

**NAHMA Membership and Marketing Joint Committee Meeting**  
**Fairmont Hotel, Washington D.C.**  
**Sunday, October 27 2019**  
**11:30 AM – 12:00 PM**

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

**Staff Liaison:** Jennifer Jones; Executive Director Kris Cook was also in attendance

The meeting was called to order by Peter Lewis at 11:37 AM.

**Introductions, Review of New Member Memo and Welcomes**

Peter Lewis provided opening comments and all attendees introduced themselves. A review of the New Members Memo occurred and new members were welcomed and encouraged to engage, particularly with any person wearing an “Ask Me About NAHMA” button as those are long-time members who are anxious to share their experiences and answer any questions.

**New Member Recruitment**

Brenda Moser was unable to attend and provide an update, so Peter Lewis provided a brief overview of some of the recommendations of the Next Generation Task Force and Jennifer Jones provided a discussion of new initiatives that the staff implemented, including rebranding the new member session as NAHMA 101, tweaking the vibe of the meeting by adding a zen quiet room, some ice breaker games, the “Find the NAHMA Meeting Attendee” scavenger hunt to encourage more interaction. Also, Peter and Lisa called first time attendees prior the meeting to welcome them, answer any questions, and encourage them to attend the NAHMA 101 session. Peter Lewis encouraged all to continue to reach out and engage the new members.

**Program Updates and Discussion**

- **COQ Update** – Jennifer Jones reminded everyone that COQ applications are due November 7, 2019.
- **2019 Calendar Sales** – Jennifer Jones reported that there has been a great response so far and sales are brisk. NAHMA staff fully expect the calendars to sell out, so everyone was encouraged to order soon so as not to miss out. The calendar images have been turned into note cards and will be sold as part of the NAHMA Educational Foundation fundraising Gala.
- **Ambassador Program Update** – Board members are wearing “Ask me About NAHMA” buttons to encourage new members to engage and feel more comfortable asking questions.

**Next Generation of NAHMA Members Task Force Report**

The Next Gen Task Force completed its work in September following a 6 month period of surveying former and current members, holding brainstorming sessions, gathering and analyzing data to make various recommendations. Some of the recommendations require approval by the

NAHMA Board of Directors because they have a financial impact or require a deeper conversation with the AHMAs. The rest of the recommendations already fall within the staff's discretion to implement, such as the various new initiatives introduced at the Spring meeting, the color photographs of new members and introductory blogs front and center in the meeting packet.

Kevin Krier asked what other AHMAs are doing to expand membership and penetration in the industry. It was suggested that he attend the AHMA Liaisons and Executive Directors session because that is often an item of discussion and a great way for the AHMAs to share ideas. Kris Cook highlighted the new "buy one, get some" membership proposal, which will enable companies to involve more individuals in NAHMA, providing an opportunity to expand the reach and depth of company involvement.

Nick Keiser mentioned that he expects members will invite others to meetings and recommend that they join as they learn more about NAHMA, the meetings and what the focus issues are.

**New Business** – None discussed

**Old Business** – Peter Lewis encouraged everyone to attend the NAHMA Educational Foundation Gala tomorrow night. Lisa Tunick thanked the Next Generation Task Force members for their hard work over the past 6 months digging into the membership issues, participating on building data sets, and the NAHMA staff, Brenda Moser, Jennifer Jones and Kris Cook, who were incredibly helpful, particularly with data analysis and impacts of the various suggestions.

**Adjournment** – The meeting was adjourned by Peter Lewis at 11:55 PM

These committee minutes are respectfully submitted by Lisa Tunick on November 20, 2019.