



**CHAPTER REPORT FORM**  
FALL FORUM SACRAMENTO CA  
OCTOBER 2, 2010

CHAPTER NO. 1

CHAPTER NAME / LOCATION

Los Angeles / Bakersfield

CHAPTER INITIATIVES / SEMINARS / PROJECTS

The Chapter 1 Board approved a policy to sponsor a pre-recession annual volume of education courses this year and to retain scheduled courses when advance registrations indicate a loss will be taken.

The Chapter sponsors three full-day seminars scheduled annually: Valuation Seminar, ROW Legal Seminar, and Fall Seminar.

CHAPTER GOALS FOR THE YEAR 2010/2011

Maintain a full education course schedule of 12 -13 courses.

Increase marketing efforts for education courses.

NEW IDEAS FOR MEMBERSHIP RETENTION AND GROWTH

We encourage members to bring non-member colleagues to luncheon meetings to introduce them to Chapter members and encourage them to participate in future Chapter activities.

We market our seminars and courses to non-member colleagues.

We recruit speakers for luncheon meetings and seminars speakers judged to have appeal to prospective as well as current members.

Relative to retention, all members included in the "unpaid dues" list distributed by HQ are contacted personally by our Membership Chair or a Board member assisting the Membership Chair.

#### RECOMMENDATIONS TO SHARE

Our annual joint luncheons with the Los Angeles chapters of the Appraisal Institute in March and the American Association of Appraisers in September draw well and provide our members opportunities to network outside the Chapter.

#### OUR CHAPTER NEEDS ASSISTANCE WITH

Membership growth, membership retention, and course attendance – all have been negatively impacted by budget cutbacks of the public agency employers of our members.