

Application: 10004

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Page: Entry Information
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Chapter Greater Los Angeles Chapter
Chapter Size Very Large (761-1200)
Category Membership Engagement
Program Name Executive Leadership Summit
<p style="text-align: center;">Each question is worth 20 points and will be scored using the following rubric: (1-5) Poor Didn't effectively answer the question (6-1) Fair Answered the question (11-15) Good Answered the question with more detail (16-20) Excellent Went above and beyond with proven results and visible data</p>
<p>Describe the program and why it fits the category. (20pts)</p> <p>The CAI Greater Los Angeles Chapter's Executive Leadership Summit fosters unparalleled membership engagement. Tailored exclusively for the discerning leaders of management companies, this event was a full-day conference held at the beautiful Langham Huntington Hotel in Pasadena. With a curated program that catered to the unique needs of CEOs and executives, the summit brought together 54 esteemed attendees in an environment characterized by sophistication, collaboration, and knowledge sharing.</p> <p>At the heart of the Executive Leadership Summit is its commitment to creating a space where executives could openly share best practices, deliberate on innovative ideas, and exchange experiences pertinent to their diverse professional landscapes. This event served as a nexus for executive minds, transcending traditional conference dynamics to provide an intimate and interactive platform.</p> <p>The prestigious Langham Huntington Hotel elevated the event's stature, offering participants an immersive experience amid the luxurious backdrop of a world-class hotel. The choice of venue exemplifies the commitment of the Greater Los Angeles Chapter to providing an ambiance conducive to meaningful connections and impactful discussions.</p>

How did this program meet the mission and vision of the chapter and CAI as a whole? (20pts)

The Executive Leadership Summit is the Greater Los Angeles Chapter's premiere educational event. There is nothing like this offering in any other California chapter. It is vital to the professional growth of our management company leadership and the community association sector in our region.

Program: "The Money Tree"

The program presented at the summit showcased a keen understanding of the challenges and opportunities faced by executives and CEOs in the community association management sector. The relevance of the sessions ensured that participants gained actionable insights applicable to their roles as industry leaders.

Session 1: "Remove the Weeds from Your Field: Eliminate negativity and clear distractions"

One of the key points came from a quote highlighted by one of the speakers: "Farmers will burn a field to prepare for new plantings." The speakers asked that management company executives embrace the metaphor of clearing the ground for new growth and opportunities by encouraging a willingness to let go of outdated processes, habits, or mindsets that may be hindering progress in their business.

- Encourage a thorough examination of daily tasks and responsibilities to pinpoint activities that may contribute to busyness without significant productivity.
- Facilitate a reflective session where individuals can assess their current workload, priorities, and overall work-life balance.
- Recognize the importance of mental and emotional well-being in the workplace.
- Assess current processes, policies, and structures to identify areas that may need improvement or modification.
- Prioritize changes that align with overarching goals and contribute to increased efficiency and employee satisfaction.
- Acknowledge the impact of external factors, such as global events or organizational changes, on the collective mood of the team.

Session 2: "Prepare the Field for Planting the Money Trees: Define the roles of the CEO and reconnect to your company vision"

The speakers encouraged CEOs to reflect on their personal and professional visions and to explore how they align with the mission and goals of their management companies. The goal was to reconnect their personal and organizational visions in order to provide motivation and clarity, fostering a renewed sense of purpose and commitment. Examples of how to create a strategic plan that outlines specific steps, resources, and timelines for achieving both personal and organizational goals were presented such as mentorship programs and executive coaching.

- Conduct a thorough analysis of the current financial state of the company.
- Identify specific factors impacting profitability, such as high operational costs, inefficient processes, or fluctuations in market demand.
- Consider external factors, economic trends, and industry competition that may be contributing to challenges in maintaining or increasing profitability.
- Define the role of a typical CEO vs. the most successful CEO by considering traits such as adaptability, visionary thinking, strategic decision-making, and the ability to inspire and lead teams.

Session 3: "Harvest Money Trees and Keep them Bearing Fruit: Actionable steps in drive and maintain top line revenue"

By focusing on P&L foundations and operational considerations, a management company can build a strong financial framework, enhance profitability, and maintain transparency with clients.

- Ensure accuracy in recording revenue and expenses to provide a comprehensive overview of the company's financial health.
- Determine the fundamental fees charged for management services. Establish clear criteria and calculations for these fees, ensuring transparency and fairness.
- Identify and analyze the costs associated with delivering management services. This includes operational expenses, staff salaries, technology costs, and any other relevant expenditures.
- Use benchmarking to compare the company's financial performance and operational efficiency against industry standards or competitors. Identify areas of improvement and best practices to enhance overall performance.
- Clearly define the scope of work in client contracts. Outline the specific services to be provided, performance expectations, and any associated fees.
- Develop a robust process for evaluating potential new business opportunities. Consider factors such as profitability, alignment with company expertise, and potential for long-term success.
- Identify products or services with the highest profit margins. Focus on optimizing and promoting these high-margin items to enhance overall profitability.
- Implement efficient systems for tracking work performed and billing clients. Use technology and software solutions to streamline the invoicing process.
- Explore additional revenue streams beyond base management fees. Consider partnerships, ancillary services, or vendor relationships that can contribute to overall revenue.

What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20 pts)

Networking and Collaboration

The Executive Leadership Summit, beyond being an educational platform, facilitated networking and collaboration in an unprecedented capacity unique to this event. Attendees were not only from the Greater Los Angeles Chapter, but also from the San Diego, Orange County, and Greater Inland Empire Chapters. These executives were not passive observers but active contributors, collectively shaping the discourse of community association management in Southern California. The event's success can be measured not just in the knowledge acquired but in the lasting connections forged.

Impact

The CAI Greater Los Angeles Chapter's Executive Summit, with its exclusive focus on executive engagement, has left an indelible mark on the landscape of professional development within the community association management sector. By offering a bespoke and enriching experience, this event has become synonymous with excellence, contributing significantly to the growth and cohesion of the industry's top-tier professionals.

Members say...

"The hotel was fantastic and the welcome and closing receptions provided ample time to converse with attendees."

"Truly, one of the best, most positive programs I've attended! Thank you all for your hard work!"

"Great program. I loved how it tied in last year's presentation. I would be interested in continuing that format - each year diving into subjects in more and more detail."

"Both these speakers were very dynamic and knowledgeable about our industry. Please bring them back every year so we can continue to go into a deeper dive into the material. We need to all help and support each other in this industry so we can ELEVATE it!"

"I enjoyed networking with other owners and the presentation material geared towards business ownership."

"The collaborative sessions at the tables. I loved the sense of community that was present, no competition, just openness and vulnerability from all. It was an honest and open conversation about our industry."

"I loved seeing executives from other chapters attend. I'd like to see this more!"

Please provide quantifiable data supporting the rationale for success. (20pts)

The Executive Leadership Summit has grown every year since its inception in 2017. Attendance has grown by 38% since the first year.

The overall rating of the event has increased to 4.75/5 for the 2023 event compared to 3.6/5 for the lowest rating event.

The Executive Leadership Summit offers business partner sponsors unparalleled access to top management company executives. Sponsorships for this event are priced accordingly and kept in limited supply (15 available). They sell out soon after the marketing opportunities for the year are published. Because of demand, a new sponsorship type was added in 2023, admitting a second tier of sponsors to the cocktail reception only (10 available). This sponsorship sold out as well.

How can you improve this program going forward? (20 pts)

In 2024, we are expanding the program. The previous format had been to have a sponsored cocktail reception the evening before the event, with a full day of education the next day. This year, we are breaking up the education across both days to make better use of our attendees time and to increase the number of hours of education provided. Day 1 will start with lunch, followed by several hours of education, and capped off with the sponsored cocktail reception. Day 2 will start with breakfast and conclude with several hours of education.

We will also try to get the Executive Leadership Summit approved for PCAM credits by co-hosting this event with another Southern California chapter. The subject matter and the number of hours of education already meet the requirements. If we are able to solidify the program content in time to get this approved 2024, that would be ideal. Otherwise, we will get it approved for PCAM credits starting in 2025.

Because of the popularity of the sponsorship of this program, a third sponsorship type will be added in 2024, with only one available. A non-attending sponsor can purchase a full page ad on the back of the printed program booklet given to all attendees.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

Would you like to upload additional documents?

Yes

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No File Uploaded

fileUpload3

Download File (<https://caiawards.secure-platform.com/file/16643/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUkiOiJ0eXNjY0MywiYWxsY20Ob3RTaWduZWVcmwiOiJGYWxzZSIsImInbm9yExecutive%20Leadership%20Summit%20Flier.pdf>)

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Would you like to share a link?**Thank you for your submission! We encourage you to submit another program in a different category.**