



community
ASSOCIATIONS INSTITUTE

2022 CAI ANNUAL REPORT



CELEBRATING COMMUNITY ASSOCIATIONS



As we mark CAI's 50th anniversary in 2023, the organization continues to thrive because of our dedicated, selfless, and inspired members. Today, CAI is the international center for community association information, best practices, education, and advocacy.

Our mission has never been stronger. Sometimes, local municipalities, state legislatures, government agencies, and courts consider regulations and laws that do not always align with the management and governance concepts best supporting the community association housing model. CAI has a vital role to ensure that our industry and individual members are fairly and favorably perceived in the marketplace.

In August, our community was saddened and shocked as we mourned the loss of a friend, colleague, and dedicated member of the CAI Georgia Chapter family who was fatally wounded on the job at an Atlanta condominium. This is a horrifying and heartbreaking tragedy that should never happen.

Every day, thousands of community association managers and staff serve essential roles in their communities. They bring years of financial and management expertise, and often serve as the communicators, customer service providers, organizational leaders, and all-around problem-solvers. These professionals, along with homeowner leaders, are the backbone of communities everywhere.

Community associations are built to be places of comfort and safety, where neighbors support and help one another, and build a true sense of belonging. This commitment represents the traditional American spirit of volunteerism and community involvement.

We believe CAI's advocacy, communications, and public relations activities must reflect this commitment. With more than 74 million Americans calling community associations home, our mission has never been more defined—to educate, advocate, and support these communities.

Sincerely,

Thomas M. Skiba, CAE
CAI Chief Executive Officer



GROWING ADVOCACY EFFORTS

As the international leader for community associations, CAI is committed to encouraging the active participation of community association advocates in helping define community association law and policy.

To that end, CAI held a virtual advocacy summit in October. CAI's government and public affairs team connected 200 homeowners and industry professionals from 27 states with congressional offices to advance CAI's federal legislative priorities. Our advocates discussed financing condominium building repairs, Fannie Mae and Freddie Mac condominium and housing cooperative lending rules, and disaster assistance in community associations.

Forty-six states convened their legislatures in 2022. CAI tracked more than 1,600 pieces of legislation. Two of the highlights are from Alaska and Louisiana. In Alaska, after almost a decade of effort by CAI members, a new state law will adopt many of the principles of the Uniform Common Interest Ownership Act, along with priority lien rights.

Members in Louisiana came together to defeat numerous bills impacting associations. The success of those efforts led to the establishment of a CAI chapter in the state.

Condominium safety: reserve studies and funding. CAI supports a statutory mandate for reserve studies and funding for all community associations. The public policies in the *Condominium Safety Public Policy Report* provide details to help communities prepare for studies and a practical timeframe to transition to new requirements to avoid financial strain on homeowners and associations.

The following states introduced legislation in 2022: Colorado, Connecticut, Florida, Illinois, Maryland, Massachusetts, New Jersey, and Virginia.

The following states passed legislation in 2022: Florida, Illinois, Maryland, and Virginia.

Condominium safety: building maintenance and structural integrity. Structural integrity is assessed through mandated building inspections starting when the building is 10 years old; another

36
legislative action committees
(LACs)

600+
LAC volunteer members

90,000
grassroots advocates

1,600
bills monitored in state
legislatures

1,150
followers
@CAIAdvocacy Twitter

1,112
subscribers
CAI Advocacy Blog

inspection at 20 years; and every five years thereafter. Inspections are based on the American Society of Civil Engineers' published protocol for building inspections.

The following states introduced legislation in 2022: Florida, Hawaii, New Jersey, and Virginia.

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Amendment process to remove discriminatory covenants. CAI supports a process by which a community association board may remove antiquated and unenforceable discriminatory restrictions contained in covenants without a vote of the owners. In 2021, 16 states introduced this legislation, with five states passing procedures for community association boards to remove discriminatory covenants.

The following states introduced legislation in 2022: Connecticut, Georgia, Hawaii, Idaho, Louisiana, Massachusetts, Michigan, Missouri, Nebraska, Ohio, South Carolina, and Vermont.

The following states passed legislation in 2022: Louisiana and Ohio.

In the aftermath of the collapse of Champlain Towers South, CAI efforts to improve condominium safety financ-

ing continued at both the state and federal levels. We engaged with former Rep. Charlie Crist (D-Fla.) and Rep. Debbie Wasserman Schultz (D-Fla.) to introduce the Rapid Financing for Critical Condo Repairs Act of

2022, HR 8304, legislation that allows the U.S. Department of Housing and Urban Development's Federal Housing Administration to insure condominium association building rehabilitation loans made by private lenders. Access to FHA-insured building rehabilitation loans will provide significant benefits to condominiums.

In addition, CAI continued to engage with Fannie Mae and Freddie Mac regarding temporary lender and appraisal requirements for condominium and housing cooperatives that became effective early in 2022.

In related activity, CAI submitted a letter to the Federal Housing Finance Agency urging it to direct Fannie Mae and Freddie Mac to suspend implementation of these new lending requirements.

To further strengthen our efforts, we introduced a new Advocacy Ambassadors program. Ambassadors receive monthly newsletters with information regarding advocacy challenges. We maximized grassroots efforts with our Voter Voice program—a digital platform providing guidance, best practices, and recommendations for our advocates. This year, more than 17,000 CAI advocates connected with their legislators using the program, impacting more than 16 pieces of legislation.

CAI's advocacy leadership was recognized with two awards in 2022. The American Society of Association Executives Summit Awards honored CAI with a silver award for the *Condominium Safety Public Policy Report*, and Dawn M. Bauman, CAE, CAI's senior vice president for government and public affairs, was recognized for her leadership by Women in Government.



Our advocacy efforts would not succeed without our supporters. The work of dedicated members of legislative action committees perfectly positions CAI to lead efforts to enhance the common interest housing model.

MEMBER-CENTRIC CHAPTERS

Understanding our members and their needs is critical to the growth and success of the organization. Today, CAI's 64 chapters worldwide administer a variety of programs and services including community manager, board member, and business partner education, networking opportunities, and industry publications.

Another way members connect is through the CAI Exchange, our online member-only community. The Exchange is quickly becoming the most popular way for members to engage, grow, and learn. Today, nearly 50,000 users are registered for the Exchange with more than 1,000+ posts per month. We're proud the Exchange is a must-view destination for members.

Adding to the CAI family, we introduced a new chapter in Louisiana in June. CAI Louisiana members held their first chapter event, which included a 2022 legislative update. More than 70 industry representatives attended.

At the chapter level, member engagement is an ongoing initiative. With the launch of Community Conversations Live, a 90-minute, live webinar in collaboration with CAI chapters, we are able to feature an optimal topic and deliver targeted, relevant information at just the



right moment to members. In 2022, more than 1,200 members participated in the popular webinar series.

Our goal is to create programs that both fit into your busy schedule and provide value and professional satisfaction. At both the international and chapter level, we are taking the time to celebrate the accomplishments of members. Whether you're a CAI member living in the Middle East, Australia, South America, Europe, Canada, or the U.S., we encourage you to stay connected to your chapter. Investing in your experiences, relationships, and opportunities in CAI will pay dividends.

4,800+
chapter meetings, events, and webinars

90,000+
chapter event participants

100+
in-person chapter events

49,535
active CAI Exchange users



MEMBERSHIP: RECOGNIZING AND PRIORITIZING NEEDS

Like many membership organizations, CAI recognizes members' needs are constantly changing. As we navigate inflation, economic uncertainty, and continued labor and supply shortages, we know it's critical to continue to ask, listen, and prioritize

so we can better understand our membership. Now more than ever, community association leaders and professionals need practical and informed solutions.

A critical role of CAI is the development and dissemination of training on community association management, governance, and specialized industry topics to ensure our diverse membership base has the necessary tools and skills to succeed in a challenging and evolving business environment.

As an organization, our ability to increase members' success is critical. CAI is responsible for assessing member needs, developing relevant training programs, and delivering professional development to homeowner leaders, community association managers, and business partners alike. In addition to raising individual skill levels, training enables us to raise the overall competency of our industry and to more effectively develop standards and best practices to further our profession, support a positive image, and ensure fairness and equity.

EDUCATION IS VITAL

Education remains at the heart of CAI and our relationship with members. Our education program continues to be dramatically affected by COVID-19. Virtual classes and online learning remain the principal delivery modes for managers. CAI's goal is to deliver at least one education program weekly. CAI webinars, board leadership development, educated business partner programs, and international events all continue to demonstrate strong performance. CAI engaged 14,147

MEMBER GROWTH

HOMEOWNER LEADERS

2020 **18,033**
2021 **18,282**
2022 **18,183**

COMMUNITY MANAGERS

2020 **13,608**
2021 **14,438**
2022 **15,211**

BUSINESS PARTNERS | STUDENTS | HONORARY MEMBERS

2020 **4,214**
2021 **4,213**
2022 **4,355**

members—almost one-third of our total membership—in one of our educational activities over the course of the fiscal year.

This year offered us the opportunity to better envision the future of learner-centric professional development. It has always been CAI's mission to create an educa-

tional approach that is accessible and relevant and that enables all students to thrive while preparing them for the future. We are remodeling course curricula and equipping our experienced faculty with enhanced learning modules and approaches to leverage and maximize individualized learning.

LIVE EVENTS ARE BACK

While virtual events have taken the industry by storm, many members are eager to get back to face-to-face meetings. In 2022, we shifted the way we hosted education and events, providing room for a hybrid model. In February, we hosted the very first hybrid Community Association Law Seminar. The event received

DESIGNATIONS AWARDED

ASSOCIATION MANAGEMENT SPECIALIST (AMS)

2020 **389**
2021 **426**
2022 **438**

PROFESSIONAL COMMUNITY ASSOCIATION MANAGER (PCAM)

2020 **49**
2021 **154**
2022 **55**

EDUCATED BUSINESS PARTNERS DISTINCTION

since program's inception
4,355

BOARD LEADER CERTIFICATE

since program's inception
1,300

31

virtual events

20+

international events

3,200

on-site event participants

2,500

virtual participants

an overwhelming response, attracting nearly 500 in-person and 300 virtual attendees.

In March, we hosted our very first High-Rise Managers Workshop in Philadelphia exclusively for community managers

specializing in high-rise communities. The workshop offered networking and specialized education to 46 attendees and 19 sponsors.

In May, the 2022 CAI Annual Conference and Exposition: Community NOW celebrated community associations and the profession. More than 1,000 registered attendees and 800 sponsors and exhibitors participated in Orlando, Fla.

The 2022 CEO-MC Retreat closed out the year with record-breaking attendance in La Quinta, Calif. Striving to modernize the event, we introduced new networking programs and continued with a dramatically new sponsorship model that included custom-branded exhibit kiosks. The kiosks increased the number of sponsors exhibiting and management executives interacting in the CEO Connection Lounge.

Creating events is only part of our success. Active member participation reminds us just how transformational and resilient our industry really is, and we're excited to see what new ideas and strategies our industry continues to implement in the next year and beyond.

VALUABLE INDUSTRY DESIGNATIONS

Community association managers and professionals know and appreciate the unique value of CAI designations. This year, we conducted three virtual Professional Community Association Manager (PCAM) Case Study sessions. We also launched a new online application for the Association Management Specialist (AMS) designation. We are proud to have awarded the AMS designation for the 11,000 time in 2022.

MEETING UNIQUE CHALLENGES



Throughout 2022, both our industry and CAI faced unique and difficult challenges, especially as a major focus for everyone has been recovering from the COVID-19 pandemic. Despite the challenges, CAI has seen great success in member recruitment efforts and, as of writing, we're close to hitting an all-time membership high.

Congratulations to all our recruiters! We appreciate everyone who shares their love of CAI with other community association leaders.

Following the senseless shooting of CAI Georgia Chapter member Michael Skinners, CMCA, AMS, PCAM, CAI staff and member committees began discussing ways to help association leaders respond to threats. Possible initiatives include public policy proposals, training programs, resources, and other projects to help ensure this doesn't happen again.

In the courts, CAI filed nine amicus briefs involving pending legal cases across the country. In addition, CAI approved and published a political & noncommercial sign public policy.

CAI also held its first-ever Virtual Advocacy Summit to discuss important legislative initiatives with members of Congress. Our government and public affairs team prepared members to ask lawmakers to co-sponsor two bills regarding financing of condominium building repairs. Participants also requested support for federal condo and co-op lending rules and guidelines and invited legislators to sign onto a letter calling for major revisions to Fannie Mae and Freddie Mac condominium and housing cooperative safety mortgage guidelines that require boards or their managers to answer questions about condominium safety.

The summit was a success, and we look forward to updating members on these initiatives in the future.

The actions and policies initiated this year will help CAI continue to thrive in a constantly changing business landscape. I am proud that CAI provides high quality education and advocacy opportunities for business partners, homeowner leaders, and managers. It takes a community to do what we do.

It was an honor to serve you, and I am excited to welcome Vishnu Sharma as the 2023 CAI president.

Jessica Towles, CMCA, AMS, PCAM
2022 President





Experienced professionals continue to value CAI designations. Extensive research conducted by the Foundation for Community Association Research into CAI's designations clearly reveals their worth and significance. CAI designations are the most cited credentials by management firms, boards, and businesses who are willing to pay for the experience and knowledge professionals with these credentials possess.

COMMUNITY AND MARKETING GROWTH

Last year, we saw phenomenal growth across social media and digital platforms to educate, advocate, and support community associations. Residents, board members, community managers, and business

partners trust CAI for news, information, and solution-based resources to keep their communities and businesses thriving. The good news is our efforts have enhanced members' efficiency and effectiveness.

Today, we're seeing more visits to the CAI website, increased traffic for digital publications including *Common Ground* magazine and the *Community Manager* newsletter. We also are witnessing more members engage on social media by liking and sharing our content and opening emails to find new and updated resources in their inbox.

Building upon our success broadens our reach as we position ourselves to show what we do best—educate and advocate for community associations. We have so much more to accomplish together, and the future for CAI looks very bright.

GOVERNANCE

CAI is governed by a 15-member Board of Trustees. The board is supported by three membership representation groups—Business Partners Council, Community Association Man-

agers Council, and the Homeowner Leaders Council. These elected members give their constituencies a voice in crafting CAI policy and work to ensure that CAI continues to provide services and benefits members need and value.

In 2022, the Board of Trustees continued its work to boost diversity, equity, and inclusion. Three board member taskforces were created to examine areas and identify opportunities for new initiatives supporting the organization's commitment to creating a culture that assists and advances diversity, equity, and inclusion for all members and staff. As CAI continues this

initiative, updates and information may be found here: www.caionline.org/DiverseCommunities.

FINANCIALS

Total operating revenue was \$17,218,729, expenses were \$16,277,095, and net income was \$1,003,367. Net assets were \$6,658,077.

» To view the full financial and audit report, visit www.caionline.org/financials.

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20,118 members



8,720 followers



3,810 followers



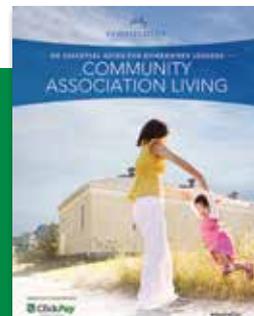
1,637 followers



15,577 total issue visits
196,139 total page views



4,935 total issue visits
57,243 total page views



10,957 total issue visits
138,384 total page views



8,130 total issue visits