



CHAPTER REPORT FORM
FALL FORUM SACRAMENTO CA
OCTOBER 2, 2010

CHAPTER NO.: **67**

CHAPTER NAME / LOCATION: **Orange County, CA**

CHAPTER INITIATIVES / SEMINARS / PROJECTS:

Through the help of our fairly new Education Chair, we have been steadily bringing back our education program. We did not hold a class for nearly 18 months, but we have now held 7 classes within the past 12 months. We are looking to continue this trend.

We will be holding a Spring Seminar sometime in April or May 2011. Details are not ironed out yet, but the general topic for our panel of experts will be related to mobile home appraisal, acquisition and relocations issues.

CHAPTER GOALS FOR THE YEAR 2010/2011

Chapter goals include:

- 1) **Increase class requests and participation from members.** (The Course Survey from HQ will be beneficial.) We are also hoping the new generalist designations will motivate members to take more classes. Because we subsidize our members' lunches, we need to keep the coffers full from education profits. A couple of years ago, we initiated a program offering \$100 off of an IRWA class in exchange for attendance at three luncheons within a calendar year. We will continue the program this fiscal year as well.
- 2) **Increase public agency membership**
- 3) **Increase social/professional networking.** We will put together additional social events for members outside of the normal work day and regularly scheduled luncheons. The Chapter can defray some of the cost so that members' costs will be nominal.

NEW IDEAS FOR MEMBERSHIP RETENTION AND GROWTH:

Haven't really come up with *new* ideas, but we continue to try and secure interesting and "professionally attractive" speakers for our luncheons. We are also securing applicable continuing education credits for our members. This seems to be paying off. We have seen a steady increase in luncheon attendance for the past 18 months.

We have also discussed offering more "free lunches" to the different public agencies in our area. Many of them have seen severe cutbacks including pay reductions, furloughs and lay-offs in the past year. We definitely want to keep our LPAs involved, so the Chapter Board realizes we may have to take extra steps this coming year.

RECOMMENDATIONS TO SHARE

Continue to try and attract diversity within the Chapter membership with respect to occupation and employer. In other words, it's difficult to keep retain membership, if all the luncheon participants are appraisers or attorneys. (Even worse is when the crowd is all consultants.) "Participatory" members working within the variety of R/W disciplines, and in both the private and public sectors, increase networking opportunities and make membership more attractive.

OUR CHAPTER NEEDS ASSISTANCE WITH

Creating motivation amongst our membership to take IRWA classes and secure designations and certifications.

Ideas for reaching out to LPAs regarding membership and participation in the organization.