

What Makes CAI Worth the Time and Effort?

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WHEN YOU BUY A HOUSE or condominium unit in a community association, you receive a copy of the rules and regulations, information on association assessments, and your membership in that community becomes mandatory. As a Community Associations Institute member, we know your membership is not compulsory. We understand your need for good customer service—that it's necessary for you to get the best education to meet daily work demands and that you thrive when you're connected to the brightest minds shaping the community association housing model. We welcome your expectations and will do our part to be the trusted resource that helps you succeed.

We also know that you have choices, and as the competitive marketplace is reshaping the way we live and work, it's demanding us to pay attention.



This year, CAI went back to the drawing board to meet members' needs and came up with a few new concepts to offer practical, strategy-oriented resources that we believe lead to benefits and value. During the discovery stage, we asked ourselves one important question: What makes CAI worth the time and effort? We discovered a few things along the way—some surprising and others staring at us straight in the face.



First, we learned that the value of CAI cannot be measured, but once you discover it, the value becomes your secret sauce. This year, we heard from new communities proud to share their accomplishments now that all their board members have access to CAI tools and resources. We heard from community managers eager to return to work following a CAI education course and from business partners who share that the value of CAI is not turnkey but rather a long relationship that must be nurtured.

We learned that we could offer all the new products and resources, but at the end of the day, everything we do should revolve around our members, not our products. Keeping it simple and conducting business today remains fundamentally about people.

In the 2019 Annual Report, we are proud to share the important moments and milestones that outline our goals. Our accomplishments are only possible with your contributions—volunteer homeowner leaders, community association managers, and business partners alike. To achieve our vision and leverage diverse opportunities, we encourage you to discover what makes CAI worth the time and effort. We believe that community associations are the preferred place to call home today and that they will be for many years to come.

As one wise CAI member once wrote, "Like a fine wine or an artist's masterpiece, the notion of building community just keeps getting better with age." I couldn't agree more.

MEMBERSHIP MILESTONES

Since 1973, when the concept of "CAI" first surfaced in a bulletin published by the Urban Land Institute calling for the creation of a national organization to act as a clearinghouse of information and best practices for the growing community association housing market, I am proud to say that CAI has never been stronger. CAI is now the leading international authority for community association education, governance, and management.

We believe CAI's strength is a value to our members—community association trailblazers, experienced leaders, and those new to the community association housing model. CAI has created a community network that spans the globe. We're proud to report that CAI once again reached a monumental milestone with a total membership of more than

45,000 and a monthly retention rate of 81%. Overall homeowner leader growth for 2019 was 6,207—an increase of more than 28%. The total number of unique community association members has grown by 3% in the past year. Overall, CAI's membership grew more than 9% in 2019.

CAI chapters shared in the overall growth, with 33 chapters experiencing membership increase of over 10% and nine chapters growing more than 20% for the calendar year.

ONLINE REACH

Engagement is at the core of CAI's membership. By aligning our organizational strategy to what matters most to members, CAI can fully engage and exceed member expectations. Since its introduction in 2016, the CAI Exchange has quickly become one of the most popular benefits. CAI's members-only online community forum is now a clearinghouse to share community association experiences, industry knowledge, and resources.

This year, more than 50,000 people participated in 20,000 conversations on the Exchange, sharing best practices and answering questions on topics ranging from reserve studies and handling disputes to legislative initiatives. As we witness the phenomenal growth of common interest communities worldwide, it's critical for CAI to broaden its reach, and we recognize the best way to make an impact is by showcasing our members' knowledge and expertise.

In spring 2019, CAI launched HOAresources.com, a new website designed to provide information about community association living directly from the experts—our members. The website features articles tackling the most popular trends and topics in community associations, providing a digital gateway that introduces the world to CAI.

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INTERNATIONAL EDUCATION LEADER

CAI considers education to be the centerpiece of its direct services to volunteer homeowner leaders, community association managers, and business partners. As an education leader, we are responsible for assessing the marketplace, developing relevant training programs, and delivering professional development to our members. According to the Foundation for Community Association Research, 90% of community association board members prefer to hire a credentialed community manager. CAI's Professional Management Development Program (PMDP) continues to be one of our most valuable and desired programs, representing an investment of time, effort, and resources that is increasingly recognized in the employment market. In addition to raising individual skill levels, training enables us to raise the overall competency of our industry and develop standards and best practices more effectively to further the profession.



In 2019, nearly 10,000 students enrolled in CAI education offerings—including online, classroom, and webinar attendees. More than 1,200 students participated in the Board Leadership Development Workshop and 106 in CAI's Business Partner Essentials online course. Globally, the Dubai Real Estate Institute delivered 16 CAI education courses totaling 289 students. CAI's designation programs continue to perform strongly for both new and renewing designees. To date, CAI has awarded 9,673 Association Management Specialist (AMS) and 3,124 Professional Community Association Manager (PCAM) credentials, nearly 200 Community Insurance and Risk Management

Specialist (CIRMS) designations and close to 400 Reserve Specialist (RS) certifications.

SIGNATURE EVENTS

Memorable events and conferences are a CAI specialty unmatched in the community associations industry. Through CAI education and networking, our events inspire and connect individuals and businesses serving communities around the globe. The 2019 CAI Annual Conference and Exposition in Orlando, Fla., was renamed Community NOW, representing the relevancy of community associations today. The conference was a huge success—including more than 1,200 registered attendees from 10 countries and over 2,000 total participants.

Other annual events included the Community Association Law Seminar in New Orleans, which attracted nearly 600 registered attendees, and the CEO-MC Retreat in Palm Springs,

Calif., for management company executives, which had more than 200 attendees. The Large-Scale Managers Workshop, an event designed exclusively for managers specializing in large-scale communities, was held in Sugar Land, Texas, with more than 200 attendees.

PUBLIC POLICY AGENDA

Advocating for the more than 73.5 million Americans living and working in homeowners associations, condominium communities, and housing cooperatives, in October, CAI hosted the 2019 Advocacy Summit on Capitol Hill. Homeowner leaders, community managers, attorneys, and other industry professionals representing 30 states met with 100 congressional offices in Washington, D.C., to advance CAI's legislative priorities, including clarification of reasonable accommodation requests for emotional support animals in condos and HOAs, FEMA funding following a disaster, and the reauthorization of the National Flood Insurance Program.

While we continue to witness the number of bills passed by the federal government slowing, state legislation is the more likely vehicle for policy changes. CAI's legislative action committees (LACs) continue to play a pivotal role at the state level. In 2019, with all 50 states in legislative session, CAI monitored more than 1,500 pieces of legislation impacting community



associations, including residential leasing, vacation rentals, solar panels, electric vehicle charging stations, reserve requirements, construction defect litigation hurdles, and community association uniform acts.

CAI's College of Community Association Lawyers (CCAL) is now showcased on a national platform, with a regular feature in the real estate section of *The Washington Post* promoting a variety of common interest development topics. We are proud to share the valuable knowledge and expertise provided by CCAL fellows in the column, designed to be a resource for community

association residents throughout the country.

CAI's advocacy efforts have a huge impact on the millions of people living and working in community associations; including consumer protections for residents and financial savings for the entire community. As we look to 2020, we invite you to engage in CAI's advocacy efforts. Visit www.caionline.org/advocacy to become an advocate today.



BUILDING BRAND AWARENESS

Over the past 45 years, the community association industry has grown dramatically. While the growth is tremendous, it also means community associations are getting more attention in the media and are under increased scrutiny by state and federal lawmakers. CAI must ensure that common interest communities—and our individual members—are fairly and favorably perceived.

In 2019, CAI's communications and marketing department created several national public awareness campaigns to elevate the widespread knowledge, understanding, and appreciation of homeowners, community managers, and the business partners supporting community associations. Campaigns include paid digital advertising with Patch, an online local news platform, and Nextdoor, which provides a social network for more than 200,000 neighborhoods across the country.

For the third straight year, CAI partnered with GaggleAMP, a social media sharing platform to engage members and stakeholders, ultimately strengthening our digital reach. Through GaggleAMP, CAI's social media posts have reached 17.5 million users.

CAI PRESS AND PUBLICATIONS

CAI Press, the publishing division of CAI, is dedicated to publishing the very best resources for community associations. It offers the largest collection—more than 100 titles—on association governance, management, and operations. In 2019, the publications team has worked to build the foundation for CAI's new digital publications platform, which will offer CAI members the opportunity to read CAI Press books on all your devices. The complete launch is scheduled for spring 2020. In addition, the Press team is scheduled to launch an updated version of *An Introduction to Community Association Living*, the essential guidebook for community association board members.

In June, CAI's flagship magazine, *Common Ground*, received five EXCEL Awards from Association Media & Publishing. The EXCEL Awards is an annual event that recognizes excellence and leadership in nonprofit association media, publishing, and communications. We are also excited to announce the redesign of CAI's *Community Manager* newsletter. In January, commu-

nity managers will receive the new publication containing more news and shorter articles, with bimonthly inserts designed to be a resource that can be easily shared with your clients.

MEMBER RECOGNITION

Community association board members perform roughly 80 million hours of volunteer service annually. These volunteers are the men and women who work tirelessly to support their communities. This year, we recognized four volunteers—George Spalthoff, John Reilly, Winona Thompson, and Patricia Hanham—as part of CAI’s Board Member Education Scholarship.

We also honored the hardworking volunteers who have demonstrated exceptional leadership and dedication to support and advance community association living during CAI’s annual awards gala in May. T. Peter Kristian, CMCA, LSM, PCAM, received the Distinguished Service Award, CAI’s most prestigious recognition. David I. Caplan, CMCA, AMS, PCAM, was presented with CAI’s esteemed President’s Award, which is given at the sole discretion of the immediate past president to a member or members who have been influential in helping the president achieve CAI’s highest goals. Wendy W. Taylor, CMCA, AMS, LSM, PCAM, received the Outstanding Volunteer Service Award, which recognizes a member who demonstrates outstanding leadership and long-term dedication to CAI.

Each year, I am amazed and proud by the commitment of the millions of volunteer homeowner leaders, community association management professionals, and business partners who display a genuine passion for the work they do each day for the community association housing model. Ask yourself, “What makes CAI worth the time and effort?” We guarantee you’ll discover why you’re here and how you’re making an impact on the future of community association living.



The Heart of a Volunteer

“There is nothing stronger than the heart of a volunteer,” Gen. Jimmy Doolittle once said.

This past Veterans Day, I thought about the brave service members who volunteer every day for our country. The U.S. has had an entirely volunteer armed forces since 1973—the same year CAI was formed. CAI succeeds because of the strength of its volunteers, whether they serve as national or local leaders, faculty members, or as members of task forces and committees. Of course, the communities we serve know that homeowner leaders provide a heartbeat like no other volunteer can.

CAI is fortunate to have an amazing professional staff supporting the efforts of our dedicated volunteers. Our volunteer workforce contributes thousands of hours of labor worth millions of dollars in economic value. While we volunteer our time and talent, we are sometimes away from the companies and communities that rely on us. For many, our service to CAI is in addition to the work we produce in our professional lives. This can lead to long days or even working weekends to get things done.

Is it all worth it? YES! Volunteerism provides tremendous benefits to the person who gives time for a cause. Our cause as volunteers for CAI is simple: Make community associations better each day.

There are many paths to giving back. You can volunteer for a local chapter or serve as a legislative advocate. Or, you can self-nominate for a position in local or national leadership. You will be joining thousands of volunteers who are dedicated to making CAI and community associations better.

To CAI’s 2019 Board of Trustees, thank you for volunteering your amazing talents. I give Ursula K. Burgess, CAI’s incoming president, my full support and best wishes.


CAT CARMICHAEL, CMCA, PCAM
2019 PRESIDENT

FISCAL YEAR 2019

CAI continues to be in a strong financial position, with record total operating revenue of \$14,565,800 and expenses of \$14,893,474, resulting in net asset reserves of nearly \$3.4 million. The fiscal year 2019 audited financial statements received an unmodified (“clean”) opinion by CAI’s independent auditors.

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