



**2019-2021 Member Services, Marketing and Relationship Subcommittee –  
Conference Call  
Thursday, November 19, 2020 – 2:00 pm-2:30 pm**

Staff Liaison: Lori Myers-Carpenter || [lmcarpenter@nahro.org](mailto:lmcarpenter@nahro.org)  
<http://www.nahro.org/content/nahro-member-services-committee>

**Attendance:**

Those on the call: Cynde Smith, Larry Guanzon, Zach Bale and Zachary Guerin

**Guests:**

Milet Hopping and Denita Johnson

Cynde Smith welcomed everyone on the call and thanked them for sharing their time. She also congratulated Zachary for being named NAHRO's 2020 Emerging Leader of the Year.

She said she wanted to talk about the benchmarking assignment and then discuss next steps. She reminded everyone they had decided on four organizations to research, concentrating on three main areas: advocacy, professional development and overall member support and best practices. She asked the group if they had a chance to review the responses and they said yes.

She said she would like to talk about some of the strengths of each organization, which could help them decide what areas they could propose to incorporate into NAHRO. For example, Nan McKay had strength in training and certification and the industry news they provided. NLIHA was strong in advocacy, and they had strong alignments at the federal level and even some at the state level. PHADA was strong in advocacy as well, and they had good trainings on the Executive level, but not the other levels. NAA had strength in training as well, and one area they had the others did not, was a certified supplier's designation where they put vendors through industry trainings to help them better serve the industry. They also offered templates to help them streamline processes in their organization.

Milet was impressed with NLIHA's policies that track their priorities, and she also thought the tenant talk tools for the residents were good. She liked NAA's supplier training and wondered if that was something NAHRO should look into. Finally, she liked how they worked with the states and wondered if that helped the states feel less disenfranchised. Cynde said she liked that idea as well, and maybe it could help National learn how to better connect at the local level.

Zachary Guerin said NAA's state chapter in Colorado has different view on issues than their chapter or region, so some agencies are no longer members with them. However, he said they do have good trainings, and they work better with vendors than the others. Milet agreed some of their positions aren't good, but their methods were still worth looking into in terms of local connections. Zachary said they might be in a better position to connect and be more organized just because they have so many more members.

Zach Bale said the comments so far resound with the ones he has had. He said he looked at the idea of market share and maybe we can look to Nan to find ideas on how to better access it. As far as connections, while Nan does host a lot of trainings, they don't offer the same opportunities NAHRO

does for one on one connection with your peers so you can learn from them and talk about what is happening in the industry.

Cynde said everyone did a great job on collecting the information, and now they needed to decide the next steps. She asked if they should create a framework or priority to do this. One idea is to look at the three objectives, prioritize them, and then look at each one and propose areas for improvement. She also asked if the subcommittee should prioritize these or should they ask the full committee or the board to make sure they were in alignment with NAHRO's goals and objectives. Zach Bale asked if NAHRO has a Strategic Plan, and staff said yes, and she'd share that with them. Zach said it would be good to look at the plan and to make sure whatever they came up with would be in alignment with it. Once they did that, they could then suggest areas to work on and seek approval before proceeding. Denita Johnson said she thought that was a good idea. Staff said subcommittee work is normally sent to the full committee for approval, and then if needed, moved on to the board. Larry Guanzon suggested they put together a framework to present to the full committee for review, letting them know what they learned, and then asking them if they were going in the right direction. Milet asked if the research was saved from term to term in case the full committee only wanted to focus on one area. Staff said yes it is saved so if they only worked on one idea now, they could always go back to the others later.

Cynde asked if she should work with staff to create the framework to share with the rest of the committee, and staff agreed. Denita thanked everyone for their hard work, and she again congratulated Zachary on his win.

Cynde asked if there was any new business, and hearing none, she thanked everyone for their input and the call ended at 2:30 pm.