Momentum Drives CAI Success

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CHIEF EXECUTIVE OFFICER

“One way to keep momentum going is to have constantly greater goals.” —MICHAEL KORDA

FOR MORE THAN 40 YEARS, CAI has informed, educated, and advocated on behalf of all community association stakeholders. We’ve been committed to delivering world-class information, education, and resources to the growing number of common-interest communities. At CAI, our ideas in seizing today’s new opportunities while navigating the challenges of change are fueled by momentum. CAI is an organization built on a foundation of values, expertise, and experience—a foundation that represents our history and the people who make CAI what it is today and will be tomorrow. As we achieve continued growth and success, we know that together we build stronger, more engaged, and well-informed communities.

The 2016 Annual Report presents our strategy and showcases CAI’s pioneering role in addressing the challenges and opportunities for the community associations where you live and work. Each year, CAI strives to provide a variety of education events and membership benefits and to support public policy initiatives that impact the communities you live in and serve. By creating and disseminating new membership services and using digital tools, we can continue to deliver powerful results and improve our customer service capabilities. We are proud that CAI is now the place for homeowners, government leaders, and businesses to share their knowledge and skills and to ask questions about community association living. We know our strength is in our growth, and the momentum to serve will play a key role in our success.

SOURCES OF STRENGTH
CAI reached a monumental milestone in 2016 with a total membership of more than 34,000. And we did not get there alone. Thanks to our members who help us spread the word and share the value of CAI membership, we’ve experienced steady growth for the past 10 years—from 25,000 members in 2005 to 33,000 in 2015 and more than 34,000 in 2016. We’ve also had an average monthly retention rate of 87.4 percent in 2016—a testament to our high-performing membership team.

Efforts to encourage community association volunteer leaders (CAVLs) to join CAI and enhance their satisfaction will continue in 2017 under the new Strength in Numbers campaign. The first such effort is an online blog showcasing articles contributed by CAI members. The second effort is a comprehensive member survey. CAI will conduct a member-needs assessment this year to find out what you would like to gain from your membership. We’ll be asking your opinions about all of CAI’s products and services.

In this rapidly changing industry, CAI members have access to practical knowledge, insights from leaders in the field, best practices, research, tools, and education programs that help you stay current on the latest news, laws, and issues affecting community associations, condominiums, and cooperatives, and the homeowners who call them home.

CAI proudly announced its newest benefit, the Exchange, an online discussion forum that premiered in late April and has been a success from the start. More than 4,300 conversations have been conducted in this private, online community, answering questions about reserve studies, handling difficult situations, legislative issues, and more. Join in on the conversations at www.caionline.org/exchange.

EDUCATION AND TRAINING
Education is the foundation of success, and we know this is one
of the most important ways to interact with our members. Whether it is a Professional Management Development Program (PMDP) course, Annual Conference, Board Leadership Development Workshop, or a one-hour webinar, the ability to provide credible, valuable, and cost-effective professional development is a key element of our value proposition with every member.

Education programs performed well throughout 2016. PMDP registrations continue to be strong in both the classroom and online, proving that it remains one of CAI’s most valuable and desired benefits. Between July 1, 2015, and June 30, 2016, more than 2,700 students participated in classroom-based PMDP courses across the U.S. Add to this more than 610 additional students who attended in-house or distance-learning courses, as well as more than 2,400 students in our online programs, and our total student count for the fiscal year was 5,792 in the U.S. Internationally, the Dubai Real Estate Institute (DREI) has delivered 12 classes to a total of 211 students, and our South Africa chapter presented three programs to 74 students. Altogether, 6,077 managers attended a PMDP course in FY2016.

A critical role of CAI is developing and disseminating training on community association management, governance, and specialized industry topics. CAI’s ability as an organization to increase its members’ success, regardless of membership category, is a critical success factor.

CAI is responsible for assessing the marketplace, developing relevant training programs, and delivering professional development to volunteer leaders, managers, and business partners. In addition to raising individual skill levels, training enables us to raise the overall competency of our industry more effectively and to develop standards and best practices that further our profession. Designation programs continue to perform strongly for both new and renewing designees. More than 115 professionals earned their Professional Community Association Manager (PCAM) designation and more than 350 earned the Association Management Specialist (AMS) designation.

SIGNATURE EVENTS
A big part of the CAI experience is bringing members together to learn from each other, share ideas and experiences, and build invaluable networks. CAI holds more than 1,000 events each year, from annual trade shows to monthly education programs. The 2016 Annual Conference and Exposition in Orlando, the largest international conference of its kind, was a huge success with more than 1,500 attendees and sponsors.

CAI had a great year, with continued growth in strength, numbers, and impact on common-interest communities. The year saw the culmination of Community Next: 2020 and Beyond, an amazing look forward at the challenges facing associations. The four white papers on the future of association public policy, governance, management, and external influences are available at www.caionline.org/CommunityNext, and I urge you to not simply peruse them but to consider the implications on your community, management company, or business.

In 2016, we also saw the introduction of the Exchange, our members-only communication space. From the day the benefit was announced at the Annual Conference and Exposition in Orlando, it has been used heavily as a place to share and find valuable information.

By the time you read this, CAI will be one step closer to inaugurating the Middle East chapter, our 62nd. Combined with our South Africa chapter, CAI also is looked upon as a leader in Australia, Canada, and many other countries on our shrinking planet. I expect we may have another international chapter to announce in 2017.

This year, we had truly outstanding and dedicated leaders on our Board of Trustees, Association of Professional Community Managers Board, Business Partners Council, and Community Association Volunteers Committee. CAI’s future is in very good hands, led by 2017 President Greg Smith and President-Elect John Hammersmith.

It was the greatest honor of my career to lead this organization in 2016, and I’m grateful for the opportunity. Go Team CAI!

KELLY G. RICHARDSON, ESQ. 2016 PRESIDENT

We also held events for members representing the community association business—the popular Community Association Law Seminar in New Orleans and the CEO-MC Retreat in Scottsdale, Ariz. This year, the Large-Scale Managers Workshop sold out. The annual event, designed exclusively for large-scale community managers, was held in Charleston, S.C.

Combined, these events drew more than 2,500 participants to experience unparalleled education and networking opportunities.

PUBLIC POLICY AGENDA
CAI maintains its work with legislators and regulators, conveys critical information, develops best practices, and improves
CAI continued the trend of financial success in 2016, ending the fiscal year with an operating surplus of $605,705 and a total net surplus of $450,753, including $154,952 of realized and unrealized losses on investments. Both surpluses were among the highest in CAI’s 40-year history and mark the seventh consecutive year of positive results.

Total revenue of $13,209,648 was more than a quarter of a million dollars higher than the prior year and the highest since CAI’s founding in 1973. Expenses of $12,603,943 increased by 0.51 percent from FY2015 as variable costs generally conformed to revenue and fixed expenses of $12,663,805 increased by 0.14 percent. The net assets from a negative position seven years ago to more than $3 million.

CAI’s FY2016 audited financial statements received an unqualified (“clean”) opinion by CAI’s independent auditors. Visit www.caionline.org/financials.