

2012 Volunteer Commitment Form



Become an active part of your association. Join a TAA Committee!

Take this opportunity to become acquainted with your colleagues and to help be a part of TAA's success. Owner/Operator, Independent Rental Owner, and Associate members are encouraged to participate! Please read the descriptions carefully, decide where your skills can best be utilized, and make your commitment by indicating your committee selection.

EDUCATION COMMITTEE - meets monthly and provides proactive oversight of TAA's education programs including planning Dinner/Breakfast meetings, classes, seminars, and workshops. This committee promotes the TAA Education Scholarship Fund and conducts its annual fundraisers.

GOVERNMENT AFFAIRS COMMITTEE - meets monthly and proactively monitors city, county, state, and national legislation that impacts the rental housing industry; assists in reviewing agendas of the various municipalities' meetings to determine if any issues impacting our industry are being discussed; attend town or city council meetings, county commissioner meetings, municipal committee meetings or public hearings when issues affecting our industry are involved. Members of this committee participate in AANC Legislative Day at the N. C. General Assembly in June; help plan and participate in TAA's Annual Meet the Candidates Reception; plan events and work to raise funds for the TAA-PAC (Political Action Committee). Other roles of this committee include crafting responses to ordinances, regulations, etc. that may be onerous for the rental housing industry.

INDEPENDENT RENTAL OWNERS PLANNING COMMITTEE (IROC) - meets quarterly. This committee focuses on helping independent rental owners better manage their properties through educational seminars, networking, opportunities and sharing of technical knowledge. IROC helps to plan the meetings and networking events that are suited to the schedules of the independent owners.

MEMBERSHIP COMMITTEE - meets monthly and oversees the overall activities of the **Recruitment and Retention** Sub-Committees as follows: **Recruitment Sub-Committee** - focuses on recruitment of new members and increasing TAA's market penetration among non-member companies and properties. This committee is also responsible for planning, promoting and leading an annual membership growth campaign including selecting a theme, establishing goals, recruiting teams/individuals to compete in the campaign, and keeping them motivated toward reaching the campaign goals. **Ambassadors Retention Sub-Committee** - focuses on new member orientation efforts, serving as "buddies" for new members at TAA events, and providing contact management for new and existing members on an ongoing basis throughout the year in an effort to facilitate 100% membership retention. This committee also actively follows up with non-renewing members to collect information on the basis for non-renewal and attempt to overcome those factors. Both sub-committees meet monthly in conjunction with the meeting of the Membership Committee.

PRODUCTS & SERVICES COMMITTEE (PSC) - The Products & Services Committee is comprised of Associate members who meet monthly and work to address the needs of the Associate members while partnering with Owner/Operators for joint success. This committee works in conjunction with Special Events and assists with the annual Trade Show including planning and promotion, establishing a theme, and recruiting exhibitors. It also works to establish owner/operator-vendor loyalty programs, and annually hosts a Regional appreciation dinner. This committee is limited to TAA Associate member (vendor/supplier) companies.

PUBLIC RELATIONS/COMMUNITY OUTREACH COMMITTEE - meets monthly and is responsible for promoting the Triangle Apartment Association to the general public, creating brand recognition of our Association and our industry; and creating a media relations program promoting the apartment industry. This committee oversees the TAA Speakers Network which speaks to high school seniors and college students about the responsibilities of renting, and participates in local Career Fairs to promote careers in property management. This group also spearheads the Association's ongoing community service projects.

SPECIAL EVENTS COMMITTEE - meets monthly and fosters networking forums for TAA membership through the development, planning and execution of various Association events such as the annual Trade Show, Golf Tournament, TAA's Got Talent, Casino Night, Maintenance Mania, and the annual Triumph Achievement Awards.

Please sign me up for the committee(s) checked above. I make the commitment to become an active volunteer with the TAA!

Name _____ Company or Property _____

Mailing Address _____

City/State Zip _____

Telephone (____) _____ FAX (____) _____ E-Mail Address _____

Please fax back to the TAA Office at 919-782-1169 Questions? Call the TAA Office at 919-782-1165.