduce the Fair Housing requirement to 2 hours and to add a maintenance soft skills requirement of 2 hours. Finished product is on line along with a new procedure tracking form. Natasha is working on the tracking.
2. Processing applications - We are now focusing on the website – complete in next 3 months and will go back to the blind page on website – using drop box for now.

New business was discussed as follows:

Advanced Issues on HUD Occupancy class update. Class developed by Nan McKay is finished and will be piloted August 14 in Ft. Lauderdale by SAHMA. If changes are needed, writers will regroup and make changes. Class will be ready for AHMAs by fall.

Strategic plan report. Stronger branding of credentials – polished up CPO and FHC PowerPoints. Doreen said important to have a consistent product - colors on website consistency etc. Brenda talked about how we eliminated “affordable” from maintenance credential to expand participation. NEAHMA suggested social media is the way to promote things today. 2-3 minute video to promote the credentials. Example - youtube videos on maintenance.

Various ideas were discussed on ways to open up to other associations by removing barriers. Rich said this would apply to maintenance only. NEAHMA suggested we should promote all of the credentials to

other associations. Scott Reithel said we need to determine the value of the credential to other associations – to the person, to the company. Scott suggested we create a seminar on how to use the credential. Angie Waller suggested a Youtube video with executives on how they use credentials to get new business. Gianna Solari suggested a joint task force with CRB and Marketing to do a video about NAHMA credentials and how to use them to benefit business and individuals. Establish a task force here and then invite people from marketing to join the task force. Rich asked for volunteers. The following volunteered: Rich Skoczylas, Angie Waller, Scott Ployer, Gwen Volk, Melissa, and Scott Reithel. Goal: how we can we make appeal of credential broader, increase participation in the programs and educate how to make use of it in their business.

Brenda informed the attendees that she gets feedback that CRB and Education and Training are the same meeting. She asked CRB to consider combining meetings. Only CRB would vote on applications. Chair of each would lead the meeting. This led to discussion on who are and are not members of CRB. Clarification is needed that CRB members are appointed and other members are invited to participate in the discussion.

Further discussion on combining meetings was tabled as this was not an agenda item so time does permit reaching a decision.

There being no other business the meeting was adjourned.

Respectfully submitted by:

Gwen Volk