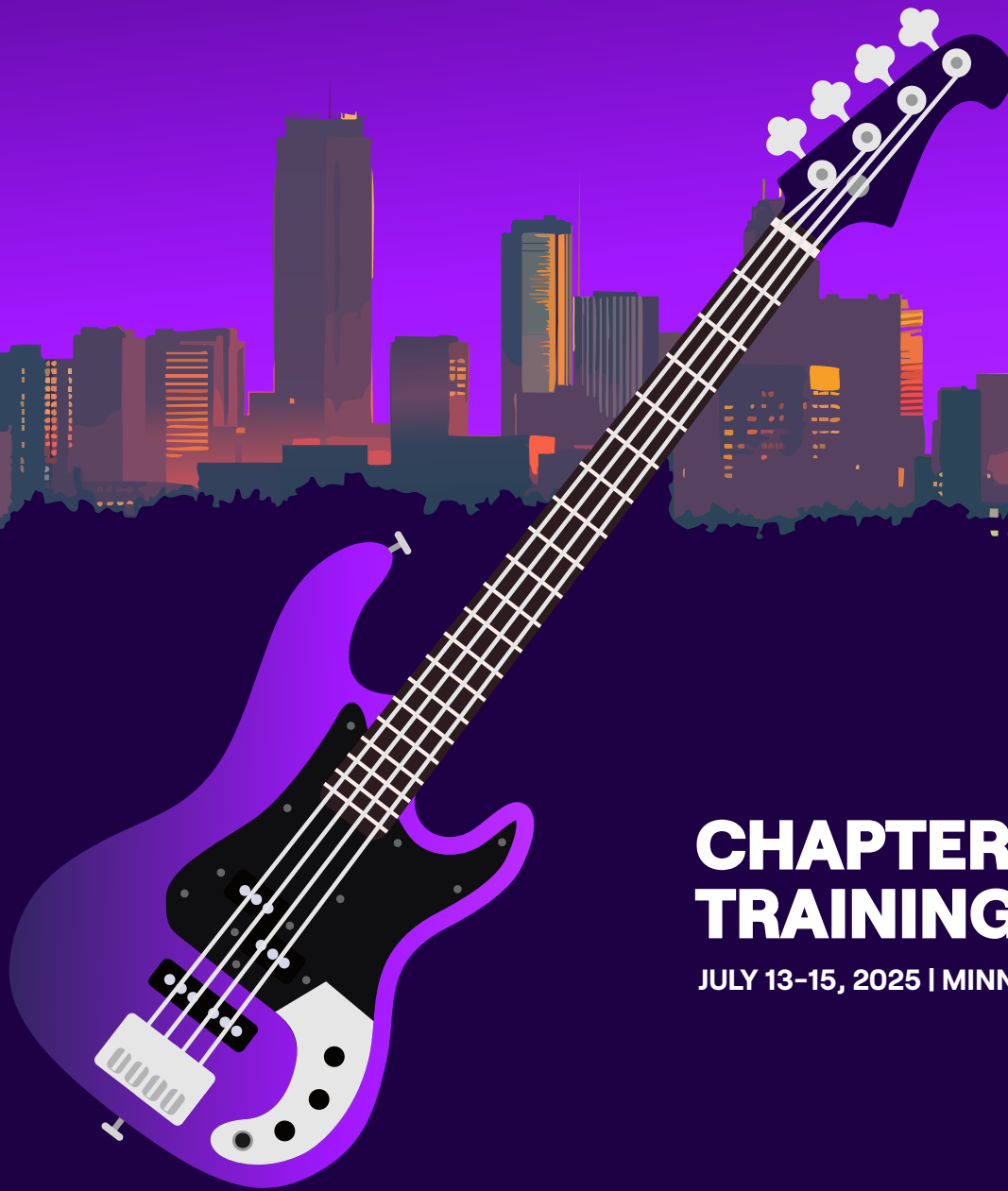


THE CCIM INSTITUTE

Advancing the Commercial Real Estate Profession



CHAPTER OFFICER TRAINING BOOK

JULY 13-15, 2025 | MINNEAPOLIS, MINNESOTA

DRIVING CHAPTER
SUCCESS



THE CCIM INSTITUTE

Advancing the Commercial Real Estate Profession

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*Chapter Resources Manual is separate document, included as a part of the Playbook.

THE CCIM INSTITUTE

Advancing the Commercial Real Estate Profession

The CCIM Institute Governance and Organization

The CCIM Institute 2026 - 2030 Strategic Plan

Vision: Empowering commercial real estate professionals by delivering invaluable education and expertise.

Mission: To elevate commercial real estate professionals to the highest levels of success through education, technology, and a global network.

Why			
OBJECTIVES		What	
GOALS		2026-2030 STRATEGIES	MEASURES
Elevate Brand Awareness	Attract the next generation Strengthen brand credibility and recognition	Conduct CCIM Marketing Campaign Deal-centric marketing, communications, and events Leverage Foundation programs Provide members with invaluable tools	Specific measures prior to 2026 budget approval.
Be the Gold Standard for CRE Education	Increase agility in educational development and delivery	Develop cutting-edge educational programs incorporating emerging technologies like AI Update curriculum creation and delivery system Implement lifelong learning program Establish CE option for the CRE industry Attract and retain top CRE professionals as instructors College/University course curriculum and outreach	
Enhance the CCIM Value Proposition	Increase Member loyalty/ customer acquisition & satisfaction	Deliver additional value in member benefits Integrate STDB and Foundation as key pillars of chapters Offer relevant CRE technology tools (app) & STDB software Improve chapter synergy and aligned vision with Institute Create business development resources for members to make more money Improve sector councils to include networking opportunities	
Create Sustainable Growth	Analyze and enhance income & expense revenue streams Simplify and update operations	Adopt global models Evaluate membership pricing and benefits Explore M&A activities for new offerings Improve candidate guidance Update operational systems for scalability and efficiency Broaden partnerships and alliances	

2025 MANAGEMENT TEAM



2025 President Steve Rich, CCIM, is senior director of retail services with Colliers International in Charlotte, N.C. Previously, he served on The CCIM Institute North Carolina Chapter Board of Directors, including as its 2012 President, and as Region 9 Vice President. At The Institute level, Rich has been a member of the Board of Directors since 2014, and in 2021 he was The CCIM Institute treasurer. Rich has also served on the following institute committees: Executive, Finance, and Governance. Licensed in North and South Carolina, he has more than 26 years

of commercial real estate experience in retail, land, and investment properties. Rich earned his CCIM Designation in 2006.



2025 President-Elect Adam Palmer, CCIM, is the Principal & Managing Director for LQ Commercial. Widely recognized as a leader within the industry and around the community, Palmer has been recognized by CoStar® as a 20-time “Power Broker” award winner. His transactional volume has led to his becoming one of only 149 dual specialist SIORs worldwide for his production in the office and industrial sectors. As a volunteer leader amongst his peers, he recently served as President of the Florida CCIM Chapter and is a past Executive Committee Board

Member of Florida Realtors, past President of Commercial Investment Professionals, past Board Member for NAIOP, At-Large Board Member with the Horizon Council, and regularly contributes to various philanthropic and charitable efforts. Palmer can also be found contributing to the courts as an expert witness or speaking at various real estate events, business functions, and universities. He has been covered on national media outlets such as FOX, CNN, MSNBC, CNBC, Bloomberg, Wall Street Journal, and others. Palmer earned his CCIM Designation in 2010.



2025 First Vice President Andie Edmonds, CCIM, a seasoned leader in commercial real estate who will assume the role of Global President in 2027. In 2024, as President of CCIM Technologies, Andie led efforts to revise the organization’s bylaws and establish advisory committees, modernizing CCIM Tech to meet the demands of 21st-century commercial real estate. With over 15 years of experience and transactions exceeding \$100 million, Andie’s leadership and innovation have shaped her career and her contributions to The CCIM Institute. She holds a Finance degree from the University of Oregon and the CCIM designation, signifying her expertise in market and financial analysis.



2025 Treasurer Brad Waken, CCIM, is the Proprietor Broker for Waken and Company Real Estate. Waken has more than 35 years of experience in the shopping center industry. Prior to Waken and Company, Waken grew up in the five-generation family grocery business in Enid, Oklahoma. In 1984, Enid Development Company was created to manage the grocery store-anchored shopping centers, along with multiple downtown and stand-alone retail and office buildings. In 2003, Waken joined J. Herzog & Sons Investments, a national, full-service real estate

company that manages over five million square feet of malls and shopping centers, along with other assets, including hotels, restaurants, industrial, office, and mineral rights. Waken earned his CCIM Designation in 2009.



2025 Treasurer-Elect Jim Tansey, CCIM, is president of Hawkeye Real Estate Investment Co., and Hawkeye Commercial Real Estate, a full-service commercial brokerage and property management firm serving eastern Iowa and western Illinois. He was first elected to The CCIM Institute Iowa Chapter Board of Directors in 2007, served as president in 2013, and continues to serve on the board today. In 2018, he served as the institute's Region 5 vice president. Tansey has been a member of the institute's Board of Directors since 2020 and has served on the Finance and Strategic Planning committees, as well as chairing the

Government Affairs committee in 2021. Licensed in Iowa and Illinois, he has 20 years of commercial real estate experience across all disciplines. Tansey earned his CCIM Designation in 2005.



Chief Executive Officer / Executive Vice President Paul Rumler is the Chief Executive Officer and Executive Vice President for The CCIM Institute. As CEO, Paul leads the professional team to collaborate with hundreds of volunteers to fulfill its organizational strategic plan. As a result, The CCIM Institute continues to set the benchmark and elevate commercial real estate professionals through its CCIM Designation, which is the commercial real estate's most coveted credential. Headquartered in Chicago, The CCIM Institute has a global network with CCIM Designees in over 30 countries and 59 CCIM chapters in the United States, Canada,

Japan, Taiwan, and Korea.

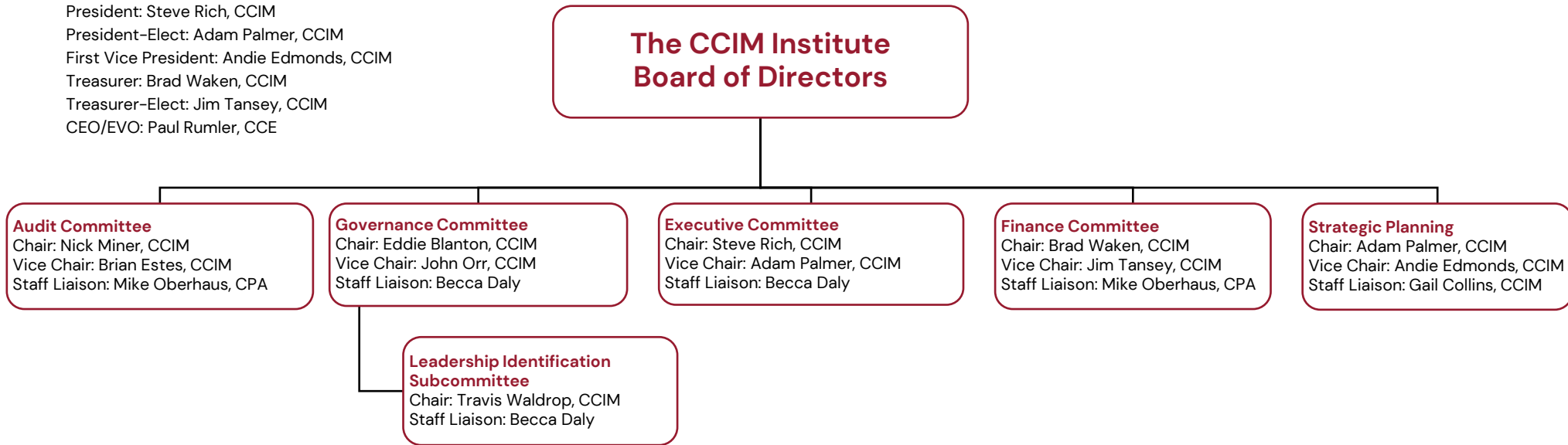
Paul has a passion for making an impact and transforming organizations to accomplish their vision. Before joining The CCIM Institute, Paul worked in the economic development and government sectors for 20 years. Paul's economic development experience includes roles as President & CEO and Chief Economic Development Officer for the Quad Cities Chamber in Illinois and Iowa, as well as Chief Strategy Officer for the Grand Rapids Chamber in Michigan. Paul's government experience spans the local, state, and national levels, including work as a Legislative and Staff Director in the Massachusetts State Senate and a Staff Assistant in the US Congress for the Minority Whip's Leadership Office.

Paul graduated from Black Hawk College and Georgia State University with an Economics degree. He is an accredited Chamber of Commerce Executive (CCE) from the Association of Chamber of Commerce Executives (ACCE).

2025 Governance and Committee Structure

Management Team

President: Steve Rich, CCIM
President-Elect: Adam Palmer, CCIM
First Vice President: Andie Edmonds, CCIM
Treasurer: Brad Waken, CCIM
Treasurer-Elect: Jim Tansey, CCIM
CEO/EVO: Paul Rumler, CCE



Education

2025 Presidential Liaison: Carleen Barth, CCIM
2026 Presidential Liaison: Nate Worthen, CCIM

	Chair	Vice Chair	Staff Liaison
Education Committee	David Monroe, CCIM	George Wilson, CCIM	Steve Welch
Curriculum Subcommittee	Lydia Bennett, CCIM	Todd Clarke, CCIM	Barbara Klein
Education Long Range Planning Subcommittee	Evelyn Ward, CCIM	Mark Cypert, CCIM	Sandra Samargis
Faculty Subcommittee	Barbara Crane, CCIM	Alec Pacella, CCIM	Denise Rosemon
University Outreach Subcommittee	Chris Morris, CCIM	Candis Pressley, CCIM	Sandra Samargis
Ward Center for Real Estate Studies Subcommittee	Craig Finrock, CCIM	Lou Nimkoff, CCIM	Derek Beacher

F.I.T. (Foundation, International, Technology)
 2025 Presidential Liaison: Michael Williamson, CCIM
 2026 Presidential Liaison: Helen Chong, CCIM

	Chair	Vice Chair	Staff Liaison
The CCIM Institute Foundation	David Wilson, CCIM	Richard Slaton, CCIM	Kari Pantol
International Activities Committee	Veronica Malolos, CCIM	Michelle Leung, CCIM	Jessica Garcia
The CCIM Institute Technologies	Richard Juge, CCIM	Craig Finrock, CCIM	Carol Campbell, CCIM

Membership
 2025 Presidential Liaison: Michael Reeves, CCIM
 2026 Presidential Liaison: Marina Hammersmith, CCIM

	Chair	Vice Chair	Staff Liaison
Designation Committee	Cody McGuire, CCIM	Max Schwartzstein, CCIM	Lynnette Briggs
Diversity, Equity, and Inclusion Committee	Candis Pressley, CCIM	Chris Morris, CCIM	LaShay Sydnor
Government Affairs Committee	Kim Reagan, CCIM	Carson Halley, CCIM	Gail Collins, CCIM
Professional Standards Committee	Patrick Palmer, CCIM	Kelley Glenn, CCIM	Domonique Joiner

Member Services
 2025 Presidential Liaison: Scott Overby, CCIM
 2026 Presidential Liaison: Bo Barron, CCIM

	Chair	Vice Chair	Staff Liaison
Marketing Committee	Leslie Biskner, CCIM	Jared Martin, CCIM	Rhys Fullerlove
Member Services Committee	Bo Barron, CCIM	Vicki Patterson, CCIM	Domonique Joiner
Chapter Activities Subcommittee	Michael Williamson, CCIM	Jessica Johnson, CCIM	LaShay Sydnor
Networking Subcommittee	Chris Jacobson, CCIM	Hampton Friedman, CCIM	LaShay Sydnor
Regional Activities Subcommittee	Jason Holland, CCIM	Dave Gambaccini, CCIM	LaShay Sydnor

2025 CCIM INSTITUTE BOARD OF DIRECTORS ROSTER

2025 OFFICERS

- President: Steve Rich, CCIM
- President-Elect: Adam Palmer, CCIM
- First Vice President: Andie Edmonds, CCIM
- Treasurer: Brad Waken, CCIM
- Treasurer-Elect: Jim Tansey, CCIM
- CEO/EVP: Paul Rumler (*Ex-Officio/Non-Voting*)

2025-2026 PRESIDENTIAL LIAISONS

- Education: Carleen Barth, CCIM' / Nate Worthen, CCIM'
- F.I.T.: Michael Williamson, CCIM' / Helen Chong, CCIM'
- Membership: Michael Reeves, CCIM' / Marina Hammersmith, CCIM'
- Member Services: Scott Overby, CCIM' / Bo Barron, CCIM

Presidential Liaisons are ex-officio non-voting board members unless otherwise elected as a Director.

**One Vote'*

ELECTED DIRECTORS 2023 – 2025 (16)	ELECTED DIRECTORS 2024 – 2026 (16)	ELECTED DIRECTORS 2025-2027 (16)	2025 RVPs (12)
Lydia Bennett, CCIM (<i>Exec</i>)	Adrian Arriaga, CCIM (<i>Exec</i>)	Holly Buchanan, CCIM (<i>Exec</i>)	Region 1: Carl Grending, CCIM Region 2: Cody McGuire, CCIM Region 3: Katie Wilking, CCIM Region 4: Glenn Preuss, CCIM Region 5: Adam Abrams, CCIM Region 6: Todd Harris, CCIM Region 7: Jim Conrad, CCIM Region 8: Liz Menendez, CCIM Region 9: James Milner, CCIM Region 10: Lisa Lord Edmonds, CCIM Region 11: Stephanie Romano, CCIM Region 12: Manjit Saggu, CCIM
Ernest Brown, CCIM (<i>Exec</i>)	Kimberly Baker, CCIM	Carleen Barth, CCIM'	
Tina Marie Eloian, CCIM	Helen Chong, CCIM'	Leslie Biskner, CCIM	
Dave Gambaccini, CCIM	Robby Eaves, CCIM	Brian Estes, CCIM	
Bev Larson, CCIM	Larry Eu, CCIM	Craig Finfrock, CCIM	
Bill Milliken, CCIM	Jason Holland, CCIM	Kelley Glenn, CCIM	
Bill Moss, CCIM	Randal Kung, CCIM	Richard Gonzalez, CCIM	
John Orr, CCIM	Bobbie Mastracci, CCIM	Max Hamidi, CCIM	
Scott Overby, CCIM'	John McClure, CCIM (<i>Exec</i>)	Marina Hammersmith, CCIM'	
Michael Reeves, CCIM'	Barbara Ann Monahan, CCIM	Michael Hinton, CCIM	
Agnes Rivera, CCIM	Lou Nimkoff, CCIM	Ellen Hsu, CCIM (<i>Exec</i>)	
James Robertson, CCIM'	Patrick Palmer, CCIM	Veronica Malolos, CCIM	
Jose Serrano, CCIM	Stephen Rigl, CCIM	Nick Miner, CCIM	
Timothy Veler, CCIM	Richard Slaton, CCIM	Chere Roane, CCIM	
Travis Waldrop, CCIM	Tom Wallin, CCIM	Michael Williamson, CCIM'	
Soozi Jones Walker, CCIM	Evelyn Ward, CCIM (<i>Exec</i>)	Nate Worthen, CCIM'	

PAST PRESIDENTS (26)

BK Allen, CCIM	1996	Joe Fisher, CCIM	2007	Ron Myles, CCIM	1986	John Stone, CCIM	1991
Tim Blair, CCIM	2021	Richard Juge, CCIM	2010	Steve Price, CCIM	2006	Dewey Struble	1998
Eddie Blanton, CCIM	2020	Leil Koch, CCIM	2012	David Schnitzer, CCIM	2023	Ralph Varnum, CCIM	1985
Leslie Callahan, CCIM	2022	Karl Landreneau, CCIM	2014	Cynthia Shelton, CCIM	2002	David Wilson, CCIM (<i>Exec</i>)	2018
D'Etta Casto-DeLeon, CCIM (<i>Exec</i>)	2024	Pius Leung, CCIM	2005	Darbin Skeans, CCIM	2001	Robin Webb, CCIM	2017
Barbara Crane, CCIM	2019	Jay Lucas, CCIM	1995	Larry Smith, CCIM	1981		
Allen Feltman, CCIM	1999	Mark Macek, CCIM	2015	Barry Spizer, CCIM	2003		

Pursuant to your fiduciary duties to The CCIM Institute, The CCIM Institute's Conflict of Interest Policy, and the ILLINOIS Not-for-Profit Act, you must disclose any conflict of interest and you must recuse yourself from debate and any vote taken on the matter, especially when you have a financial interest in the matter that is discussed. As a volunteer, committee, or board member of The CCIM Institute you are reminded that The CCIM Institute must guard against any antitrust activities as referenced below.

Your cooperation is very important and most appreciated.

Antitrust

All present are reminded that The CCIM Institute must guard against any antitrust activities. The CCIM Institute is a not-for-profit organization. It is not organized for the purpose of, and may not play any role in, the competitive decisions of its members, nor in any way restrict competition among members or potential members. To avoid possible liability for you, individually, and for The CCIM Institute under antitrust laws, your presence at this meeting and/or in other activities of The CCIM Institute indicates your agreement to comply with the following rules:

- ▶ Do not discuss or engage in conduct to suggest fixing prices, fees, or other terms and conditions that affect price, fees for products or services of members of The CCIM Institute.
- ▶ Do not share information regarding current or future prices or fees for products or services of members of The CCIM Institute.
- ▶ Do not discuss discouraging or withholding patronage or services from or encouraging exclusive dealing with any supplier or purchaser or group of suppliers of purchases of products or services, any actual or potential competitor or group of actual potential competitors or any private or governmental entity.
- ▶ Do not discuss boycotting or refusing to deal with certain competitors, suppliers, customers, or groups of suppliers or customers.
- ▶ Do not discuss bids, tenders, solicitations or other invitations to bid in which members of The CCIM Institute or others in the profession may be interested.
- ▶ Do not discuss allocating or dividing customers, territories, or markets in which members of The CCIM Institute sell, may sell or refuse to sell their products and services.
- ▶ Do not discuss costs, inventories, product capacities, profits, profit margins, market studies or surveys, market shares, or other current or future business matters that may affect competition among the participants at the meeting.

THE CCIM INSTITUTE

Advancing the Commercial Real Estate Profession

What is The CCIM Institute?

Quick Facts

What is The CCIM Institute?

The CCIM Institute has a global footprint, an unrivaled reputation, and a suite of value offerings that elevates our members among other commercial real estate professionals. The CCIM Institute's courses and worldwide community deploy commercial real estate investment methodologies and tools that speed the pathway between opportunity, a go/no-go decision, and success for an asset, taught by instructors who are themselves industry leaders. Today, the organization, through its 59 chapters, continues to innovate through its core Designation program to earn the CCIM Pin — real estate's most coveted credential — and its topical education courses offered through the Robert L. Ward Center for Real Estate Studies.

What Is a CCIM?

Combining the very best in experience, education, and ethics — the CCIM Designation is earned by individuals who have committed the time, resources, and thought leadership to affirm themselves at the forefront of commercial real estate industry with confidence and authority. The CCIM Pin denotes that the wearer has completed advanced coursework in financial and market analysis, and demonstrated extensive experience in the commercial real estate industry.

Above all, the CCIM Designation represents proven expertise in financial, market, and investment analysis, in addition to negotiation. Courses in these core competencies are taught by industry professionals, ensuring all material reflects the state of the industry. With this real-world education, CCIM Designees are able to help their clients:

- ▶ Minimize risk
- ▶ Enhance credibility
- ▶ Make informed decisions
- ▶ Close more deals

Quick Facts

- ▶ The CCIM Institute has been the leader in educating and equipping professionals in commercial real estate for over 50 years.
- ▶ Global network: There are members of The CCIM Institute in more than 30 countries around the world.
- ▶ Local network: There are 59 chapters around the world offering additional networking and education opportunities.
- ▶ Over 9,000 individuals currently hold the Designation. Another 4,000 are currently in pursuit.
- ▶ CCIMs complete over 160 hours of coursework in financial analysis, market analysis, investment analysis, and tenant analysis.
- ▶ 47% of members of The CCIM Institute are brokers. The remaining 61% includes investors, developers, consultants, property managers, tenant reps, corporate real estate executives, landlord representatives, appraisers, and lenders/bankers.
- ▶ 70% of members of The CCIM Institute hold the title of owner/principal/partner, president, vice president, or broker.
- ▶ Members of The CCIM Institute close thousands of deals annually, representing more than \$200 billion in value.
- ▶ CCIM Designees earn twice as much in annual gross personal income than non-designated professionals.

Education and Designation

Course Formats

There are four formats for courses offered through The CCIM Institute:

- **Classroom:** Learn in a traditional classroom environment. Interact and network with other professionals in a collaborative, small-group setting (approx. 4 days).
- **Online Instructor-Led:** Combine the personal attention of an instructor with the flexibility of online learning. Courses have two virtual sessions per week and defined start and end dates. All materials are provided online (approx. 5 weeks).
- **Online Self-Paced:** Independently complete the course in one sitting or spread it out over several weeks. All materials are provided online (approx. 90 days)
- **Virtual:** A condensed version of our popular online instructor-lead format that provides enhanced engagement with your industry peers and your instructor. All materials are provided online (duration varies by course).

Course	CCIM Institute Member Rate	Non-Member Rate
CI 101	\$1,299	\$1,899
CI 102	\$1,499	\$1,899
CI 103	\$1,499	\$1,899
CI 104	\$1,499	\$1,899
Negotiations	Varies	Varies
Ethics Course	Free	\$49
Two Elective Credits	Varies	Varies

Designation Requirements

To earn the CCIM Designation through the general candidacy program, you must:

1. **Become a Candidate of the Institute:** Institute membership is required prior to submitting the Portfolio of Qualifying Experience and sitting for the Comprehensive Exam. Students are encouraged to become members as soon as they start the program to take advantage of the tuition discounts, Site To Do Business, and other benefits.
2. **Successfully Complete the Designation Curriculum:**
 - CI 101: Financial Analysis for Commercial Investment Real Estate
 - CI 102: Market Analysis for Commercial Investment Real Estate
 - Eight hours of negotiations training through one of these two courses:
 - Preparing to Negotiate (online, self-paced)
 - Commercial Real Estate Negotiations (classroom)
 - CI 103: User Decision Analysis for Commercial Investment Real Estate (Pre-requisites: CI 101 and eight hours of negotiations training)
 - CI 104: Investment Analysis for Commercial Investment Real Estate (Pre-requisites: CI 101 and eight hours of negotiations training)
 - Ethics Course (online)
3. **Earn Two Elective Credits:** Credits can be earned through non-designation courses, taking the Course Concepts Review (CCR), and for every 12 months of continuous membership. A full list of qualifying electives is online.
4. **Submit the Portfolio of Qualifying Experience:** The portfolio may be submitted any time after the completion of the CI 101 and before registering for the Comprehensive Exam. The portfolio must be approved before taking the Comprehensive Exam. Information on the requirements and the portfolio handbook can be found at <https://www.ccim.com/education/pursue-ccim-designation/portfolio-qualifying-experience>.
5. **Pass the Comprehensive Exam:** Held twice a year in the U.S. and as-needed internationally, the Comprehensive Exam tests members' knowledge of CI 101-104 concepts. Learn more at <https://www.ccim.com/education/pursue-ccim-designation/comprehensive-exam>.

Time and Cost

The CCIM Designation program was designed to help you work at your own pace. While students typically complete the program in one to three years, others haven taken anywhere from six months to 10 years to complete this program. Learn more at www.ccim.com/time-cost.

The CCIM Institute's Robert L. Ward Center for Commercial Real Estate Studies

- The Robert L. Ward Center for Commercial Real Estate Studies, named after past of The CCIM Institute President Robert L. Ward, CCIM, was created to provide continuing education and thought leadership to The CCIM Institute's members and non-members on timely topics in the commercial real estate industry.
- Course topics include financial investment tools, market analysis, tax issues, business development, negotiations, and crowdfunding, among others.

Sample of Robert L. Ward Center for Commercial Real Estate Studies Courses	Member Rate	Non-Member Rate
Introduction to Development Workshop	\$780	\$1,029
Foundations for Success in Commercial Real Estate	\$409	\$469
Commercial Real Estate Asset & Portfolio Management	\$229	\$269
Successful Strategies for Tenant Representation	\$189	\$229
Ground Lease Fundamentals	\$119	\$159

Introduction to Commercial Real Estate Certificate Program

- The Introduction to Commercial Real Estate program is an introductory pathway designed to provide professionals with a fundamental understanding of commercial real estate, familiarity with essential financial analysis tools, and basic professional skills needed to enter the field. The curriculum consists of 40 hours of coursework: 3 required courses (Foundations, Negotiations, and Ethics) +21 hours of elective credits. More information can be found at <https://www.ccim.com/introcert>.
- The Introduction to Commercial Real Estate program is available to anyone looking to jump-start their career in the industry. We hope it serves as just the beginning of your educational journey with The CCIM Institute.

Development Specialty Track

- The Development Specialty Track program provides commercial real estate developers, investors, and consultants with an understanding of the resources and business practices required for successful development projects. The program content is structured around the Real Estate Development Matrix designed by Daniel Kohlhepp, Ph.D., Academic Director, Accelerated MSRE Program The Johns Hopkins Carey Business School. More information can be found at <https://www.ccim.com/education/professional-development/development-specialty-track>.
- Courses in the Development Specialty Track curriculum are open to all students. However, only current CCIM Designees can earn the Development Specialty distinction.

Membership and Benefits

Membership is \$695 per calendar year for U.S. members. New members pay prorated dues based on the month they join. Learn more at www.ccim.com/membership.

Candidates are members working towards their CCIM Designation and may not display the CCIM Designation or logo. Candidates may state "I am a candidate pursuing the CCIM Designation" in their resume and bio. Only those who have completed the Designation program are allowed to display the CCIM Designation and pin logo as long as membership is maintained with The CCIM Institute and National Association of REALTORS®.

Candidates	Designees
- Tuition discounts on all The CCIM Institute Designation curriculum. - Access to Site To Do Business - DealShare: Preference-matching marketing platform - Subscription to <i>CCIM Connections</i> magazine - Access to member exclusive webinars - Discounts on in-person conferences - The CCIM Institute Member Advantage Program - Access to CCIM Connect	- Use of the CCIM Pin logo and lapel pin - Find a CCIM professional profile - Access to CCIM Connect - Networking and dealmaking opportunities - Access to Site To Do Business - Designation toolkit, including promotional materials and branded business templates - DealShare: Preference-matching marketing platform - CCIM.net email and Google Workspace - CCIM Property Listing Service - Subscription to <i>CCIM Connections</i> magazine - Access to member exclusive webinars - The CCIM Institute Member Advantage Program

Fast Track and University Fast Track

Fast Track

Fast Track members need to complete six courses as part of the Designation curriculum and sit for the Comprehensive Exam within 24 months from starting the program. The elective credit and portfolio requirements are waived.

Professionals with the following Designations can apply for the Fast Track program:

- AACI
- ALC
- CLO
- CMB
- CRF
- CPM
- CRE
- FRI*
- MAI/SRPA
- RICS (MRICS or FRICS)*
- RPA
- SIOR

*Visit www.ccim.com/fast-track for more information.

University Fast Track - Master's

Graduates of real estate master's programs from approved colleges and universities can receive credit for three of The CCIM Institute's Designation curriculum courses - CI 101, CI 102, CI103, or CI 104 - and have the elective credit requirement waived.

Requirements: one Designation curriculum course, Ethics course, eight hours of negotiation training, submit a portfolio, and sit for the Comprehensive Exam all within 48 months from starting the program.

University Fast Track - Undergraduate

Graduates of real estate and/or finance undergraduate programs from approved colleges and universities can receive credit for CI 101 upon successful completion of the CI 101 exam.

Requirements: CI 102, CI 103, CI 104, Ethics course, and eight hours of negotiation training, submit a portfolio, and sit for the Comprehensive Exam all within 72 months from starting the program.

View the list of participating universities at www.ccim.com/univ-fast-track.

The CCIM Institute believes in equipping the next generation of commercial real estate professionals with practical skills and tools to best serve their clients and build their own careers.

CCIM Designation Program

The CCIM Designation is one of the most recognizable indicators of professional achievement in commercial real estate.

Individuals who complete the CCIM Designation program are awarded the CCIM Designation and are given the iconic CCIM lapel Pin. CCIMs complete a series of courses, provide evidence of their experience in the industry, and bring it all together in a final and comprehensive exam.

University Outreach

The University Outreach program is designed to help students and graduates achieve their real estate career goals. CCIM is the Designation to pursue professional education, networking opportunities, and industry-leading technology in the commercial and investment real estate world.

International Program

Worldwide, The CCIM Institute works to provide the best commercial and investment real estate education and services, promote recognition of the CCIM Designation as the hallmark of excellence, and facilitate networking among all of its members. The International Program connects individuals in countries outside of the U.S. with international partners for commercial real estate training and networking. Currently, there are over 1,000 CCIMs representing 30 countries, outside of the U.S.

CCIM Diversity and Inclusion Statement

The CCIM Institute and its chapters strive to embrace diversity through education, awareness, and business practices. We are committed to be an inclusive and open organization that embraces and values differences, welcomes all individuals and provides an equal opportunity environment for all. We will hold ourselves accountable for delivering on this vision.

CCIM Mentor

Navigating your way into commercial real estate or even among the large member network of The CCIM Institute can be difficult. The CCIM Mentor is an exclusive online platform that matches undergraduate and graduate students interested in beginning their careers in commercial real estate and new CCIM Designees interested in specializing or getting more involved with The CCIM Institute with experienced CCIM mentors.

The Jay W. Levine (JWL) Leadership Development Academy

Named after Jay W. Levine, The CCIM Institute's first President and its second Designee, this nine-month program is designed to build the skills and self-knowledge participants need to fulfill leadership roles with The CCIM Institute, other real estate organizations, in business, and in the community.

With a blend of online and in-person training, the curriculum of the Academy is built upon core competencies for effective leadership in association, business, and community settings, with a focus on the understanding and application of leadership principles and techniques to further the personal and professional leadership development goals of participants.

Learn more at www.ccim.com/about-ccim/programs.

THE CCIM INSTITUTE

Advancing the Commercial Real Estate Profession

Portfolios, Exam Dates, and Deadlines

Quick Reference Guide

Who needs to submit a portfolio?

Candidates must submit a portfolio to earn the CCIM Designation unless they are approved for the Fast Track Program. To see if you qualify for the Fast Track Program, visit www.ccim.com/membership/fast-track.

When do I submit my portfolio?

Active candidates are eligible to submit a portfolio any time after passing CI 101. University Fast Track members are eligible to submit a portfolio after passing CI 103 or CI 104 depending on the specific program.

Submitted portfolios are reviewed twice a year, typically in February and August. Review the Designation calendar at www.ccim.com/Designation/calendar for submission deadlines and corresponding Comprehensive Exam information.

Where and how do I submit my portfolio?

All portfolios are submitted online:

- ▶ Upload documents at portfolio.ccim.com in PDF format (email, Dropbox and/or zipfile are not permitted).
- ▶ Follow the step-by-step instructions within the online portal.
- ▶ Submit the portfolio for review and remit the submission fee.

How do I know the status of my submission?

You will receive an email approximately four weeks after the submission deadline with one of the following messages:

- ▶ **Approved:** Your submission is approved.
- ▶ **Incomplete:** Your submission is missing minor documents or details (e.g. a signature on your application or a recommendation), but your submission is otherwise acceptable. You have 30 days to supply the missing information to Designation@ccim.com for your submission to be approved.
- ▶ **Disapproved:** Your submission does not meet the criteria. Contact the reviewer indicated in your email notice directly with requested documents or questions. You have 30 days to supply these materials to the reviewer.

What are the current volume requirements?

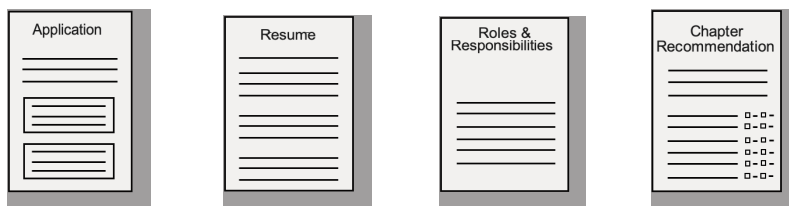
- ▶ Three or more activities totaling a minimum of \$30 million, or
- ▶ Exactly 10 activities totaling a minimum of \$10 million, or
- ▶ 20 activities with no dollar volume requirement.

Qualifying activities are those that have taken place within five years of the portfolio's submittal date and in which the candidate has had substantial participation.

What do I include in my portfolio?

The type of portfolio you submit will depend on your specialization, role, and years of experience in commercial real estate. To see what roles and activities qualify, please review the Portfolio Handbook found at www.ccim.com/portfolio.

All submissions include:



The remaining documents will vary depending on the type of portfolio you are submitting.

Traditional

Submit a traditional portfolio if you:

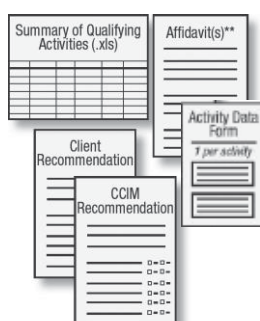
- ▶ Have at least **two years but fewer than five years** of full-time experience in commercial real estate, OR
- ▶ Will be using a **lease renewal or extension, or financial analysis**, as one or more of your qualifying activities.



Streamlined

Submit a streamlined portfolio if you:

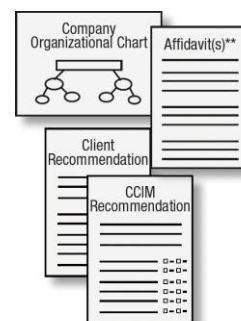
- ▶ Have **at least five years** of full-time experience in commercial real estate, AND
- ▶ Will not be using a **lease renewal or extension, or financial analysis**, as one or more of your qualifying activities.



Non-Transactional

Submit a non-transactional portfolio if you:

- ▶ Are in a **high-level professional role** that does not involve brokering transactions, AND
- ▶ Have been in this role for **at least five consecutive years**.



*Proof of Participation: At least two proofs of material participation in addition to settlement documentation for each activity.

**Affidavit: Signed and notarized from the CFO, CPA, or Managing Broker from each firm the Candidate was a member of during the previous five years.

All forms are available for download on the portfolio portal at portfolio.ccim.com. Your resume and company organizational chart may be uploaded in any format.

Still have questions?

Visit www.ccim.com/portfolio to view the Portfolio Handbook, which provides specifics about qualifying activities and professional roles.

For additional guidance email Designation@ccim.com or call +1 (800) 621-7027 ext. 4517.

Upcoming deadlines to be aware of as you help candidates prepare for the next Comprehensive Exam.

2025

Fall 2025 | JW Marriott Parq Vancouver

- ▶ Portfolio Due Date: July 25, 2025
- ▶ Exam Registration Deadline: September 12, 2025
- ▶ Course Concepts Review (CCR) In-person: October 6 – 7, 2025
- ▶ Comprehensive Exam: October 8, 2025

2026

Spring 2026 | Loews Hotel Philadelphia

- ▶ Portfolio Due Date: January 16, 2026
- ▶ Exam Registration Deadline: March 27, 2026
- ▶ Course Concepts Review (CCR) In-person: April 20 – 21, 2026
- ▶ Comprehensive Exam: April 22, 2026

THE CCIM INSTITUTE

Advancing the Commercial Real Estate Profession

Chapter Resource Manual

FOREWORD

The CCIM Institute Chapter Resource Manual was developed to familiarize chapter leaders with activities and programs of The CCIM Institute, assist chapter officers with their duties and responsibilities and provide reference information, guidance, and suggestions. Information within the manual is easily adaptable to meet the needs of all chapters. Regardless of your role next year, you will find helpful tips to make it an enjoyable and rewarding experience.

Additions and/or corrections will be distributed periodically. Please make copies as necessary to ensure your chapter's leadership is well informed and up to date. If additional assistance is needed, please contact The CCIM Institute's Chapter/Region Support Team.

The CCIM Institute

Chapter/Region Support Team

chaptercoordinator@ccim.com

430 North Michigan Avenue, Suite 700

Chicago, IL 60611-4092

800-621-7027

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To access chapter documents: Chapter Resources > [Chapter Governing Documents](#)

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Chapter 1 – LOCAL CHAPTER LEADERSHIP

The strength of any organization rests with those individuals whose actions, decisions and policies most directly influence or are influenced by individual members. The CCIM Institute firmly believes chapters are an important part of its overall organization.

- ▶ The chapters are best positioned to closely associate with members.
- ▶ Through events, programs, and activities, the chapter must develop and maintain an individual's interest and desire to participate.

Activity is the strength and measure of The CCIM Institute. Without an active program involving as many members as possible, no organization can grow, prosper, and attain the objectives for which it was formed. The greatest opportunity for involving members exists at the chapter level. Association-level programs are not intended to replace or compete with local activity. On the contrary, they are designed to complement chapter activity and to provide models for chapter programs.

Key Chapter Personnel

- ▶ Board of Directors
- ▶ Chapter President/President-elect
- ▶ Chapter Vice President
- ▶ Past President
- ▶ Committee Chairperson & members
- ▶ Secretary/Administrator
- ▶ Treasurer

1.1– Qualifications for Chapter Office

The following sections outline responsibilities of primary elected officers (President, Vice President, President- Elect, Secretary, and Treasurer), and responsibilities for various appointed positions. Some of these positions have certain qualifications, such as accounting knowledge for the Treasurer, or require specific facilities, such as access to clerical assistance for a chapter Secretary/Administrator.

However, all chapter leaders (Officers, Directors, committee chairs and others) should possess certain personal qualifications. Often these are assumed and taken for granted.

Desirable qualifications for chapter office:

- ▶ Genuine dedication to the purposes of the organization.
- ▶ Willingness to devote time and effort.
- ▶ Ability to organize time and resources.
- ▶ Ability to motivate others.
- ▶ Sincere desire to participate and be actively involved.
- ▶ Ability to work effectively in a group.
- ▶ Effective interpersonal communication.
- ▶ Ability to deal with people on a personal basis as well as extend and accept criticism.

Other important considerations for chapter office are:

- ▶ Will the individual's employer approve of the time and probable expense (i.e., travel) involved?
- ▶ Does the individual have a good attendance record at chapter meetings and a demonstrated willingness to accept the chapter responsibilities of the committee?

If a chapter has a policy of *"progression through the chairs,"* everyone nominated for the initial position must possess the necessary qualifications not only for that office but also for all succeeding offices.

1.2 – Election of Officers

Election of officers should occur no later than June 1 in the year proceeding the term in which the officers will serve. For example, where the officer's term will begin January 1, 2024, the election to that position should take place no later than May 30, 2023.

This will provide the incoming officers the opportunity to participate in the annual Chapter Officer Training which is generally scheduled in July or August and provides officers the opportunity to attend the Fall Forum prior to beginning their term.

1.3 – Installation of Chapter Officers

Installation of incoming chapter officers should be held following the Fall Forum and before the end of the calendar year, prior to the year in which the officers will serve. The installation can occur during a formal event or informally at a special membership meeting.

After the type of installation ceremony has been selected, chapters should decide who will conduct it. In addition to the outgoing Chapter President, the chapter may consider inviting the Regional Vice President, President of the local commercial board and President of The CCIM Institute to participate in the ceremony.

Installation of Chapter Officers Template can be found online in Chapter Resources.

1.4 – Chapter Board of Directors

The governing body of each chapter is the Board of Directors. The success of every chapter's program and activity is the responsibility of the Board of Directors.

The Board of Directors is comprised of chapter officers and other members (Directors, Past Presidents, Committee Chairs, etc.) in accordance with the individual chapter's bylaws. The Board of Directors is responsible for the management of the chapter's affairs and supervises all chapter property. It should meet regularly to carry out its responsibilities. Meetings should be scheduled in advance to assure maximum attendance. It is also the responsibility of the Board of Directors to determine the basic format and length of the general membership meetings.

All members of the Board of Directors should be thoroughly familiar with the chapter's bylaws and the chapter's relationship to the national organization.

1.5 – Establishing Goals

The Board of Directors should clearly state chapter goals; both short term and long range and make them available to the membership. Each chapter committee and activity should be established and/or continued based on contribution to these goals.

To proudly acknowledge chapter achievements, evaluate progress and provide accountability of goal attainment, objectives must be measurable. Chapter members should be informed of the strategic direction their board leadership is moving and how they can contribute to the chapter's success.

A copy of The CCIM Institute Long-Range Plan and Mission Statement is available at www.ccim.com. The CCIM Institute Long-Range Plan should be considered when adopting chapter goals and objectives.

1.6 – Finances/Budget

At its first meeting of the year, preferably with the outgoing officers, the Chapter Board of Directors:

Decides which officers will have the authority to sign checks. Checks usually carry a single signature, with two officers authorized to sign (dual signature is preferable).

Reviews its banking relationship. The Board of Directors is responsible for selecting the bank where normal operating funds will be deposited (excess funds should be assigned to interest-bearing accounts.) Considerations include interest rate, withdrawal restrictions and FDIC insurance.

The Board of Directors is also responsible for approving a budget for the year and establishing policies for management of chapter funds. A budget is essential for implementing a yearly program of service to the chapter membership. Cash management practices and internal controls should be established to ensure proper use of chapter funds.

Chapters should have a thorough financial policy and an annual budget to achieve chapter goals. It is normal for a small committee to prepare the budget rather than the entire board of directors. The Budget Committee should involve at least the President, immediate Past President, Treasurer and, in a transition year, the former Treasurer.

Review the chapter's mission statement, strategic plan, and business plans for the upcoming year.

A key concern when preparing the budget is chapter meetings. "Profit" from a chapter meeting should not be a windfall. It should be planned as part of the operating budget and/or an addition to chapter reserves. A forecast of member and meeting revenues/expenditures is needed to ensure optimal budget management.

Fixed items of expense should be considered first when establishing a budget. Examination of historical financial records will clarify what expenses are relatively fixed.

The next step might be developing a "blue sky" expense budget--estimated expenses for achieving all chapter objectives considered for the next year.

Assuming fixed income will not offset these expenses; consider ways to generate additional sources of income. Determine market influences and their impact to members.

The next step is to prioritize goals. Decide what activities the chapter can pursue with its resources.

The purpose of a non-profit organization like The CCIM Institute and its chapters is not to accumulate funds. All income, except for operating reserves, should be employed in activities designed to benefit the membership and advance the profession. Accumulation of funds can endanger a non-profit organization's tax-exempt status unless specific purposes and uses are explained.

The CCIM Institute is classified by the Internal Revenue Service as a 501 (c) (6) tax-exempt organization. Individual state governments determine whether or not a CCIM chapter can be exempted from payment of state sales taxes. Each chapter needs to file for this non-profit status.

1.7 – Model Chapter Bylaws and Minimum Requirements

The model chapter bylaws for chapters of The CCIM Institute were designed to serve as a guide for chapters to use when developing their own bylaws. They cover such areas as chapter membership, dues and fees, chapter meetings, chapter officers, elections, and committees. They are structured to give chapters flexibility. It is, however, recommended that a chapter generally follow the guidelines of the model bylaws closely to eliminate any conflicts.

Chapters should review the model bylaws and compare them to their own bylaws. All chapters are required to meet The CCIM Institute chapter minimum requirements which are noted as requiring verbatim adoption.

When proposing amendments to existing bylaws:

- ▶ First, the changes should be approved by two-thirds of the chapter's Designee members based on the chapter's bylaws.
- ▶ Then a copy of the old bylaws and proposed amendments (with the changes highlighted on both) must be submitted to The CCIM Institute and approved by The CCIM Institute's CEO.
- ▶ This all must take place before the amendments can be adopted.

A sample of the Model Chapter Bylaws is in the CCIM Governance Reference Library on CCIMConnect.com.

1.8 – Chapter Officer Leadership Training

As needed in July or August, The CCIM Institute, regions, and chapters participate in Chapter Officer Leadership Training. This training is designed to: develop chapter leadership, share best practices, update current and future chapter leaders on national policies and procedures as well as services and benefits available to them and their chapter from The CCIM Institute. The training is provided by CCIM Institute staff, and leadership.

The program agenda includes:

- ▶ Updates from leadership and staff on current national issues that affect the chapters and regions.
- ▶ Developing chapter goals and objectives for the upcoming year.
- ▶ Services/programs available from The CCIM Institute.
- ▶ Roundtable's focusing on officer responsibilities including Designation promotion, candidate guidance, membership, local delivery of The CCIM Institute courses and more.
- ▶ Networking and sharing of ideas and programs with other chapter leaders from your region and other regions of The CCIM Institute.

Chapter Officer Leadership Training funds are a set stipend to offset the cost of lodging and are determined by the Chapter Activities Subcommittee:

- ▶ On-site food expenses for all attendees.
- ▶ Transportation costs for chapter leaders are NOT covered.

It is important to take advantage of this opportunity to benefit from the experiences of current and past chapter officers. If you have CCIMs who are going to be in leadership positions in the next few years, encourage them to attend.

For more information, contact your regional officer or Chapter/Region Support Team at The CCIM Institute.

Chapter 2 – LOCAL BOARD OF DIRECTORS ROLE

2.1– Role of the Chapter President/ President Elect

A chapter, like any other organization, needs a good manager. The chapter President will be managing limited resources -- time, money, and member involvement. An individual's nomination to presidency should be based on a record of accomplishments, a demonstrated interest in serving the organization and has the ability to promote the chapter. The more people directly involved in the chapter the stronger the organization.

Key Qualities and Primary Responsibilities	
Strong leadership abilities, particularly in motivation and communication. Accomplished public speaking skills. Since the President serves as the spokesperson for the chapter, he or she should be an articulate speaker. Ability to delegate authority to lessen management responsibility. Motivational skills to assure participation of officers and members.	▶ Chief Executive Officer of the chapter. ▶ Presides at all meetings of the chapter membership and the Board of Directors. ▶ Typically appoints committee chairs and members. ▶ Participate in all regional conference calls. ▶ Ensure the chapter submits its annual report to The CCIM Institute in a timely fashion. ▶ Other responsibilities as assigned to the chapter President by the Board of Directors.

Advance Work

Chapter officers serve calendar year terms. Ideally, there is a period of several months between election (May) and installation (December). The Presidents should take advantage of this time to prepare for their term of office. During this time incoming chapter Presidents should:

- ▶ Make arrangements to attend Chapter Officer Training if offered by The CCIM Institute.
- ▶ Begin to identify what they want to accomplish (i.e., set goals and objectives).
- ▶ Review existing programs and examine how they are meeting the needs of the chapter members.
- ▶ Prioritize goals and objectives.
- ▶ Confer with predecessors; discuss chapter successes and challenges of the previous year.
- ▶ Make sure all chapter officers have a copy of the current chapter bylaws and chapter leadership or operations manual.
- ▶ Monitor the transition of the new chapter Secretary and Treasurer. Make sure all official documents and chapter possessions are turned over to the appropriate new officers (i.e., files, stationery, financial records, chapter banner, etc.).
- ▶ Make sure all officers and directors have a copy of the chapter operations calendar.

Check the calendar carefully for any events that occur during the transition period and confirm that the responsibility for any action that needs to be taken has been clarified.

2.2– Other Presidential Responsibilities

Presidential Responsibilities Extend into the Following Areas	
Chapter communication The chapter President is sent the majority of correspondence from The CCIM Institute	▶ He or she distributes information to the appropriate officers, committee chairs and entire membership when necessary.
Represent the chapter at national meetings The chapter President should represent the chapter at the two annual meetings of The CCIM Institute.	▶ If the President is unable to attend these meetings, the Vice President or another officer represents the chapter. ▶ Each chapter President is appointed as a member of the national Chapter Activities Committee. ▶ This committee represents the chapter’s voice in the administration of The CCIM Institute.
Annual report to members The President should present a report on the “state of the chapter” to the membership annually.	▶ This report includes a summary of the chapter’s accomplishments for the calendar year.
Represent the chapter at all Regional Caucuses	▶ If the President is unable to attend, they should arrange for the Vice President-Elect to attend. ▶ Only chapter presidents and Vice Presidents (President -Elect, First Vice President, etc.).

As an aid to future officers, any other responsibilities given to the chapter President should be carefully documented. Additional responsibilities should be updated annually.

2.3 – Role of the Chapter Vice President/President-Elect

As provided in most chapter bylaws, the basic responsibility of the chapter Vice President is to assume the powers and duties of the office of the President in the case of a vacancy in that office. The Vice President is an officer who functions as the second in command. Should the President resign or be unable to complete the term of office, the Vice President will assume that office. In many chapters the Vice President is the next president; thus, the term of Vice President should be filled with activity. In these cases, the Vice President may be called President-Elect.

Some chapters may also opt for a first Vice President and a second Vice President to add another position of responsibility as a leadership training opportunity. Chapter Vice Presidents should be well informed of all chapter activities. It is crucial for incumbent chapter Vice Presidents to spend their year learning all the roles of the board and committees and be prepared to assume many of the administrative function.

To ensure the Vice President’s term is one of both contribution and learning, the Vice President should oversee the performance of several committees of the chapter that report to the board. The main function of the Vice President is to assist the chapter President in implementing their agenda for the chapter and assist in steering the chapter in the strategic direction that will promote membership growth and retention, build committees, and assist in chapter activities.

The chapter Vice President/President elect should also have knowledge of all chapter committees. The chapter Vice President has the following responsibilities:

- ▶ Implementing the chapter President's agenda.
- ▶ Communicating and leading the committee chairs based on the strategic plan.
- ▶ Formulating and implementing the strategic plan determined by the chapter President and board to grow chapter membership and retention.
- ▶ Regularly monitor budget performance.
- ▶ Overseeing chapter growth as determined in the strategic plan.
- ▶ Attend Chapter Officer Training if offered by The CCIM Institute.
- ▶ Participate in all regional conference calls.
- ▶ Preside over chapter meetings in the absence of the President.
- ▶ Represent the chapter at all national meetings and regional caucuses if the President is unable to attend.

The chapter Vice President receives a majority of correspondence sent to the chapter President from The CCIM Institute. This helps keep them informed with the requests made of the chapter President and remain aware of the types of responsibilities they will assume.

2.4– Chapter Past President

Completion of the term as chapter President does not mean an end to responsibility. The Past President:

- ▶ Serves in essential advisory capacity and is usually included as a member of the chapter Board of Directors.
- ▶ Has valuable experience to share regarding policies of the chapter and The CCIM Institute.
- ▶ Knows the details of administering various activities.
- ▶ Normally chairs the nominating committee. This individual must be aware of all chapter activities in order to identify potential candidates for chapter office.
- ▶ Provides continuity to chapter leadership.

Some chapters may wish to consider forming an advisory committee composed of active chapter Past Presidents. This group can meet on an as needed basis to counsel the Board of Directors on sensitive matters. Some chapters assign the duty of writing the chapter goals and objectives to a committee of Past Presidents.

2.5– Chapter Secretary (Administrator)

The chapter Secretary/Administrator is the focal point of all communications, both internal and external. The chapter Secretary probably knows more about what is going on in the chapter than any other officer.

Generally, the chapter Secretary should:

- ▶ Keep all records.
- ▶ Conduct all correspondence.
- ▶ Submit various reports as required.

The detailed outline of the responsibilities below emphasizes the significant role played by the chapter Secretary. Individuals considered for this position should be aware of the magnitude of responsibilities before accepting. The chapter Secretary/Administrator **must**:

- ▶ Have available administrative assistance and the time and funds to attend all chapter Board of Directors meetings as well as membership meetings.
- ▶ Be familiar with the responsibilities of other chapter officers and all chapter committees. Other chapter officers rely on the Secretary/Administrator to answer a variety of questions about members and activities.

In view of the qualifications needed to fill this important position, some chapters chose to appoint the Secretary/Administrator rather than elect the individual. Considering the extent of the responsibilities, many chapters provide some type of compensation to the Secretary/Administrator. This is acceptable, as long as no legal or ethical conflicts exist. When a chapter officer receives compensation from the chapter, it is strongly recommended the person's status on the chapter Board of Directors be non-voting.

As an alternative, several chapters retain a multi-association management firm or a staff member from their local board of REALTORS® to perform the secretarial duties.

Some of the responsibilities identified below may be assigned to other individuals or committees. However, in the absence of such delegation, the responsibility remains that of the chapter Secretary/Administrator.

Responsibilities of the Chapter Secretary	
Maintenance of personnel records	▶ Keep a complete roster of the names, addresses, and telephone numbers of all members of the chapter's Board of Directors; committee chairs and members; and officers of districts, if applicable. ▶ A meeting attendance record and information on chapter activities of each member should be maintained for the use of the nominating committee. ▶ Maintenance of the chapter roster.
Responsibilities related to the Board of Directors	▶ Assist the President in preparing and distributing meeting agendas and notices to all members of the Board of Directors. ▶ Record minutes at these meetings and distribute them promptly. ▶ Direct copies of these minutes to the regional Vice President, regional first Vice President, and The CCIM Institute. ▶ Keep a record of Board members attendance at these meetings.
Responsibilities related to chapter meetings	▶ Prepare and mail meeting notices/programs. ▶ Record minutes of business meetings and distribute as directed. Send a copy to the regional officers and Institute headquarters. ▶ Maintain attendance records/registration lists. ▶ Submit chapter meeting report form after every meeting.
Correspondence	▶ Initiate all correspondence as directed by Board of Directors and/or membership, including prompt notification to officers, nominees, and committee members of their selection, nomination, or appointment. ▶ Send welcome letters to new members, if not routinely handled by another individual or committee.
Committee activity	▶ Because of the unique position regarding the exchange of information and the membership roster, the Secretary/Administrator often serves on the membership promotion, newsletter, Designation, and/or other committees.
File maintenance	▶ The chapter Secretary/Administrator should maintain a file of committee and other activity reports, minutes, lists of officers, recipients of awards, current chapter bylaws, programs, and papers presented. These reports facilitate the preparation of the President's Cup application.
Order and distribute supplies	▶ The Secretary/Administrator is the primary contact for basic supplies, such as stationery and forms.
Maintain possession of the chapter's physical property	▶ The Secretary/Administrator is responsible for items such as the banner, office supplies and equipment, certificates, and plaques.

The CCIM Institute and regional officers should be added to the mailing list for all chapter mailings such as newsletters and meeting announcements.

The Secretary or Chapter Administrator should attend Chapter Administrator training held during Chapter Officer Training if offered by The CCIM Institute.

2.6– Chapter Member Reports

The CCIM Institute Chapter Reports Portal offers chapter leaders and administrators real-time data for course and membership marketing.

Use chapter assigned login credentials to access the reports: Chapter Resources > Reports > [Chapter Reports Page](#).

- ▶ **Chapter Prospects Report** enables each chapter to compile a marketing list of prospective students in the local areas to send promotional messages about upcoming courses hosted by the chapter. These prospect reports are broken down by courses and prospect/national membership types.
- ▶ **Licensed Course Roster Report** enables each chapter to generate a list of students registered in their licensed course(s). This report will only include chapter licensed courses that are active, appear on The CCIM Institute website, and have students registered in the course.
- ▶ **Chapter Membership History Report** includes all current and lapsed chapter members.
- ▶ **Active Chapter Members Report** - current active chapter members.
- ▶ **Lapsed Chapter Members Report** - lapsed chapter members who were active the prior year.
- ▶ **Active Nat No Chapter Prospects Report** - active national members who reside in the chapter area - but do not have a chapter membership.
- ▶ **All Chapter Prospects Report** - contacts who reside in the chapter area who have or have had an active chapter or national membership.
- ▶ **New Candidate Member Report** - includes new candidate members in the local chapter area. This report can be used for new member engagement.
- ▶ **New/Renewing Chapter member template** – chapter submitted reports identifying chapter members who paid directly to the chapter for input into the national AMS.
- ▶ **Grace/Lapsed Nat Report** includes lapsed national members who reside in the chapter area.
- ▶ **CDEP Participants** - This report is an all-encompassing report of CDEP participants and what type of memberships they have (including chapters).

Use personal ccim.com login credentials to access the reports: [CCIM Connect Community](#) > Library > Unified Dues Billing Statements.

- ▶ **Unified Dues Billing Report** - chapter membership dues collected by month for participating chapters. Reports are available mid-month for dues collected the month prior. Use your personal ccim.com login credentials to access Unified Dues Billings Reports.

To ensure all chapter member details are reflected on the chapter reports, chapters who currently participate in unified dues billing and collect payments on a chapter level, must submit paid new or renewing chapter member details weekly, on Mondays, using the provided [template](#) to The CCIM Institute staff will enter details collected by the end of the week.

It is the chapter's responsibility to send all chapter member updates to chaptercoordinator@ccim.com. The CCIM Institute relies on chapters to provide current information, such as changes of address or title and notices of deaths.

If you locate a discrepancy on the report, please contact the Chapter/Region Support team at The CCIM Institute.

2.7– Chapter Meeting Reports

A chapter meeting report form can be found within the Chapter Resources. Chapter Administrators should copy and submit a completed report after each chapter membership meeting to chapter.

Chapter meeting reports should include:

- ▶ A brief report on the meeting with short summaries of papers presented or topics covered. If papers are available, they should be sent with the reports.
- ▶ Some arrangements should be made for pictures at all chapter meetings. Photographs should be maintained in the chapter files and a few prints should be sent with the chapter meeting report. It is suggested chapters also use photographs in the chapter's newsletters.
- ▶ The names and titles of distinguished guests and speakers.
- ▶ Information on new officers after meetings when elections are held.
- ▶ All available information about forthcoming meetings should be included, i.e., dates and locations.
- ▶ Highlights of actions taken at such as projects initiated, and committees named.
- ▶ Attendance figures.

2.8– Chapter Treasurer

The Chapter Treasurer:

- ▶ Must be familiar with basic bookkeeping procedures such as double entry bookkeeping and journal entries.
- ▶ Is expected to attend each meeting of the chapter's Board of Directors.
- ▶ Should attend Chapter Officer Training if possible and if offered by The CCIM Institute.
- ▶ As with other chapter officers, the Treasurer must have available time and employer support to perform the job effectively.

In view of the special qualifications for this position, many chapters appoint rather than elect their Treasurer. Several chapters have engaged a professional accountant or bookkeeper and enrolled the individual as an affiliate or associate member of their local chapter. This practice is recommended if the chapter membership lacks an individual qualified to serve as Treasurer.

Information regarding chapter finances and the chapter Treasurer can be found on www.ccim.com. Particular emphasis is placed on reporting and recordkeeping procedures.

2.9– Assumption of Duties as Treasurer

Recognizing the importance of maintaining accurate financial records, a smooth transition is essential. The incoming and outgoing Treasurers should schedule a meeting at which they can thoroughly review the operating procedures. The new Treasurer should make sure the reconciled bank statement for the end of the year agrees with the book balance, which is the amount reported as the cash balance. (See section on Fiscal Responsibilities for details).

Responsibilities of the Chapter Treasurer	
All chapter funds	▶ The Treasurer is responsible for the receipt, safekeeping, and disbursement of all chapter funds. ▶ All funds shall be deposited in the name of the chapter in a bank account.
Check disbursements	▶ All significant disbursements must be made by check. ▶ The Treasurer prepares a list of all cash disbursements, showing check number, date, payee, and amount, with an explanation, where deemed appropriate, for approval by the chapter Board of Directors at its regular meetings.
Recordkeeping	▶ The Treasurer maintains complete records of all financial transactions of the chapter, preparing periodic financial reports and collecting of all monies.
Reconciling receipts	▶ Keep records of all receipts from luncheon ticket sales, registrations, and any social events the chapter may sponsor. ▶ While a committee chair may handle much of this, it remains the Treasurer's responsibility to reconcile receipts with such things as attendance figures. ▶ In view of this accountability, the Treasurer must work with the committees to establish procedures to account for meeting receipts and expenses.

Chapter 3 – CHAPTER COMMITTEES

One of the most effective ways of accomplishing your chapter's stated objectives are to assign working committees to achieve the task. Chapters that function well and carry on good programs have a strong network of committees.

The reasons for establishing committees include:

1. Distribution of workload among Board of Directors.
2. Provide members the opportunity to contribute to the chapter's success.
3. Engaging collaborative opportunities.
4. Streamlined chapter processes.
5. Chapter member leadership development.

Chapter officers are the prime movers of all chapter activities; this is particularly true with committees. It is through the selection of qualified and interested committee members and the support of the committee's work that successful programs are initiated and maintained.

Local chapter needs, size, geography and other considerations vary so much that not all chapters have the same configuration of committees. Committees such as Designation promotion and candidate guidance are common to all chapters, while others may vary with the interests of members. In some chapters, the Board of Directors may perform the committee functions described on the following pages. All chapters should be provided with clear direction and purpose of each committee.

**Key Chapter Committees
(Per The CCIM
Institute and
Bylaws)**

- ▶ Candidate Guidance
- ▶ Designation Promotion
- ▶ Membership

3.1 – Tips for Chairing a Committee

Even with capable members, clear goals to achieve, and good staff support, a committee without leadership may be ineffective. To achieve continuity, committee chairs, when possible, should be selected from the previous year's committee members.

The success achieved by the chair of a committee will depend largely on his/her ability to guide the committee meetings toward a definite goal. The following guidelines will be helpful for reaching that goal.

Tips for Chairing a Committee	
Opening the Meeting	▶ Always start the meeting on time and try to avoid interruptions. ▶ Work with a definite agenda. Agendas should be mailed to your members at least ten days prior to the meeting. ▶ Clearly state the reason for the meeting, beginning with a brief overview of what is to be accomplished. If there is no pressing business to conduct, don't hold a meeting.
Structure and Control	▶ Make sure committee members get all the information about an issue, pro, and con. ▶ Invite contributions but keep a low profile while directing the meeting. ▶ Encourage incomplete ideas. These can serve as springboards to workable solutions.
Summarize and Record	▶ Make sure adequate minutes are kept of each meeting and distributed to each committee member, the chapter Secretary/Administrator, and The CCIM Institute's membership staff. ▶ Minutes from the previous meeting should be distributed to members in advance of each meeting. ▶ Check at the end of the meeting to see if members feel that all relevant subjects have been adequately discussed.

Committees perform a necessary function in the operation of the chapter. They provide a cross-section of experience and knowledge and allow for continuity of thought and cooperation. Committee work serves as an excellent training ground for future leaders. The opportunity for an individual to participate in committee work, and the challenge it provides, enhances the feeling of belonging and of playing a significant role in the chapter. It is important to involve new Designees on various chapter committees.

3.2 – Designation Promotion Committee

Public relations are used to increase the public's awareness of an organization's goals, programs, and/or membership. Chapters of The CCIM Institute can use it to promote the CCIM Designation.

The extent of that promotion depends on the chapter's size and budget. Larger chapters may be able to establish a detailed campaign that includes a wide range of activities, while smaller chapters may only be able to send out news releases. Regardless, the success of public relations is based on the message that is being delivered and the frequency that it is being heard.

To determine those two critical elements and other related factors, every chapter is required to have someone responsible for organizing its Designation promotion program. As part of the chapter's minimum requirements, each chapter must have a Designation promotion committee. Chapters with the manpower should consider forming a committee since public relations is an integral part of chapters and a benefit and service to their membership.

Committee Responsibilities for PR Planning

Public relations require planning and organization. Forming committees distribute the work among other members.

The following are some of the **basic responsibilities of a Designation Promotion Committee**. The more extensive the program, the more responsibilities are involved:

- ▶ Set public relations goals and determine the approach and budget for achievement.
- ▶ Develop a local media list to include newspapers, trade publications and radio and television stations.
- ▶ Develop contacts with the media.
- ▶ Monitor the local media for opportunities to provide story ideas that involve the CCIM Designation.
- ▶ Prepare and distribute news releases concerning the CCIM Designation and chapter activities.
- ▶ Talk to the media about the CCIM Designation and chapter.
- ▶ Plan guest-speaking engagements for chapter meetings.
- ▶ Monitor your public relations activities and accomplishments.
- ▶ Maintain contact with The CCIM Institute's public relations department staff to stay abreast of national public relations activities.
- ▶ Prepare a year-end report on the public relations program, including final budget estimates and recommendations for the following year.

Laying the Groundwork for Successful PR

The three main steps for conducting public relations are:

- ▶ Communicate the appropriate message.
- ▶ Target an audience or public that should hear the message.
- ▶ Chose the best way to reach that audience.

Once the committee members set goals for promoting the Designation, they will be better able to develop a message and determine who should hear it. One of the best ways to reach your target audience is through print and broadcast media. Most people get information from some type of media outlet—newspapers, trade publications, television, or radio programs.

Developing a Media List

When developing a media list, select the outlets best suited to reach your target audience. The following are types of media outlets you should include on your list:

- ▶ Local newspapers (daily and weekly).
- ▶ Local trade publications.
- ▶ Local business publications.
- ▶ Local cable programs.
- ▶ Local television news programs.
- ▶ Local radio news programs.
- ▶ Local television and radio information.
- ▶ Publications of state associations, programs (i.e., talk shows) and local boards.

A specific contact person should be listed on your media list for each outlet. You should try to select people who are already familiar with your subject area, such as real estate reporters or business reporters. You will be able to determine the appropriate news people to receive your information by reading the publications and listening to the programs chosen for your media list.

The best way to learn the names of news people who should receive your information is to call the organization where they work. You can locate the organizations' telephone numbers and addresses in your local telephone directory.

It is very important to periodically update your media list because news people frequently relocate. Information that is sent to someone who is no longer at an organization might be thrown away instead of forwarded to the new person.

Two important publications that should be included on your media list are:

- ▶ Chapter newsletter.
- ▶ Magazines of local boards and state associations.

Sending your information to these publications will help you get your information to chapter members and other REALTORS®. Local industry professionals should continually be exposed to the significance of the CCIM Designation. If the local boards or state associations in your area do not have publications, send the information to their Executive Officer or Secretary for distribution.

News Releases — The Basics of PR

Now that you've developed your media list, you're ready to start distributing The CCIM Institute message. News releases are probably the easiest way to do it. Preparing and distributing news releases can be simple if you're organized.

The first step is to determine what events, activities, and situations will warrant distributing news releases. It's important to send out releases of substance that will interest the people you're trying to reach.

Sample Press Release Topics:

- ▶ Special guest speaker your chapter has scheduled.
- ▶ Chapter member's achievement that impacts the real estate community.
- ▶ Forum hosted by your chapter where a "hot" issue is being discussed.
- ▶ Special educational program the chapter is presenting.
- ▶ Preparing news releases on the special events your chapters have scheduled, call and invite the media to attend those events. They will be especially interested in attending if they have been covering the issue or if it's an extremely important issue in your community.

Writing the release is a critical step. The person responsible for this should be a good writer and a good speaker, since he/she will be responsible for both preparing news releases and handling inquiries from the media after the releases have been distributed. It is extremely important for this person to be able to assist the media when they call regarding a news release. This is the chapters' opportunity to gain considerable publicity. If the contact person cannot provide them with the additional information they need, that publicity is jeopardized.

Press Releases Template

The following press release templates can be downloaded on Chapter Resources via Connect:

- ▶ President's Cup Award
- ▶ CCIM Chapter New Designee
- ▶ New Chapter Officer
- ▶ New Chapter President
- ▶ Chapter Honors 25 Years of Service
- ▶ Chapter New Leadership Announcement

Chapter Newsletters — Keeping the Insiders Informed

Another important public relations tool is the chapter newsletter. It is an excellent way to keep chapter members informed, especially if the chapter encompasses a large area.

A newsletter can be as detailed or as simple as you want it to be. It can be a one-page, typewritten sheet, or a 12-page, typeset booklet, depending on the amount of time and money that is available. The two most important factors when producing a newsletter are:

- ▶ Distribute it regularly (monthly or quarterly).
- ▶ Include up-to-date, relevant information.

Not only does a newsletter link chapter members together, but it can also serve as a Designation promotion tool. By including allied professionals and other related groups on your complimentary subscription list, you will continually expose them to The CCIM Institute.

The person selected as the Newsletter Editor should be a good writer, well organized and has a strong interest in the project. This person will have many duties to take the newsletter from being a good idea to the member's mailboxes.

Basic responsibilities of the Newsletter Editor

- ▶ Preparing the production schedule.
- ▶ Writing articles.
- ▶ Editing articles submitted by others.
- ▶ Securing articles to reprint in the newsletter.
- ▶ Securing photographs.
- ▶ Arranging the articles and photographs on the pages.
- ▶ Coordinating with the printer to have the newsletter typeset and printed.
- ▶ Developing a mailing list for the newsletter and coordinating the distribution.

Chapter Marketing Resources

All chapter marketing resources can be located at www.ccim.com/chapter-marketing. This turn-key resource page gives chapter leaders and administrators an organized and straightforward way to access all available marketing resources and templates.

3.3 – Candidate Guidance Committee

The basic responsibility of the Candidate Guidance Committee is to assist or guide candidates of The CCIM Institute through the entire candidacy process. The staff at The CCIM Institute is available to provide assistance and answer any questions candidates may have about the program.

However, some of the candidate's concerns can be more effectively met at the chapter level, therefore, each chapter **must** have a functioning **Candidate Guidance Committee**. The chapter Candidate Guidance Committee assists candidates in a variety of ways, such as:

- ▶ Informing people who have taken CI courses and are involved in the chapter about the procedures of becoming a candidate.
- ▶ Assisting candidates through the process of obtaining the CCIM Designation.

- ▶ Sponsoring portfolio workshops prior to each deadline; this should include follow-up with candidates preparing portfolios. Designees who have recently been awarded the Designation are a good resource for mentoring. Portfolio graders and CI staff are also available to assist with chapter seminars.
- ▶ Helping candidates study for the comprehensive exam.
- ▶ Familiarization with the Designation process, with The CCIM Institute staff and various The CCIM Institute events, enables committee members to answer questions candidates may have or to direct them to the proper person.

3.4 – Membership Committee

Chapters that have been successful at developing strong memberships continually work hard at it. Under The CCIM Institute chapter minimum standards, all chapters of The CCIM Institute must form a membership committee. The Membership Committee develops projects and strategies for recruiting and retaining chapter members.

The Membership Committee should consist of members who are good at:

- ▶ Identifying people to bring into the chapter.
- ▶ Possess good communication skills.
- ▶ Be knowledgeable of Chapter Activity.

Preparing membership drives to increase chapter members promoting The CCIM Institute and Designation to prospective members developing ideas for keeping members active.

The Chair and Vice Chair should be chosen from the chapter leaders and must be in good standing with the chapter and The CCIM Institute.

The Membership Committee may have a wide variety of responsibilities ranging from recruitment/retention activities to maintenance of the chapter's roster of active members. Its size and the responsibilities will vary from chapter to chapter depending on the chapter's size.

3.5 – Education/Programs Committee

These two functions should be two different committees, depending on the resources available within the chapter.

The future growth of chapters largely depends upon the types of programs and educational opportunities arranged by chapter Presidents and committee Chairs. Since many members of The CCIM Institute have only infrequent opportunities to attend the annual meetings, their principal contact and identification with the organization is through chapter meetings and educational activities at the local level.

It is extremely important to plan meeting programs of high quality that address “cutting edge” commercial investment real estate issues and problems in a timely manner.

It is the formal and informal discussions with colleagues at chapter meetings that many members see as the most important benefit of their affiliation. These two committees are the backbone of the chapter.

The chapter's Board of Directors should have complete guidelines for the Education/Program Committee(s) including:

- ▶ Recruiting of quality speakers.
- ▶ Recruiting mediators for programs.
- ▶ Policies on expenses and honorariums.
- ▶ Program completion deadlines.
- ▶ Rationales for selection of subjects.
- ▶ Assessment of chapter members.
- ▶ Involvement of faculty and utilization.
- ▶ Education and training needs (survey should be completed twice a year to ensure programs are innovative) of a local scholarship program.
- ▶ Type of meeting place selected.

Remember to solicit members' opinions on desirable and timely subjects and speakers.

Many chapters may cover large geographic areas, lack centrally located educational institutions or meet infrequently. However, these factors are not barriers to a successful educational program. One hundred miles is a reasonable distance to travel for a one-day program. Two-day programs are more feasible for further distances, providing lodging is reasonable. Often people in large, sparsely populated areas are the most enthusiastic about attending such programs, since they have fewer opportunities for meeting with professional colleagues to exchange information.

Education includes working with existing Designees and candidates, people who should be involved in the program, members of affiliated industries and members of the public. A good education program is a great benefit to the chapter.

First Things First

After the committee is formed, the members should:

- ▶ Immediately discuss the benefits of belonging to the chapter.
- ▶ Develop a list of reasons why prospects may want to join and why members should maintain their membership.
- ▶ Review the membership application or develop one that can incorporate the above-mentioned list whenever it is distributed.
- ▶ Formulate goals and set a course of action for recruiting and retaining members.
- ▶ Develop membership appreciation program for members.

Quality services and programs that change with the times to meet member needs are the key to successful member retention and recruitment. If you are not providing new, innovative, and quality benefits and services, do not expect current members to stay and new members to join.

Getting People to Join

Getting someone to join your chapter is "*where the rubber meets the road.*" A detailed recruitment plan will be instrumental in your success.

Sample Steps for Effective Recruiting

Suppose your recruitment goal is to double chapter membership by the end of the year.

- ▶ As a first step, develop a list of prospective members to contact. The prospective member list can be composed of new candidates of The CCIM Institute; students from CI designated or licensed courses and local individuals from allied professions.
- ▶ Personal contact is the most influential tool, but often it is impossible because of time constraints. Telephone calls, personal letters, leaflets, form letters, faxes, e-mail, or booklets can also be effective ways of reaching prospects.
- ▶ When approaching a prospective member by telephone, the person should always receive something in writing as well. You may want to precede the call with a letter that includes a “Why Should I Join” list and application. State in the letter that you will be following up with a call in a few days. You may also want to send a letter with the list and application after an initial telephone call as reinforcement.

Invite prospective members to a chapter meeting, special awards program, or professional development seminar. Create a membership appreciation event with networking opportunities.

The committee should also consider scheduling events specifically designed for recruiting, such as holding a barbecue and picnic and requesting each chapter member bring one prospective member. Of course, have membership information available for the prospects to take home.

Keeping Members Interested

Adding new members to the chapter roster is important, however, retaining member interest is equally important. The Membership Committee should set concrete plans for member retention.

Example #1: Committee Goal - have all current members renew their memberships.

Steps to reach this goal:

- ▶ Determine the reasons members decide to resign and attempt to dissuade their decision. Sometimes members do not see how the chapter is benefiting them or they become dissatisfied for some reason.
- ▶ Consequently, it is essential to encourage members to voice their displeasure, so steps can be taken to resolve the problem.

Continually update members on membership benefits through the chapter newsletter or other information pieces.

Consider sending a personal letter along with the dues renewal notice. This will give your chapter another opportunity to highlight the benefits of membership. Develop a deal completion memo for distribution of our deal between chapter members.

Remember: A key to keeping members interested is to try to anticipate their needs, now and in the future.

Example #2: Committee Goal - reinstate 50% of the chapter members who dropped out during the previous year.

Steps to reach this goal:

- ▶ Determine why each member dropped, either through a personal contact or exit survey.
- ▶ If a legitimate complaint exists, make corrections. Follow up with the person who brought the complaint to the chapter’s attention.
- ▶ Even if the dropped member does not renew, a telephone call or letter may resolve any misunderstandings and increase the chance the ex-member may return at a later date.
- ▶ A conciliatory gesture may also prevent a former member from speaking against the chapter.

Now That They're Interested

Along with setting goals and planning ways to achieve them, the Membership Committee is responsible for welcoming new members and submitting reports to the chapter regarding progress in recruiting new members.

Following up after the membership promotion campaign is crucial. When prospective members have decided to join, they are curious about two things:

- ▶ If their application has been received.
- ▶ If they were accepted as members.

After membership applications are reviewed, someone on the committee must be responsible for responding to the applicants.

- ▶ Anyone not accepted should be sent an explanation letter.
- ▶ Those accepted should be sent a congratulatory letter and any other information and materials a new member should have.

We recommend you recognize new members publicly by publishing their names, titles and addresses in the chapter's newsletter. Be sure to introduce them to other members at the next chapter meeting or event. This is the sort of attention that establishes a base for retaining new members and making them feel their membership is valued.

Remember: Hard work recruited them so hard work is essential to retain them.

When Members Begin to Lose Interest

It is normal to lose some members, but the Membership Committee should monitor fluctuations in membership and dues collection. When it is time to pay dues and some members have not paid, they may have decided there is little reason for being members or the chapter did not meet their needs.

For those who still decide not to renew, we suggest you conduct an exit survey. It can either be mailed to the individual along with a postage paid return envelope or done over the telephone.

However, when the loss becomes significant, the Membership Committee should immediately ascertain the following information:

- ▶ Which members are not renewed?
- ▶ Why are members not renewing?
- ▶ What strategies can be used to reengage members?
- ▶ Are the billing procedures accurate?
- ▶ How to increase the percentage of chapter member renewals?

Answering these questions will help the membership committee devise a plan to cut down on non-payments.

Remember: It takes less effort to retain members than to resell them on membership.

Need More Help?

Chapters needing additional assistance in developing membership promotion campaigns can:

- ▶ Contact the Chapter Support Team at The CCIM Institute.
- ▶ Share membership best practices with other chapters. If you hear of a chapter that has been particularly successful in boosting its membership, we strongly encourage you contact them for some ideas.
- ▶ Contact your regional officer to secure additional ideas from officers in your region.

TYPES OF MEETINGS

Often the chapter continues past practices without considering alternatives, which may better serve the needs of the membership. On the other hand, “change for the sake of change” also may be counterproductive. What is important is a schedule of activities designed to meet the needs of the membership and achieve chapter goals. Occasionally survey your members to obtain their feedback on what’s important. Several types of meetings can be scheduled to achieve those objectives:

Multi-day Conference

Usually includes educational sessions scheduled over a two or three-day period, with time set aside for informal discussions and social events. Many chapters play a role in offering a regional conference that follows this format. Features may include a keynote address, concurrent and general sessions, films, group meal functions, inspection tours, business meetings, entertainment, marketing session, and a display area.

Licensed Delivery Courses

The Licensed Delivery of CI designated educational courses allows The CCIM Institute to provide education in markets that the existing direct delivery system doesn’t serve.

Courses are licensed to viable sponsoring organizations—including The CCIM Institute chapters and regions—once they have completed an application/approval process and met certain criteria and guidelines.

Dates for course presentations are available on a first-come, first-served basis, but may not conflict with previously scheduled direct delivery courses.

One-day Meeting

Usually includes morning and afternoon educational sessions (concurrent and/or general), luncheon and dinner, with time set aside for informal discussions. Such meetings often begin mid-morning and conclude in the early evening, so most participants won’t require overnight accommodation. This format is especially appropriate for seminars focusing on one subject. Business meetings and/or social activity may be included.

Deal Making/Marketing Session

The overall objective of this type of meeting is to create transactions.

Although it may involve paying an honorarium and/or travel expenses, it is **highly recommended** the chapter secure an expert moderator to lead the program.

Half-day Meetings

Usually includes a meal, preceded, or followed by a technical session or seminar.

Chapters covering small geographical areas tend to have meetings of this type more often than larger chapters.

Luncheon/Dinner Meeting

Most common for metropolitan chapters; It normally includes a meal and guest speaker.

Social Event

This type of gathering allows for informal discussion and socializing and often includes spouses. Examples are golf tournaments, picnics/barbecues, dinner dances and outings to sports events.

Inspection Trips

Usually, an on-site inspection tour of some commercial properties or operations followed or preceded by a related presentation.

Types of Sessions

There are many ways of structuring educational sessions to facilitate exchange of information:

Formats for Educational Sessions	
Forum	▶ The Chairperson takes an active role by introducing and explaining the topic. ▶ One or more speakers present certain aspects of the subject and then the audience is brought into the discussion. ▶ The objective is enlightenment, not debate.
Roundtable	▶ Participants sit at a table and address each other, with the Chairperson serving as moderator. ▶ It is the moderator's function to keep the discussion going and inject new angles as the need arises. ▶ This type of session is limited to small groups.
Symposium	▶ Requires minimal setup. ▶ Participants include a discussion leader, principal speaker, and two or more persons who have been asked to comment on the speech or paper (provided in advance). ▶ Often the number of speakers is increased to three, each covering an aspect of the subject. ▶ After comments and response, the floor is open for discussion and questions. ▶ A summary by the discussion leader ends the meeting.
Panel Discussion	▶ A single "roundtable" in the presence of an audience, consisting of five or more participants, including a Chairperson as moderator. ▶ There should be no prepared papers. Participants address each other but must be audible to everyone else in the room. ▶ After the panel presentation, the Chairperson may invite questions or comments from the floor for the panel members. ▶ The Chairperson can generally organize an effective panel presentation by providing each participant with five or six questions to discuss in advance.

Formats for Educational Sessions (continued)

Clinic	▶ A special type of forum in which the formal participants are “doctors” who prescribe remedies for the problems of the audience. ▶ All questions come from the floor, so it is essential that good questions are asked. ▶ Several worthwhile questions can be “planted” in the audience. ▶ The Chairperson should edit/rephrase questions if necessary and “toss out” irrelevant questions.
Visual Program	▶ Consists of films, videotapes, slides, or computer-generated visuals. ▶ Arrangements for projection equipment must be made in advance, with close attention to special license or union requirements of the meeting facility. ▶ An hour should be considered the maximum length of time for this type of presentation.
Lecture	▶ A single speaker, normally one considered an “expert,” presents information. ▶ Time is usually allotted for questions from the audience.

Chapter Assistance in Promoting Education and the CCIM Designation

CCIM Designees and local chapters are vital in the promotion of Designation courses. Where there is a marketing partnership between The CCIM Institute and the local chapter, Designation and course promotion is effective.

Hints for Promoting Courses on a Personal Level:

1. Be aware that local brokers, agents, and allied professionals are judging the Designation by what they see in you. When they perceive you as credible and successful, they will become interested in themselves: “This looks good—I want this for myself.”
2. Talk up what being a CCIM has meant to you personally and professionally. Selling the Designation and education ultimately means selling your own credibility and building a solid network for getting business done more effectively:
 - a. Commercial brokers and agents are the primary group to sell on the benefits of Designation and education.
 - b. Residential brokers and agents who would like to make the switch or at least learn about the commercial side of the business are your secondary market.
 - c. The third target group is the allied professionals and investors with whom you come in contact during consultations, transactions or just “talking shop.” This is an excellent source of talent and volunteer time for committee positions, special events, and sponsorship. Do not underestimate the power of enlisting affiliates to help promote course offerings and for other volunteer positions.
3. Take a personal interest in and actively communicate with local prospects you have singled out. Write a letter or call them about the upcoming course in your area. Once they start, they are in The CCIM Institute pipeline and we will keep them informed. Personal phone calls are by far the best tool, but when time is limited consider using prerecorded voice messaging service to use your voice/message to reach large audiences.
4. It is essential to follow up with how the course went and how they can use the knowledge and skills gained. Remember, the reward must be vivid to make them invest the time and spend the money to attain the goal. Your continued personal interest can mean the difference in keeping them focused on attaining the Designation.

Hints for Promoting Courses on the Chapter Level:

1. Contact all your local Designees and candidates and enlist their support in promoting the courses within their firms and to others.
2. Contact the local Boards of REALTORS® to make sure their Commercial Investment Division (CID), Commercial Overlay Board and Education Committee are enlisted. Also ensure the Board will advertise courses directly to their members, in their newsletters, on their MLS electronic bulletin board and heavily promote it with key brokers.
3. Contact the major real estate firms in the area directly and sell the brokers and sales managers on the benefits of the Designation and courses.
4. Prepare a direct mailing to CI brokers and sales agents, investors and allied CI professionals in the area and assign members to follow up with them.
5. Place press releases and articles in your local newspapers to announce the course and promote the Designation.
6. Coordinate efforts with The CCIM Institute's marketing team.
7. Provide course information, schedule, and hyperlinks to additional course offering information in weekly newsletters and email announcements.
8. Include a web address for link to online course curriculum and details.
9. The CCIM Institute offers post Designation education to its members and real estate professionals at large. See upcoming courses at: www.ccim.com.

Even the highest caliber programs must be complimented by good publicity if they are to be effective in maintaining and increasing interest in chapter activities, benefits, and services. When a speaker goes to great lengths preparing for a presentation that is poorly attended, it's hardly a drawing card for more speakers. Program announcements need not be a literary masterpiece, but they must be complete, concise, and timely.

Committee responsibilities include:

- ▶ Preparing attractive and interesting announcements to promote attendance and obtain advance registrations.
- ▶ Developing meeting programs, tickets, badges, and similar materials.
- ▶ Sending out event announcements. Sufficient notice is critical to the success of any program, so send the announcements out at least 3 - 4 weeks before the event.
- ▶ Complete post survey regarding program content.
- ▶ Preparing speaker introductions. The committee chair, or designated representative, should prepare introductions of speakers to include biographies and other interesting information about the speaker, for the presiding officers and arrange to meet and entertain speakers upon their arrival.
- ▶ Coordinate with speakers well in advance with regards multimedia presentation equipment and follow up by helping to well before the meeting begins. (For very large events scripting and dress rehearsals have proven to be critical and extremely helpful.)

In addition, the committee is responsible for the following:

- ▶ Asking (i.e., survey, call, etc.) chapter members about subjects and speakers that interest them. Consider potential members when scheduling proposed subjects and speakers.
- ▶ Selecting and inviting speakers, determining, and fulfilling any special needs for audiovisual equipment.

- ▶ Selecting and inviting presiding officers, toastmasters, and discussion leaders for each session.
- ▶ Set up for meeting prior to guest arrival.
- ▶ Greeting guests.
- ▶ Arranging times and places for meetings, including meeting rooms, registration activity, sleeping rooms, meal functions, receptions, tours, and programs for spouses and guests.
- ▶ Consider planning meeting topics for the entire year in December, providing an annual calendar of events to the general membership, and hosting them at a consistent time and place.

Compiling and submitting a written report of all committee activities at year-end to the chapter's Board of Directors. This report should include recommendations for improvement by subsequent program committees.

In some cases, it may be helpful to establish separate committees or subcommittees for some of these assignments. Local arrangements/host committees are often appointed to assist the committee in carrying out these responsibilities. Another example would be a Scholarship Committee that promotes the scholarship programs of The CCIM Institute, as well as the chapter. The committee can coordinate the application process and oversee the awarding of local scholarships.

Arrange the programs with your audience in mind, assuring sufficient variety to appeal to the entire membership. If suggested subjects would be of interest to members of other organizations, consider holding a joint meeting. Cooperating with other organizations (i.e., IREM, SIOR, NAIOP, ULI, local or commercial board, etc.) promotes goodwill and gives added visibility to chapter activities.

Since education is the foundation on which The CCIM Institute program is built, a chapter of The CCIM Institute most important function includes continuing education programs for its membership. Professional development opportunities are offered through The CCIM Institute; the established regional structure also provides opportunities to participate in quality education. Contact the membership department at The CCIM Institute to learn more about educational offerings The CCIM Institute provides.

3.6 - Sponsorship Committee

Sponsorship Committee Structure

The Sponsorship Committee should consist of the following members:

- ▶ Current and past presidents
- ▶ Treasurer
- ▶ Sponsorship chair
- ▶ Other board members
- ▶ Non-board members

All events should include dedicated recruiting efforts respective to chapter size (large, medium, small) leveraging sponsorship relationships and tools for streamlined retention and recruitment. Examples of the sponsorship structure based on chapter size:

- ▶ For large chapters, utilize a dedicated administrator for sponsorship coordination.
- ▶ Medium-sized chapters can distribute responsibilities among board members.
- ▶ Small chapters may rely on volunteers due to limited resources and consider the following sponsorship recruitment alternatives:

1. Create a joint sponsorship with adjacent chapter(s) in the respective region.

2. Begin with an a la carte sponsorship model for each event first. Note: The important thing is to break even for the events, so the chapter can increase the exposure by creating in person events for the CRE community or provide 'in kind' sponsorship opportunities such as having a videographer/photographer to provide video clips for social media exposure or offer headshots for members.

For all chapters, it is important to engage past presidents and leverage the experience and maintain relationships with established sponsors. The committee should ensure there is a designated person(s) responsible for communicating with sponsors monthly.

Adherence to internal controls is critical. There should be a different person to invoice, collect checks and to approve the payment for accuracy and transparency. There should be 2-3 people, including Treasure, who are responsible for monitoring and tracking all sponsorship transactions. It is prudent to make a phone call to the sponsors to verify the transfer prior to approving the money transfers. Chapter leadership members are reminded to be aware of possible phishing texts/emails.

Sponsorship Value Proposition

► **Highlight audience demographics.**

- Showcase the demographics and interests of the CCIM Chapter members, demonstrating to sponsors that they have access to a valuable target audience.
- Identify regular event attendees who may have multiple people attend from the same firm; contact them to let them know the cost savings benefit of sponsorship.

► **Showcase success stories.**

- Share testimonials or case studies from previous sponsors who have benefited from their partnership with the chapter.

► **Emphasize reach and exposure.**

- Communicate the chapter's reach through events, publications, and online platforms, illustrating the exposure sponsors can gain by partnering with the chapter.
- Detail the cost benefit of a sample year of events vs sponsor pricing/cost including their "free" attendees as an offset to the cost of Sponsorship; include in marketing materials.

► **Lead Generation/Business Developments.**

- Facilitate introductions and connections between sponsors and chapter members, creating opportunities for lead generation, partnerships, and business development within the commercial real estate community.

► **Exclusive Access to Industry Leaders**

- Offer sponsors the opportunity to network with and gain insights from prominent figures in the commercial real estate industry through VIP events, roundtable discussions, or private meetings.

► **Brand Visibility and Recognition for Live Events**

- Provide sponsors with prominent placement of their logo and branding on chapter websites, newsletters, event signage, and promotional materials, increasing their visibility among a targeted audience of commercial real estate professionals.

► **Access to Targeted Marketing Channels**

- Grant sponsors access to the chapter's marketing channels, including email newsletters, social media platforms, and event promotions, enabling them to reach a highly engaged and relevant audience of industry professionals. Provide social media recognition, run social media ads with special mentions of the sponsors.

► **Thought Leadership Opportunities**

- Invite sponsors to share their expertise and insights with chapter members through speaking engagements, panel discussions, or workshops, positioning them as thought leaders within the industry.

► **Brand Association and Credibility**

- Align sponsors with a reputable and well-respected organization like the CCIM Chapter, enhancing their brand's credibility and reputation within the commercial real estate sector.

► **Professional Development and Training Opportunities**

- Provide sponsors with discounted or complimentary access to educational programs, workshops, and training sessions offered by the chapter, supporting their professional development and skill enhancement initiatives.

Sponsorship Execution Process

Timing the sponsorship recruitment strategically in line with sponsor budgeting periods; need to know when sponsors set their budgets and get ahead of it.

► **Regular communication**

- Sponsorship Chair/Treasurer - Maintain regular communication with sponsors throughout the sponsorship period, providing updates on upcoming events, opportunities, and the impact of their support to foster strong relationships. It's essential to engage with sponsors consistently throughout the year. You do not want to ask a sponsor to renew their sponsorship if you haven't connected with them since you received the check in January.
- Focus on key relationships between the members of the Chapter Board. Have board members sign up to assign themselves to target sponsors and use those relationships to leverage a warm introduction.

► **Deliver on promises.**

- Administrator: Ensure that all benefits promised in the sponsorship package are fulfilled promptly and effectively, such as logo placement, speaking slots, and networking opportunities.

► **Solicit feedback.**

- Administrator: Solicit feedback from sponsors to understand their needs and preferences and make adjustments to future sponsorship offerings accordingly.

► **Exclusivity Sponsor Prospectus**

- Create a template to provide sponsorship information. One for annual and a la carte sponsorships. Inter-committee communication with sponsors to avoid over promising and under delivering.

► **Strategic Timing**

- Chapters should begin recruiting sponsorships early in the fall instead of waiting until the next year, to ensure they are included in sponsors' budgets for the following year.

Sponsorship Retention

► **Cultivate relationships.**

- Develop strong relationships with sponsors by understanding their goals and objectives and finding ways to support them beyond the initial sponsorship agreement.

► **Offer incentives for renewal.**

- Provide incentives for sponsors to renew their support, such as discounts on future sponsorship packages or exclusive perks for returning sponsors.
- Identify sponsors who are perhaps not using their entire sponsor benefits and contact them to remind them of their existing perks.

► **Showcase ongoing value.**

- Continuously demonstrate the value of sponsorship by highlighting the chapter's achievements, impact, and the benefits sponsors have received throughout the year.

► **"Deals Done" marketing.**

- Develop a marketing piece that highlights every time a sponsor does a deal with a Chapter member or connection. (E.g. New Mexico Chapter gives out awards at their year-end event for the largest deals done with their sponsors.)

► Sponsorship Benefits Matrix

	Platinum	Gold	Silver	Bronze
Sponsor Branding Logo Display				
Logo and Sponsor's Member's Name Featured on All Chapter Luncheon Events & Mixers	x	x		
All Chapter Luncheon Events & Mixers	x	x	x	x
All District Luncheon Events & Mixers	x	x	x	
Logo Displayed during Brokers Forum	x	x		
Logo Displayed during Holiday & Installation Event	x	x		
Golf Tournament				
Golf Tournament Players	4	2		
Golf Sponsorship	Tournament	Trophy	Hole	
Admissions to Events				
Chapter & District Luncheons & Mixers	5/event	3/event	2/event	1/event
Holiday/Installation Event	4	2	1	1
Speaking Opportunities				
Broker's Forum Speaking Opportunity	10 minutes	5 minutes		
Digital Marketing				
Sponsor Logo Placement on Web Page	Premier	Premier	Prominent	High
Sponsor Spotlight on Website and Social Media	x	x	x	
Digital Marketing Ads	Logo and Contact	Logo and Contact	Logo Only	Logo Only
Social Media Pages	Logo & Contact	Logo & Contact	Logo Only	Logo Only
	+ 2 Special Mentions	+ 1 Special Mention		
E-mail Marketing	Large Logo	Large Logo	Medium Logo	Small Logo
Sponsor Promotion via E-mail Distribution	x	x		
Additional Benefits				
Option to display your signage at Chapter meetings	x			
Sponsors Badge (by Level)	x	x	x	x
Membership Roster	x	x	x	x
Distribution of Printed Sponsor's Marketing Material	x	x	x	x
Valued at	\$24,570	\$19,500	\$9,000	\$4,500
Sponsorship Cost	\$7,500	\$5,000	\$3,000	\$1,000

3.7– Making Committee Appointments

Evaluating whether a committee is needed must precede committee appointments. What is its purpose? Can an individual perform the function more effectively? If a committee has fulfilled its purpose, it should be dissolved.

Generally, there will be two types of committees—standing and special. Standing committees include nominating and audit.

Special committees or task forces are often formed to:

- ▶ Perform specific functions.
- ▶ Study various issues.
- ▶ Serve special interests of members.

The primary concerns when appointing both standing and special committees include:

- ▶ Serving people.
- ▶ Instructing members of their duties and objectives.
- ▶ Commanding the respect of committee members.
- ▶ Making sure their responsibilities are properly carried out.

Committees should be composed of people interested in the purpose. The size of a committee depends on the nature of responsibilities and interest in participation. However, small groups are generally more desirable. Large committees, although sometimes necessary for proper membership representation, can be unwieldy. When creating a large group, a small, well-organized subcommittee should be appointed as a steering group to properly study the subject and present it to the full committee.

Regardless of committee size and function, two rules should be followed to obtain desirable and complete results:

- ▶ Instruct the committee as to what they should accomplish. Avoiding the responsibility of giving a charge to committees is a sure way to stifle activity. How can any group organize efforts and take pride in accomplishments if no goals or directions are provided? If you have no viable goal, why have a committee? There may be “traditional” committees that no longer serve a purpose and should be dissolved.
- ▶ Clearly specify due dates for programs or final reports and follow up on performance.

The secret of chapter success is found in the functioning of committees. The best way to involve a maximum number of chapter members is through committee work. If a charge is presented to the committee, take care in making committee appointments. When people are chosen for their ability and interest, strong committees will result.

In chapters with a small membership, it is practical to consolidate some committees. However, activities of consolidated committees should be reported separately under the designated committee headings.

3.8– Selection of Chairpersons and Committee Members

Desirable qualifications for committee chairs:

- ▶ Willingness to devote time and effort.
- ▶ Willingness to learn.
- ▶ Experience/familiarity with subject area.
- ▶ Interest in the specific task.
- ▶ Enthusiasm.
- ▶ Leadership (presides and lead discussion).
- ▶ Organizational ability/sense of direction or focus.

Although the President selects and appoints committee chairs, they usually discuss them with Past Presidents and other officers.

The qualifications for committee members are much the same as those for a Chairperson with perhaps one additional qualification — ability to cooperate well with others.

In appointing committee members, the President should consult with the appointed chair. This involvement lends “teamwork” to the committee.

Instruction of committees: A successful chapter requires active committees. After appointing committee chairs and members, the President should:

- ▶ Clearly define the duties of each committee.
- ▶ Urge committees to begin work immediately.
- ▶ Share suggestions received for new projects and/or additional committee activity with the appropriate committee chair.

3.9 – Assuring Committee Activity

At every possible occasion, the President should acknowledge the service and accomplishments of chapter committees. Such recognition is often an inspiration to the committee members. Take every opportunity to thank people and give them credit — their efforts are measures of your success.

Occasionally a President will discover a committee is not functioning well. If this occurs, the President should:

- ▶ First, speak to the committee chair.
- ▶ Arrange to attend the next committee meeting.
- ▶ Suggest methods of correcting it.

If there is no improvement and the Chairperson and/or members remain inactive, do not hesitate to change committee personnel.

3.10 – Adding Additional Committees

If the Chapter has a surplus of leadership volunteers it is strongly recommended to add additional committees to your chapter's structure. Additional committees can come at the discretion of local leadership on an as-needed basis. While not required by the bylaws, all chapters are encouraged to adopt a **Sponsorship Committee** for seeking out financial sponsors of the chapter or specific chapter activities.

Chapter 4 – BOARD OF DIRECTORS MEETINGS

The President's responsibilities for the Board of Directors' meetings are twofold:

- ▶ To establish and enforce the agenda.
- ▶ Serve as presiding officer at the pleasure of the Board and for the benefit of its members.

He/she should work with the chapter Secretary/Administrator in preparing a draft agenda based on the minutes of the previous meeting and other information. Solicit input from other officers and directors for additional topics, then develop the final agenda and adhere to it.

At a minimum, the agenda should include the following:

- | | |
|-------------------------------|-----------------|
| ▶ Call to order Roll call. | ▶ Old business |
| ▶ Reading/approval of minutes | ▶ New business |
| ▶ Officer reports | ▶ Announcements |
| ▶ Committee reports | ▶ Adjournment |
| ▶ Special reports | |

As presiding officer, the President must ensure the meeting is conducted in an orderly manner. He/she must be completely familiar with chapter bylaws and parliamentary procedure.

The success of your Board of Directors meeting depends on the President's ability to preside and guide the meeting to a definite conclusion.

Some basic rules to follow:

1. Always start the meeting on time with a definite agenda. The purpose of an agenda is to save time and keep the meeting on course. Don't digress without good reason.
2. Involve all members of the Board of Directors. Keep responses short and to the point.
3. Speak clearly. If you can't be heard, you can't exercise control.
4. Insist on order. Side conversations are disruptive to a meeting and accomplish nothing.
5. Talk to the group, not to individuals.
6. Make sure everyone who takes the floor states his/her name and speaks clearly. If you suspect that some may not have heard the speaker, address the individual and ask that the comments be repeated.
7. Summarize what the speaker has said, if necessary, to obtain a decision.
8. Stop aimless discussion by recommending committee study.
9. Retain control but don't stifle free comment. Invoke constructive criticism, disagreement, or play "devil's advocate" if necessary. Clarify issues so discussion is limited to the subject on the floor.
10. Don't argue with the individual who has the floor. Ask questions but remember as presiding officer you are neutral.
11. If you have a comment, ask for the floor as a participant.
12. At the end of the meeting check to see if the Board of Directors feels subjects have been properly covered.

Chapter 5 – CHAPTER MEMBERSHIP MEETINGS

Chapter business should not be transacted at this meeting unless it requires action by the general membership. Most matters brought up from the floor at a chapter meeting should be referred by the President to the Board of Directors immediately and without debate.

Tips for Presiding Over Chapter Membership Meetings

Thorough preparation. An effective President knows:	▶ Exactly what he or she is going to do and when. ▶ How to handle each situation competently. ▶ The details of each announcement or report. ▶ A complete schedule of the meeting.
General tone of the meeting: The general spirit of the meeting is determined by the manner in which the President presides. The President should:	▶ Maintain a position of dignity. ▶ Conduct the meeting in a businesslike manner. ▶ Create an atmosphere of authority, goodwill, courtesy, and fair play. ▶ At all times maintain a nonpartisan attitude.
Self-effacement: A President's administration is judged by chapter accomplishment rather than individual prominence.	▶ The President should avoid the appearance of monopolizing the initiative of the chapter. ▶ When the President wants the chapter to undertake something, it is often desirable to have it originate from a member.
Promptness:	▶ Announcements should be made as briefly as possible. ▶ The rulings of the chair must be prompt and decisive but should be made with tact and full consideration of the members involved.

5.1 – Chapter Meetings – Schedules and Sites

The Board of Directors is responsible for: Determining the frequency and location of membership meetings.

The chapter President is required to schedule at least four meetings annually. However, the number of meetings varies greatly from one chapter to another. Some meet as often as monthly.

The chapter's geographic area is only one factor in determining the number of meetings. A large area need not imply infrequent meetings.

Board Responsibilities

- ▶ Determining the frequency and location of membership meetings.
- ▶ Determining the basic format and length of membership meeting.
- ▶ Selecting sites for membership meetings.

Moving meetings around the state, for instance, might allow people to attend who might not normally participate. Notice needs to be given to all members 30 days prior to all meetings.

Ideally:

- ▶ Membership meetings should be scheduled well in advance.
- ▶ Meeting dates and locations should be provided to the appropriate Regional Vice President and The CCIM Institute as soon as determined.
- ▶ The Board of Directors should check the schedule of other events, which could detract from attendance at the chapter meeting, (i.e., state association, local boards, annual, and local meetings of allied members of The CCIM Institute belong and other events of The CCIM Institute [national and regional].)

5.2– Selecting Sites for the Membership Meetings

Special attention should be given to availability and access to facilities with meeting rooms, dining (individual as well as banquet service) and sleeping accommodation. Of paramount importance is the quality and price of the facilities and food. When considering a facility you have not used before, contact other organizations that have met there.

- ▶ Metropolitan chapters meeting monthly need to give equal attention to facilities. While a tradition of meeting at the same location may be established, this arrangement should be examined periodically, particularly in terms of costs.
- ▶ Board of Directors' meetings can be held in the conference room of one of the board members' offices, local board of REALTOR® offices or a restaurant if food and beverage service is necessary. Many restaurants have private dining rooms that can be utilized for board meetings.

In cases where a chapter has a large Board of Directors, it may be appropriate to assign the responsibility of site selection to a subcommittee, which then makes recommendations to the board.

Determining the Basic Format and Length of Membership Meetings

This is often based on tradition, which can have drawbacks. People and interests change, and the needs of members change, as do their time and travel constraints. Frequent evaluation of effectiveness is necessary. Unless 100% of your members attend meetings, experiment with new formats.

For example:

- ▶ Try morning meetings as opposed to afternoon.
- ▶ Have a social hour after work as opposed to a routine monthly luncheon.
- ▶ Alternate networking events with scheduled speakers and “cutting edge” topics.

Member needs and preferences on issues such as meeting length, location, time of year, day of week, should be surveyed at least every other year. These surveys should involve all chapter members as opposed to just those attending a meeting – therefore communication to the entire chapter membership is preferred. Specifically ask your members what their needs are (i.e., educational, social, networking, etc.).

Keep things fresh - encourage new ideas.

5.3 – Parliamentary Procedure

Whether you're chairing a meeting or participating from the floor, a basic knowledge of parliamentary procedure is necessary to conduct business in an orderly, effective way.

This section provides a review of the basics of **Robert's Rules of Order**. It has been prepared to help you conduct a smooth-running and productive meeting.

For questions on parliamentary procedures or need a current version of Robert's Rules of Order, please visit CCIM Connect - Governance Reference Library.

Basic Rules of Parliamentary Procedure

- ▶ Courtesy and justice.
- ▶ One thing at a time.
- ▶ The rule of the majority.
- ▶ The rights of the minority.

Order of Business

The agenda for each meeting is made up according to the **adopted order of business**. Each organization may adopt its own individualized order of business. This order may be changed from time to time by a two-thirds majority vote.

Generally accepted order of business:

1. Call to order by the Chair.
2. Roll call (may be omitted if another method has been adopted for obtaining the number present who are entitled to vote).
3. Minutes of the preceding meeting (reading may be omitted if minutes have been circulated and approved without reading).
4. Officer Reports (typically at annual meeting only).
5. Reports of standing committees.
6. Unfinished business (held over from previous meeting).
7. New business.

Duties of Presiding Officer – The Chair

The Chair is addressed by the members as Mr. or Madame President, or Mr. or Madame Chairperson.

Never uses the pronoun, “I”.

Remains neutral and does not enter discussion unless or she leaves the Chair and goes into the assembly to speak as a member.

Must remain in the assembly until action has been taken on the matter pending.

- ▶ Begins and ends meetings on time.
- ▶ Calls meetings to order.
- ▶ Follows an agenda.
- ▶ Entertains motions and announces the results of the votes.
- ▶ Maintains order during proceedings.
- ▶ Decides questions of order.
- ▶ Gives members opportunities to speak on a fair and equitable basis.

Motions

Motions are the tools by which action is taken in a meeting. The most common are:

1. Main motion

- a. Used to bring matters of business before an assembly for action.
- b. Only one main motion may be pending at a given time.
- c. Such a motion is in order only when no other business is pending.

2. Amendments

- a. Amendments can be motions to modify a pending motion. An example would be a First Amendment (primary) to modify the main motion.
- b. A Secondary Amendment (secondary) may be introduced to modify the First Amendment. The Second Amendment is voted on first then the First Amendment is voted on, with or without the Second Amendment.
- c. Next the main motion is voted on, with or without amendment. A majority vote is required in each case.

3. Substitute Motions

- a. When a motion is offered as a substitute for a pending motion, it ranks as an amendment and the first action is to determine whether to consider the substitute motion instead of the original motion.
- b. Before a vote is taken on substitution, the original motion may be amended, and then the substitute may be amended. The vote may then be taken to consider the substitute in place of the new pending motion.
- c. Having voted (majority vote) to consider the new motion, the original one is laid aside and the substitute motion is under further consideration. At that point it may be amended only by addition.

Motions According to the Purpose to be Accomplished	
Purpose of Motion to Use	Motion to Use
To introduce business	
Main motion To approve action (debatable & amendable).	▶ Accept, adopt, or ratify
To modify or change (debatable & amendable) (debatable).	▶ Amend ▶ First amendment second amendment
To defer action (debatable & amendable).	▶ Refer to a committee postpone to a definite time lay on the table
To limit discussion (amendable).	▶ Limit debate
To extend debate that has been limited (amendable).	▶ Extend debate
To stop debate.	▶ Call for the previous question
To determine correctness of an announced vote.	▶ Division of the assembly (re-vote)
To suppress a question (debatable).	▶ Postpone indefinitely ▶ Object to consideration
To raise a question of order.	▶ Point of order
To object to the question of the Chair.	▶ Appeal from the decision
To make a request.	▶ Point of information parliament inquiry question of privilege
To consider a second time.	▶ Reconsider rescind ▶ Take from the table
To repeal action (debatable & amendable).	▶ Rescind

Each debatable motion should go through the following steps:

1. Recognition by the Chair.
2. Statement of the motion - "I move ...".
3. Second to motion.
4. Statement of the motion by the Chair.
5. Discussion.
6. Vote.
7. The Chair rules on vote and implements action taken.
8. A majority vote is defined as anything over half. A plurality vote is the highest vote cast.
9. A unanimous vote is an affirmative or negative vote of all members.
10. When a vote is taken by voice, and there are no dissenting votes, the Chair should announce, "the motion is carried without a dissenting vote."

When a procedural matter is pending, the Chair may take a vote by "unanimous or general consent." If there is one objection, it is not unanimous, and a vote must be taken.

The following types of vote can be taken:

Voice vote	▶ “All in favor say AYE. Those opposed, say NO.”.
Standing vote	▶ Rise and stand until counted.
Roll call vote	▶ The Secretary calls the roll of names or units represented.
Ballot vote	▶ The vote that protects the secrecy of each vote.

Additional Voting and Motion Issues

- ▶ A vote is not completed until the Chair announces the vote.
- ▶ In large assemblies all motions should be in writing. The maker of the motion may not speak against his motion, but he may vote against it.
- ▶ “I so move” is NOT a proper motion because it leaves to the Chair or the Secretary the duty of wording a motion.
- ▶ After a motion is made, seconded, and stated by the Chair, it no longer belongs to the maker of the motion. It is said to belong to the assembly and therefore can be withdrawn only with consent of the assembly.
- ▶ A withdrawn motion does not appear in the meeting minutes.

**Please note that some dates are subject to change.*

Chapter 6 – THE CCIM INSTITUTE REQUIREMENTS OF CHAPTERS

6.1– The CCIM Institute Chapter Activity Report

The Chapter Activities Subcommittee is responsible for the annual President’s Cup Award recognition program.

The Annual Activity Report lists the tasks needed to meet the minimum compliance requirements for chapters. Each chapter is required to complete the Annual Activity Report to maintain its charter. The President’s Cup application is optional. All chapters are encouraged to submit.

In 1993, all chapters of The CCIM Institute were required to re-charter with The CCIM Institute to maintain their status as an official chapter of The CCIM Institute. With this, the obligation for each chapter to meet the minimum requirements to maintain their chapter charter. Please refer to The CCIM Institute Chapter Model Bylaws for information on the requirements of maintaining chapter charters.

The purpose of the activity report is to verify annually compliance by chapters of The CCIM Institute with minimum standards as required by all chapters of The CCIM Institute bylaws. The requirements were established to ensure that all CCIM chapters were offering a minimum level of service to their chapter members. A chapter’s charter may be revoked if the chapter is found to be in violation of the terms in Article 2, Section 3 of your chapter bylaws.

Chapters are provided with instructions for submitting the Annual Activity Report and President’s Cup Application online. The submission period opens in late Fall with a deadline established by The CCIM Institute. The report summarizes the preceding calendar year. The “new” chapter President should work closely with their predecessor and chapter administrative support staff in completing the report. Please direct any questions to your regional officer or The CCIM Institute chapter/regional staff.

6.2– The Chapter’s Obligation to File a Tax Return

Even though an organization is exempt from federal income taxation under the code, the organization must now file a tax return (if its gross receipts or assets normally do not exceed \$25,000 in an annual accounting period). Please have your accountant review the details at the IRS website at: <http://www.irs.gov/>.

Chapter Services/Programs Provided By The CCIM Institute

As a service to the local chapters, The CCIM Institute makes available several goods and services for their use. These goods and services are intended to help chapters in their efforts to promote the CCIM Designation. They include:

- ▶ Educational opportunities.
- ▶ Awards.
- ▶ Promotional materials.
- ▶ Discounted prices on professional materials.

Chapter 7 – NEW CHAPTER FORMATION PROCEDURES

New chapters of The CCIM Institute can be formed for two reasons:

1. Either there is no existing CCIM chapter in an area and the members within that area desire one.
2. Due to increasing size, geographic location or changing market conditions within the jurisdiction of an existing CCIM chapter, certain members may request another chapter be created, either partially or completely within the jurisdiction of the existing one.

In either case, it is important that the interested parties adhere carefully to the following procedures when considering formation of a new chapter. Chapter/district charter applications are only reviewed at The CCIM Institute's Spring and Fall Forums. All documentation must be submitted 30 days prior to the meeting date for consideration.

7.1 – Steps for Chapter Formation in an Area Where No Chapter Exists

When considering the formation of a new chapter:

First contact The CCIM Institute to apprise them of your intent.

- ▶ You will be sent an Official Charter Application Agreement.
- ▶ You must have 25 or more Institute members to form a local CCIM chapter. At least 15 of these people must be Designees and the balance may be candidates.

After contacting The CCIM Institute, the interested members should hold an organizational meeting.

- ▶ All Designees and candidates within the proposed chapter jurisdiction should be notified of the meeting well in advance.
- ▶ The purpose of this meeting is to elect officers and adopt chapter bylaws. The adopted chapter bylaws should follow the model chapter bylaws developed by The CCIM Institute.

Following this first meeting, the chapter should forward to The CCIM Institute the names of officers, as well as a copy of the bylaws and Official Charter Application Agreement as approved by the chapter members.

- ▶ A typed list of all signatures on the chapter application should accompany the application. (Sample forms for listing the officers' names and an application for a charter are provided by the Chapter/Regional staff at The CCIM Institute.)

Once all the required information has been submitted, the request for granting of a chapter charter is passed along to the Regional Activities Subcommittee; Member Services Committee; and Executive Committee for their approval and recommendation to The CCIM Institute's Board of Directors.

7.2 – Steps for Chapter Formation in an Area Where a Chapter Already Exists

The guidelines for formation of a new chapter in the jurisdiction of an existing chapter are more complicated.

- ▶ The existing chapter must be open to this suggestion since it is necessary for the chapter to relinquish part of its jurisdiction. All chapters must approve.
- ▶ Information must be supplied by the applicant group as well as by the existing chapter.

After notifying the existing chapter and The CCIM Institute of their intent, the applicant group should:

- ▶ Hold an organizational meeting to consider the possibility of organizing a new chapter.
- ▶ Notify the existing chapter in writing of the time and place of the meeting and may authorize The CCIM Institute to provide the names and labels of its members who have a place of business in the proposed jurisdiction.
- ▶ Upon receiving approval from the existing chapter releasing the portion of its jurisdiction that is affected, the following information should be submitted to The CCIM Institute:

From the applicant group:

- ▶ Minutes from the organizational meeting, including the date and place the meeting was held, the names of meeting attendees and their chapter affiliation.
- ▶ The territory of the proposed jurisdiction with an accompanying map, clearly showing the boundaries of the proposed and contiguous chapters in contrasting colors. The documentation should include a detailed description of the territorial limits including a city/county list with accompanying zip codes.
- ▶ A completed Official Charter Application Agreement.
- ▶ A typed list of all signatures- there must be at least 25 Institute members with a minimum of 15 Designees.
- ▶ A statement of reasons for the proposed formation.
- ▶ A statement of how the proposed new chapter would better serve the interests of both the membership and the Board of Directors.
- ▶ A statement of the number and location of the proposed meetings to be held annually.
- ▶ The proposed chapter name, membership dues, chapter officers, and committee chairmen.
- ▶ A copy of the proposed chapter bylaws.

7.3 – From the Existing Group:

In writing, the chapter must submit to The CCIM Institute its approval to release a portion of its jurisdiction. The Designee members of the existing chapter must vote to release that portion of the chapter's territory at a regular or special meeting as stated in the chapter bylaws.

Minutes from the meeting, including the date and place at which the vote took place, the names of those attending the meeting and their chapter affiliation.

Territory to be released with accompanying map clearly showing jurisdiction of proposed and contiguous chapters in contrasting colors.

Any proposed chapter name change (if applicable) must be approved by The CCIM Institute. Any proposed new officers (if applicable).

A revised list of 25-chapter members- at least 15 of these must be Designee members.

Once the required information has been received, the request for granting a chapter charter, or changes in jurisdiction, is submitted to the Regional Activities Subcommittee; Member Services Committee and Executive Committee for its approval and recommendation to The CCIM Institute's Board of Directors.

7.4 - Chapter District Formation

Any group of ten or more Designee and candidate members of the chapter may petition the chapter's Board of Directors to form a district within the chapter. The Board of Directors may authorize the establishment of such groups by adopting a resolution, which provides for:

- ▶ Its name.
- ▶ Jurisdictional boundaries.
- ▶ Approval of proposed bylaws.
- ▶ Method of conducting its affairs.
- ▶ The submission of period reports on its activities to the Board of Directors.
- ▶ The appointment of a temporary committee to arrange for the organizational meeting of the district.

In addition:

- ▶ The officers and majority of members of each district shall be members of The CCIM Institute.
- ▶ The chairman of each district shall serve as a non-voting member of the Board of Directors of the chapter.
- ▶ The Board of Directors shall not authorize districts to engage in activities that are inconsistent with the bylaws of The CCIM Institute.

7.5 – Chapter/Regional Realignment Procedure

A chapter may request to be moved from one region to another. It is important that the interested parties adhere carefully to the following procedures when considering regional realignment. Documentation must be submitted thirty (30) days prior to the meeting date for consideration

- ▶ The chapter representative must contact The CCIM Institute in writing to inform them of the chapter's intent.
- ▶ The chapter will be sent a Regional Realignment Application.
- ▶ The chapter must have 25 or more members of The CCIM Institute to be in good standing. At least 15 of these people must be Designees and the balance may be candidates.
- ▶ Prior to submitting the Regional Realignment Application, the chapter must hold a board meeting to receive majority vote for approval for the realignment.
- ▶ All Designees and candidates within the chapter jurisdiction must be notified of the meeting well in advance as stated within the chapter bylaws.
- ▶ If the chapter votes to realign to a different region, the chapter should forward the results to the current region's Regional Vice President.
- ▶ The current region's voting leadership (RVP, 1st RVP, Chapter Presidents) must vote to release the chapter with a majority vote.
- ▶ The current Regional Vice President must submit the regional realignment request to the new region's Regional Vice President.
- ▶ The new region's Board of Directors must vote to accept the chapter into their region with a majority vote.

Once all the required information has been submitted, the request for granting the regional alignment is submitted to the Regional Activities Subcommittee; Member Services Committee; and Executive Committee for their approval and recommendation to The CCIM Institute's Board of Directors.

Documents to be Submitted by the Chapter

- ▶ A completed regional realignment application.
- ▶ A typed list of all chapter members in attendance along with signatures. There must be at least 25 members of The CCIM Institute with a minimum of 15 Designees.
- ▶ Minutes from the chapter meeting, including the date and place the meeting was held.
- ▶ A statement of reasons for the proposed regional realignment.
- ▶ A copy of the chapter bylaws.

Documents to be Submitted by the Original Region

- ▶ In writing, the region must submit to The CCIM Institute its approval to release the chapter. The Region's Board of Directors must vote to release the chapter at a regular or special meeting.
- ▶ Minutes from the meeting, including the date and place at which the vote took place, the names of those attending the meeting and their chapter affiliation should also be submitted.

Documents to be Submitted by the New Region

- ▶ In writing, the region must submit to The CCIM Institute its approval to accept the chapter. The Region's Board of Directors must vote to accept the chapter at a regular or special meeting.
- ▶ Minutes from the meeting, including the date and place at which the vote took place, the names of those attending the meeting and their chapter affiliation should also be submitted.

Once all the required information has been submitted, the request for granting the regional alignment is submitted to the Regional Activities Subcommittee; Member Services Committee; and Executive Committee for their approval and recommendation to The CCIM Institute's Board of Directors.

Chapter 8 – CHAPTER HOUSEKEEPING

8.1– Incorporation of Chapters

Many chapters question whether they should become incorporated. Several feel if the chapter is small there is no need to incorporate. It is beneficial for large or active chapters to incorporate when their activities, financial obligations and undertakings are substantial. However, all chapters, both large and small, can benefit from incorporation because it allows the chapters to more conveniently undertake contractual commitments, establish financial accounts and otherwise act as a business organization.

Other Benefits of Incorporation Include:

- ▶ Protecting chapter officers, members, and The CCIM Institute from liability. This is a significant benefit of incorporation. It limits any liability, which may arise out of chapter activities to the chapter itself and shields individual members from personal liability for such actions.
- ▶ Eliminating the need for The CCIM Institute to establish any financial reporting system to monitor the chapters' financial actions.
- ▶ Keeping The CCIM Institute from becoming involved in exercising control over the day-to-day activities of each chapter. Under incorporation, each chapter is established as a not-for-profit corporation.

Illinois Secretary of State Incorporation Guide Found on Chapter Resources

To begin the incorporation process, the state of incorporation must first be determined. Chapters must incorporate within their home state.

Once the state of incorporation has been selected, Articles of Incorporation, which satisfy the legal requirements, must be submitted. The articles generally include the following:

- ▶ The names of the incorporators of the corporation who will execute the articles. The required number and qualifications of incorporators vary from state to state.
- ▶ The name of the corporation (this will be your CCIM chapter's name).
- ▶ The duration of the corporation, this is usually perpetual.
- ▶ The principal or registered office and the registered agent of the corporation.
- ▶ A statement that the incorporators intend to create the corporation and a statement setting forth the corporate purpose.

These items also need to be included in the charter to be filed with the State:

1. Address of the principal office of the corporation.
2. Statement of what to do with the assets of the corporation if/when it is dissolved-usually you just say that you will give them to another not-for-profit corp. with roughly the same purpose.
3. Statement that the corporation is a mutual benefit corporation.
4. Statement that the corporation is not a religious corporation.

The corporate purpose should be worded so the chapter can meet the requirements for tax-exempt status under Internal Revenue Code 501(c)(6). That section requires that the "chapter was organized to promote the common business interests of the members and to improve industry business conditions as a whole, rather than to provide particular services to individual members." It is extremely important that your statement is worded to include these points. Failure to do so can result in the Articles of Incorporation being returned.

The Names and Addresses of the Initial Board of Directors

This Board will have the responsibility to initiate the corporate existence and operation. In particular, the initial Board adopts the bylaws, which will govern the corporation.

Your state of incorporation may require further information to be included in the Articles of Incorporation. You should seek legal counsel to provide advice concerning all other requirements of state, corporate or income tax law.

Once completed, the Articles of Incorporation should be delivered for filing to the appropriate state office, typically the Secretary of State's, along with the necessary filing fee. If the Articles conform to the law, the Secretary of State will issue a Certificate of Incorporation to the chapter, which usually is recorded in the county office where the corporation's principal office is located.

If the chapter incorporates in a state other than its home state, typically it needs to register to conduct business in its home state. Forms for this purpose are typically filed with the latter state's Secretary of State, along with any filing fees.

Once your chapter becomes incorporated, the chapter President and officers are responsible for providing the following in order to protect the chapter's incorporation status:

1. A brief Annual Report must be filed each year. In some states (including Illinois), the Secretary of State will send to the registered agent an Annual Report form each year to be completed and returned with the required fee. In other states, the proper form must be requested from the Secretary of State.
2. Annual filing of Federal and State Income Tax Informational Returns. (See current information at www.irs.gov.)
3. Maintaining a corporate record book which contains:
 - ▶ The Articles of Incorporation
 - ▶ The Bylaws
 - ▶ Certificate of Incorporation
 - ▶ Minutes of all meetings of the membership and Board of Directors, as well as any other corporate documents required to be permanently preserved.

Please contact the Chapter/Region Support Team at The CCIM Institute with any other specific questions regarding of incorporation and maintaining appropriate corporate records.

8.2 – Professional Liability Insurance Policy

The National Association of REALTORS® Professional Liability Insurance Policy provides professional liability coverage to NAR, its State Associations and local Boards and all Institutes, Societies and Councils and their respective chapters. Coverage is not automatic and is extended to only those entities whose governing documents and operations conform to the NAR Constitution and Bylaws and policies.

This means the policy coverage extends to The CCIM Institute and its chapters, including directors, officers, volunteers, and staff while acting within the scope of their authority on behalf of the Association. Coverage is extended to the chapters whether the chapter is separately incorporated and, if incorporated, whether or not it is incorporated in the State of Illinois.

Since the policy provides coverage for the entire NAR organization, the annual premium is paid by NAR out of dues received from Associations. Thus, there are no additional costs to The CCIM Institute and its chapters.

There are two primary insuring clauses in the policy:

- ▶ Insuring Clause 1A provides coverage for claims arising out of wrongful acts, personal injury, and publisher’s liability. Under this clause, both claims expense and liability costs are paid subject to the policies limits of liability and deductibles.
- ▶ The claims covered under Insuring Clause 1B are limited to eight areas and only claims expense is covered. The eight areas are:
 - ▶ Lockbox
 - ▶ Anti-trust
 - ▶ Discrimination
 - ▶ Sexual harassment
 - ▶ Employment practices
 - ▶ Copyright infringement
 - ▶ Dispute resolution system
 - ▶ Breach of contract

Portions of this coverage may not be significant to chapters of The CCIM Institute depending on how they are structured or operated. Coverage for wrongful termination claims, for instance, is of no consequence to a chapter, which has no employees. Moreover, there are certain conditions and limitations on coverage as well as several exclusions. For example, claims of theft or fraud by chapter officers in the handling of chapter funds are excluded from coverage. Each chapter should familiarize itself with the policy and its coverage in order to comply with conditions and/or recognize areas that may require supplemental coverage.

More information regarding the details of this insurance coverage can be obtained by contacting NAR at 1- 800-874-6500.

8.3 – General Liability and Fidelity Insurance

The insurance coverage provided by NAR does not include general liability or fidelity coverage. General liability coverage applies to chapter liability arising out of claims related to bodily injury, property damage, host liquor law liability, etc. Such coverage is particularly important where the chapter owns or rents property, such as a chapter office, but may also be beneficial in other contexts.

Chapters should obtain general liability or fidelity coverage. Consult with an insurance broker or legal counsel for advice on the extent of coverage needed. General liability insurance and fidelity coverage can be obtained from local sources.

8.4 – Guidelines for Preserving Chapter Records

A chapter should preserve its records to ensure that documentation is readily available for succeeding officers and future members. Those future members will need past records to construct histories and to compare membership, financial, and other data.

The following guidelines outline the various types of materials that should comprise a chapter’s archives:

- ▶ Material relating to the history, activities and accomplishments of the board or directors, other committees, and the chapter in general.
- ▶ Bylaws (original set and all amendments); chapter charter.
- ▶ Statements of functions or duties of the board, committees, and officers.
- ▶ List of officers; members of the board, committees, and recipients of awards and recognitions Activity reports of chapter and all component groups.
- ▶ Minutes of meetings.
- ▶ Printed and/or electronically saved programs, proceedings, and meeting “scrapbooks” (with photographs). (Electronically stored materials are to be backed up using current industry standards.)

- ▶ Correspondence (preserve as little miscellaneous correspondence as possible. Most of the relevant content will be included under reports and minutes).
- ▶ Questionnaires and/or surveys – results are to be retained.
- ▶ Forms- at least one set of (blank) forms used to solicit information.
- ▶ Treasurer's and audit reports, chapter ledgers. (More detailed guidelines are provided to chapter Treasurers regarding cancelled checks, receipts, invoices, etc.)
- ▶ Material of biographical interest, including documented contributions of an individual to the development of a chapter, committee, or to a particular project.
- ▶ Maintain documentation of chapter promotion of core class in all regions in chapter chooses to participate in profit course sharing.

Feel free to discard duplicate material. When both originals and copies are found, only the original should be kept, after transferring any notations that appears on the copy.

8.5 – President's Cup Award

The President's Cup Award was developed in 1994 to:

- ▶ Encourage and assist chapters of The CCIM Institute to recruit, retain and;
- ▶ Promote the value of chapter membership to CCIM's and non-Designees;
- ▶ Build a continuous awareness of the importance of recruitment through an ongoing membership campaign.

The award also recognizes and rewards chapters for innovation and membership development, particularly in recruiting members of The CCIM Institute. This includes recruitment, retention, promotion, and new members gained. Furthermore, it acknowledges chapters for developing innovative programs, which might include education, forecasting competitions, and more.

The objectives are to:

- ▶ Encourage chapters of The CCIM Institute to recruit 100% of all Institute members as chapter members.
- ▶ 100% participation in the award by all chapters of The CCIM Institute.
- ▶ Recognize and reward recruitment achievements and member programs by chapters demonstrating the highest degree of skill, ingenuity, and innovation in promoting the membership benefits of The CCIM Institute.

Awards are presented to the winning chapters at the Spring Business Meetings.

Chapter 9 – CCIM PROGRAMS

CCIM FOUNDATION SCHOLARSHIP PROGRAMS

Named Education Scholarship Program

The CCIM Foundation has been granting scholarships to deserving students and real estate professionals since 1988. The Named Education Scholarship Program is designed to encourage and assist professionals pursuing the CCIM Designation and to promote high educational standards. The program enables university students and commendable professionals in the real estate industry to experience commercial real estate education firsthand. Fully funded named education scholarships are awarded through chapters of The CCIM Institute. Most of these awards are \$1,000 and are to be used for core courses. For a list of chapters participating in this program, please visit www.ccimef.org/scholarships.asp.

Veterans Scholarship Program

Established in 2020, the CCIM Foundation Veterans Scholarship Program gives back to the brave men and women who have served the United States by offering educational funding to pursue a new career in the dynamic commercial real estate industry. Qualifying U.S. military veterans can apply for up to \$20,000 to use for non-degree-based commercial real estate education, including certification programs through National Association of REALTORS® affiliate organizations, including The CCIM Institute, IREM, and SIOR. For more information on this program, please visit go.ccim.com/foundation-vets/.

Diversity Scholarship Program

Established in 2022, the CCIM Foundation Diversity Scholarship Program helps foster an inclusive commercial real estate professional community. Up to 25 scholarships will be awarded annually to qualifying applicants to pay for CCIM Designation course fees. These scholarships, working in tandem with The CCIM Institute's Cultural Diversity Education Program, help jump-start and transform the commercial real estate careers of qualifying individuals by funding their path to the CCIM Pin. For more information on this program, please visit <https://go.ccim.com/foundation-diversity/>

CCIM Chapters

Chapters and regional bodies are important components of The CCIM Institute's overall organization. There are a variety of educational scholarships available to interested students, supported by The CCIM Institute's chapters.

9.1 – CCIM Chapter Past President Appreciation Plaque

The Past President Appreciation Plaque was developed to provide chapters with a way to show their appreciation to outgoing or past chapter Presidents for their service to the chapter.

The plaque is 8"x10" and includes a walnut panel with two etched color-filled plates with gold-color highlight and allows for up to three lines of personalization. Chapters will order directly with the vendor provided by The CCIM Institute.

9.2 – CCIM Designee Plaque

The plaque is awarded to all new Designees by mail, within 45 days of Designation. Replacement plaques are available for purchase by current Designees. The plaque is 8" x 10" and made of walnut. A brass plate (6" x 8") is centered on the front with The CCIM Institute logo screened in red below the engraved name. Allow 10 business days for replacement plaque production, plus 5 shipping days.

Contact the Designation Team at Designation@ccim.com.

9.3– The CCIM Institute Bylaws

The CCIM Institute’s bylaws can be found at CCIMConnect – [Governance Reference Library](#).

9.4– The CCIM Institute Board of Directors

The Board of Directors is accountable to the general membership and is ultimately responsible for organizational oversight and strategic direction. The Board is also accountable for the appropriate operations of all committees. The Board approves the budget of The CCIM Institute and any mid-year budget revisions; establishes governing policies for The CCIM Institute; approves member programs, products and services; approves the education and Designation requirements for candidates and Designees, sets tuition fees; and recognizes members for outstanding service.

Governance Structure	
Board of Directors	▶ Management Team ▶ Governance Committee ▶ Strategic Planning Committee ▶ Executive Committee ▶ Finance Committee
Sub-Committees:	
Member Services	▶ Legislative Affairs ▶ Chapter Activities ▶ Regional Activities ▶ Networking Subcommittee Chapter/Regional Forum
Professional Services	▶ Designation ▶ International Activities ▶ Marketing
Education	▶ Curriculum University Outreach ▶ Ward Center Real Estate Studies Subcommittee ▶ Instructor Evaluation

9.5– The CCIM Institute Business Meetings

Twice a year, once in the spring and once in the fall, the The CCIM Institute Board of Directors and Committee members convene to discuss business of The CCIM Institute. Business meetings are free to attend however registration is required. The annual meetings are a time to attend Committee and Subcommittee meetings to understand the mission, goals, and objectives The CCIM Institute is implementing, directly affecting the individual chapters.

Chapters and Regions

Chapters and regional bodies are important components of The CCIM Institute’s overall organization. For that reason, 59 chapters and 12 regions have been established throughout the United States, Canada and Asia.

The Regional Vice Presidents Mission Statement

To serve as an advocate for both chapters and The CCIM Institute and to be a source for information and process for chapter interactions with The CCIM Institute, other regions, and individual chapters.

Feel free to consult with your regional officers on matters of policy, both at the local and national level. A roster of regional officers can be found on The CCIM Institute's website.

9.6– CCIM Chapters

The first CCIM chapter was formed in Northern California in 1972. Currently, there are 59 chapters throughout the United States and across the globe.

The focus of the local chapter is the same today as it was then:

- ▶ To provide professional support to its membership through networking and educational opportunities.
- ▶ To provide a place where members can exchange information and ideas.
- ▶ To offer members the opportunity to make professional contacts and referrals.

In addition, the majority of The CCIM Institute's chapters sponsor various educational programs and marketing sessions either independently or in cooperation with another chapter.

- ▶ The educational programs assist members in expanding their professional skills by providing current information and communicating changes in the real estate industry.
- ▶ The marketing sessions have proven to be a valuable business tool for the members, providing opportunities to conduct business and helping to promote the Designation.

The CCIM Institute's chapters are a vital link between the general membership and The CCIM Institute. Chapters supply The CCIM Institute's leadership with valuable information, which is used for the development of future programs and services. In addition, chapter representatives voice the ideas and concerns of the members by their input at The CCIM Institute national business meetings.

The CCIM chapter provides educational opportunities, a professional network and national representation to the CCIM Designees and candidates.

9.7– Chapter Affiliation

Membership in local chapters is separate from national membership and is not mandatory. Dues for local membership are payable to the local chapter; the amount is determined by each chapter according to their bylaws. Each chapter's bylaws determine the geographic boundaries for membership. Typically, the location of the member's business address determines the chapter affiliation.

While a member can be enrolled in only one CCIM chapter as a Designee or candidate member, some chapter bylaws include a provision to belong to an adjacent or additional chapter as a non-resident member. Advise any individual interested in multi-chapter membership to contact the chapter presidents in the areas they are interested in.

9.8 – Chapter Visitations by CCIM Institute Leadership and Staff

Each year, funds are budgeted for CCIM leadership (i.e. The CCIM Institute’s President, President-Elect, or First Vice-President) and staff to visit CCIM local chapters. Chapter leadership visit requests should be submitted via the [CCIM Chapter and Institute calendar](#).

Chapter Visits Should be Centered on at Least Two Criteria:

- ▶ A chapter membership meeting/event where anticipated attendance is high. This will allow the leadership or staff person a large group to address on The CCIM Institute programs.
- ▶ A chapter Board of Directors meeting where leadership or staff can sit down informally with chapter leaders to discuss problems, concerns, and ideas.

9.9 – CCIM Chapter Administrative Support Staff

Two-thirds of CCIM chapters currently have either full or part time support staff assisting in the day-to-day operation of their chapter. Chapter Administrators are vital in the success of their local chapter by:

- ▶ Answering phone calls.
- ▶ Coordinating mailings.
- ▶ Producing chapter meeting minutes.
- ▶ Producing a chapter newsletter.
- ▶ Registering students for local courses.
- ▶ Compiling materials for chapter directories and program announcements and much more.

THE CCIM INSTITUTE

Advancing the Commercial Real Estate Profession

CCIM Chapter Information

Overview

The Chapter Activities Subcommittee is responsible for the President's Cup Awards Program. Each chapter is responsible for completing the mandatory Annual Activity Report form which is a requirement to maintain the chapter charter. While the President's Cup submission is optional, all chapters are highly encouraged to complete this section and submit the form. The award recipients are recognized for achievements that surpass minimum standards and are celebrated during the Spring CCIM Midyear Governance Meetings.

The Annual Activity Report lists tasks needed to meet the minimum compliance requirements to maintain a chapter. Each chapter is responsible for completing the mandatory Annual Activity Report per Article 2, Section 3 of the chapter bylaws. A chapter's charter may be revoked if the chapter is found to be in violation of the terms, conditions, and restrictions set forth in the institute bylaws.

The President's Cup application is optional, but it is encouraged that all chapters submit to showcase their innovation and membership development.

Chapter of Year and Excellence Awards

The Chapter Activities Subcommittee encourages all chapters to provide detailed information about going above and beyond in achieving chapter excellence when determining award finalists. Chapters of excellence are awarded within the following categories: Most Improved Chapter, Best Industry Event, Best Networking Event, Best Education Program and two open category Excellence Awards.

During the review process, Chapter Activities Subcommittee members evaluates the President's Cup submissions based on the merit of the details that support the increase in membership, numbers of attendees, sponsorships, and overall chapter member engagement.

Ratings are entered on an online form provided to Chapter Activities Subcommittee for score calculation and final award winner determination.

Tier Groups

Chapters are grouped into tiers based on their membership size and the number of submissions.

1. Number of chapters that submit a President's Cup Submission.
2. Ranked by total membership size of all chapters.
3. Divided into three groups.

All chapter marketing resources can be located at www.ccim.com/chapter-marketing.

This turn-key resource page gives chapter leaders and administrators an organized and straightforward way to access all available marketing resources and templates.

Chapter Brand Standards Guide

Canva Pro

- ▶ Graphic design platform for all chapters, including more than 75 ready-to-use branded templates from The CCIM Institute.

Templates and Resources

- ▶ CCIM chapter branded PowerPoint template
- ▶ CCIM chapter branded letterhead
- ▶ Course promotion PDF flyers and course promotion videos
- ▶ Free stock image and Institute photography
- ▶ Social media chapter profile photos
- ▶ Chapter and logos of The CCIM Institute

Webinars

- ▶ Social media
- ▶ Public relations
- ▶ Chapter branding
- ▶ Zoom overview
- ▶ Canva Pro Introduction

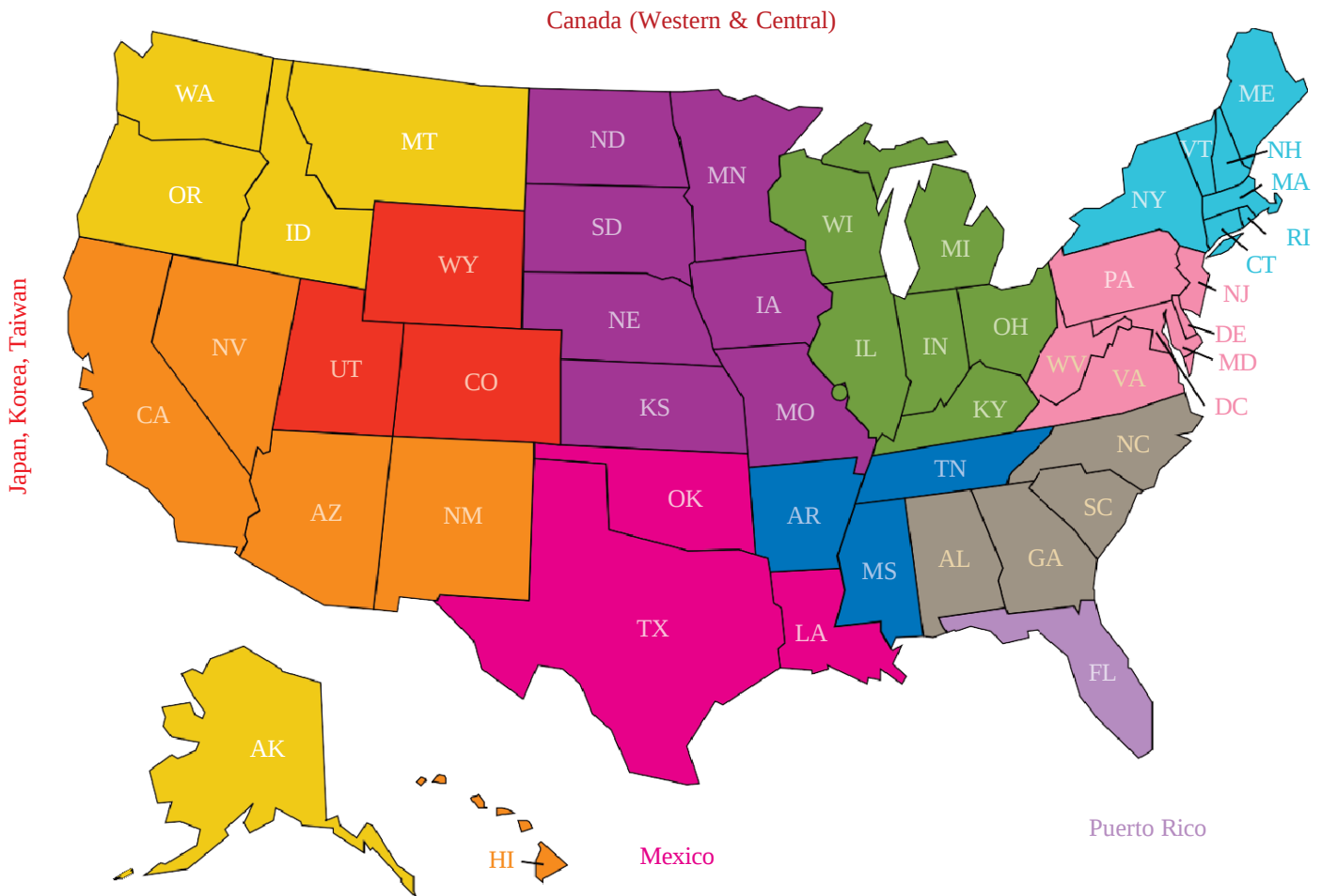
Content Hub

- ▶ Access to all of The CCIM Institute's published commercial real estate content

Chapter Marketing Meetups

- ▶ Monthly webinar recordings of various marketing related topics and tips to help you promote your chapter.

Learn more and access all marketing resources at www.ccim.com/chapter-marketing. For questions chaptermarketing@ccim.com.



Region 1

Alaska, Idaho, Montana, Washington State, Oregon/SW Washington

Region 2

Hawaii, New Mexico, Central Arizona, Southern Arizona, Los Angeles, Northern California, Southern California, San Diego, Southern Nevada, Northern Nevada

Region 3

Colorado/Wyoming, Utah

Region 4

Greater El Paso, Central Texas, Houston/ Gulf Coast, San Antonio, North Texas, Oklahoma, Louisiana

Region 5

Minnesota/Dakotas, Nebraska, Kansas, Iowa, Kansas City

Region 6

Arkansas, Northwest Arkansas, Mississippi, East Tennessee, Middle Tennessee, Memphis Metro

Region 7

Illinois, Wisconsin, Indiana, Michigan, Ohio, Kentucky, St. Louis

Region 8

Puerto Rico, Florida—Panhandle, West Coast, East Coast, Central FL, Florida North, Ft. Lauderdale, Miami Dade Monroe, Southwest Florida Districts

Region 9

Alabama, Georgia, North Carolina, South Carolina

Region 10

Pennsylvania/Southern New Jersey/ Delaware, Mid-Atlantic

Region 11

New England, Connecticut, Upstate New York, New York Metro

Region 12

Central Canada, Western Canada

International

Japan, Korea, Taiwan

What is Parliamentary Procedure?

- ▶ Parliamentary procedure is a set of rules to help groups achieve their objectives.
- ▶ The “rules” are a code of ethics that relate to the conduct of meetings.
- ▶ Parliamentary procedure is founded on democratic principles.
- ▶ It teaches concepts of teamwork.
- ▶ It helps us transact business quickly, efficiently, and in keeping with the will of the majority.

Basic Rules of Parliamentary Procedure

- ▶ Use parliamentary procedure to protect the rights of ALL members - particularly their right to be heard, to be treated fairly, and to be treated with respect.
- ▶ Never use your knowledge of Parliamentary Procedure to control and intimidate members of your group. Your ability to think and act with compassion should guide your meetings, NOT your knowledge of formal rules.
- ▶ The presiding officer’s station is called “the Chair.” Members address only the Chair, usually as Mr. President or Madam President, or Mr. Chair or Madam Chair.
- ▶ A member must “obtain the floor” by being “recognized” before speaking. Generally, the member rises to speak and sits to yield the floor.
- ▶ Members are not entitled to the floor a second time in debate on the same motion as long as any other member who has not spoken on this motion wishes to debate.

Principles of Parliamentary Procedure

- ▶ Every member is entitled to free and full debate on issues that relate to the group.
- ▶ Every member had rights equal to every other member.
- ▶ The business and discussion should follow good rules of courtesy.
- ▶ The rules of the group apply to all members. When everyone follows the same principles of conducting a meeting, everyone has a fair and equal opportunity to voice their opinion and participate like an active member of a team.

(Adapted from a Health Occupations Students of America presentation.)

References: Robert, Henry M. II and William J. Evans. Robert’s Rules of Order, Newly Revised.
Scott, Foresman and Company.

How Do You Make a Motion?

- ▶ Three steps are needed to bring a motion to the floor:
 1. A member makes a motion.
 2. The motion is seconded.
 3. The chair states the motion (question.)
- ▶ When all three steps happen, the motion is pending.
- ▶ A motion requires a second to be considered, unless the motion is made on behalf of a committee.
- ▶ If the motion is NOT seconded, it is lost for lack of a second.
- ▶ To second a motion means that another member (not the maker of the motion) believes the motion should be discussed.
- ▶ A member who wishes to second a motion should say “I second the motion” or “Second” - without waiting to be recognized.

The Order of Business

The presiding officer determines that a quorum is present and then calls the meeting to order by standing and clearly stating “The meeting will come to order.”

The standard order for business meetings is as follows:

- ▶ CALL TO ORDER
- ▶ OPENING CEREMONY (Optional)
- ▶ READING AND APPROVAL OF MINUTES

President “The minutes from the past meeting have been included in today’s meeting materials. Are there any corrections or additions to the minutes? If not, may I have a motion and a second to approve the minutes as presented?” If there are corrections or additions, have them recorded and ask for a motion and a second to approve the minutes as amended. After discussion or if there is no discussion, ask for the vote to approve the minutes.
- ▶ TREASURER’S REPORT (Board and Executive Committee levels)

President “The Treasurer will present his/her report.”
Treasurer Gives the report.
President “Thank you.”
- ▶ STANDING AND SPECIAL COMMITTEE REPORTS

President “Are there any committee reports?” or “The _____ committee will present its report.”
Committee Usually the committee chairman reads the report and makes any recommendations on behalf of the committee.
- ▶ UNFINISHED BUSINESS

President: Announces any unfinished business that was pending/postponed from the previous meeting. The Chair does NOT ask for unfinished business, but rather, states the question on the item to be placed on the floor.
- ▶ NEW BUSINESS
- ▶ PROGRAM (Optional)
- ▶ A speaker, film, etc. may come before the meeting business if necessary.
- ▶ ADJOURN

Committee Reports

- ▶ A committee is a small number of persons appointed to give a task more detailed attention.
- ▶ STANDING COMMITTEES perform a continuing function and remain in existence permanently.
- ▶ SPECIAL COMMITTEES are appointed to carry out a specific task.

The Main Motion

The main motion brings business before the assembly and/or introduces a new subject. This motion can only be made when no other business is pending.

President “Is there any new business to come before this meeting?”

President “I move that _____.”

Member #1 “Second.” If none, the president should ask “Is there a second?”

President “A motion has been made and seconded that (repeats motion made by Member #1). Is there any discussion?”

Member #1 Seeks recognition - debates motion if desired.

President “Is there any further discussion? (No answer.) “If not, are you ready for the question?” (Still no answer.) “All those in favor of (read the motion if members need to be reminded) say aye.” (Pause) All opposed say no.” (Pause) Any abstentions?” (Pause) The ayes (or noes) have it, the motion carries (fails.) We will (or will not). Record any abstentions in the minutes.

Subsidiary Motions

Subsidiary motions may be applied to any main motion and are used to assist the group in treating or disposing of a main motion, and sometimes other motions.

Subsidiary motions have rank, which means that one subsidiary motion can be made while another subsidiary motion is pending, if it has higher rank.

Rank order

1. Lay on the Table
2. Previous Question
3. Limit or Extend Limits of Debate
4. Postpone to Certain Time
5. Commit or Refer
6. Amend
7. Postpone Indefinitely

A decision on any subsidiary motion must occur before the decision on the main motion.

Subsidiary Motion #1: Lay on the Table

- ▶ **PURPOSE:** It allows a matter to be temporarily laid aside to attend to business that is more pressing, while allowing the board to retake it up as easily as if it were a new question. As this subsidiary motion is the highest ranking, it may be negatively used or abused by seasoned and savvy board members.
- ▶ **MAY INTERRUPT:** No
- ▶ **SECOND:** Yes
- ▶ **DEBATABLE:** No
- ▶ **AMENDABLE:** No
- ▶ **VOTE NEEDED:** Majority

Subsidiary Motion #2: Previous Question (Calling the Question)

- ▶ **PURPOSE:** It immediately closes debate and brings to vote one or more pending motions.
- ▶ **MAY INTERRUPT:** No
- ▶ **SECOND:** Yes
- ▶ **DEBATABLE:** No
- ▶ **AMENDABLE:** No
- ▶ **VOTE NEEDED:** 2/3 vote
- ▶ **EXAMPLE:**
 - Member A “I move the previous question.” (Second)
 - President “The previous question is moved. As many as are in favor of the previous question on the motion to buy lunch for all senior members rise... be seated. All opposed, rise... be seated. There are two-thirds in the affirmative and the previous question is ordered on the motion to buy lunch for all senior members. All those in favor of buying lunch for all senior members say “aye,” etc. OR “There are less than 2/3 in the affirmative and the motion for the previous question is lost. The question is now on (the pending motion.)”

Previous Question - Other Notes

- ▶ The rules for the Previous Question apply, regardless of the form used.
- ▶ For example, the motions “I call for the question” or “Question” or “I move we vote now” are all forms of the Previous Question.
- ▶ Sometimes, this particular rule is misunderstood, which can violate a member’s right to debate.
- ▶ Only a 2/3 vote can close debate.
- ▶ When a member says, “I call for the question,” the Chair may ask if there is any objection to closing debate. If there is no objection, it is appropriate to proceed with the vote. If a member objects, then it is acceptable to ask for a second to the motion to order the Previous Question and proceed appropriately.

Subsidiary Motion #4: Postpone to Certain Time

- ▶ **PURPOSE** – This gives a member more time to sufficiently discuss the matter. The member may either postpone the matter to a certain time, or if there still isn't time to take it up, it becomes unfinished business.
- ▶ **MAY INTERRUPT:** No
- ▶ **SECOND:** Yes
- ▶ **DEBATABLE:** Yes
- ▶ **AMENDABLE:** Yes
- ▶ **VOTE NEEDED:** Majority

Motion #5: Refer to a Committee

- ▶ **PURPOSE** - It is used to send a pending question to a committee in order to more carefully consider the question.
- ▶ **MAY INTERRUPT:** No
- ▶ **SECOND:** Yes
- ▶ **DEBATABLE:** Yes (to discuss the merits of sending the motion to a committee.)
- ▶ **AMENDABLE:** Yes (under certain conditions)
- ▶ **VOTE NEEDED:** Majority
- ▶ **EXAMPLE:**
 - Member #1 “I move to refer this motion to the Member Services Committee.” (Second)
 - President “It is moved and seconded that the motion to buy lunch for all senior members be referred to the Member Services Committee. Is there any discussion on the motion to refer?”

Subsidiary Motion #6: Amend

- ▶ **PURPOSE** - To modify the wording of the pending motion before it is acted upon.
- ▶ **MAY INTERRUPT:** No
- ▶ **SECOND:** Yes
- ▶ **DEBATABLE:** Yes (When the motion it is applied to is debatable.)
- ▶ **AMENDABLE:** Yes (If so, the first amend is the primary amendment, and the next is the secondary amendment. The secondary amendment is NOT amendable.)
- ▶ **VOTE NEEDED:** Majority
- ▶ **EXAMPLE:**
 - Member #1 “I move to amend by striking out lunch and inserting breakfast.” (Second)
 - President It is moved and seconded to strike out the word “lunch” and insert the word “breakfast.” If the motion is adopted, it will read that we buy breakfast for all senior members. The question is on the amendment to strike out lunch and insert breakfast.

Motion #7: Postpone Indefinitely

- ▶ **PURPOSE** – This gives a member the ability to neatly dispose of the main motion without taking a vote. There cannot be a subsidiary motion attached to it.
- ▶ **MAY INTERRUPT**: No
- ▶ **SECOND**: Yes
- ▶ **DEBATABLE**: Yes
- ▶ **AMENDABLE**: No
- ▶ **VOTE NEEDED**: Majority

Privileged Motions

- ▶ Privileged motions do not relate to the pending motion. They relate to special materials of particular importance and should be allowed to interrupt the consideration of other matters.
- ▶ Like subsidiary motions, they have an order of precedence or rank.

Rank order

1. Fix the Time to Which to Adjourn
2. Adjourn
3. Recess
4. Raise a Question of Privilege
5. Commit or Refer
6. Call for the Orders
7. of the Day

Motion #2: Adjourn

- ▶ **PURPOSE** - It closes a meeting immediately.
- ▶ **Note**: It is only a privileged motion if there is already another meeting scheduled, and no time for adjourning has already been set. It does not matter if a question is pending or not.
- ▶ **MAY INTERRUPT**: No
- ▶ **SECOND**: Yes
- ▶ **DEBATABLE**: No
- ▶ **AMENDABLE**: NO
- ▶ **VOTE NEEDED**: Majority
- ▶ **EXAMPLE**:
 - Member A “Mr./Madam President. I move to adjourn.” (Second)
 - President “It is moved and seconded to adjourn. As many as are in favor, say aye, etc.”

Incidental Motions

- ▶ Incidental motions deal with questions of procedure arising out of another pending motion, or sometimes another item of business.
- ▶ Most are undebatable and must be decided immediately.

Incidental Motions: Point of Order

- ▶ **PURPOSE** - It is used when a member thinks the rules of the assembly are being violated. When a member makes a “point of order”, the chair must make a ruling.
- ▶ **MAY INTERRUPT**: Yes
- ▶ **SECOND**: No
- ▶ **DEBATABLE**: No (But with the chair’s consent, the member raising the point may explain his/her position.)
- ▶ **AMENDABLE**: No
- ▶ **VOTE NEEDED**: None. It is ruled on by the chair.
- ▶ **EXAMPLE**:
Member A (Without waiting to be recognized.) “Point of Order.”
President “State your point.”
Member A “There was no second to the motion just made.”
President “You are correct. Is there a second to the motion that . . .?”

Incidental Motions: Division of the Assembly

- ▶ **PURPOSE** - It is used when a member doubts the results of a voice vote or show of hands, thereby requiring that the vote be taken again by rising.
- ▶ **MAY INTERRUPT**: Yes
- ▶ **SECOND**: No
- ▶ **DEBATABLE**: No
- ▶ **AMENDABLE**: No
- ▶ **VOTE NEEDED**: None
- ▶ **EXAMPLE**:
President “The ayes have it, the motion carries.”
Member A (Without waiting to be recognized.) “Division!”
President “A division has been called. All those in favor of _____ please stand. Thank you. All opposed please stand. Thank you. The affirmative has it and _____.”

Incidental Motions: Requests and Inquiries

- ▶ **PURPOSE** - In connection with a meeting, members may wish to ask a question or have something done that requires the permission of the assembly. Two types of questions include:
 - 1) Parliamentary inquiry and
 - 2) Point of Information
- ▶ **MAY INTERRUPT**: Yes (if necessary)
- ▶ **SECOND**: No
- ▶ **DEBATABLE**: No
- ▶ **AMENDABLE**: No
- ▶ **VOTE NEEDED**: None.
- ▶ **EXAMPLE**:

Member A (Without waiting to be recognized.) “Madam President, I rise to a parliamentary inquiry.”

President “The member will state the inquiry.”

Member A “Is it in order to move the previous question?”

Notes About the Minutes

- ▶ The minutes should contain an introductory paragraph.
- ▶ The body of the paragraph contains a separate paragraph for each subject matter.
- ▶ The name of the mover is included with important motions. The name of the person who seconds the motion DOES NOT need to be given.
- ▶ The name of a guest speaker can be given, but no effort should be made to summarize the speaker’s remarks.
- ▶ The last paragraph should contain the hour of adjournment.
- ▶ Minutes should be signed by the secretary. The words “respectfully submitted” are not necessary.
- ▶ The minutes are normally read and approved at the beginning of the next meeting.
- ▶ Corrections, if any, and approval of the minutes are usually done by unanimous consent.

The Gavel and a Few Other Points

- ▶ *Robert’s Rules of Order*, Newly Revised, does not address the use of the gavel when calling a meeting to order.
- ▶ Two taps of the gavel calls the meeting to order. When a main motion has been passed or rejected, one tap of the gavel should follow the announcement.
- ▶ The gavel is also the instrument for maintaining order during chapter meetings. If at any time members engage in differences of opinion or for other reasons distractions occur, a sharp tap or a series of sharp taps should restore order on such occasions.
- ▶ Adjournment is signaled by a single rap of the gavel.
- ▶ Members may address only the presiding officer or may address others through the presiding officer.
- ▶ The presiding officer must remain impartial.
- ▶ The presiding officer may vote to make or break a tie.

Closing Thoughts...

Parliamentary Procedure can be a useful tool for The CCIM Institute's Board of Directors, committees, and for the individual who learns the skills to participate in a group. The application of Parliamentary skills can be simple or very complex, depending up the desires of the group.

Robert's Rules of Order Motions Chart (Side 1)

Based on *Robert's Rules of Order Newly Revised (11th Edition)*.

The motions below are listed in order of precedence. A motion can be introduced if it is higher on the chart than the pending motion.

§	YOU WANT:	YOU SAY:	INTERRUPT?	2ND?	DEBATE?	AMEND?	VOTE?
§21	Close meeting	I move to adjourn	No	Yes	No	No	Majority
§20	Take break	I move to recess for ...	No	Yes	No	Yes	Majority
§19	Register complaint	I rise to a question of privilege	Yes	No	No	No	None
§18	Make follow agenda	I call for the orders of the day	Yes	No	No	No	None
§17	Lay aside temporarily	I move to lay the question on the table	No	Yes	No	No	Majority
§16	Close debate	I move the previous question	No	Yes	No	No	2/3
§15	Limit or extend debate	I move that debate be limited to ...	No	Yes	No	Yes	2/3
§14	Postpone to a certain time	I move to postpone the motion to ...	No	Yes	Yes	Yes	Majority
§13	Refer to committee	I move to refer the motion to ...	No	Yes	Yes	Yes	Majority
§12	Modify wording of motion	I move to amend the motion by ...	No	Yes	Yes	Yes	Majority
§11	Kill main motion	I move that the motion be postponed indefinitely	No	Yes	Yes	No	Majority
§10	Bring business before assembly (a main motion)	I move that [or "to"] ...	No	Yes	Yes	Yes	Majority

Jim Slaughter

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Incidental Motions - no order of precedence. Arise incidentally and are decided immediately.

§	YOU WANT:	YOU SAY:	INTERRUPT?	2ND?	DEBATE?	AMEND?	VOTE?
§23	Enforce rules	Point of Order	Yes	No	No	No	None
§24	Submit matter to assembly	I appeal from the decision of the chair	Yes	Yes	Varies	No	Majority
§25	Suspend rules	I move to suspend the rules which	No	Yes	No	No	2/3
§26	Avoid main motion altogether	I object to the consideration of the question	Yes	No	No	No	2/3
§27	Divide motion	I move to divide the question	No	Yes	No	Yes	Majority
§29	Demand a rising	I call for Division	Yes	No	No	No	None
§33	Parliamentary law question	Parliamentary inquiry	Yes (if urgent)	No	No	No	None
§33	Request for information	Request for information	Yes (if urgent)	No	No	No	None

Motions That Bring a Question Again Before the Assembly - no order of precedence. Introduce only when nothing else is pending.

§	YOU WANT:	YOU SAY:	INTERRUPT?	2ND?	DEBATE?	AMEND?	VOTE?
§34	Take matter from table	I move to take from the table ...	No	Yes	No	No	Majority
§35	Cancel previous action	I move to rescind/ amend something previously adopted...	No	Yes	Yes	Yes	2/3 or Majority with notice
§37	Reconsider motion	I move to reconsider the vote...	No	Yes	Varies	No	Majority

(Side 2) www.jimslaughter.com

THE CCIM INSTITUTE

Advancing the Commercial Real Estate Profession

The CCIM Institute Media Best Practices for Chapters

Social Media

Social media is essential for promoting local events, new Designees, educational courses, volunteer and sponsor recognition, and other initiatives.

Platforms

Message appropriately for the different social media platforms:

- ▶ LinkedIn: Professional voice
- ▶ Facebook: Friendly voice
- ▶ Twitter: Quick content bites
- ▶ Instagram: Photo heavy

For autonomous and seamless posting across all platforms, use an automation platform (i.e., Buffer.com).

Time to Post

The time of week/day to post is up for discussion – experts will say Tuesday and Thursday from 10 a.m. to 2 p.m. are the best time. Recommended time for posting:

- ▶ 30 days prior for luncheons
- ▶ 90 days for special events

Graphics

Graphics should include event graphics, featured speakers' headshots, and sponsor logos when possible:

- ▶ Employ Canva for design
- ▶ Utilize event photos over canned graphics

Engagement

Use hashtags and tag participating members and sponsors for increased engagement.

- ▶ Always check hashtags before you use them to ensure they are appropriate
- ▶ Avoid excessive use of hashtags.
- ▶ Encourage board committee engagement by liking and commenting

Newsletters

Newsletters are essential for marketing promotion because they provide a direct line of communication with subscribers' inboxes, fostering relationships and building brand awareness.

Platforms

Email automation platforms help to create emails with easy-to-build templates, send emails to multiple lists, as well as provide analytics post-deployment. Some platforms include:

- ▶ Constant Contact
- ▶ Mail Chimp
- ▶ Brevo

If your customer relationship management system (CRM) is not synced with your email automation platform, you will need to upload your lists manually into the system.

Data Hygiene

Keep lists clean! Your outdated data may affect your overall delivery stats or send you to the black hole. A black hole is a situation where emails are received by a server or email address but are never delivered to the recipient's inbox. Instead, they are silently discarded without notifying the sender or recipient. This can occur due to various reasons, such as:

- ▶ **Spam Filters:** Overly aggressive spam filters may classify legitimate emails as spam and discard them without notification.
- ▶ **Incorrect Email Configuration:** Misconfigurations in the email server or recipient's email client settings can cause emails to be lost.
- ▶ **Invalid Email Addresses:** Emails sent to invalid or non-existent addresses can be absorbed by the server and never returned to the sender.
- ▶ **Mailbox Full:** If the recipient's mailbox is full, emails might be silently dropped.
- ▶ **Server Issues:** Problems with the email server, such as downtime or errors, can result in emails not being delivered.

If Too Many Emails Go Into an Email Black Hole, It Can Lead To:

1. Communication Breakdown: Important messages are missed.
2. Loss of Trust: Reliability issues arise.
3. Operational Disruption: Business processes are affected.
4. Increased Support Requests: More people seek help with missing emails.
5. Reputation Damage: The Sender's reputation suffers.
6. Data Loss: Vital information is lost.
7. Compliance Issues: Potential legal or regulatory penalties.

Addressing root causes like spam filters, email configuration, and server health can help mitigate these issues.

Timing

Try not to send too many emails to the same lists in one day. Too many emails may cannibalize your efforts to maintain a positive relationship with your email list and optimize the effectiveness of your email marketing campaigns; it's essential to strike a balance and avoid overwhelming recipients with excessive emails.

It's Important Not To Send Too Many Emails to the Same List Daily for Several Reasons:

- ▶ **Overwhelm:** Sending too many emails can overwhelm recipients, leading to email fatigue and decreased engagement with your content.
- ▶ **Unsubscribes:** Excessive emails can prompt recipients to unsubscribe from your list, reducing your audience size and potential reach.
- ▶ **Spam Complaints:** If recipients feel bombarded with too many messages, they may mark your emails as spam, potentially damaging your sender's reputation and email deliverability.
- ▶ **Decreased Effectiveness:** When recipients receive too many emails, they are less likely to pay attention to each message, diminishing the effectiveness of your email marketing efforts.
- ▶ **Quality Over Quantity:** Focusing on sending relevant, valuable content at appropriate intervals can lead to better engagement and stronger relationships with your audience.
- ▶ **Risk of Being Ignored:** If recipients consistently receive too many emails from you, they may start ignoring or deleting your messages without even opening them, reducing the impact of your communications.
- ▶ **Brand Perception:** Sending too many emails can create a negative perception of your chapter as being overly aggressive or spammy, potentially harming your chapter's brand image and reputation.

Time to Post

The time of week/day to post is up for discussion – experts will say Tuesday and Thursday from 10 a.m. to 2 p.m. are the best time. Recommended time for posting:

- ▶ 45 days/ 30 days/ morning of for online events
- ▶ 90 days/ 45 days/ 30 days/ 2 days out for in-person events or scholarships

Articles of Interest Include:

- ▶ New Designees
- ▶ Sponsor Recognition
- ▶ Pictures from Events
- ▶ Volunteer Recognition
- ▶ Articles About Commercial Real Estate
- ▶ The CCIM Institute Foundation News
- ▶ Past President Recognition and Board Installment
- ▶ Members in the News
- ▶ Call for Volunteers

Engagement

Pictures are graphical images that are not only engaging but can act to break up content.

- ▶ Be sure to use alt text to describe what the photos are.
- ▶ Always link graphics or images in your newsletters to appropriate pages.
- ▶ Use buttons and easy-to-identify calls to action to drive members and prospects to where you want them to go.

Images

Images play a vital role in both social media and newsletters by enhancing visual appeal, increasing engagement, and aiding in storytelling. They capture attention more effectively than text alone, making content more memorable and shareable. Visual content is particularly important in today's mobile-centric world, where consuming and sharing on various devices is easier. In newsletters, images play a crucial role in highlighting chapter events and driving click-through rates.

- ▶ If possible, find a designated volunteer to take pictures. In some chapters, the Chapter Admin will take pictures at functions.
- ▶ Make sure images selected for promotion or sharing showcase your chapter in its best light. Check for inappropriate items in the picture or use cropping tools to make enhancements. Proper lighting is crucial for images, especially those in printed materials.
- ▶ Use group photos, trying to get as many people in the picture as possible. Make sure everyone's faces are shown and not cut off.
- ▶ Use photo-sharing tools like Flickr to store pictures from past events and share the photo gallery after the event is over.
- ▶ For special events, seek the assistance of professional photography. Provide them with a shot list of exactly the shots you are looking for.
- ▶ Videos are a great way to build engagement. Short 30-to 60-second action spots can be shared on social media to show success in your chapter. The use of videos can also be used in testimonials to act as a stamp of approval from a credible source.

Course Promotion

By effectively marketing your course, our chapter can increase awareness among your target audience, expand your reach to new learners, and drive registration numbers. Promotion not only boosts revenue but also enhances credibility and authority within your local area. Additionally, well-executed marketing strategies help chapters stand out from competitors in a crowded market while also facilitating feedback collection for continuous improvement. Consistent promotion efforts ensure the long-term viability and success of the course, driving ongoing enrollment and revenue generation.

Timing

Recommended promotion time period is:

- ▶ 45 days/ 30 days/ morning of for online events
- ▶ 90 days/ 45 days/ 30 days/ 2 days out for in-person events or scholarships

Engagement

Promote courses by tagging instructors on social media and encouraging them to share. Utilize local newsletters and your website for broader community outreach.

- ▶ Mention the course instructors by name and tag them on social media.
- ▶ Ask course instructors to repost on their own pages.
- ▶ Promote the courses in your local newsletter and on your website.
- ▶ Local REALTOR® boards could be approached since there is a discounted rate for REALTORS® on courses.
- ▶ Use boosting on social media (specifically LinkedIn) to promote courses. Note: There is a fee for this.

Celebrating New Designees

Promoting your newest CCIM Designees is vital for enhancing the credibility of the members in your chapter. This recognition fosters a strong network of qualified professionals, encouraging collaboration and knowledge sharing in your local community. Additionally, showcasing the achievements of new Designees inspires aspiring professionals to pursue the Designation, contributing to your chapter's advancement. Ultimately, promoting new CCIM Designees elevates individual careers, your chapter, The CCIM Institute, and the industry by reinforcing standards of excellence and driving continuous improvement and innovation.

New Designees can be promoted in several ways:

- ▶ Showcasing a group photo with the new Designee from the pinning ceremony after they passed the exam.
- ▶ Highlight each new Designee individually on social media and in your chapter newsletter.
- ▶ Tag the new Designee and their company in all social posts.
- ▶ Invite new Designees to chapter events and recognize their achievement.
- ▶ Encourage new Designees to submit a press release to the local media outlets.

Tracking Success

Tracking communication efforts is crucial for making better plans, using resources wisely, and constantly improving, which can lead to your chapter's success.

Tips for tracking communication metrics:

- ▶ Determine the metrics you want to track.
 - ï Emails: Open/click-through rates
 - ï Note: Open rate industry average is 36%
 - ï Note: Click through rate industry average is 1.27%
 - ï Social Media: Impressions/engagement scores
- ▶ Tracking numbers may not always be entirely accurate due to cookie preferences and software privacy settings.
- ▶ Tracking success can also be measured by attendance at events! If you don't have good attendance chances are people don't know about the event.
- ▶ Social media metrics can be improved by tagging others and using appropriate and relevant hashtags in the posts.

Essential Tools

- ▶ **Constant Contact**—Email and newsletter platform: This platform enables the planning, automation, and analysis of email campaigns, ensuring consistent and timely communication with your audience.
- ▶ **Hootsuite or Buffer**—Social media scheduling: These tools enhance your ability to manage, schedule, and analyze your social media activities effectively.
- ▶ **ChatGPT**—Content assist: Use it as a guide to craft messages or rewrite content based on a specific voice and tone.
- ▶ **Canva**—Online design tool: The CCIM Institute offers each chapter access to our Canva Pro account. Within this account, you can access pre-made graphics and tools to customize them for your chapter's needs.

Want More Information?

Visit Chapter Marketing Resources to learn more:



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Our 9th Annual Real Estate Summit with NAIOP & CTCAR is on Friday, June 14th from 8a-12p @ Austin Country Club. Explore the intricacies of Navigating Capital Markets, gaining essential knowledge to make informed decisions in the ...see more



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CI 102: Market Analysis for Commercial Investment Real Estate

Register at ccimtexas.com



Instructor:
Bo Barron, CCIM

March 26 - 29, 2024
8:30 am - 5:00 pm
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Austin, TX 78717



18

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We had 26 students in our CI 102 Market Analysis course taught by [Bo Barron](#), CCIM. "Top Notch" was mentioned several times when interviewing the students! Thank you to our Education Chair, [Daniel Stein](#), for a flawlessly executed ...see more



Anna Dorazio and 62 others

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Good times at our Networking Happy Hour! Thanks to [Hannah Prytula](#) & special events committee for finding a great venue @ Mama Betty's. Be sure to follow us on LinkedIn to find out when our next event is! [#ccim](#) [#centraltexas](#) [#ci](#) ...see more



You and 54 others

20 comments • 2 reposts

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Organic impressions: 1,024 Impressions

Preview results

Social Media Calendar Example

Week 1											
	Channel	Day	Status	Date	Time (GMT)	Post Topic/Type	Copy	Visual Type	Visual (Drive Link)	Link to Assets	Link to Published Post
3	Instagram	Sunday	Published	1/1/2022	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies! 🎉	Single Gif		N/A	https://www.instagram.com/lin
4	LinkedIn	Sunday	Published	1/1/2022	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies! 🎉	Single Gif	https://drive.google.c	N/A	https://www.linkedin.com/linkt
5	Twitter	Sunday	Published	1/1/2022	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies! 🎉	Single Gif	https://drive.google.c	N/A	https://www.twitter.com/linktop
6	Facebook	Monday	Scheduled	1/2/2022	9:00 AM	Product Update/Announcement	We promised you a great new year—so,	Single Still Image		https://www.jou	
7	Instagram	Monday	Scheduled	1/2/2022	12:00 PM	Product Update/Announcement	We promised you a great new year—so,	Single Still Image	https://drive.google.c	https://www.jou	
8	TikTok	Wednesday	In Progress	1/4/2022	12:00 PM	Employee Testimonial	Journaling for 2023 #fyp #foryou	Video	https://drive.google.c	N/A	
9	Twitter	Wednesday	In Progress	1/4/2022	3:00 PM	Research	We found that 99% of people who write	None (Text Only)	N/A	https://www.jou	
10	Facebook	Friday	Planned	1/6/2022	5:00 PM	Educational	Welcome to #FridayTips!	Single Still Image		https://www.jou	
11	Instagram	Friday	Planned	1/6/2022	2:00 PM	Educational	Welcome to #FridayTips!	Single Still Image	https://drive.google.c	https://www.jou	
12	LinkedIn	Friday	Planned	1/6/2022	10:00 AM	Educational	Welcome to #FridayTips!	Single Still Image	https://drive.google.c	https://www.jou	
13	TikTok	Sunday	Planned	1/8/2022	3:00 PM	Customer Testimonial	Watch this creative genius at work 🧠	Video	https://drive.google.c	N/A	
14	Twitter	Sunday	Planned	1/8/2022	2:00 PM	Product Promotion		None (Text Only)	N/A		

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Notes



Lined area for writing, consisting of multiple horizontal lines.



Lined area for writing, consisting of multiple horizontal lines.



Lined area for writing, consisting of multiple horizontal lines.

This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal grey lines across its entire width, providing a guide for handwriting or typing. The paper itself is a clean, off-white color.

This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal grey lines across its entire width, providing a guide for handwriting or typing. The paper itself is a clean, off-white color.

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