



**2019-2021 Member Services, Marketing and Relationship Subcommittee –
Conference Call
Thursday, March 18, 2021 – 2:00 pm-2:25 pm**

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

Attendance:

Those on the call: Cynde Smith, Jhaila Brown, Larry Guanzon, Randy Waters, Denita Johnson and Milet Hopping

Cynde Smith thanked them for sharing their time. She said the main purpose of the call was to review the presentation she would make to the Professional Development Marketing Subcommittee about the bench market study. She said the PD subcommittee wanted to learn how the research was done, what they learned and to hear their recommendations. Cynde then went over the presentation, giving a brief overview of each slide:

- Title Slide
- Concept slide – What they did, how they conducted the study, etc.
- Organization slides – Created one slide per organization to list their key findings for each one
 - PHADA: strong in executive training
 - Nan McKay: Perceived as industry leader, trainers had a lot of experience,
 - National Apt: Have a branded PD arm and supplier certifications
- Summary Slide – Lists suggested recommendations for the PD committee to do some comparisons on their own vs. each organization and also listed specific areas to look at such as pricing, types of training, and defining what success means

The group thought the proposed presentation was very good and thorough. Milet Hopping and Denita Johnson both asked Cynde, as the committee's BPC representative, if she thought there was value in NAHRO exploring vendor training and certification. Cynde said her own organization is a member of the National Apt. Assoc. and other organizations like them just for that reason, so they can gain training and experience. She recommended though before NAHRO invests in trainings like this, that they should explore the perceived value to the housing authorities. Would housing authorities be more likely to select a vendor if they had this training/certification over one who did not? Denita also asked if there was a reason why they selected PHADA over another advocacy organization like CLPHA. Staff said they considered CLPHA, but since NAHRO's own membership was made up of small, medium, large and the largest agencies, they thought PHADA would be more in line with NAHRO's own benefits since CLPHA mainly served the largest agencies.

Cynde encouraged the group to contact her or staff if they thought of any other questions or suggestions for the presentation. She asked if there was anything else they needed to discuss, and hearing nothing, she thanked everyone for their input. The call ended at 2:25 pm.