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CAI presidents message: A new year brings new ideas

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I can't tell you how excited and honored I am to be the 2011 president of the CAI New England Chapter (CAI-NE). I have been involved with CAI for 8 years and most notably for the past 7 years as chair of the CAI-NE annual conference & expo which has attracted thousands of condominium homeowners, board members, association managers and other industry professionals from around New England. What a privilege it is to be in the company of previous chapter presidents who have been instrumental in making the chapter one of the largest and most respected chapters in the country.

I want to continue the work that my predecessor Tony Chiarelli initiated in establishing and updating the chapter's Strategic Plan. In addition, under his leadership, a marketing task force was appointed and after many months of task force deliberation, a chapter marketing plan was developed and approved by the board in November. A new public relations committee, to be chaired by Robert McBride, CMCA, AMS, PCAM, will move forward in carrying out the goals and objectives outlined in this marketing plan over the coming months. My goal will be to assist this committee in bringing CAI-NE more visibility and into the world of social media.

As CAI-NE chapter leaders set out with renewed enthusiasm to meet the challenges they will inevitably encounter and embrace the opportunities that will undoubtedly present themselves over the coming months, the questions that guide their decisions include "What do common interest communities and the professionals who serve them need and want?" and "How do individuals want to receive the information and resources they are looking for?". With an eye on communication and a commitment to marketing and public relations at the center of 2011 chapter goals and objectives, listening has never been more important. CAI will continue to listen and more importantly hear how associations are impacted by a struggling economy, new regulations and guidelines imposed by federal and state regulators and law makers, as well as changing technologies and attitudes. And the New England chapter and Condo Media will continue to support associations and industry professionals by delivering the information and resources they want and need. From proactive CAI legislative action committees (LACs) representing industry interests before state legislators to local educational programs that keep association boards and managers informed, CAI-NE leaders will continue to be the best industry volunteers and deliver the best industry resources in the coming year.

After spending time with other chapter presidents-elect at the CAI national conference, I discovered that among more than 57 chapters, the New England chapter is unique and has the advantage of including four states - Maine, Massachusetts, Rhode Island and Vermont - under the umbrella of one chapter office. I will continue the hard work of chapter leaders before me in bringing educational programs and resources to all our chapter states.

As always, I encourage anyone with questions about CAI or the CAI New England chapter to

contact me. I look forward to an exciting year and wish all of us a happy and healthy new year.
"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has." - Margaret Mead.

Beth Tramontozzi is the 2011 CAI-NE chapter president, Wellesley, Mass.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540