

Agenda
Membership & Marketing Joint Committee Meeting
Fairmont Hotel
Sunday, March 8, 2020
11:30 a.m.-noon

The Membership and Marketing Committee is responsible for recommending policies and procedures related to the memberships of NAHMA, as well as for implementation, oversight and review of the association's overall marketing initiatives. The Membership Committee must be chaired by an Executive level member per NAHMA's bylaws.

1. Welcome – Chair Peter Lewis; Vice Chair Lisa Tunick to Take Minutes
2. Introductions and Opening Comments from All Participants
3. Review of New Members Memo and Welcome to New Members
4. New Member Recruitment: Update and Discussion on Current Activities Being Conducted by Members
5. New Membership Categories and Opportunities
 - a) Buy Some, Get Some
 - b) Second Tier to Associate membership added, for companies smaller than 1000 units.
6. Miscellaneous Program Updates and Discussion
 - a) Communities of Quality Program Update
 - b) 2020 Calendar Sales
 - c) Ambassador Program Update
7. New Business
8. Old Business
9. Adjournment