

# Chapter Executive Ideas Swap Summary – August 13, 2020

## Chapter Relations Manager Beth GULDING on 2021 membership renewal and recruitment:

- NAIOP Corporate is preparing for fall renewal and recruitment season.
  - Corporate verification emails sent to full members on most corporate invoices. This process enables us to invoice as accurately as possible.
  - Chapters need to place their order for fall membership promotional postcards no later than EOB Friday, August 14. Corporate will not send postcards to prospects in 2020.
  - Dues profile forms are due to Corporate no later than Friday, September 4. Twelve chapters have submitted so far.

## NAIOP San Diego/Courtney BROKAW on veterans' initiatives:

- The San Diego area has large military presence.
- In 2006, the chapter's president looked to expand community service outreach with the military. Chapter met with Marine Special Operations Command (MARSOC) at Camp Pendleton to discuss how NAIOP San Diego could fill needs and gaps in provided services. Camp Pendleton is located close to the chapter's members.
- Both sides were looking for a long term relationship. Members donate time, money and resources.
- Chapter created an "Adopt a Battalion" program for deploying troops which continues to this day. Chapter supports troops preparing for deployment, their families during the deployment, and welcomes troops home from deployment.
- The program evolved into a very hands-on effort. Past events included a Marine Wife Spa Day, relocating an evicted military family during a deployment, and remodeled a home for a disabled battalion veteran.
- NAIOP member families are also involved by "adopting" a Marine for whom members create and mail care packages during deployments.
- The chapter created (designed, constructed and maintained) at Camp Pendleton a memorial to Marines who did not return from their deployment.
- The chapter's golf tournament fully funds this program through a separate 501(c)3 foundation. The golf course donates in-kind services towards the foundation. In 2019, the tournament netted \$178,000.

## Chapters on sponsor appreciation:

- NAIOP Arizona has put more effort into social media and increased expenditures on other media outlets including professionally produced virtual fireside chats with select Developing Leaders and industry experts. The goal is to keep the chapter visible in the market and give sponsors as much exposure as possible including speaking and moderating. The chapter tries to balance sponsor visibility

and using the most experienced industry leaders as possible when determining who will present/speak at the new virtual programs.

- NAIOP Central Florida held video calls with each tier of partnership to touch base, check in and make sure everyone was aware of the chapters' offerings. The sponsors were also asked how the chapter can best partner with them going forward in 2020.
- NAIOP Chicago is giving their top level sponsors 15 seconds recorded exposure during the chapter's virtual awards ceremony.
- NAIOP Georgia is allowing top sponsors to create a 30 second video the chapter can show before their virtual educational events. The chapter is also considering top sponsor companies when looking for moderators or speakers for their virtual programming.
- NAIOP New Jersey developed a "Meet the Master Sponsor" profile to give extra exposure to their large contributors.
- NAIOP New Mexico is giving sponsors the opportunity to share their screen and show a brief presentation during the chapter's awards program.
- NAIOP Northeast Florida traditionally has a sponsors-only event in August with a speaker to thank sponsors for their support over the past year. This event was canceled for 2020 due to COVID.
  - The chapter used a gift box company to create gift boxes for major sponsors. Included items were based on sponsorship tier. Boxes will be delivered to an individual designated by the sponsor contact.
  - The chapter used money budgeted for the original in-person sponsorship program to fund this effort.
  - Chapter has also purchased advertisement space in a local publication to thank their sponsors.
  - Sponsors have been profiled on the chapter's social media accounts (LinkedIn, Facebook, and Instagram) as well.

### **Is there a way to easily pre-assign specific groups into breakout rooms over multiple rounds in Zoom or other networking platforms?**

- NAIOP San Francisco Bay Area – breakout rooms can be pre-assigned for individuals who pre-register for the meeting (<https://support.zoom.us/hc/en-us/articles/360032752671>).
  - They plan to use Hopin for virtual meetings. The platform is affordable and allows participants to self-select breakout sessions or pre-assign by registration type. First meeting with this platform will be September 23.
- NAIOP Chicago is also looking into Hopin.
- If anyone has tried RunTheWorld virtual event platform, please advise.

### **Do chapters plan to delay their leadership succession for 2021?**

- NAIOP Arizona, NAIOP Chicago, and NAIOP New Mexico will proceed with their normal succession plan. Other chapters indicated general agreement with this.

- NAIOP Northeast Florida plans to retain a number of event chairs and board members. These events were either not held or coordinated by the chapter executive in 2020.
- NAIOP Corporate will maintain transition of leadership succession next year.

**Do chapter execs and staff feel pressure to accede to requests by chapter volunteer leadership to have face-to-face events?**

- NAIOP Arizona volunteer leadership has been very cautious. Impossible to do outdoor events until October. No one believes that indoor events will be held in 2020. Members are eager to resume in person as soon as it is safe to do so. Currently, chapter is converting usual indoor events to outdoor events.
- NAIOP Georgia/Debbie KOENIG is happy to plan any event or activity, but will not attend if she feels uncomfortable. She believes chapter leadership will understand her position. Chapter leadership is anxious to see if an outdoor event will work. Looking at events with smaller groups.
- NAIOP Pittsburgh/Brandon MENDOZA has been clear to leadership that outdoor events during the summer are fine with proper social distancing, but no indoor events until 2021. Brandon had numerous discussions with the program committee.
- NAIOP Chicago DL group tried to plan an outdoor project tour at a truck terminal, but the company host pulled out.

**What do chapters' fall 2020 events and programming look like?**

- NAIOP Arizona will hold its annual comedy night outdoors in a drive-in movie theater in September. Attendees can either stay in their cars and listen over a low frequency FM channel or bring lawn chairs to place right outside their cars. Venue can host up to 500 cars maintaining social distancing. Car-hops will bring drink/food orders. The chapter will try to give sponsors the same level of exposure for the event as they would if it were held in person including number of tickets allowed. The comedian is Fortune Feimster. Comedian's fees is lower this year.
- NAIOP Central Florida will hold most events in 2020 virtually. A golf tournament is planned for January and perhaps a small afternoon scrimmage will be held in October.
- NAIOP Georgia will hold a series of small-group golf events.
- NAIOP Nashville will hold an in person golf event in 2020. All other programming will be virtual.
- NAIOP New Jersey is holding an outside reception with 160 attendees as part of their golf tournament in September.
- NAIOP New Mexico will hold its awards program at a local hotel (25% capacity) in December. Chapter will decide by early November if it will be a go.

- Their NAIOP at Night event is scheduled for poolside at a local hotel. Event will be held within 30 days of the governor allowing groups of more than five.
- Chapter DLs hope to hold their cornhole event.
- NAIOP Northeast Florida will hold an outdoor golf tournament in October. Tee times will be enforced with all meals outside (breakfast, box lunch & appetizers for less than 50 people in the last groupings). A clay shoot is planned for December. A holiday party may be held outside.
- NAIOP Pittsburgh added summer programs, including another DL bike tour and DL golf tournament. Outdoor events can go forward until the second week of October. All outdoor events are altered to small group activities without large receptions.
- NAIOP San Francisco Bay Area will hold all 2020 events virtually. Planned golf outing was canceled by the venue.

**NAIOP Central Ohio/DebbieLee DOUGHERTY on ASAE virtual annual meeting's recommended sessions:**

- Innovation During Times of Crisis by [Duncan Wardle](#) – keynote speaker who worked for Disney.
- Building an Association's Mobile Video Strategy in 30 Minutes - gave tools to develop easy-to-implement video strategies and content.
  - Recommended microphone: [https://www.amazon.com/gp/product/B079HRFH2Y/ref=ppx\\_yo\\_dt\\_b\\_asin\\_title\\_o00\\_s00?ie=UTF8&psc=1](https://www.amazon.com/gp/product/B079HRFH2Y/ref=ppx_yo_dt_b_asin_title_o00_s00?ie=UTF8&psc=1)
  - Video creation tool: <https://moshowapp.com/>
- ASAE Annual meeting content is available to ASAE members through August 31, 2020. Duncan Wardle's program is available through August 26, 2020.