

Value—Member to Member

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Chief Executive Officer

FOR MANY CAI MEMBERS, 2009 felt too much like 2008. Lenders foreclosed on countless thousands of homes, many of which remain vacant today. Many associations faced severe budgetary shortfalls. That's all in addition to the usual challenges facing common-interest communities. No one can

solve these problems for you, but CAI gives you the tools, training and resources to be successful—in your communities, careers and businesses.

CAI membership gives you even more—the opportunity to interact with industry professionals and association volunteers who confront the same challenges and recognize the same opportunities. At its core, CAI is a community of stakeholders—friends, peers, mentors, trainers and even role models.

The accomplishments described below would be greatly diminished without the collective commitment and collaboration of CAI members.

✓ Challenge 2009

EVERY YEAR brings new challenges and opportunities—few more so than 2009. The mortgage foreclosure crisis hit many community associations especially hard; the financial crisis and economic recession added to the angst and uncertainty. The challenges precipitated by the confluence of these factors are being felt by homeowners, association boards, management professionals and service providers.

CAI's challenge in 2009 was to provide even greater value to our members and the industry at large during these difficult times. Our growing membership—up 1.25 percent during a recessionary year—affirms our success. So too does a member retention rate exceeding 82 percent, the highest in recent years. These are phenomenal achievements, especially contrasted with the declines experienced by many other membership organizations.

More importantly, CAI's continued growth means we are helping our members meet their challenges and achieve their individual goals. Our professional development and designation programs are successful because specialized knowledge and experience are even more essential when the challenges are greatest. That's why 573 community managers, reserve specialists and insurance and risk management professionals earned CAI designations in 2009. CAI helped them make themselves more valuable to their community association clients.

CAI also provides value through the array of services and opportunities offered by 58 chapters, including a new chapter in Louisiana, and by the advocacy provided by 350 member volunteers serving on 32 state legislative action committees.

The challenges we face are not uniquely domestic. Facing their own issues, industry leaders in Australia, South Africa, Canada, Dubai and Mexico are looking to CAI for guidance and support.

CAI is fortunate to have a strong and experienced Board of Trustees and a very knowledgeable, capable and professional staff. CAI expects to reach the 30,000-member milestone during 2010. That milestone reflects value—how we help our members, community associations and the industry succeed today and prepare for the challenges of tomorrow.

EDWARD D. THOMAS, CMCA, AMS, PCAM, PRESIDENT, 2009



Education & Credentials

Member experts are the cornerstone of CAI's diverse education programs, especially our Professional Management Development Program (PMDP). Our dedicated PMDP faculty members taught more than 4,200 students who attended 246 PMDP courses in 2009.

The benefits of professional education go beyond learning. Almost 600 members—community managers, reserve specialists and insurance and risk management professionals—earned CAI designations in 2009, enhancing their careers and businesses.

We also turn to members to lead dozens of education sessions at the National Conference and Exposition, the Law Seminar and the CEO-MC Retreat for management company executives. Combined, these events drew 1,588 participants.

CAI member experts are

also responsible for the success of our new CAI Connect webinar program. Launched in late 2008, these convenient learning opportunities have become a popular way to get training—and earn continuing education credits for professional designations. We held 17 webinars in 2009, addressing topics such as foreclosure practices, pet policies, ethics and Fannie Mae lending guidelines. Best of all, these learning opportunities are always available—on the website or on CD.

Without member authors, *Common Ground* and *Community Manager* would not be award-winning publications, with insights and perspective that can only be provided by experienced industry practitioners. The same is true for Community Associations Press, our extensive online bookstore, and our specialized e-newsletters—*Law Reporter*, *CEO Insights* and *Minutes*.

FINANCIAL REPORTS. Fiscal year 2008–09 (ending June 30, 2009) presented many challenges. While many membership organizations lost members, canceled events and curtailed member services, CAI increased its net membership, conducted a full slate of successful national events and expanded and enhanced member benefits. Although the paper value of CAI’s investment portfolio suffered along with the market, CAI experienced only a small deficit from operations. Members can review the audited financial statements at www.caionline.org/financials.

State Advocacy

Our challenges in the public policy arena would be much more daunting if not for the 350 member volunteers who serve on 32 state legislative action committees (LACs). Our state and federal advocacy touches a wide range of issues that impact associations and the professionals and volunteers who serve them.

The Illinois LAC helped craft and move manager licensing legislation through the state legislature. Illinois became the ninth state to adopt a form of manager licensing or certification.

CAI member advocates in California and Nevada worked to give associations the right to identify unit owners after bank-

ruptcy so they could recover more past-due assessments.

In Texas, Nevada and South Carolina, CAI members worked to block legislative proposals that would have drastically altered the legal rights of communities and their boards, limiting governance options, including undermining the ability to collect past-due assessments.

National Advocacy

On the federal front, CAI members worked to protect homeowners from higher assessments by opposing legislative language in Congress that would have allowed delinquent homeowners to use bankruptcy to reduce their assessment obligations. We also worked with



key players in the mortgage market, like Fannie Mae and Freddie Mac, to ensure that new requirements to qualify for condominium mortgages take into account real-world experience from association boards and professionals.

Our advocacy also includes communicating with the media to ensure that the nature and benefits of common-interest communities are understood—and represented in public debates. There too, members are often called upon to ensure that reporters convey accurate and balanced information.

Member Growth & More

Even our continued growth is largely the result of member recruiters who take the time to introduce others to the benefits of membership. During our recent Every One Counts membership campaign, 1,042 members recruited 1,566 new

members. They are a big reason we will soon welcome our 30,000th member.

The following are just a few additional 2009 accomplishments, which would not have been possible without the skills and dedication of CAI members:

- Board Member Basics, an online learning program to give community association board members and other homeowner leaders the guidance and perspective they need to govern responsibly.
- Updated and redesigned curriculum and course materials for all of our M-200 PMDP courses.
- The September-October “legal issue” of *Common Ground* magazine that addressed the legal aspects of fair housing, rules enforcement, debt collection, conflicts of interest and more.
- A national general excellence award for *Community Manager*, our bimonthly newsletter for management professionals.

Despite economic upheaval and uncertainty, 2009 was a positive and reassuring year for CAI and its chapters. Looking to a brighter 2010, we will continue to identify ways we can strengthen the member-to-member connections that represent the inherent value of CAI and the enduring spirit of the CAI community. [cg](#)

2009 AT A GLANCE

- 1 New Model Code of Ethics for Board Members
- 3 New legislative action committees (KY, ME and VT)
- 21 Management firms that earned the AAMC designation
- 46 Editions of *Common Ground* and CAI newsletters
- 150 Contacts with reporters, editors and news directors
- 573 Individuals who earned CAI designations
- 788 Resume profiles posted on CAI’s Job Market website
- 1,467 Registrants for CAI webinars
- 3,632 State legislative bills tracked by CAI
- 28,929 CAI members as of Jan. 1, 2009
- 29,801 CAI members as of Dec. 31, 2009
- 35,159 Inquiries handled by CAI’s Member Service Center
- 38,321 Books sold by Community Associations Press
- 229,058 Member and nonmember visits to www.caionline.org