

VAHU Board Minutes

The Boulders, Richmond, Virginia

Leadership Meeting

Friday, July 14 (12pm-2pm)

In Attendance

Arty Accardo	Tim Hicks	John Scott
Jill Age	Heather Kochanowicz	Anya Simpson
Jessica Bagby	Amy Mutter	Debbie Stocks
Lori Carter	Chris Rankar	Lindsey Waters
Brenda Cutting		

Welcome to Leadership Lindsey 12:19 pm

Start the second half of the day with leadership, so going right into leadership presentation.

“Year of the Broker” – Being an Industry Ambassador (Success = E7) Lindsey 12:23 pm

Review Mission and Vision as well as Executive Board and the executive board duties. Also went thru the committees for this year. There are standing calls bi-weekly with all the committees. We have a Membership committee, Legislative committee, Communication Committee, Media/Communication, Professional Development Committee, State Conference Committee, and Awards Committee.

Two awards that we try for each year on State side are Landmark and Website Award. Local chapters try for Pacesetter award, but believe on the Eastern and Central submitted for it. This past year we won the Landmark award and Lindsey would like to try for the Website award. However per Amy they only give the website award to a small group and there is a click count that is unattainable as well.

Defining Leadership Presentation Lindsey 12:41 pm

Review presentation by Troy Cook – Defining Leadership

Success is defined by growth in membership, advocacy, and assisting members. We are all here volunteering and working together for common goal, so on the outside while we may be competitor here are working together for success.

There is a 7 process, starting with mission and vision, business plan, cause and defect, strategic plan, governance/management, communication and perpetuation.

Defining impact for NAHU members at the chapter level – measurable results, more CE opportunities, providing access to leg leaders, about to service more consumers and before more diversified.

Know your role in the organization and on the board or the committee. If you don’t know it you are wasting your time. Don’t waste your resources. This is similar to sponsors – when we ask people for money, don’t waste it, we need to make sure there is value.

Communication clearly and according your mission, vision and goals.

Being an Industry Ambassador (Success-E7) Lindsey 12:50 pm

Code of ethics listed and reviewed.

Last year we had a great presentation from Ryan Thorne who compared us to the Olympics and athletes and while not immediately clear and similar the stuff behind it is true – Powerful, teamwork, etc.

Success =E7 – Ethics, Effort, Expectations, Efficiency, Education, Experience, Enthusiasm

All 7 are necessary in order to have success and really become an industry ambassador. These 7 things work in all aspects of life from your personal life, professional life, and within this board and organization.

Ready ..Set...Lead – Back to Basics Erika 1:00 pm

Region II Leadership meeting is in Annapolis on July 28-29 starting at noon on Thursday and ends by noon on Friday. The agenda will have the core curriculum that NAHU would want and get back to basic leadership within this association. Erika has found in her experience at the leadership meetings at cap conference that people have the most simplest questions from incoming presidents, so that is why we are focusing on the back to basics. We will have a lot of leadership, succession planning, and motivating. We are putting a piece together on promoting your local and/or state events. Friday will be marketplace CEO presentation, lobbyist from Maryland, and then state of the state legislative. Also having a congressman coming in. Thursday will be more conversational to hear from other chapters and get suggestions. Thursday there is also a cocktail reception.

Mission and Vision for Region II this year - Goals to build HUPAC contributions, work with the state chapters to build and support. Right

now we have MD, PA, DE with no or struggling state chapters. Next year want to head to Wilmington to try and help and create a membership for DE and support them. Trying to also make it central for everyone and make it affordable.

Membership and Retention – it’s a problem with everyone and across the country, so really trying to focus on helping the chapters and states and what we need to do.

Region II Calls – State and local chapter presidents or president elects should be on the calls, 3rd Tuesday of the month at 11am. State of the state, sharing ideas, membership updates, items needed, etc.

What do we need from Erika? Speaking fees for NAHU members are a little steep, because in trying to find presenters some are very pricy. And these are NAHU events. Also having a good catalog of speakers, CEs that are available to make things easier for us.

Certification that NAHU offers are often not very close to us.

“How To” Media Guide to NAHU Members

Lindsey

1:30 pm

Responsibilities and Job Descriptions for Media chairs. Tools of the trade and press releases. Social media strategies, with networking, blogging, video uploading. Announcements on the Capital conference and Hill visits. Templates are available on the website and where to find them. How to find your media outlets. Building and maintaining the relationship with your media contacts and keeping up to date with contacts and keeping the communication flowing.

Closing/Adjourn

Lindsey

2:00 pm

Jessica makes a motion the meeting. Jill seconds. All in favor, nobody opposes. Motion carries