

NAHMA Membership and Marketing Joint Committee Meeting
Fairmont Hotel, Washington D.C.
October 21, 2018
11:30 AM – 12:00 PM

Chair: Peter Lewis; **Vice Chair:** Lisa Tunick

Staff Liaisons: Brenda Moser and Jennifer Jones; Executive Director Kris Cook was also in attendance

Peter Lewis, Committee Chair, called the meeting to order at 11:40 AM on Sunday, October 21, 2018, welcomed attendees and had all attendees introduce themselves.

Review of New Member Memo and Welcome to New Members

Peter Lewis reviewed the new members listed on the New Member Memo and encouraged attendees to reach out and welcome them during the conference. New members have a star on their nametags to facilitate identification and introductions.

New Member Recruitment Update

Peter Lewis encouraged committee members to bring a guest member to the meetings. A discussion of effort needed to spur interest and the importance of repeating invitations followed. Brenda Moser provided an update regarding efforts to recruit more members, including mailing out 70-90 information packets to new contacts on the Affordable 100 list, which has sparked interest. Over the summer Brenda reached out to the Board of Directors with the Affordable 100 list to help spur recruitment efforts. Peter Lewis encouraged all attendees to undertake the outreach efforts. Brenda Moser reminded attendees when reaching out to contacts to advise that attendance at their first NAHMA meeting is free.

Miscellaneous Program Updates and Discussion

Community of Qualities (COQ) Program Update

Kris Cook advised that COQ renewals remain steady with a slight uptick in participation. Kris also advised that the COQ digital smart badge inducements seem to be popular and help with recruitment. Corporate partners have a separate badge to acknowledge their support. The smart badges include an independent two-step verification system to help ensure only active participants may display the badges. The badges help to highlight the benefits of the COQ credential from an independent national organization and are a great marketing tool for participants.

2019 Calendar Sales

Brenda Moser shared the theme for the 2020 calendars: “Sharing Our Stories: Learning from Others Young and Old”. Brenda reported that 27,000 calendars have sold so far,

which is on track with last year's sales. Kris Cook advised that NAHMA is about half way to its goal of selling 55,000 calendars. Kris reminded everyone that calendar sales are the most important financial event between now and year-end, and encouraged everyone to place their orders soon. Brenda Moser plans to follow up with last year's purchasers who have yet to place orders in the next week or so.

Ambassador Program Update

Peter Lewis briefly described the mentorship concept behind the Ambassador Program and encouraged committee members to get involved. Kris Cook suggested exploring the use of gift cards and cash prizes to incentivize recruitment efforts. Lisa Tunick suggested providing potential new members temporary access to NAHMA electronic materials as a potential inducements, and Trisha Braniff elaborated by suggesting that temporary access to NAHMA alerts and similar email communications might be a more effective way to highlight the benefits of NAHMA membership.

New Business – None discussed

Old Business – None discussed

Adjournment – The meeting was adjourned by Peter Lewis at 11:55 AM.

These committee minutes are respectfully submitted by Lisa Tunick on October 25, 2018.