

2009 RHA COMMITTEE SIGN-UP

The **Committees of the Rental Housing Association (RHA)** have been re-defined to facilitate the realization of the goals articulated in the Strategic Plan of the Association. Committees will be populated with member volunteers. All members, industry, affiliate, principal or additional, are welcome to participate on one or more of the association's committees.

Committee leadership is appointed by the President and President-Elect of the Association. Particular attention will be placed on succession planning to ensure continuity of programming over sustained periods of time. Under the by-laws of the Association, committee chairs are entitled to a seat on the Board of Directors of the Association, and it has been the custom for the committee chairs to serve on the Executive Committee.

A committee list and summary of the function of that committee can be found on the reverse side. Members interested in serving on one or more committees should complete and fax back or mail the information requested below:

Name: _____

Company: _____

E-mail: _____ Phone: _____

Committee (1st choice): _____

(2nd choice): _____

(3rd choice): _____

Position desired (circle one): (Committee member)

(Committee leadership)

Fax back to John Lafferty at 617 338 2600

Or mail to:

John Lafferty

Rental Housing Association
11 Beacon Street, First Floor
Boston, MA 02108



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Committees of the Rental Housing Association

Affiliate Events: Create new and improve existing networking opportunities, generate additional non-dues revenue and support membership development.

Affordable Housing: Support the development and refinement of a RHA Affordable Housing initiative. Create opportunities for MassHousing/Mass. Development/Mass Housing Partnership to educate RHA members about their programs, policies and procedures and participate in RHA events, meetings and education programs.

Charitable Involvement: Identify charity for RHA, create revenue source, create partnerships within association and between other trade groups to achieve fund raising goals.

Communications and Marketing: Review marketing materials, create advisory committee for Bay State Apartment Owner, create comprehensive member satisfaction survey; develop a public relations strategy for RHA.

Dues and Non-Dues Revenue: Create a fair and equitable dues structure, working with other committees to expand sponsorship opportunities, increase advertising and produce profitable membership directory.

Education: Create and aggressively market comprehensive education programs for all members. Committee is responsible for education conference programming. Develop and implement special education/networking events for site and middle management.

Expansion of RHA: Create partnerships with other state and local apartment associations.

Fall Conference: Committee members have prime responsibility for the marketing of booths, sponsorships and ticket sales. In conjunction with education committee, create programming to attract other apartment associations and related industry groups; recognize property and professional achievement.

Membership: Create and implement targeted programs to increase and retain membership by identifying potential new members, utilizing existing programs to recruit new members, and creating new member retention programs. Create packaged sponsorship and participation opportunities for vendors. **Sub Committee: Leaders of Tomorrow** Identify future leaders of the association, create greater opportunities for involvement on committees for middle and senior level managers, implement "Bring a Leader to Lunch", program; invite college level students interested in property management to participate in RHA events.

National Apartment Association (NAA) Involvement: Increase member awareness of and participation in NAA, its events, governance and PAC. Identify NAA Lyceum candidate(s).

Politics and Legislative: Establish RHA as a proactive voice of the industry, leveraging NAA and NMHC relationships and GBREB government affairs committee. **Sub Committee:** Legal Issues (study by-laws and protocol for legislative review. Establish lease user group.

President's Awards Dinner: Committee members have prime responsibility for marketing of sponsorships, tribute book ads and ticket sales. Re-evaluate format of event and award categories.