

THE CAI CHAPTER IMPACT YEAR IN REVIEW



As we reflect on 2024, one word comes to mind: dynamic. This year brought innovation, connection, and growth. CAI's 64 chapters embraced new opportunities and navigated evolving challenges with resilience and creativity. Large-scale events flourished, education continued to balance virtual and in-person formats, and chapters found innovative ways to provide value to members while remaining mindful of resources. Together, chapters and CAI HQ honed their focus on delivering exceptional experiences and maximizing member impact.

Through collaboration, adaptability, and unwavering dedication, we tackled new priorities, revisited strategies, and strengthened our community. It is with immense gratitude for our talented chapter executive directors and passionate chapter leaders that we celebrate all we've achieved. Your commitment is the foundation of CAI's success. Before we dive into 2025, take a moment to reflect on the highlights of 2024 and the incredible work we accomplished together. Here's to a thriving year ahead!

Membership

- Our 64 chapters represent more than 49,000 members around the country and the world.
- In the calendar year 2024, CAI grew by 8.6%
- Manager and business partner memberships, along with additional (multi) chapter memberships for business partners, managers, and management companies continue to grow to record high totals.

Advocacy

- CAI chapters support 36 state and one Federal legislative action committee (LACs). Collectively, CAI's LACs have nearly 600 active volunteers.
- 46 States and the federal government were in session.
- CAI tracked and advocated on more than 1,200 pieces of legislation. Notable legislative initiatives in 2024 were condominium safety (i.e. reserve studies and funding, and building inspections), board member education and training, fining authority and foreclosures, dispute resolution, and environmental sustainability (solar panels, and electric vehicle charging stations).
- Nine states (California, Illinois, Michigan, Missouri, Oregon, Pennsylvania, Tennessee, Texas, and Virginia) held advocacy events, meeting with state legislators to advocate on behalf of the community association housing model.

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- Chapters across the country partnered with their Legislative Action Committees to provide legislative updates on law changes in the states.
- Corporate Transparency Act: In September 2024, CAI filed a lawsuit against the U.S. Department of the Treasury, Secretary Janet Yellen, and the director of the Financial Crimes Enforcement Network, challenging the application of the Corporate Transparency Act on community associations. Though CAI's request for a preliminary injunction was ultimately denied, in early December, a federal court in Texas granted a request for a preliminary injunction. This decision effectively blocked the U.S. Department of Treasury from enforcing the act's beneficial ownership information (BOI) reporting requirements. CAI has also filed three amicus briefs in other lawsuits by other trade associations challenging the constitutionality of the Act.
 - CAI and CAI advocates have also met with representatives from FinCEN and the United States Treasury Department to discuss exemption opportunities for community associations through their congressional allowed regulatory process. On Dec. 26, following the Dec. 23 order vacating a temporary preliminary injunction imposed by the U.S. District Court for the Eastern District of Texas, the full panel of judges of the Fifth Circuit Court of Appeals issued an order vacating the stay issued by a three-judge panel of the District Court's preliminary injunction of the enforcement of the Jan. 2025 deadline for reporting compliance under the Corporate Transparency Act in Texas Top Cop Shop v. Garland. This injunction was appealed to the Supreme Court of the United States on Dec. 31st.
 - This means at this time beneficial ownership information reporting requirements are once again put on pause by a federal court for applicable community associations.
 - More than 8,700 CAI advocates contacted their legislators about the act to support CAI's position. Of those who participated, nearly 5,800 had not previously sent messages to their elected officials using our online platform. In total, almost 30,000 messages were sent to nearly 500 members of Congress about this critical issue.

Education

- Over the past twelve months, CAI chapters collectively held:
 - ✓ 500+ In-person Educational Events
 - ✓ More than 350 Live Virtual Educational Events
 - ✓ More than 15 Live Hybrid Educational Events
 - ✓ 85+ In-Person Tradeshows and Mini Expos
 - ✓ One Virtual Tradeshow
 - ✓ 350+ In-person Social and Networking Events
 - ✓ More than 15 Virtual Social and Networking Events

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- Chapters used Zoom to engage members in a virtual environment, resulting in chapter members collaborating and learning for more than 5,000,000 minutes on Zoom in 2024.
- We continued the CAIHQ/chapter partnership to present **Community Conversations Live**, a live quarterly webinar series providing international panelists with local breakout sessions. Fourth-year results were over 1,000 attendees over four sessions.
- CAI HQ continues sharing registration lists of manager education (PMDP) and **Community Conversations Live** registrants by chapter to further promote educational opportunities.
- The **Chapter Knowledge Series** was continued, providing educational sessions from chapter leaders and headquarters staff on relevant topics. We averaged 19 live attendees per session.
- CAMICB continues to be accredited by the National Commission for Certifying Agencies (NCCA) and ANSI National Accreditation Board (ANAB)
- CAMICB launched the new CMCA exam in December
- Chapters promoted designations and higher learning to members resulting in the following number of new credential holders:

AMS: 500

AAMC: 10

CCAL: 9

CIRMS: 9

CMCA: 965

LSM: 4

PCAM: 71

RS: 47

Board Leader Certificate: 1,260

Educated Business Partner: 121

Networking

- CAI HQ hosted 11 watercooler conversations with CEDs, averaging 17 attendees per session. This provided an opportunity for informal conversations to brainstorm and share.
- CAI HQ hosted monthly chapter president sharing sessions, averaging 16 attendees per session. This generated stronger relationships with CAI HQ staff, chapter leaders and amongst the chapter leader network.
- The CED Retreat was held in Tucson, AZ with 28 CEDs representing 30 Chapters. Chapter Leader Lounge at annual conference was attended by 34 CEDs representing 36 Chapters. Both provided chapter leaders time to share best practices and ideas.

Awareness/Communication

- We saw more members engage with us on social media than in previous years. CAI social media posts across all platforms achieved a combined total of 1,761,559 impressions. Post engagements increased across all platforms by more than 6%. Our audiences grew on all platforms by more than 10%.
- 60 chapters are on social media platforms including Facebook, X, Instagram, LinkedIn, YouTube and TikTok.

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- CAI launched our new website in September.
- CAI had over 6,500 media mentions across prominent publications such as *Yahoo News*, *The Wall Street Journal*, *Forbes*, *AP News*, and *Axios*.
- Exchange discussions grew by 12% this year, with a 10% increase in new topics, supported by upgrades to our Exchange platform, which now includes enhanced profile options and communication tools; the most engaging topics were rental restrictions, board transitions, management assessments, committees, and meeting minutes.

Financial Sustainability

- Chapters continued creating innovative new sponsorship opportunities generating new revenue streams for virtual and in-person programming.
- CAI HQ continues sharing 8% of registration payments for manager education (PMDP) courses to the chapters.
- CAI HQ increased the percentage of membership dues rebates in January 2024, manager membership rebates increased to 35% (up from 30%), and management company memberships increased to 40% (up from 35%). In 2025, all membership rebates will be 40% streamlining our revenue sharing.
- In-Person manager education (PMDP) courses launched a new process and 50/50 revenue share for 2025 resulting in a profitable partnership for both chapters and CAI HQ.
- Chapter Leadership Training Grant and the Chapter Technology Grant Opportunities:
 - The Chapter Leadership Training Grant, which provides new Chapter Executive Directors an opportunity to train with and visit another chapter or offer chapter leadership training (board and CED) from a third party outside HQ staff, awarded three grants totaling \$3,750.
 - The Chapter Technology Grant, designed to enhance the member experience or streamline internal administrative processes through technology, awarded one grant of \$1,500.

Operations Management

- CAI chapters include more than 500 volunteers as chapter board members.
 - 39%** are Managers
 - 41%** are Business Partners
 - 20%** are Homeowner Leaders
- Chapters provide volunteer opportunities to approximately 3,000-chapter members serving on more than 350 committees nationally and around the globe.
- CAI HQ facilitated 17-chapter strategic planning sessions, as well as 61 additional chapter visits, including speaking, participating in virtual trade shows, leadership training, etc.
- For the fourth year, ASAE memberships were provided by CAI HQ to all chapter executive directors to allow access to professional resources and education.

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- CAI HQ invested in Zoom for a third year to provide video call and meeting access to all chapters, resulting in over 5,000,000 minutes of chapter content and meetings.
- The Chapter Leader Committee, comprised of five board appointed chapter executive directors, was formed and met six times this year.
- Chapter Relations staff launched the first phase of a new CED onboarding process to set new CEDs up for success. More enhancements are coming in 2025!

Headquarters Staffing

The Chapter and Membership teams underwent changes in staffing this past year and we are excited to see the teams evolve and serve our growing organization!

Below is information on the roles and responsibilities of our team members impacted by these changes for clarification purposes.

Crystal Wallace, Senior Vice President, Membership & Chapter, continues to oversee the membership and chapter relations team, as well as the member service center staff. While she served as the liaison to the Community Association Managers Council and the staff lead for the High-Rise Managers Workshop in 2024, her focus in 2025 has shifted to supporting CAI's Business Partners Council and advancing CAI's inclusion initiatives.

Kristi Van Buren, Senior Director, Membership Development and Operations. Kristi manages the membership team, overseeing all member recruitment and retention strategies, new and renewal member processes and compiles membership data, statistics, and trends. Kristi supervises the following team members.

Deanna DeMola, Coordinator, Membership Engagement, (new to the team in 2024) focuses on membership communications, marketing and engagement.

Laura Mason, Manager, Membership, focuses on member outreach and recruitment efforts.

Scott Norris, Manager, Membership Operations, focuses on membership processes including monthly invoicing and data integrity.

Kelly Schild, Director, Chapter Development and Operations. Kelly manages the chapter team including training CEDs and other chapter staff, coordinating chapter visits and virtual training content, monthly chapter Zoom sessions, Community Conversations Live, and chapter surveys and statistics. Kelly supervises the following team members.

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Emily Jennings, Senior Manager, Chapter Support and Development (Southeast). In addition to providing chapter support in the Southeastern portion of the US, Emily is the lead for CED onboarding and chapter staff transitions, support to struggling chapters, our chapter resource program, and chapter reports and awards.

Alicia Taplin, Manager, Chapter Support and Development (Southwest). This is a new regional chapter support position serving the Southwest portion of the US, including Nevada, Utah, Arizona, and Texas.

Lawrence Hankin, Coordinator, Chapter Relations, (new to the team in 2024) joined the team to provide administrative support to the chapters.

CAI chapters are the heart of what makes CAI exceptional! Through adaptability, collaboration, innovation, and the execution of fresh ideas, look at all we've achieved together! As we step into 2025, we look forward to building on this momentum, embracing new opportunities, and continuing to evolve in ways that benefit our members and communities.

Congratulations on an incredible year and thank you for your unwavering dedication to CAI and our mission!