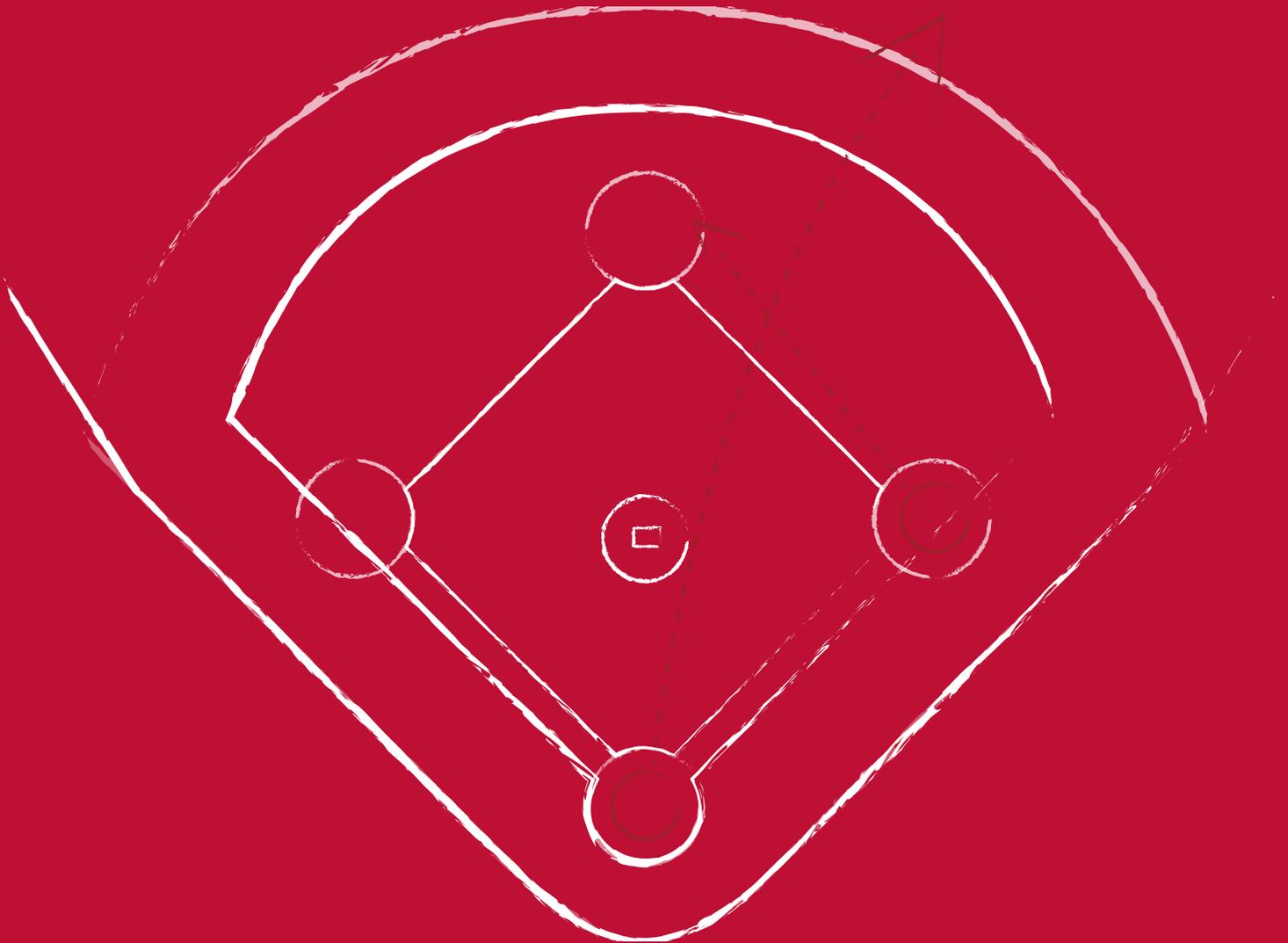




**Chapter  
Officer Training**

# PLAYBOOK

**Win the Game  
Before It's Played**



**August 2020**



**CCIM Institute**  
Commercial Real Estate's  
Global Standard for Professional Achievement

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## 2021 STRATEGIC PLAN

**MISSION:** The mission of CCIM Institute is to elevate our members to the highest levels of success in the commercial real estate profession.

**VISION:** To shape the commercial real estate industry by being the most influential, innovative, and internationally recognized organization.

| OBJECTIVES  | GOALS   | STRATEGIES   | MILESTONES   |
|---|---|--|--|
| CCIM Institute is recognized as the premier commercial real estate education provider | <ul style="list-style-type: none"> <li>Increase corporate, university, and affiliate education delivery</li> <li>Identify processes by state for attaining CE approval of Ward Center and other online courses by December 2020</li> <li>Investigate, develop and repurpose tools and educational material specific to market disruptions</li> <li>Create awareness of CCIM education to underserved markets and eliminate barriers to enhance inclusiveness</li> </ul> | (Create and) Deliver an education plan that updates all relevant material, incorporates CE, and expands the education delivery process relevant through downturns and to all market cycles   | <ul style="list-style-type: none"> <li>Annual increase in enrollment of non-members in Ward Center classes.</li> <li>Year over year increase and involvement by the "The Real Estate Roundtable" members.</li> <li>Year over year increase in the number of University Alliance Partners by 3.</li> <li>On an annual basis, convert 25 University Alliance graduates to Fast Track membership.</li> <li>By December 2020, launch online self-paced designation education for at least 2 international partners.</li> </ul>   |
| Increase member retention and engagement at the Institute and chapter level           | <ul style="list-style-type: none"> <li>Increase designee participation in the mentoring program</li> <li>Include newer designees in the chapter and Institute leadership</li> <li>Ensure the annual conference is inclusive and relevant</li> </ul>   | Effectively market conferences, meetings, networking, education, and leadership opportunities  | <ul style="list-style-type: none"> <li>Retain 69% of candidates and 94% of designees.</li> <li>Increase mentoring opportunities 20% by December 2021.</li> </ul>   |
| Promote the value and understanding of the designation                                | <ul style="list-style-type: none"> <li>Increase brand recognition and awareness</li> <li>Increased Mentor/mentee awareness and participation.</li> <li>Create an inclusive community for all current and future stakeholders.</li> </ul>  | Refine and expand the comprehensive branding and marketing program creating an inclusive community strengthening internal & external relationships.  | <ul style="list-style-type: none"> <li>Establish a plan to continue the discussion on "Work Force of the Future" program including at least 5 of the top 25 Commercial Real Estate firms.</li> <li>Develop a comprehensive strategy to determine baselines of brand awareness among Corporate America by September 2020.</li> <li>Launch marketing program derived from baselines by December 2020; finalize the plan to measure any change in brand awareness against baselines by July 2021.</li> </ul>                    |
| Provide innovative resources to ensure the ongoing relevancy of the Institute         | <ul style="list-style-type: none"> <li>Develop and launch new models or methods</li> <li>Create collaborative opportunities which compliment the future and inclusive needs of our members</li> <li>Create CRE index or indices that benefit and highlight the expertise of members</li> </ul>  | <p>Develop alternative delivery models to serve the needs of tomorrow's diverse students</p> <p>Develop and deliver timely content on emerging topics to the membership and the industry</p> | <ul style="list-style-type: none"> <li>Establish a plan for enhanced video content marketing with a quantitative metric by July 2021.</li> <li>Identify a minimum of 3 high growth/demand collaborative opportunities and initiate at least one.</li> <li>Establish a plan for next phase of CCIM Institute thought leadership content based on index project baselines by July 2021</li> <li>Launch an updated website that creates a more valuable experience for users and meets current technology standards.</li> </ul> |

# 2020 CCIM INSTITUTE OFFICER BIOGRAPHIES



## 2020 President



**Eddie D. Blanton, CCIM**, brings fundraising and community service experience to the position. In addition to his leadership position at the CCIM Institute, he is Principal and Senior Advisor of Tradd Commercial Real Estate in Charlotte, N.C. While his career centers on negotiating deals in the retail sector and for investors, Blanton founded The Blanton Foundation in 2015 to teach his son how to help others in the community. The nonprofit provides financial and volunteer assistance to multiple benefactors, including 12- to 15-year-old children, primarily for medical care and youth sports.

Since obtaining his CCIM designation in 2001, he has progressively moved up from leadership positions within the North Carolina CCIM Chapter to significant positions on multiple CCIM Institute national committees, including serving on the Board of Directors since 2013.

## 2020 President-Elect



**Timothy S. Blair, CCIM**, is currently a partner with Shannon Waltchack in Birmingham, Ala. Blair heads their Neighborhood Center Fund, which focuses on acquiring strip centers in affluent, dense communities with 'internet proof' service tenants. A veteran real estate professional, he has been in the real estate industry for more than 25 years and a principal at Shannon Waltchack since 2010.

He currently serves on CCIM Institute's national board of directors and will serve as the CCIM Institute's global president in 2021. In addition, Blair is a Life Member of the Birmingham Association of Realtors' Commercial Million Dollar Sales Club.

Blair received his bachelor's degree from Colorado College and his MBA from University of Virginia's Darden School of Business.

## 2020 First Vice President



**Leslie G. Callahan III, CCIM**, has co-founded several community banks over the years, while also managing accounts for clients in both commercial real estate and other types of investments. In addition to his leadership position at CCIM Institute, he is founder and president of First Colony Financial Corporation in Atlanta, where Callahan has worked for 38 years. A diversified commercial real estate leasing, property management, and development company specializing in community shopping centers and office buildings, First Colony and its affiliate partnerships have approximately 150 tenants, including Walmart, Home Depot, Publix, Hobby Lobby, and Cracker Barrel, and operate in the Southeastern states of Arkansas, Georgia, North and South Carolina, and Tennessee.

Since obtaining his CCIM designation in 1982, Callahan has progressively moved up from leadership positions at the Georgia CCIM Chapter to serving CCIM Institute in numerous capacities, including several of the institute's national committees, 2015 presidential liaison for the Member Services Committee, 2018 treasurer, and member of the Board of Directors.

# 2020 CCIM INSTITUTE OFFICER BIOGRAPHIES



## 2020 Treasurer



**Charles C. (Chuck) Connely, IV, CCIM, CFP, CPM**, is the Managing Director of the Lewis White Real Estate Center at the University of Missouri-Kansas City where he is an Associate Teaching professor where he teaches real estate and finance. He is also the President of C.C. Connely & Associates that specializes in new commercial real estate development opportunities including manufacturing, warehouse/distribution, retail, office, municipal and entertainment properties. Chuck previously was the Managing Director of EPR Financial Services (subsidiary of EPR Properties, a public REIT), General Manager - Vice President of Butler Real Estate (a national merchant developer), a subsidiary of Butler Manufacturing Company. Chuck has also served as the Chief Executive Officer of the D.H. Pace Company, the parent of several Overhead Door franchises. Chuck has over 25 years of investment banking and real estate experience and in addition to the above; he has served as a Managing Director of KPMG LLP's Corporate Finance Group and as a Vice President of Corporate Finance with George K. Baum & Company.

Chuck has served on the CCIM Institute board of directors for eleven years and is the current Treasurer-Elect. He is a past President of the CCIM Kansas City Chapter.

## Chief Executive Officer



**Gregory J. Fine, FASAE, CAE**, is a recognized association executive and leader with more than 21 years of helping membership-based organizations grow and prosper. As the executive vice president and CEO of CCIM Institute, he heads up a 13,000-member professional association, with members located in 30 countries. He also is a member of the U.S. Chamber of Commerce Committee of 100. Prior to CCIM Institute, Fine served as the global CEO of the Turnaround Management Association and vice president of marketing and communications for the Association for Corporate Growth.

Fine also is actively engaged in nonprofits, having served on the boards of ASAE, ASAE Foundation, and the Association Media and Publishing. Fine is faculty emeritus for the Chamber's Institute of Organizational Management and served on the faculty for NYSAE and the Association Forum of Chicago CAE prep courses. He was invited to join the ASAE Fellows in 2017 and awarded ASAE's Certified Association Executive designation in June 2003. A prolific writer and speaker, he has written for FORUM, Associations Now, and Signature magazines and made presentations to audiences all over the world about strategy, leadership, multigenerational workforce, association trends, social media, membership, marketing, and volunteerism.



## GOVERNANCE STRUCTURE (01/01/20)

## 2020 CCIM INSTITUTE BOARD OF DIRECTORS ROSTER

## 2020 ELECTED OFFICERS

- President: Eddie D. Blanton, CCIM
- President-Elect: Timothy S. Blair, CCIM
- First Vice President: Leslie G. Callahan III, CCIM
- Treasurer: Chuck Connely IV, CCIM
- Treasurer-Elect: TBD
- CEO/EVP: Greg Fine, FASAE, CAE (*Ex-Officio/Non-Voting*)

2020 PRESIDENTIAL LIAISONS (*Ex-Officio/Non-Voting*)

- Education: David Schnitzer, CCIM<sup>1</sup>
- International Activities: Agnes Rivera, CCIM<sup>1</sup>
- Membership: Bobbi Miracle, CCIM<sup>1</sup>
- Member Services: Greg Harris, CCIM<sup>1</sup>
- Technology: Nick Miner, CCIM

| ELECTED DIRECTORS<br>2018 - 2020 (16) | ELECTED DIRECTORS<br>2019 - 2021 (16) | ELECTED DIRECTORS<br>2020 - 2022 (16) | 2020 RVPs<br>(12)                       | NOTES:   |
|---------------------------------------|---------------------------------------|---------------------------------------|---|--|
| Sharon Carz <sup>2</sup>              | Bill Adams                            | Craig Blorstad                        | Region 1: Chad Gleason <sup>2</sup>     | <sup>1</sup> <i>Presidential Liaisons who are also elected, voting board members.</i><br><sup>2</sup> <i>Allowed one vote.</i> |
| D'Etta Casto-DeLeon                   | Keith Andrews                         | Chad Gleason <sup>2</sup>             | Region 2: Sharon Carz <sup>2</sup>      |  |
| Sue Earnest                           | Sandy Benak                           | Greg Harris                           | Region 3: Bob Rizzuto                   |  |
| Mohamed Elkayal <sup>2</sup>          | Lydia Bennett                         | John Lopez                            | Region 4: John McClure                  |  |
| J. Max Hamidi                         | Eddie Buxton                          | Charlie Mack                          | Region 5: Bruce Johnson                 |  |
| Eric Hillenbrand                      | Robin Civish                          | Barbara Ann Monahan                   | Region 6: Trey Kirby                    |  |
| Ellen Hsu                             | Andie Edmonds                         | K. Teya Moore                         | Region 7: Steve Eisenshtadt             |  |
| Harold Huggins                        | David Ellermann                       | Randall Moore                         | Region 8: Tina Marie Eloian             |  |
| Randy Krise                           | Mark Hinkins                          | Lou Nimkoff                           | Region 9: Jay Taylor                    |  |
| Michael Marechal                      | Beverly Keith                         | John Orr                              | Region 10: Byron Smith                  |  |
| Karlos McGhee                         | Walter Lui                            | Adam Palmer                           | Region 11: Michael Guidicelli           |  |
| Bobbi Miracle <sup>1</sup>            | Bobbie Mastracci                      | Gary Ralston                          | Region 12: Mohamed Elkayal <sup>2</sup> |  |
| Shad Phipps                           | James Robertson                       | Agnes Rivera                          |   |  |
| Steve Rich                            | David Schnitzer <sup>1</sup>          | Drew Showfety                         |   |  |
| Chere Roane                           | Brad Waken                            | Travis Waldrop                        |   |  |
| Ann Trandai                           | Evelyn Ward                           | Soozi Jones Walker                    |   |  |

| PAST PRESIDENTS<br>(26) | BK Allen       | 1996 | Sheldon Good    | 1974 | Mark Macek      | 2015 | Darbin Skeans  | 2001 | David Wilson | 2018 |
|-------------------------|----------------|------|-----------------|------|-----------------|------|----------------|------|--------------|------|
|                         | Barbara Crane  | 2019 | Richard Juge    | 2010 | Mac McClure     | 2009 | Larry J. Smith | 1981 | Robin Webb   | 2017 |
|                         | Martin Edwards | 1989 | Leil Koch       | 2012 | Ron Myles       | 1986 | Barry Spizer   | 2003 |              |      |
|                         | Allen Feltman  | 1999 | Karl Landreneau | 2014 | Dan Page        | 1997 | John Stone     | 1991 |              |      |
|                         | Joe Fisher     | 2007 | Pius Leung      | 2005 | Steve Price     | 2006 | Dewey Struble  | 1998 |              |      |
|                         | John J. Frank  | 1994 | Jay Lucas       | 1995 | Cynthia Shelton | 2002 | Ralph Varnum   | 1985 |              |      |

# 2020 CCIM Governance and Committee Structure

Updated 2/3/20

## BOARD OF DIRECTORS

**President: Eddie Blanton, CCIM**

President-Elect: Tim Blair, CCIM

First Vice President: Les Callahan, CCIM

Treasurer: Chuck Connelly, CCIM

Chief Executive Officer: Greg Fine, FASAE, CAE

### MANAGEMENT TEAM

Eddie Blanton, CCIM  
Tim Blair, CCIM  
Les Callahan, CCIM  
Chuck Connelly, CCIM  
Greg Fine, CEO

### EXECUTIVE

**C: Eddie Blanton, CCIM**  
VC: Tim Blair, CCIM  
\*Erin Menet

### AUDIT

**C: Jeff Greene, CCIM**  
VC: John Koss, CCIM  
\*Marie Fahrenbach

### GOVERNANCE

**C: Tom Wallin, CCIM**  
VC: Ernest Brown, CCIM  
\*Erin Menet

### FINANCE

**C: Chuck Connelly, CCIM**  
VC: TBD  
\*Marie Fahrenbach

### STRATEGIC PLANNING

**C: Tim Blair, CCIM**  
VC: Les Callahan, CCIM  
\*Gail Collins

\*CCIM Institute staff liaison

### EDUCATION PRESIDENTIAL LIAISON

**David Schnitzer, CCIM**  
2021 PL: Travis Waldrop, CCIM

### INTERNATIONAL PRESIDENTIAL LIAISON

**Agnes Rivera, CCIM**  
2021 PL: Ellen Hsu, CCIM

### MEMBERSHIP PRESIDENTIAL LIAISON

**Bobbi Miracle, CCIM**  
2021 PL: Jim Purgerson, CCIM

### TECHNOLOGY PRESIDENTIAL LIAISON

**Nick Miner, CCIM**  
2021 PL: Nick Nelson, CCIM

### MEMBER SERVICES PRESIDENTIAL LIAISON

**Greg Harris, CCIM**  
2021 PL: Andie Edmonds, CCIM

### EDUCATION

**C: George Wilson, CCIM**  
VC: Lydia Bennett, CCIM  
\*Jen Weed

#### ↳ CURRICULUM SUBCOMMITTEE

**C: Stan Gniadzowski, CCIM**  
VC: Maryann Mize, CCIM  
\*Barbara Klein

#### ↳ FACULTY SUBCOMMITTEE

**C: Charlie Mack, CCIM**  
VC: George Wilson, CCIM  
\*Denise Rosemon

#### ↳ UNIVERSITY OUTREACH SUBCOMMITTEE

**C: Eric Gorman, CCIM**  
VC: Grayson Glaze, CCIM  
\*Patti Pereya

#### ↳ WARD CENTER FOR REAL ESTATE STUDIES SUBCOMMITTEE

**C: Chad Gleason, CCIM**  
VC: Jeff Hoffman, CCIM  
\*Sandra Samargis

### INTERNATIONAL ACTIVITIES

**C: Bill Milliken, CCIM**  
VC: Eavan Travers, CCIM  
\*Jessica Carrillo

### DESIGNATION

**C: Evelyn Ward, CCIM**  
VC: Tom Wallin, CCIM  
\*Lynnette Briggs

### GOVERNMENT AFFAIRS

**C: Shad Phipps, CCIM**  
VC: Jim Tansey, CCIM  
\*Elizabeth Vincent

### PROFESSIONAL STANDARDS

**C: Bill Adams, CCIM**  
VC: Steve Shockley, CCIM  
\*Domonique Joiner

### MARKETING

**C: Ian Grusd, CCIM**  
VC: Brad Waken, CCIM  
\*Rich Rosfelder

### MEMBER SERVICES COMMITTEE

**C: Robin Civish, CCIM**  
VC: Rich Campbell, CCIM  
\*Domonique Joiner

#### ↳ CHAPTER ACTIVITIES SUBCOMMITTEE

**C: Bobbie Mastracci, CCIM**  
VC: Adam Palmer, CCIM  
\*Sharese Simmons

#### ↳ NETWORKING SUBCOMMITTEE

**C: Steve Rich, CCIM**  
VC: Mike Armanious, CCIM  
\*Sharese Simmons

#### ↳ REGIONAL ACTIVITIES SUBCOMMITTEE

**C: Holly Buchanan, CCIM**  
VC: Eddie Buxton, CCIM  
\*LaShay Sydnor



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## Antitrust/Conflict of Interest

*Pursuant to your fiduciary duties to CCIM, the CCIM 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 an Institute Volunteer, Committee or Board member 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 CCIM Institute activities 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 CCIM members.
- > Do not share information regarding current or future prices or fees for products or services of CCIM members.
- > 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 CCIM members or others in the profession may be interested.
- > Do not discuss allocating or dividing customers, territories, or markets in which CCIM members 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.



## PHONE LIST as of 07/31/2020

| STAFF               | EXTENSION      | FAX          | TITLE  |
|---------------------|----------------|--------------|--|
| Allyn, Katie        | 4538           |              | Web Content Manager                                  |
| Arnold, Anquienette | 8557           |              | Education Technology Coordinator                     |
| Briggs Lynnette     | 4517           |              | Designation Manager                                  |
| Brown, Ken          | 8572           |              | IT Support Specialist                                |
| Burch, Alvin        | 4498           |              | Director of Education Programs                       |
| Campbell, Carol     | (312-544) 8390 |              | Vice President of CCIM Technologies                  |
| Carrillo, Jessica   | 4522           |              | Global Programs Coordinator                          |
| Cismesia, Donna     | 4494           |              | Meetings and Events Liaison                          |
| Collins, Gail       | 4472           | 312-321-4501 | Deputy CEO   |
| Danaher, Katlyn     | 4496           |              | Education Delivery Coordinator                       |
| Dooley, Chris       | 4485           |              | Membership and Inclusion Coordinator                 |
| Fahrenbach, Marie   | 4473           |              | Chief Financial Officer                              |
| Fine, Greg          | 4470           |              | Executive Vice President and Chief Executive Officer |
| Flores, Jackie      | 4539           |              | Solution Center Senior Advisor                       |
| Galbato, Lara       | 4533           |              | Senior Staff Accountant - Expenses                   |
| Grayer, Jenae       | 4462           |              | Solution Center Advisor                              |
| Guthrie, Larry      | 4535           |              | Director of Communications                           |
| Hanba, Alex         | 4513           |              | Vice President of Operations                         |
| Hawk, Angela        | 4484           |              | Education Technology Manager                         |
| Helsper, Marge      | 8566           | 312-373-8212 | Continuing Education Coordinator                     |
| Hodgson, Tim        | 4489           |              | Education Editor                                     |
| Joiner, Domonique   | 4516           | 312-981-7889 | Senior Director of Member Services                   |
| Jones, Mel          | 4481           |              | Digital Marketing Specialist                         |
| Klein, Barbara      | 4505           | 312-981-7893 | Designation Curriculum Manager                       |
| Leider, Nick        | 8558           |              | Senior Content Editor                                |
| MacCormack, Abby    | 4527           |              | Human Resources Manager                              |
| Menet, Erin         | 4526           |              | Director of Governance and Leadership Programs       |
| Naglich, Mike       | 8552           |              | Systems Administrator                                |
| O'Connor, Kristin   | 4474           | 312-373-8245 | Executive Director                                   |
| Orlandi, Gina       | 4478           |              | Marketing Project Manager                            |
| Pajakowski, Mitch   | 4463           |              | Senior Staff Accountant - Revenue                    |
| Patel, Toral        | 8553           |              | Data Analyst   |
| Pereyra, Patti      | 4512           |              | Director of Business Development                     |
| Phillips, Kristen   | 4537           |              | Solution Center Advisor                              |
| Pillai, Anand       | 4491           |              | Content Coordinator                                  |
| Renk, Alexis        | 4521           |              | STDB Lead Support and Training Coordinator           |
| Rosemon, Denise     | 4502           | 312-981-7891 | Faculty Manager                                      |
| Rosfelder, Rich     | 4507           | 312-373-8219 | Vice President of Strategic Communications           |
| Rund CMP, Kathryn   | 8579           | 312-373-8234 | Director of Meetings and Events                      |
| Samargis, Sandra    | 8551           |              | Ward Center Manager                                  |
| Sherby, Lauren      | 4529           |              | Office Assistant                                     |
| Simmons, Sharese    | 4487           |              | Chapter Services Manager                             |
| Sydnor, LaShay      | 4511           |              | Regional Services Manager                            |
| Vincent, Liz        | 4493           |              | Membership and Public Policy Manager                 |
| Weed, Jen           | 4461           | 312-981-7881 | Vice President of Education                          |
| Williams, Mattie    | 4504           | 312-373-8237 | Continuing Education Manager                         |
| Wilson, Ben         | 312-544 8391   |              | STDB Product Specialist                              |
| Wilson, Juliane     | 4469           |              | Chapter Marketing Coordinator                        |
| Zahorik, Marie      | 4475           |              | Senior Staff Accountant – Affiliates and Contracts   |

| MAIN CCIM NUMBERS                        |                              |
|--|------------------------------|
| Main Number                              | 312-321-4460                 |
| Course                                   | 800-621-7027                 |
| Registration                             | Ext. 3100                    |
| Main Fax                                 |                              |
| (Received by Finance)                    | 312-321-4530                 |
| Website                                  | www.ccim.com                 |
| CCIM PRODUCT INFORMATION                 |                              |
| Creative Promo Products                  | 847-470-1190                 |
| Chapter Information                      | 4504                         |
| Exams                                    | 4494                         |
| Fulfillment                              | 4524                         |
| CCIM OFFICE AREAS/CONFERENCE ROOMS       |                              |
| Front Desk                               | 4508                         |
| Server Room                              | 8562                         |
| Supply/Mail Room                         | 7812                         |
| Levine Learning Center                   | 4503                         |
| Lake Shore Drive Conf. Room              | 4495                         |
| Illinois Street Conf. Room               | 4497                         |
| State Street Team Room                   | 8569                         |
| Michigan Avenue Conf. Room               | 4515                         |
| Wellness Room                            | 4534                         |
| Business Center 1                        | 8555                         |
| Business Center 2                        | 8556                         |
| Project Room                             | 8568                         |
| Marketing Project Room                   | 8564                         |
| CEO Conf. Line                           | 4471                         |
| ZOOM                                     |                              |
| In Office                                | *55 then Meeting ID          |
| Out of Office                            | 929-205-6099 then Meeting ID |
| CCIM FOUNDATION                          |                              |
| Ext. 7801 or 877-CCIM-EF1                |                              |
| GENERAL NAR CONTACTS                     |                              |
| Mailroom - NAR                           | 312-329-8631                 |
| NAR                                      |                              |
| Receptionist                             | 312-329-8200                 |
| CRS/CRB                                  |                              |
| Receptionist                             | 312-321-4400                 |
| CRS/CRB Fax                              | 312-329-8882                 |
| NAR AFFILIATES                           |                              |
| CRB                                      | 312-321-4400                 |
| CRE                                      | 312-329-8427                 |
| CRS                                      | 312-329-6000                 |
| IREM                                     | 312-329-6000                 |
| REBAC                                    | 800-648-6224                 |
| RLI                                      | 312-329-8440                 |
| SIOR                                     | 202-449-8200                 |
| REALTOR® BUILDING                        |                              |
| 1 <sup>st</sup> Floor Lobby              | 312-329-8558                 |
| Receptionist                             |                              |
| GNP Realty Partners (Prpty Mgmt. Office) | 312-329-8400                 |
| EMERGENCY                                |                              |
| Emergency                                | 911                          |
| Non-Emergency                            | 311                          |
| Building Office                          | 312-329-8527                 |

\*Names in red indicate senior staff



**CCIM Institute**  
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## What is CCIM Institute?

CCIM Institute created the language of global real estate investment. Our 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 50 chapters, continues to innovate best practices and elevate the commercial real estate professional through its core designation program to earn the CCIM pin — real estate's most coveted credential — and its topical education courses offered through the Ward Center for Real Estate Studies.

In addition, membership in CCIM Institute includes the industry's best technology and operational platform, Site To Do Business, allowing entrepreneurial and mid-sized businesses to compete with larger multinational providers. Today, almost 70 percent of designees hold the title of owner, partner, principal, or president, representing an exclusive worldwide referral network of 13,000 members in 30 countries. Ultimately, CCIM represents a larger vision of the commercial real estate provider, leveraging investment analysis, opinions of value, and underwriting to become a leader in sourcing capital, building a cash-flow vehicle, and ultimately creating value.

### The Designation

CCIM stands for Certified Commercial Investment Member. The CCIM lapel pin denotes that the wearer has completed advanced coursework in financial and market analysis, and demonstrated extensive experience in the commercial real estate industry. CCIM designees are recognized as leading experts in commercial investment real estate.

### Investment Expertise

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

### Who Earns the CCIM Designation?

Any commercial real estate professional is eligible to enroll in designation courses and ultimately apply to receive the distinction.

Current designees include:

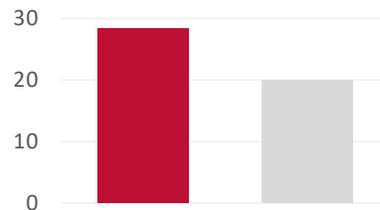
- > Brokers
- > Leasing professionals
- > Investment counselors
- > Asset managers
- > Appraisers
- > Corporate real estate executives
- > Property managers
- > Developers
- > Institutional investors
- > Commercial lenders
- > Portfolio managers (loan servicing)
- > Attorneys
- > Bankers
- > Other allied professionals

**70%**

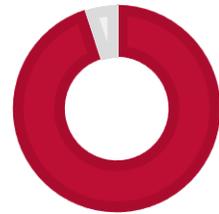
of CCIM designees hold the title of owner, partner, principal, president, vice president, or broker.

**42%**

CCIMs average 42% more transactions annually than a typical brokerage specialist.

**95%**

of CCIM members said the CCIM designation is important to their careers.

**Mission**

The mission of CCIM Institute is to elevate our members to the highest levels of success in the commercial real estate profession.

**Vision**

To shape the commercial real estate industry by being the most influential, innovative, and internationally recognized organization.

**Brand Positioning**

CCIM Institute is commercial real estate's value creation organization. A global community of 13,000 members, more than 50 chapters, and 30 countries, CCIM educates and connects the world's leading experts in investment strategy, financial analysis, and market analysis. Through the Institute's signature designation program — real estate's most coveted credential — and its topical education courses offered through the Ward Center for Real Estate Studies, CCIM has elevated real estate professionals to the highest reaches of the industry. We do this through a comprehensive curriculum based on practical knowledge, and instructors who are themselves industry leaders. Today, almost 70 percent of designees hold the title of owner, partner, principal, or president, representing an exclusive worldwide referral network. In addition, CCIM offers its members the industry's best technology platform, allowing entrepreneurial and mid-sized businesses to compete with the largest multinational providers. Information at [www.ccim.com](http://www.ccim.com).



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# CCIM Institute Quick Facts

## What is CCIM Institute?

CCIM Institute created the language of global real estate investment. Our 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 55+ chapters, continues to innovate best practices and elevate the commercial real estate professional through its core designation program to earn the CCIM pin — real estate's most coveted credential — and its topical education courses offered through the Ward Center for Real Estate

## What is a CCIM?

CCIM stands for Certified Commercial Investment Member. The CCIM lapel pin denotes that the wearer has completed advanced coursework in financial and market analysis, and demonstrated extensive experience in the commercial real estate industry. CCIM designees are recognized as leading experts in commercial investment real estate.

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

- > CCIM Institute has been the leader in educating and equipping professionals in commercial real estate for over 50 years.
- > Global network: There are CCIM members in more than 30 countries around the world.
- > Local network: There are more than 55+ 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 CCIM members 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 CCIM members hold the title of owner/principal/partner, president, vice president, or broker.
- > CCIM members 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 institute courses:

- > **Classroom:** Learn in a traditional classroom environment. Interact and network with other professionals in a collaborative, small-group setting (approx. 4 days).
- > **Blended (Online + Classroom):** The first four weeks are comprised of self-paced interactive online activities, videos, scheduled virtual classroom sessions, guided research assignments, and assessments. The final day-and-a-half is spent on site working with classmates through a capstone case study (approx. 4 weeks).
- > **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).

| Course                               | CCIM Institute Member Rate | Non-Member Rate |
|--------------------------------------|----------------------------|-----------------|
| CI 101                               | \$1,200                    | \$1,735         |
| CI 102                               | \$1,435                    | \$1,735         |
| CI 103                               | \$1,435                    | \$1,735         |
| CI 104                               | \$1,435                    | \$1,735         |
| Negotiations                         | Varies                     | Varies          |
| Ethics Course                        | Free                       | Free            |
| <a href="#">Two Elective Credits</a> | Varies                     | Varies          |

Core courses (CI 101-104) are offered in all formats. Ward Center courses are offered in-class, online instructor-led, and online self-paced. All final course exams are administered online.

### 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 Courses:**
  - > 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 [www.ccim.com/portfolio](http://www.ccim.com/portfolio).
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 [www.ccim.com/comp-exam](http://www.ccim.com/comp-exam).

## Time and Cost

The CCIM designation program was designed to help you work at your own pace earning the CCIM designation. 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](http://www.ccim.com/time-cost).

## Ward Center for Real Estate Studies

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

| Sample of Ward Center Courses                         | CCIM Institute Member Rate | Non-Member Rate |
|---|----------------------------|-----------------|
| Introduction to Development Workshop                  | \$985                      | \$1,285         |
| Advanced Commercial Real Estate Development Practices | \$1,035                    | \$1,075         |
| Foundations for Success in Commercial Real Estate     | \$295                      | \$360           |
| Splitting Profits in Commercial Real Estate           | \$110                      | \$150           |
| Seniors Housing: Fundamentals and Benchmarks          | \$110                      | \$150           |

## 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 [www.ccim.com/dev-track](http://www.ccim.com/dev-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

Membership is \$650 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](http://www.ccim.com/membership).

Candidates are members who are working towards their CCIM designation and may not display the CCIM designation or logo. Candidates may only refer to candidacy status in a portfolio to prospective employers and clients. Only those who have completed the designation program are allowed to display the CCIM designation and logo as long as membership is maintained with CCIM Institute and National Association of REALTORS®.

## Member Benefits

| Candidates  | Designees  |
|---|--|
| <ul style="list-style-type: none"> <li>&gt; Tuition discounts on all Institute courses</li> <li>&gt; Free access to Site To Do Business: Platinum level</li> <li>&gt; Free access to DealShare: preference-matching marketing platform</li> <li>&gt; Subscription to <i>Commercial Investment Real Estate</i> magazine</li> <li>&gt; Free web conferences</li> <li>&gt; Discounts on conferences</li> <li>&gt; CCIM Affinity Provider benefits</li> </ul> | <ul style="list-style-type: none"> <li>&gt; Life with the Pin (LAP) tuition discounts on core courses</li> <li>&gt; Free access to Site To Do Business: Platinum level plus additional reports</li> <li>&gt; Free access to DealShare: preference-matching marketing platform</li> <li>&gt; Google G-suite</li> <li>&gt; Dedicated CCIM.net email</li> <li>&gt; Subscription to <i>Commercial Investment Real Estate</i> magazine</li> <li>&gt; Free web conferences</li> <li>&gt; Discounts on conferences</li> <li>&gt; Designation promotion materials</li> <li>&gt; Find-a-CCIM Professional Directory</li> <li>&gt; CCIM Affinity Provider benefits</li> <li>&gt; CCIM Connect</li> </ul> |

## Fast Track and University Fast Track

### Fast Track

Fast Track members need to complete the six designation courses and sit for the Comprehensive Exam with 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](http://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 CCIM core courses — CI 101, CI 102, CI103, or CI 104 — and have the elective credit requirement waived.

Requirements: one core 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 all within 48 months from starting the program. In addition, you must submit a portfolio and sit for the Comprehensive Exam within 72 months from starting the program.

View the list of participating universities at [www.ccim.com/univ-fast-track](http://www.ccim.com/univ-fast-track).



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## CCIM Institute Program

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.

### Cultural Diversity Education Program

The Cultural Diversity Education Program (CDEP) was created in 2002 to develop a critical mass of minority CCIM designees who can positively impact their respective communities and the commercial real estate industry in general. At present, African-Americans, Hispanic Americans, Native-Americans, and Asian-Americans are underrepresented in both the commercial real estate industry and within CCIM Institute.

Through the program, qualified diversity real estate professionals are introduced to CCIM Institute education. Since the program began, more than 1,500 minority students have completed the Institute's two-day introductory course. Others have gone on to earn the CCIM designation. The CDEP offers discounts on tuition for the Foundations for Success in Commercial Real Estate course as well as the four core courses that are required to earn the CCIM designation.

### Vets in Real Estate Program

CCIM Institute has partnered with the Illinois Department of Veterans Affairs to provide U.S. military veterans the opportunity to start their careers in commercial real estate. Eligible vets or their beneficiaries (spouses or children) may receive tuition assistance for CCIM Institute's designation program, a non-college-degree certificate.

### 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 for professional education, networking opportunities, and industry-leading technology in the commercial and investment real estate world.

### **CCIM Diversity and Inclusion Statement**

CCIM 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.

## **International Program**

Worldwide, 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 24 countries, outside of the U.S.

## **CCIM Mentor – Coming Fall 2020**

Navigating your way into commercial real estate or even among the large CCIM member network can be difficult. 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 CCIM Institute with experienced CCIM mentors.

## **The Jay W. Levine (JWL) Leadership Development Academy**

Named after Jay W. Levine, the 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 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](http://www.ccim.com/about-ccim/programs).



# PORTFOLIO

## of Qualifying Experience

### 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](http://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](http://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](http://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](mailto:designation@ccim.com) for your submission to be approved.
- > **Disapproved:** our 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.

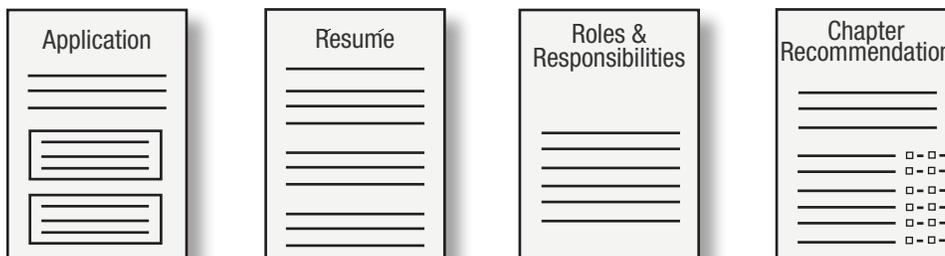
Qualifying activities are those that have taken place within five years of the portfolio's submittal date and in which the candidate has had substantial participation.



### 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](http://www.ccim.com/portfolio).

#### All submissions include:

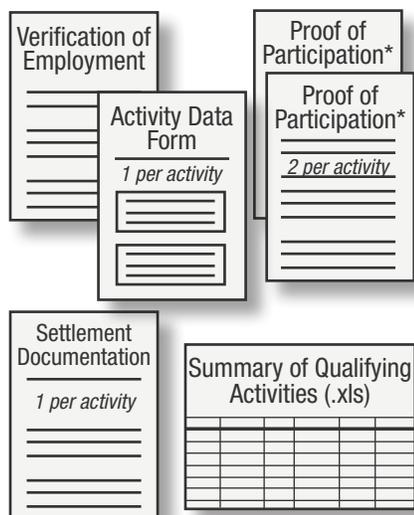


The remaining documents will vary depending on the type of portfolio you are submitting.

#### Traditional

Submit a traditional portfolio if you

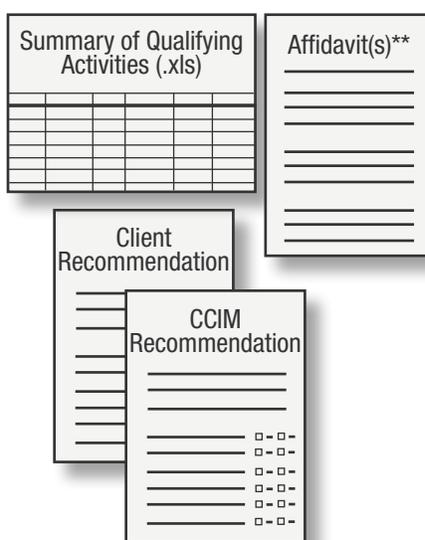
- > have **at least two years but fewer than five years** of full-time experience in commercial real estate, OR
- > will be using a **lease renewal or extension, financial analysis, or a residential investment property** as one or more of your qualifying activities.



#### Streamlined

Submit a streamlined portfolio if you

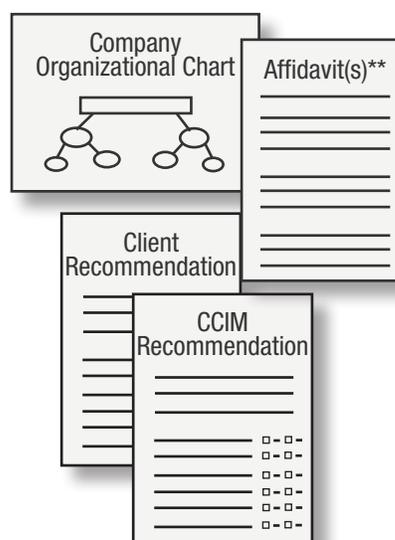
- > have **at least five years** of full-time experience in commercial real estate, AND
- > will **not** be using a **lease renewal or extension, financial analysis, or a residential investment property** as one or more of your qualifying activities.



#### 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 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](http://portfolio.ccim.com). Your resumé and company organizational chart may be uploaded in any format.

#### Still have questions?

Visit [www.ccim.com/portfolio](http://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](mailto:designation@ccim.com) or call +1 (800) 621-7027 ext. 4517.



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## Designation Calendar

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

### 2020

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#### Fall 2020 | Virtual

- > Portfolio Due Date: Aug. 14, 2020
- > Exam Registration Deadline: Sept. 30, 2020
- > Course Concepts Review (CCR): TBD
- > Comprehensive Exam: TBD

### 2021

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#### Spring 2021 | New Orleans Marriott

- > Portfolio Due Date: Jan. 15, 2021
- > Exam Registration Deadline: Mar. 19, 2021
- > Course Concepts Review (CCR): April 20-21, 2021
- > Comprehensive Exam: April 22, 2021

#### Fall 2021 | The Westin Pittsburgh

- > Portfolio Due Date: Aug. 6, 2021
- > Exam Registration Deadline: Sept. 10, 2021
- > Course Concepts Review (CCR): Oct. 8-9, 2021
- > Comprehensive Exam: Oct. 10, 2021



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# CHAPTER RESOURCE MANUAL

## FOREWORD

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The CCIM Institute Chapter Resource Manual was developed to familiarize chapter leaders with activities and programs of the 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. No matter what your role next year, you will find helpful hints in making 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/Regions Department.

### **CCIM Institute**

Chapter/Region Support Team

[chaptercoordinator@ccim.com](mailto:chaptercoordinator@ccim.com)

430 North Michigan Avenue, STE 700

Chicago, IL 60611-4092

800-621-7027

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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.

- It is the chapters that are most closely associated with the members.
- The chapter, primarily through its programs and activities, must develop and maintain an individual's interest and desire to participate.

### Key Chapter Personnel

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

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.

### 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.

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 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 chapter responsibilities through committee work?

If a chapter has a policy of "*progression through the chairs*," each individual 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 take no later than July in the year proceeding the term in which the officers will serve. For example, where the officer's term will begin January 1, 2020, their election to that position should have taken place no later than July 30, 2020.

This will provide the incoming officers the opportunity to participate in the Annual Chapter Officer Leadership Training which is scheduled for August in Chicago and the opportunity to attend the Annual National Board of Directors meeting prior to the beginning their term.

## 1.3 – Installation of Chapter Officers

Installation of chapter officers should take place following the Annual National Board of Directors meeting in October and before the end of the calendar year December 31, prior to the year in which the officers will serve. The installation can take the form of a formal event (a dinner) or an informal one like a special membership meeting with refreshments.

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 Institute to participate in the ceremony.

A suggested format for the installation of chapter officers can be found online at the [CCIM.com](http://CCIM.com).

## 1.4 – Chapter Board of Directors

The governing body of each chapter is the Board of Directors. The success of every chapter 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.

In order to take pride in accomplishment, evaluate progress and provide accountability, objectives must be measurable. Chapter members deserve to know what direction their leadership is moving and how they can contribute to the achievement of chapter goals.

A copy of the Institute Long-Range Plan and Mission Statement is available at [www.ccim.com](http://www.ccim.com). The 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. Handling of chapter funds is a trust and safeguards should be established that insure wise use of these funds.

Chapters need a sound 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 careful estimate of meeting expenditures is needed along with an attendance estimate in order to establish appropriate registration fees. For cash flow purposes, it is essential to estimate the timing of receipts and expenditures as well as the amounts.

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; next consider how to generate additional income. How much can the market, normally your membership, bear? This may impose a ceiling on registration fees, publication prices and/or chapter dues.

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, with the exception of 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 are stated why funds are being accumulated and when they will be used.

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 CCIM chapters 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 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

When needed in August, the CCIM Institute regions and chapters conduct 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 CCIM Institute. The training normally includes CCIM staff members and national CCIM Institute 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 CCIM Institute
- Roundtable's focusing on officer responsibilities including designation promotion, candidate guidance, membership, local delivery of CCIM courses and more
- Networking and sharing of ideas and programs with other chapter leaders from your region and other CCIM regions.

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 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.  | ▶ Chief executive officer of the chapter  |
| Accomplished public speaking skills. Since the President serves as the spokesperson for the chapter, he or she should be an articulate speaker. | ▶ Presides at all meetings of the chapter membership and the Board of Directors         |
| Ability to delegate authority to lessen management responsibility.  | ▶ Typically appoints committee chairs and members                                       |
| Motivational skills to assure participation of officers and members.  | ▶ Participate in all regional conference calls  |
|   | ▶ Ensure the chapter submits its annual report to the 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 (July) 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 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.
- Tighten and streamline the original tentative objectives to a manageable few. Recognize you can't do it all.
- Confer with predecessors; discuss positives and negatives 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  |  |
|--|--|
| <p>Chapter communication</p> <p>The chapter President is sent the majority of correspondence from the CCIM Institute</p>                                 | <ul style="list-style-type: none"> <li>▶ He or she distributes information to the appropriate officers, committee chairs and entire membership when necessary.</li> </ul>  |
| <p>Represent the chapter at national meetings</p> <p>The chapter President should represent the chapter at the two annual meetings of the Institute.</p> | <ul style="list-style-type: none"> <li>▶ If the President is unable to attend these meetings, the Vice President or another officer represents the chapter.</li> <li>▶ Each chapter President is appointed as a member of the national Chapter Activities Committee.</li> <li>▶ This committee represents the chapter's voice in the administration of the Institute.</li> </ul> |
| <p>Annual report to members</p> <p>The President should present a report on the "state of the chapter" to the membership annually.</p>                   | <ul style="list-style-type: none"> <li>▶ This report normally includes summaries of the chapter's accomplishments to date and goals for the future.</li> </ul>   |
| <p>Represent the chapter at all Regional Caucuses</p>  | <ul style="list-style-type: none"> <li>▶ If the President is unable to attend, they should arrange for the Vice President-Elect to attend.</li> <li>▶ Only chapter presidents and Vice Presidents (President -Elect, First Vice President, etc.).</li> </ul>   |

As an aid to future officers, any other responsibilities given to the chapter President should be carefully documented. Documentation of these additional responsibilities should be updated at least annually, changing, and adding responsibilities as they are assigned.

## 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.

In any event, the chapter Vice Presidents should be in close touch with all chapter activities. It is critical that the chapter Vice President spend their year as Vice President learning all the roles of the board as well as learning the role of the upcoming committee chair. The President should also rely on these individuals to carry out many of the administrative functions.

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 have knowledge of the following committees:

- Member Services
- Finance
- Marketing
- Education
- CCIM Tech BOD

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
- Be cognizant and aware of the budget and profitability of the chapter
- Overseeing chapter growth as determined in the strategic plan
- Attend Chapter Officer Training if offered by the 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 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 an 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 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 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 **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 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 rather than elect the individual. Considering the extent of the responsibilities, many chapters provide some type of compensation to the Secretary. 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.

| Responsibilities of the Chapter Secretary          |   |
|--|---|
| Maintenance of personnel records                   | <ul style="list-style-type: none"> <li>▶ 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.</li> <li>▶ A meeting attendance record and information on chapter activities of each member should be maintained for the use of the nominating committee</li> <li>▶ Maintenance of the chapter roster</li> </ul> |
| Responsibilities related to the Board of Directors | <ul style="list-style-type: none"> <li>▶ Assist the President in preparing and distributing meeting agendas and notices to all members of the Board of Directors</li> <li>▶ 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.</li> <li>▶ Keep a record of Board members attendance at these meetings.</li> </ul>         |
| Responsibilities related to Chapter meetings       | <ul style="list-style-type: none"> <li>▶ Prepare and mail meeting notices/programs.</li> <li>▶ Record minutes of business meetings and distribute as directed. Send a copy to the regional officers and Institute headquarters.</li> <li>▶ Maintain attendance records/registration lists.</li> <li>▶ Submit chapter meeting report from after every meeting.</li> </ul>  |
| Correspondence                                     | <ul style="list-style-type: none"> <li>▶ 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.</li> <li>▶ Send welcome letters to new members, if not routinely handled by another individual or committee.</li> </ul>  |
| Committee Activity                                 | <ul style="list-style-type: none"> <li>▶ Because of the unique position regarding the exchange of information and the membership roster, the Secretary often serves on the membership promotion, newsletter, designation, and/or other committees.</li> </ul>   |
| File Maintenance                                   | <ul style="list-style-type: none"> <li>▶ The chapter Secretary 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.</li> </ul>  |
| Order and distribute supplies                      | <ul style="list-style-type: none"> <li>▶ The Secretary is the primary contact for basic supplies, such as stationery and forms.</li> </ul>  |

|  |  |
|--|--|
| Maintain possession of the chapter's physical property | ▶ The Secretary is responsible for items such as the banner, office supplies and equipment, certificates, and plaques. |
|--|--|

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

The chapter administrator should attend chapter administrator training if offered by the Institute.

## 2.6 – Chapter History Report

The following report will be accessible via a Chapter assigned OneDrive folder. A link to the folder will be sent to chapter admins and Presidents. The folder will house Chapter membership reports that National will add to the folders on the 15th and 30th of each month.

- Membership History of Chapter and National Members in the Chapter area; includes information on:
  - new members and dropped members
  - active CCIM candidates and designees

This report helps the chapter track membership data and should be reviewed by the chapter elected chapter officers.

The chapter membership report was created to assist chapters in their recruiting efforts. Chapters should contact the individuals listed on the new member report to encourage participation at the chapter level. It is also essential to contact members of the CCIM Institute who are not members of the chapter and encourage their participation in the growth of the Chapter.

Chapters use the chapter membership reports to assist in retention efforts of members who have withdrawn from the CCIM Institute or the chapter. Those listed should be encouraged to reinstate their membership with CCIM or join or maintain their membership in the local chapter.

It is the chapter's responsibility to send all chapter member updates to [chaptercoordinator@ccim.com](mailto:chaptercoordinator@ccim.com). 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 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 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 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 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                         | <ul style="list-style-type: none"> <li>▶ The Treasurer is responsible for the receipt, safekeeping, and disbursement of <b>all</b> chapter funds.</li> <li>▶ All funds shall be deposited in the name of the chapter in a bank account.</li> </ul>  |
| Check Disbursements                       | <ul style="list-style-type: none"> <li>▶ All significant disbursements must be made by check</li> <li>▶ 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.</li> </ul>   |
| Recordkeeping                             | <ul style="list-style-type: none"> <li>▶ The Treasurer maintains complete records of all financial transactions of the chapter, preparing periodic financial reports and collecting of all monies.</li> </ul>   |
| Reconciling Receipts                      | <ul style="list-style-type: none"> <li>▶ Keep records of all receipts from luncheon ticket sales, registrations, and any social events the chapter may sponsor.</li> <li>▶ While a committee chair may handle much of this, it remains the Treasurer's responsibility to reconcile receipts with such things as attendance figures.</li> <li>▶ In view of this accountability, the Treasurer must work with the committees to establish procedures to account for meeting receipts and expenses.</li> </ul> |

### 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.

#### **Key Chapter Committees ADD REQUIRED COMMITTEES Per the CCIM Institute and Bylaws**

- ▶ Designation Promotion Committee
- ▶ Candidate Guidance Committee
- ▶ Membership Committee
- ▶ Education/Programs Committee
- ▶ Nominating Committee
- ▶ Audit Committee

**There are five sound reasons for establishing committees:**

1. They distribute the workload among the Board of Directors
2. They provide members the opportunity to participate and contribute to the chapter.
3. They provide a means for developing group ideas, normally better than "unchanneled" individual thoughts.
4. They provide an orderly way of planning and carrying on the work of the chapter.
5. They give members a chance to develop their leadership capabilities and skills.

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. Whatever the case, all committees should be provided with direction as to their purpose, authority, and responsibility.

**3.1 – Tips for Chairing a Committee**

Even with capable members, a firm goal to achieve and good staff support, a committee without strong leadership will be handicapped. 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           | <ul style="list-style-type: none"> <li>▶ Always start the meeting on time and try to avoid interruptions.</li> <li>▶ Work with a definite agenda. Agendas should be mailed to your members at least ten days prior to the meeting.</li> <li>▶ 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, <b>don't</b> hold a meeting.</li> </ul> |
| Structure and Control         | <ul style="list-style-type: none"> <li>▶ Make sure committee members get all the information about an issue, pro and con.</li> <li>▶ Invite contributions but keep a low profile while directing the meeting.</li> <li>▶ Encourage incomplete ideas. These can serve as springboards to workable solutions.</li> </ul>  |

|                      |  |
|----------------------|--|
| Summarize and Record | <ul style="list-style-type: none"> <li>▶ Make sure adequate minutes are kept of each meeting and distributed to each committee member, the chapter Secretary, and CCIM's membership staff.</li> <li>▶ Minutes from the previous meeting should be distributed to members in advance of each meeting.</li> <li>▶ Check at the end of the meeting to see if members feel that all relevant subjects have been adequately discussed.</li> </ul> |
|----------------------|--|

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. CCIM chapters 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 chapter 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

Conducting any kind of public relations efforts requires a certain amount of planning and organizing. Forming a committee spreads the work among a group of people.

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 achieving them.
- 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 CCIM'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 the 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 association 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 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 has 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 chapter's 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 via 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 CCIM.

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](http://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 CCIM candidates through the entire candidacy process. The staff at 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-writing 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 CCIM staff and various 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 CCIM chapter minimum standards, all CCIM chapters 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 "selling" the CCIM organization 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 national 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 majority of CCIM members 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 recruiting 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 CCIM candidates; 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.

Instead of telling potential members why they should join the chapter, a more effective method is to show them. 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 should be pursued, but keeping members interested 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 prevent them. 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:

- Who is not paying?
- Why are they not paying?
- What can be done to get them to pay?
- Is something wrong with the record records?
- Is something wrong with the billing procedures?
- How can a higher percentage of payments be achieved?

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 Membership Coordinator at CCIM Institute.
- Use each other as resources. 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 meeting, entertainment, marketing session and a display area.

### **Licensed Delivery Courses**

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

Courses are licensed to viable sponsoring organizations—including CCIM 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 early evening, so most participants won't require overnight accommodations.

This format is especially appropriate for seminars focusing on one subject. Business meeting 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                            | <ul style="list-style-type: none"> <li>▶ The chairperson takes an active role by introducing and explaining the topic.</li> <li>▶ One or more speakers present certain aspects of the subject and then the audience is brought into the discussion.</li> <li>▶ The objective is enlightenment, not debate.</li> </ul>   |
| Roundtable                       | <ul style="list-style-type: none"> <li>▶ Participants sit at a table and address each other, with the chairperson serving as moderator.</li> <li>▶ It is the moderator's function to keep the discussion going and inject new angles as the need arises.</li> <li>▶ This type of session is limited to small groups.</li> </ul>   |
| Symposium                        | <ul style="list-style-type: none"> <li>▶ Requires minimal setup.</li> <li>▶ 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).</li> <li>▶ Often the number of speakers is increased to three, each covering an aspect of the subject.</li> <li>▶ After comments and response, the floor is open for discussion and questions.</li> <li>▶ A summary by the discussion leader ends the meeting.</li> </ul> |

|                  |   |
|------------------|---|
| Panel Discussion | <ul style="list-style-type: none"> <li>▶ A single “roundtable” in the presence of an audience, consisting of five or more participants, including a chairperson as moderator.</li> <li>▶ There should be no prepared papers. Participants address each other but must be audible to everyone else in the room.</li> <li>▶ After the panel presentation, the chairperson may invite questions or comments from the floor for the panel members.</li> <li>▶ The chairperson can generally organize an effective panel presentation by providing each participant with five or six questions to discuss in advance.</li> </ul> |
| Clinic           | <ul style="list-style-type: none"> <li>▶ A special type of forum in which the formal participants are “doctors” who prescribe remedies for the problems of the audience.</li> <li>▶ All questions come from the floor, so it is essential that good questions will be asked.</li> <li>▶ Several worthwhile questions can be “planted” in the audience.</li> <li>▶ The chairperson should edit/rephrase questions if necessary and “toss out” irrelevant questions.</li> </ul>   |
| Visual Program   | <ul style="list-style-type: none"> <li>▶ Consists of films, videotapes, slides, or computer-generated visuals.</li> <li>▶ Arrangements for projection equipment must be made in advance, with close attention to special license or union requirements of the meeting facility.</li> <li>▶ An hour should be considered the maximum length of time for this type of presentation.</li> </ul>  |
| Lecture          | <ul style="list-style-type: none"> <li>▶ A single speaker, normally one considered an “expert,” presents information.</li> <li>▶ Time is usually allotted for questions from the audience.</li> </ul>   |

### Chapter Assistance in Promoting CI Courses and the Designation

CCIMs and local chapters are vital in the promotion of CI courses. Where there is a marketing partnership between 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 CI courses 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 CI courses.
  - 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 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 the designation, which they will attain through CI courses.

**Hints for Promoting Courses on the chapter level:**

1. Contact all your local CCIMs 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. Keep in touch with the account representative in Chicago assigned to market courses in your area so you can coordinate your efforts with theirs.
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](http://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 bio's 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 Guest
- 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.

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

### 3.6 – 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? Some "traditional" committees may no longer have a purpose and should be abolished.
- 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.

### 3.7 – Selection of Chairpersons

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.

### 3.8 – Selection of Committee Members

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 and responsive chapter demands 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.
- Try to determine the reason for lack of activity.
- 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.**

## 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 to draw up a tentative agenda based on the minutes of previous meetings and other information gathered. 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       |
| • Reading/approval of minutes | • Officer reports |
| • Committee reports           | • Special reports |
| • Old business                | • New business    |
| • Announcements               | • Adjournment     |

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 each individual 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          | ▶ Exactly what he or she is going to do and when. |
| An affective President knows: | ▶ How to handle each situation competently.       |
|                               | ▶ The details of each announcement or report.     |
|                               | ▶ A complete schedule of the meeting.             |

|  |  |
|--|--|
| General tone of the meeting.<br><br>The general spirit of the meeting is determined by the manner in which the President presides. The President should: | <ul style="list-style-type: none"> <li>▶ Maintain a position of dignity.</li> <li>▶ Conduct the meeting in a businesslike manner.</li> <li>▶ Create an atmosphere of authority, goodwill, courtesy, and fair play.</li> <li>▶ At all times maintain a nonpartisan attitude.</li> </ul> |
| Self-effacement<br><br>A president's administration is judged by chapter accomplishment rather than individual prominence.                               | <ul style="list-style-type: none"> <li>▶ The President should avoid the appearance of monopolizing the initiative of the chapter.</li> <li>▶ When the President wants the chapter to undertake something, it is often desirable to have it originate from a member.</li> </ul>         |
| Promptness   | <ul style="list-style-type: none"> <li>▶ Announcements should be made as briefly as possible.</li> <li>▶ The rulings of the chair must be prompt and decisive but should be made with tact and full consideration of the members involved.</li> </ul>                                  |

## 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.

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 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 CCIM members belong and other CCIM events [national and regional].)

### Board Responsibilities

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

## 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 accommodations. 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 – don't stagnate and don't be afraid to experiment.

### 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.

If you have any questions on parliamentary procedure or would like to purchase the current version of Robert's Rules of Order, please visit, CCIMConnect – 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 the previous meeting)
7. New Business
8. Program, speeches, or presentations
9. Adjournment

| Duties of Presiding Officer – The Chair  |  |
|--|--|
| The Chair is addressed by the members as Mr. or Madame President, or Mr. or Madame Chairperson                               | ▶ Begins and ends meetings on time                                   |
| Never uses the pronoun, “I”  | ▶ Calls meetings to order  |
| Remains neutral and does not enter discussion unless or she leaves the Chair and goes into the assembly to speak as a member | ▶ Follows an agenda  |
| Must remain in the assembly until action has been taken on the matter pending  | ▶ 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<br>To approve action (debatable & amendable)      | ► Accept, Adopt, or Ratify  |
| To modify or change<br>(debatable & amendable)<br>(debatable) | ► Amend<br>► First Amendment<br>► Second Amendment                            |
| To defer action<br>(debatable & amendable)                    | ► Refer to a Committee<br>► Postpone to a definite time<br>► Lay on the table |
| To limit discussion<br>(amendable)                            | ► Limit Debate  |
| To extend debate that has<br>been limited<br>(amendable)      | ► Extend Debate   |
| To stop debate  | ► Call for the Previous Question  |
| To determine correctness of an<br>announced vote              | ► Division of the Assembly (re-vote)  |
| To suppress a question<br>(debatable)                         | ► Postpone Indefinitely<br>► Object to Consideration                          |
| To raise a question of order                                  | ► Point of Order  |
| To object to the question of the<br>Chair                     | ► Appeal from the Decision  |
| To make a request   | ► Point of Information<br>► Parliament Inquiry<br>► Question of Privilege     |
| To consider a second time                                     | ► Reconsider<br>► Rescind<br>► Take from the Table                            |
| To repeal action<br>(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.

## 5.4 – 2021 Important Dates

When scheduling your 2021 CCIM courses, please note the following important dates.\*

| Date   | Event                                  | Notes / Location                           |
|--|--|--|
| FRIDAY<br><b>Jan.1</b>                           | New Year's Day                         |  |
| MONDAY<br><b>Jan. 18</b>                         | Martin Luther King, Jr. Day            |  |
| MONDAY<br><b>Feb. 15</b>                         | Presidents' Day                        |  |
| WEDNESDAY<br><b>Feb. 17</b>                      | Ash Wednesday                          |  |
| THURSDAY<br><b>Feb. 18</b>                       | Spring Bulk Merchandise Order Deadline |  |
| SATURDAY- SUNDAY<br><b>March 27– April 4</b>     | Passover                               |  |
| FRIDAY<br><b>April 2</b>                         | Good Friday                            |  |
| SUNDAY<br><b>April 4</b>                         | Easter Sunday                          |  |
| THURSDAY – TUESDAY<br><b>April 19 - April 23</b> | CCIM Mid-Year Meetings                 | New Orleans<br>Marriott<br>New Orleans, LA |
| SUNDAY - MONDAY<br><b>April 20-21</b>            | Course Concepts Review                 |  |
| THURSDAY<br><b>April 22</b>                      | Comprehensive Exam                     |  |
| SUNDAY<br><b>May 9</b>                           | Mother's Day                           |  |
| MONDAY<br><b>May 31</b>                          | Memorial Day Holiday                   |  |
| SUNDAY<br><b>June 20</b>                         | Father's Day                           |  |
| SUNDAY<br><b>July 4</b>                          | Independence Day                       |  |
| THURSDAY - SUNDAY<br><b>July 22-25</b>           | Instructor Seminar                     | Chicago, IL                                |
| SUNDAY-TUESDAY<br><b>July 25 -27</b>             | Chapter Officer Training               |  |
| TUESDAY<br><b>Aug. 17</b>                        | Fall Bulk Merchandise Order Deadline   |  |

| Date                                      | Event                                     | Notes / Location                           |
|---|---|--|
| MONDAY<br><b>Sept. 6</b>                  | Labor Day Holiday                         |  |
| WEDNESDAY -THURSDAY<br><b>Sept. 15-16</b> | Yom Kippur                                |  |
| FRIDAY-SUNDAY<br><b>Sept. 18- 20</b>      | Rosh Hashanah (Jewish New Year)           |  |
| SUNDAY - MONDAY<br><b>Oct. 8-9</b>        | Course Concepts Review                    | The Westin<br>Pittsburgh<br>Pittsburgh, PA |
| THURSDAY – MONDAY<br><b>Oct. 7 -11</b>    | CCIM Business Meetings                    |  |
| THURSDAY – MONDAY<br><b>Oct. 7-11</b>     | CCIM Annual Conference                    |  |
| TUESDAY<br><b>Oct. 10</b>                 | Comprehensive Exam                        |  |
| MONDAY<br><b>Oct. 11</b>                  | Columbus Day Holiday                      |  |
| THURSDAY–FRIDAY<br><b>Nov 25 -26</b>      | Thanksgiving & the day after Thanksgiving |  |
| SUNDAY<br><b>Nov. 28</b>                  | First Night Hanukkah                      |  |
| FRIDAY<br><b>Dec. 24</b>                  | Christmas Eve                             |  |
| SATURDAY<br><b>Dec. 25</b>                | Christmas Day                             |  |

*\*Please note that some event dates are subject to change*

## Chapter 6 – CCIM INSTITUTE REQUIREMENTS OF CHAPTERS

### 6.1 – CCIM Chapter Activity Report

The Chapter Activities Subcommittee is responsible for the President's Cup Awards Program, in which presents the Annual Activity Report and the President's Cup Award Submission workbook annually.

There are two sections of the workbook: 1) Annual Activity Report and the; 2) President's Cup Submission. Each section contains a list of tasks.

The Annual Activity Report lists the tasks needed to meet the minimum compliance requirements for chapters. Completing the Annual Activity Report section is a requirement of each chapter. The President's Cup submission section is optional, however encouraged.

You will log into a portal to complete both the Annual Activity Report and the Send one to CCIM Institute-mail the completed workbook and the additional .pdf of supporting documentation to [chaptercoordinator@cciminstitute.com](mailto:chaptercoordinator@cciminstitute.com).

In 1993, all CCIM chapters were required to re-charter with the CCIM Institute to maintain their status as an official CCIM chapter. With this came the obligation for each chapter to meet annual minimum requirements to maintain their chapter charter. A copy of these minimum requirements and the annual activity report are located on the eCampus.

The purpose of the activity report is to verify annually compliance by CCIM chapters with minimum standards as required by all CCIM chapter bylaws. The requirements were established to ensure that all CCIM chapters were offering a minimum level of service to its 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.

The annual activity report is sent to all chapters at the beginning of each year with a **deadline established by the 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. If there are any questions, contact your regional officer or the CCIM 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 CCIM

As a service to the local CCIM chapters, 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 CCIM chapters 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 Institute's mid-year and annual meetings. 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 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 persons must be designees and the balance may be candidates.

After contacting the 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 chapter bylaws you adopt should follow closely the model chapter bylaws developed by CCIM.

Following this first meeting, the chapter should forward to the Institute the names of officers, as well as a copy of their 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 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 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 Institute of their intent, the applicant group should:

- Hold an organizational meeting for considering 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 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 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 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 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:

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

## 7.5 - Chapter/Regional Realignment Procedure

Due to increasing size, geographic location or changing market conditions within the jurisdiction of a CCIM region, 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. Regional realignment applications are only reviewed at the Institute's mid-year and annual meetings. All documentation must be submitted 30 days prior to the meeting date for consideration.

The Process for chapter realignment is as follows:

- The chapter representative must contact CCIM Institute in writing to inform them of your intent.
- The chapter will be sent a Regional Realignment Application.
- The Chapter must have 25 or more Institute members to be in good standing. At least 15 of these persons 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 board of directors must vote to release the chapter with a majority vote. Voting can be done via telephone or electronically.
- 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. Voting can be done via telephone or electronically.

### 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 Institute members 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 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 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 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 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 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](http://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 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 CCIM 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 CCIM 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           | ▶ Employment practices      |
| ▶ Anti-trust        | ▶ Copyright infringement    |
| ▶ Discrimination    | ▶ Dispute resolution system |
| ▶ Sexual harassment | ▶ Breach of contract        |

Portions of this coverage may not be significant to CCIM chapters 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 CCIM chapters 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 CCIM’s. 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 CCIM chapters to recruit 100% of all Institute members as chapter members
- 100% participation in the award by all CCIM chapters
- 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 VARIOUS

### CCIM FOUNDATION SCHOLARSHIP PROGRAMS

#### Named Endowed Scholarship Program

The CCIM Foundation has been granting scholarships to deserving students and real estate professionals since 1988. Our named endowed scholarship program is designed to encourage and assist professionals pursuing the CCIM designation and to promote high educational standards. Our program enables university students and commendable professionals in the real estate industry to experience commercial real estate education firsthand.

Our fully funded named endowed scholarships are awarded through CCIM Chapters, most of these awards are \$1,000. For a list of chapters participating in this program, please visit [www.ccimef.org/scholarships.asp](http://www.ccimef.org/scholarships.asp)

#### Veterans Scholarship Program

Beginning January 2021, the CCIM Foundation will provide scholarships of \$20,000 to 25 qualified U.S. military veterans pursuing non-degree based commercial real estate education. Scholarship funds will be available to awardees for a 4-year period. Applications for this program will be available to interested applicants in October

2020. Information will be available on the CCIM Foundation beginning August 2020.

#### CCIM Chapters:

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

### 9.2 – CCIM Designee Plaque

The plaque 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 logo screened in red below the engraved name. Allow 8-9 working days for replacement plaque production, plus 2-5 days for shipping (rush service is available). Contact the Designation Team at [designation@ccim.com](mailto:designation@ccim.com).

### 9.3 – CCIM Institute Bylaws

Institute Bylaws are can be found at CCIMConnect – [Governance Reference Library](#)

### 9.4 – CCIM 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 annual Institute budget and any mid-year budget revisions; establishes governing policies for the 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.

| CCIM Board of Directors           |   |
|-----------------------------------|---|
| Board of Directors<br>(President) | <ul style="list-style-type: none"> <li>▶ Management Team</li> <li>▶ Governance Committee</li> <li>▶ Strategic Planning Committee</li> <li>▶ Executive Committee</li> <li>▶ Finance Committee</li> </ul> |
| <b>Sub-Committees:</b>            |   |

|                       |   |
|-----------------------|---|
| Member Services       | <ul style="list-style-type: none"> <li>▶ Legislative Affairs</li> <li>▶ Chapter Activities</li> <li>▶ Regional Activities</li> <li>▶ Networking Subcommittee</li> <li>▶ Chapter/Regional Forum</li> </ul> |
| Professional Services | <ul style="list-style-type: none"> <li>▶ Designation</li> <li>▶ International Activities</li> <li>▶ Marketing</li> </ul>  |
| Education             | <ul style="list-style-type: none"> <li>▶ Curriculum</li> <li>▶ University Outreach</li> <li>▶ Ward Center Real Estate Studies Subcommittee</li> <li>▶ Instructor Evaluation</li> </ul>                    |

### 9.5 – CCIM Institute Business Meetings

Twice a year, once in the spring and once in the fall, the CCIM Institute Board of Directors and Committee members convene to discuss CCIM Institute business. 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, 55+ chapters and 12 regions have been established throughout the United States and Canada, as well as in Asia and Mexico.

#### The Regional Vice Presidents Mission Statement

To serve as an advocate for both Chapters and the Institute and to be a source for information and process for Chapter interactions with the 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 website.**

### 9.6 – CCIM Chapters

The first CCIM Chapter was formed in Northern California in 1972. Almost twenty-five years later, there are more than 55+ Chapters throughout the U.S and the world.

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 CCIM 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 chapters are a vital link between the general membership and the CCIM Institute. Chapters supply Institute 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 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. CCIM Institute's President, President-Elect, or First Vice-President) and staff to visit CCIM local chapters. Chapter visitation requests should be made directly to Chapter/Region Support Team at [chaptercoordinator@ccim.com](mailto:chaptercoordinator@ccim.com).

**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 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.

Following the visit, an informal report (preferably both a verbal and written report) should be given to staff to evaluate the effectiveness of the visit.

### 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. These people play a significant role in the success of their local chapter by:

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



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## Annual Report and President Cup Process

### Overview

The Chapter Activities Subcommittee is responsible for the President's Cup Awards Program. There are two separate forms:

1. Annual Activity Report
2. President's Cup Submission

The Annual report lists the tasks needed to meet the minimum compliance requirements for chapters. It is mandatory for all chapters to complete this section. 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 the Chapter bylaws.

The President Cup submission is optional but is encourage for all chapters to submit. By submitting this section, the chapters are awarded and recognized during the Spring meeting for their innovation and membership development particularly in recruiting CCIM.

Chapters that complete both the Annual Activity Report and the President's Cup Submission will be recognized as a Chapter of Excellence and acknowledged at the Spring CCIM Mid-Year Business Meetings.

The form has been designed for chapters to use as a tool for what tasks need to be accomplished throughout the year. The winners will be those Chapters that exemplified the top best practices. The winners will be rewarded for not just following the typical protocol of being a Chapter, but for having chosen to go above and beyond the minimum standards. This application should be used as a roadmap for what your chapter needs to accomplish to ensure the highest level of benefits are received by your members.

### Rating System

Each chapter will get a rating from zero to five in each of the four categories. The scale is as follows:

- 0 = Did not Complete or Achieve
- 1 = Poor - Completed Event with no detail provided.
- 2 = Fair - Completed events but had a slight decrease from previous year
- 3 = Good - Maintained Events the same as previous year
- 4 = Very Good - Completed events and increased in some areas
- 5 = Excellent - Exceeded all Expectations by increasing in multiple areas (added new events)

Within the 5 categories, there are suggested activities that represent what a chapter should be doing. This is not an exhaustive list. Chapters are encouraged to go above and beyond the items listed. Additionally, in some situations a particular activity may not be relevant to a chapter. The evaluator will take all of this into account when giving a score for the given category.

1. Membership
2. Events and Programming
3. Other (Legislative Affairs, Licensed Courses, etc.)
4. Administrative
5. Chapter Planning

Chapters should provide examples and/or explanations of various activities where applicable. Graders will be looking for detail on increase in numbers of attendees, dollars earned, and member benefits given.

### **Tier Groups**

There are 3 tier groups determined upon submission by the following criteria:

1. Number of chapters that submit a President's Cup Submission
2. Ordered by size of total membership of the chapter (all categories)
3. Divided into three groups

Tie Breakers within a Tier Group will be determined by the highest retention percentage of possible CCIM Designees and Candidates within a market.



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## Chapter Marketing Resources Overview

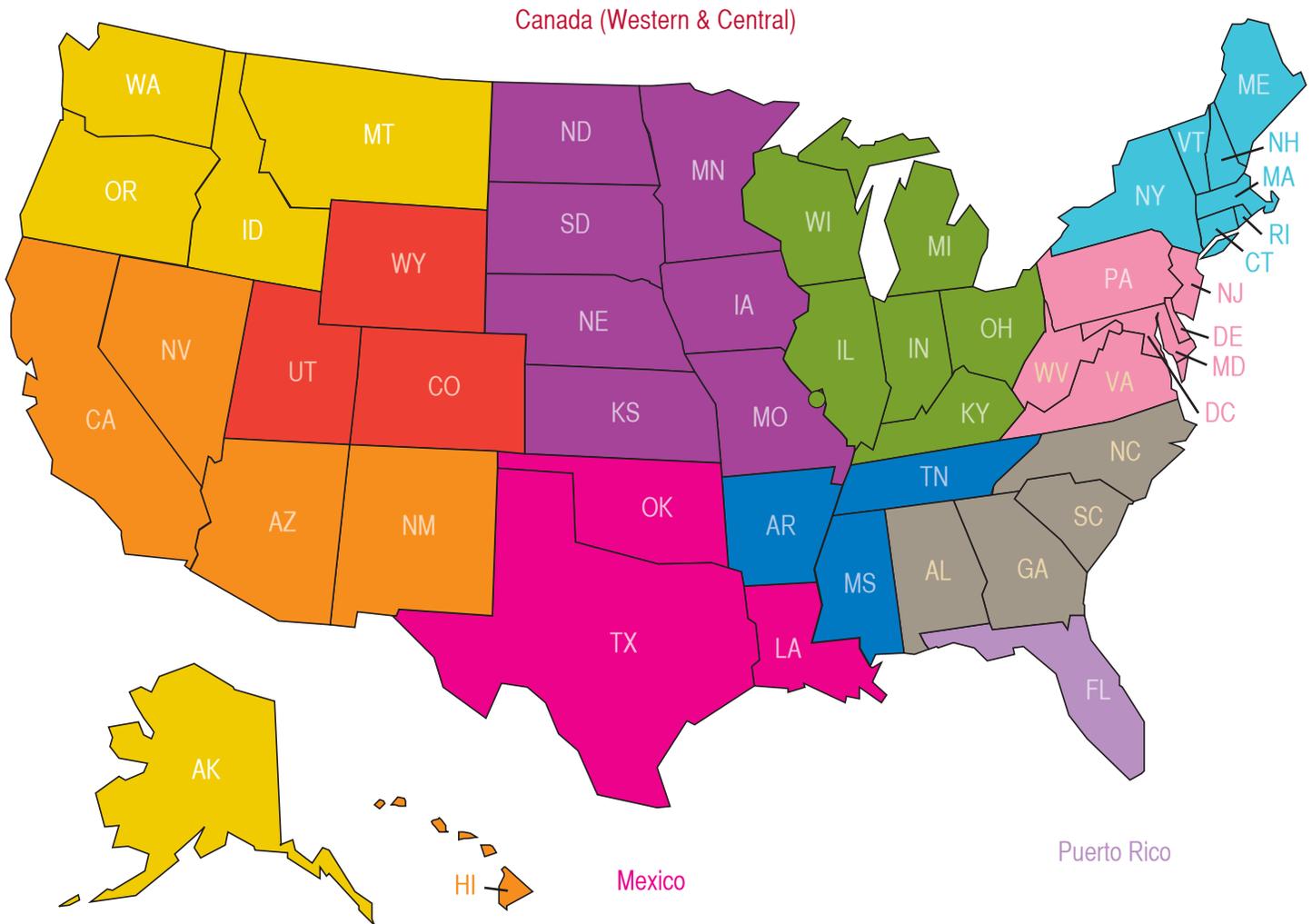
All chapter marketing resources can be located at [www.ccim.com/chapter-marketing](http://www.ccim.com/chapter-marketing). This turn-key resource page gives chapter leaders and administrators an organized and straightforward way to access all available marketing resources and templates.

Currently available:

- > **Chapter Brand Standards Guide**
- > **Canva Pro** - Graphic design platform for all chapters, including over 50 ready-to-use CCIM branded templates.
- > **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
  - Custom marketing pieces including chapter membership and sponsorship brochures
- > **Webinars**
  - Social media
  - Public relations
  - Chapter branding
  - Zoom overview
  - Canva Pro Introduction

Learn more and access all marketing resources at [www.ccim.com/chapter-marketing](http://www.ccim.com/chapter-marketing).

For questions contact Juliane Wilson, Chapter Marketing Coordinator, at [jwilson@ccim.com](mailto:jwilson@ccim.com).



**Region 1** Alaska, Idaho, 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—High Plains District, 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



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## Parliamentary Procedure

(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.

### 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.

### 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?”
- Member #1 Seeks recognition
- President Recognizes member
- Member #1 “I move that \_\_\_\_\_.”
- Member #2 “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

#### *Subsidiary 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. |

**Subsidiary 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

**Privileged 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.
- Before a vote, the presiding officer may ask “Are you ready for the question?” as a last call before voting.
- 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 (11<sup>th</sup> 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 <b>adjourn</b>                                | No         | Yes  | No      | No     | Majority |
| §20 | Take break   | I move to <b>recess</b> for ...                         | No         | Yes  | No      | Yes    | Majority |
| §19 | Register complaint                                     | I rise to a <b>question of privilege</b>                | Yes        | No   | No      | No     | None     |
| §18 | Make follow agenda                                     | I call for the <b>orders of the day</b>                 | Yes        | No   | No      | No     | None     |
| §17 | Lay aside temporarily                                  | I move to <b>lay the question on the table</b>          | No         | Yes  | No      | No     | Majority |
| §16 | Close debate   | I move the <b>previous question</b>                     | No         | Yes  | No      | No     | 2/3      |
| §15 | <b>Limit or extend debate</b>                          | I move that debate be limited to ...                    | No         | Yes  | No      | Yes    | 2/3      |
| §14 | <b>Postpone to a certain time</b>                      | I move to postpone the motion to ...                    | No         | Yes  | Yes     | Yes    | Majority |
| §13 | <b>Refer</b> to committee                              | I move to refer the motion to ...                       | No         | Yes  | Yes     | Yes    | Majority |
| §12 | Modify wording of motion                               | I move to <b>amend</b> the motion by ...                | No         | Yes  | Yes     | Yes    | Majority |
| §11 | Kill main motion                                       | I move that the motion be <b>postponed indefinitely</b> | No         | Yes  | Yes     | No     | Majority |
| §10 | Bring business before assembly (a <b>main motion</b> ) | I move that [or "to"] ...                               | No         | Yes  | Yes     | Yes    | Majority |

Jim Slaughter, Certified Professional Parliamentarian/Professional Registered  
Parliamentarian P.O. Box 41027, Greensboro NC 27404-1027 Phone: 336-378-1899  
e-mail: [jim@jimslaughter.com](mailto:jim@jimslaughter.com) web site: [www.jimslaughter.com](http://www.jimslaughter.com)

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

| §   | YOU WANT:                    | YOU SAY:   | INTERRUPT?      | 2ND? | DEBATE? | AMEND? | VOTE?    |
|-----|------------------------------|--|-----------------|------|---------|--------|----------|
| §23 | Enforce rules                | <b>Point of Order</b>                                | Yes             | No   | No      | No     | None     |
| §24 | Submit matter to assembly    | I <b>appeal</b> from the decision of the chair       | Yes             | Yes  | Varies  | No     | Majority |
| §25 | Suspend rules                | I move to <b>suspend the rules</b> which             | No              | Yes  | No      | No     | 2/3      |
| §26 | Avoid main motion altogether | I <b>object to the consideration</b> of the question | Yes             | No   | No      | No     | 2/3      |
| §27 | Divide motion                | I move to <b>divide the question</b>                 | No              | Yes  | No      | Yes    | Majority |
| §29 | Demand a rising              | I call for <b>Division</b>                           | Yes             | No   | No      | No     | None     |
| §33 | Parliamentary law question   | <b>Parliamentary inquiry</b>                         | Yes (if urgent) | No   | No      | No     | None     |
| §33 | Request for information      | <b>Request for information</b>                       | 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 <b>take from the table</b> ...                         | No         | Yes  | No      | No     | Majority                    |
| §35 | Cancel previous action | I move to <b>rescind/ amend something previously adopted</b> ... | No         | Yes  | Yes     | Yes    | 2/3 or Majority with notice |
| §37 | Reconsider motion      | I move to <b>reconsider</b> the vote...                          | No         | Yes  | Varies  | No     | Majority                    |

(Side 2)

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