



**2019-2021 Member Services, Marketing and Relationship Subcommittee –  
Conference Call  
Thursday, February 18, 2021 – 2:00 pm-2:20 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, Jhaila Brown and Larry Guanzon

Cynde Smith thanked them for sharing their time, and she welcomed Jhaila Brown to the marketing subcommittee. She then provided a brief update for those who might have missed the last few calls and to provide Jhaila with some background information. She said the committee's focus has been on enhancing the value of NAHRO's membership. Their recent benchmark exercise examined the National Low-Income Housing Association for their advocacy efforts, PHADA for advocacy and professional development, Nan McKay for professional development, and the National Apartment Association for private market best practices. They looked at each organization's benefits and their perceived value to the membership, and how NAHRO might adapt some of those items to improve their own membership. The subcommittee came up with a list of recommendations, which was approved by the Member Services Committee, and they are going to reach out to the Professional Development Committee and the Legislative Network to share their findings and solicit their help in defining what enhancements to incorporate.

Cynde mentioned she is scheduled to meet with the Professional Development subcommittee in early March, and she is putting the final touches on a PowerPoint presentation for that meeting. She hopes to set-up something similar with the Legislative Network.

Jhaila Brown had a few questions about the professional development findings. She wanted to know if NAHRO was looking for trainers, either in-house or outside the membership, and she also wanted to know where NAHRO fell in comparison with the other organizations. Staff said NAHRO already has its own set of Faculty members who are both part of the membership and outside experts in the field. She also said NAHRO provides all of the areas they looked at advocacy, professional development, policy, etc. She said during the calls with the other committees they hope to improve on these areas. Jhaila asked if the subcommittee had determined specific recommendations for the other committees to follow, and staff said they were going to present their findings and suggestions to them, but the other committees would decide how to move forward with them. Cynde said many of their suggestions were high level, but there were some areas they had specific recommendations in and the committees could then decide which ones they wanted to adopt.

Cynde closed out the meeting by reminding staff it was suggested she provide a preview of her presentation to the subcommittee before delivering it to the PD committee. Staff said she would be happy to schedule something once Cynde finalized the PowerPoint. Cynde asked if there was anything else, and hearing none, she thanked everyone for their input and the call ended at 2:20 pm.