



CHAPTER REPORT FORM

CHAPTER #: 1
CHAPTER NAME: Los Angeles-Bakersfield
CHAPTER LOCATION: Los Angeles County, California
DATE OF THIS REPORT: March 2, 2011

MEMBERSHIP

Year-End total Regular/Senior Members as of December 31 st -	251
Total Regular/Senior Members as of this report -	261
Total Regular/Senior Membership Annual Growth Goal - (The total should be a specific number, i.e. obtain 100 members)	36
Year-End total Regular/Senior Membership Goal	287

Objective:

Increase Chapter membership by 36 members in 2011.

Strategy to achieve objective:

Outreach to clients and colleagues via personal contact, telephone, and email. Encourage non-members to attend Chapter luncheon meetings, seminars, and courses. The Chapter acquired ten new members from January 1 – March 2, 2011.

EDUCATION

2011 Objective:

Offer 27 days of courses in calendar year 2011. Offer a sufficient number of courses to allow Chapter members to fulfill SR/WA education requirements within three years without traveling outside the Chapter.

Strategy to achieve objective:

Chapter 1 currently has scheduled 21 days of courses in ten courses in calendar year 2011. Our goal is to add six additional class days. We seek to offer a 27-day schedule based on attentive marketing, the use of classroom facilities donated by members' employers, and the Chapter's willingness to retain scheduled courses that fail to break even. The Chapter has averaged 16 paid attendees per course in the seven days of courses to date. The Chapter's Board-approved policy since 2009 is to retain scheduled courses when the number of preregistrations indicate a course will fail to break even.

COMMUNICATION/OUTREACH

2011 Objective:

Gain greater exposure of Chapter 1's programs and activities in the greater Los Angeles commercial real estate community by encouraging non-members to attend the Chapter's luncheon meetings, seminars, and courses.

Strategy to achieve objective:

The Chapter's annual Valuation Seminar and Fall Seminar draw non-members from all sectors of the ROW field based on the offering of speakers and presentation topics with strong appeal within the field. The Chapter's annual joint luncheon meetings with the local chapter of the Appraisal Institute in March and the American Society of Appraisers (ASA) in September bring members of those organizations and their guests into contact with Chapter 1's members and activities. We actively encourage members to bring non-member guests to luncheon meetings and seminars. We also use the Chapter newsletter as an outreach tool.