

GOALS / OBJECTIVES	STATUS	DATE	RESPONSIBILITY
Hold a 25th Anniversary Gala	1. Completed	2009-Q1	Special Events
Produce a full-color commemorative 25th anniversary issue of The Apartmentor	1. Completed	2009-Q1	Special Events
Hold annual Trade Show	1. Completed	2009-Q1	Special Events/Staff
Hold one Supersized golf Tournament	6. Delete	2009-Q2	Special Events/Staff
Compile a resource book for Special Events Venues	4. In Progress	2009-Q3	Special Events/Staff
Join with PR Committee to host a Casino Night/Pre-Komen Fundraiser	1. Completed	2009-Q2	Special Events
Find a new location/venue for the Triumph Awards	4. In Progress	2009-Q3	Special Events/Staff
Have Triumph Nominations online by the end of July	4. In Progress	2009-Q3	Special Events/Staff
Design a new Triumph Awards website (inside TAA website)	4. In Progress	2009-Q3	Special Events/Staff
Hold a Maintenance Mania Competition and increase spectators and attendees by 20 each over 2008 numbers	5. Future	2009-Q4	Special Events
Hold the annual Triumph Awards	5. Future	2009-Q4	Special Events
Outline ways to cross promote events at Education, PR and/or Membership functions	5. Future	2009-Q4	Special Events
Develop a 2010 Networking Cocktail event	5. Future	2011+	Special Events
Research adding a Bus Tour back into event offerings (replacing event)	5. Future	2010-Q2	Special Events
***Create a Members Only section of the website	5. Future	2009-Q3	Public Relations
Partner with other entities to provide Networking event for members at no/low cost to TAA (i.e. TAA night at Durham Bulls/ TAA at Live After Five)	5. Future	2010-Q1	Special Events/Staff
Investigate adding a networking event pre/post other TAA function (i.e. attend a class, then go with TAA to Hockey game -- cost would be to the attendee, not TAA.)	5. Future	2010-Q1	Special Events
2008	STATUS	DATE	RESPONSIBILITY
Research/Substitute a new event for the Bus Tour in 2008 (Casino Night)	1. Completed	2008-Q1	Special Events
Secure new location for Triumph Awards (Wake County Shrine Club)	1. Completed	2008-Q2	Special Events
Hold a Maintenance Mania event in conjunction with the Service Appreciation event in 2008	1. Completed	2008-Q4	Special Events
2007	STATUS	DATE	RESPONSIBILITY
Secure new location for Triumph Awards (Washington Duke)	1. Completed	2007-Q1	Special Events

SPECIAL EVENTS	2006	TAA STRATEGIC PLAN	STATUS	DATE	RESPONSIBILITY
Hold a Bus Tour			1. Completed	2006-Q2	Special Events
Hold a Service Appreciation Event in 2006			1. Completed	2006	Special Events
	2005		STATUS	DATE	RESPONSIBILITY
Triumph Achievement Awards nomination forms on website			1. Completed	2005	Special Events/Staff
Revamp Trade Show			2. Complete and Ongoing	2005	Special Events

1. Completed
2. Complete and Ongoing
3. Current and Ongoing
4. In Progress
5. Future
6. Delete

2008-Q1
2008-Q2
2008-Q3
2008-Q4
2009-Q1
2009-Q2
2009-Q3
2009-Q4
2010-Q1
2010-Q2
2010-Q3
2010-Q4
2011+

Education
Education/Staff
Executive/Board
Government Affairs
Government Affairs/Staff
IROC
IROC/Staff
Membership
Membership/Staff
Products Services Council/Staff
Products Services Council
Public Relations
Public Relations/Staff
Special Events
Special Events/Staff
Long Range Planning/Board

GOALS / OBJECTIVES	STATUS	DATE	RESPONSIBILITY
Partner with IREM to offer CPM classes at TAA facilities	1. Completed	2009-Q1	Education/Staff
Continue Quarterly Manager/Maintenance Supervisor Meetings	3. Current and Ongoing	2009-Q1	Education
Move from focus on nat'l speakers for membership mtgs to local choices	1. Completed	2009-Q1	Education
Add listing of Resource Library Materials to the website	1. Completed	2009-Q2	Education/Staff
Leadership Course outline to be completed	4. In Progress	2009-Q3	Education/Staff
Leadership Course material to be completed	4. In Progress	2010-Q1	Education
Revisit outreach for service personnel -- Maintenance Personnel Auction	5. Future	2009-Q4	Education
Offer TAA education courses on-line	5. Future	2010-Q1	Education/Staff
Leadership Course Series -- roll out of training test	5. Future	2010-Q2	Education
Focus on seminars pertinent to members' bottom line * see note below for topics	5. Future	2010-Q1	Education/Staff
Focus on core programs (fair housing, legal issues, etc.)	5. Future	2010-Q1	Education/Staff
Form task force to evaluate different venues for education seminars (i.e. movie theatres)	5. Future	2010-Q1	Education
Work with Gov. Afrs to develop and host seminars regarding ongoing legislative issues	5. Future	2010-Q4	Education
Develop discount education packages	4. In Progress	2009-Q3	Education/Staff
Develop Renewal Bonus package to include educational coupons (\$25-50)	5. Future	2009-Q4	Education/Staff
Investigate new trend in Social Media - leasing with blackberries	5. Future	2010-Q2	Education/Staff
* Notes: Possible seminar topics: how to collect delinquency; how to get heads in the beds; resident retention; nuts and bolts of property management; how to deal with problem tenants; how to conduct market surveys; in the changing environment -- have my comps changed?			
2008	STATUS	DATE	RESPONSIBILITY
Implement new fundraiser- Maintenance Personnel Auction	1. Completed	2008-Q1	Education
Create and implement outreach opportunities to workforce specifically geared to service personnel - Maintenance Personnel Auction	1. Completed	2008-Q1	Education
Design new TAA NAAEI designate flyers that are more attention getting	1. Completed	2008-Q3	Education
Develop local leadership Course (3 series)- Begin Planning Phase	1. Completed	2008-Q3	Education/Staff

Offer TAA education courses on-line (Grace Hill Partnership)	3. Current and Ongoing	2008-Q4	Education
Appoint Panel to review NALP Market Surveys	3. Current and Ongoing	2008-Q4	Education/Staff
Develop reward system for frequent attendance of seminars and dinner meetings	6. Delete	2008-Q4	Education
2007	STATUS	DATE	RESPONSIBILITY
Create resource library for use by members	1. Completed	2007-Q1	Education
Offer a class that qualifies for NC Real Estate Broker's License continuing education credit	1. Completed	2007-Q4	Education
Offer TAA education courses on-line	1. Completed	2007-Q3	Education
Increase Education Opportunities by increasing frequency of Brown Bag Meetings and having them for several submarkets, student housing, and Maintenance Supervisors	2. Complete and Ongoing	2007-Q3	Education
2006	STATUS	DATE	RESPONSIBILITY
Collaborate w/St. Augustine College to enhance its property management course curriculum	1. Completed	2006-Q2	Education
CAM, NALP classes offered individually, instead of as a track to get a designation	2. Complete and Ongoing	2006	Education
Increase awareness of Educational Scholarship Fund	2. Complete and Ongoing	2006	Education
Creatively promote educational seminars at membership meetings, ApartMentor, and website	2. Complete and Ongoing	2006	Education
Secure testimonials from designates for membership meetings, ApartMentor, and website	1. Completed	2006	Education
2005	STATUS	DATE	RESPONSIBILITY
Mini PowerPoint presentation at membership meetings and before educational seminars	1. Completed	2005	Education/Staff
Feature articles by membership meeting speakers	1. Completed	2005	Education/Staff
Education forms on website	1. Completed	2005	Education/Staff

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2. Complete and Ongoing
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2008-Q2
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GOALS / OBJECTIVES	STATUS	DATE	RESPONSIBILITY
Create Office Options Task Force to research office options	1. Completed	2009-Q1	Executive/Board
Research and evaluate Association's options at expiration of building lease term, which is 3/31/2010	4. In Progress	2009-Q4	Executive/Board
Review and upgrade investment strategies	4. In Progress	2009-Q3	Executive/Board
Analyze new IROC dues structure for success of new tiered membership	5. Future	2009-Q4	Executive/Board
Review relevance of The ApartMentor magazine as a monthly publication	4. In Progress	2009-Q4	Executive/Board
AptXchange Task Force to be formed to research direction of product	4. In Progress	2009-Q4	Executive/Board
Bylaws and Policies & Procedures Task Force formed to systematically review documents making recommendations to the Board on additions, deletions and modifications	4. In Progress	2010-Q1	Executive/Board
Include a bid process for accounting services / Romeo & Wiggins	4. In Progress	2009-Q4	Executive/Board
Hire services of outside company for a Management Performance Review to make sure we are operating efficiently	5. Future	2010-Q4	Executive/Board
ASSIGNED TO OTHER COMMITTEES			
Partner with local officials to establish long-term relationships; assign to GAC	5. Future	2009-Q4	Government Affairs/Staff
Annually review the TAA-PAC and its significance to TAA's legislative advocacy goals; assign to Gov. Affrs Committee	5. Future	2010-Q1	Government Affairs/Staff
Outreach to Triangle Senior Communities; assign to Membership and Education (member growth and education offerings)	5. Future	2010-Q1	Membership
2008	STATUS	DATE	RESPONSIBILITY
Implement bi-monthly Board of Directors meetings option as adopted by revision to TAA Bylaws by TAA Membership in August 2007.	1. Completed	2008-Q1	Executive/Board
Create a Government Affairs position	1. Completed	2008-Q1	Executive/Board
Create Past President's Council to research and evaluate Association's options at expiration of building lease term, which is 3/31/2011	6. Delete	2008-Q1	Executive/Board
2007	STATUS	DATE	RESPONSIBILITY
Form TAA Products & Services Council to address needs of vendors and suppliers	1. Completed	2007-Q2	Executive/Board

Create a Government Affairs position	1. Completed	2007-Q4	Executive/Board
2006			
	STATUS	DATE	RESPONSIBILITY
Create task force to review TAA Image/Brand; assigned to PR Committee	1. Completed	2006	Executive/Board
Finalize Plans for website	1. Completed	2006	Executive/Board
Review and upgrade investment strategies	1. Completed	2006	Executive/Board
Revamp Triumph Award criteria and judging process	1. Completed	2006-Q4	Executive/Board
Complete a financial review every two years. Start in 4 th quarter of 2006 for presentation in 1 st quarter of 2007.	2. Complete and Ongoing	2006	Executive/Board
Hold meeting of Committee Chairs twice annually to discuss strategic issues and upgrade Strategic Plan	3. Current and Ongoing	2006	Executive/Board
2005			
	STATUS	DATE	RESPONSIBILITY
Current President to include/encourage members to use TAA website	1. Completed	2005	Executive/Board
Update staff personnel policies	1. Completed	2005	Executive/Board
Review Bylaws and remove prerequisites for Executive Committee positions	1. Completed	2005	Executive/Board
Review the board makeup (# seats, who is on them, IROC, etc.)	1. Completed	2005	Executive/Board
Finalize plans for database purchase or upgrade	1. Completed	2005	Executive/Board
Place letter in December ApartMentor stressing volunteerism and encouraging involvement during 2006	1. Completed	2005	Executive/Board
Hire a part-time contractor as a Government Affairs Consultant	1. Completed	2005	Executive/Board
Annual Board retreat for orientation including committee chairs	2. Complete and Ongoing	2005	Executive/Board
Add money to 2006 budget to facilitate newswire service. Promote through committees.	1. Completed	2005	Executive/Board
Implement findings from membership survey as determined by a focus group made up of representatives of each of the program committees	1. Completed	2005	Executive/Board
Leadership will give more thank you's and recognition where possible	1. Completed	2005	Executive/Board
Have a member of the Board of Directors speak at the designation classes	1. Completed	2005	Executive/Board

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2. Complete and Ongoing
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GOALS / OBJECTIVES	STATUS	DATE	RESPONSIBILITY
Plan and participate in AANC Legislative Days in June	1. Completed	2009-Q2	Government Affairs
Investigate/Implement new ways to build TAA PAC coffers and educate members	4. In Progress	2009-Q4	Government Affairs
Coordinate targeted voter registration drive (District D) {We were advised against persuing}	1. Completed	2009-Q3	Government Affairs
Conduct Annual Meet the Candidates Event in Sept/Oct each year	2. Complete and Ongoing	2009-Q3	Government Affairs
GAC to send and review completed questionnaires and/or interview candidates w/intent of endorsing those who support TAA	2. Complete and Ongoing	2009-Q3	Government Affairs
Begin targeted canvassing project to follow up with tenants who registered to vote in the 4th quarter campaign; goal is to influence local elections by endorsing candidates	5. Future	2009-Q4	Government Affairs
Conduct Government Affairs Planning Meeting to review/set next years objectives	1. Completed	2009-Q4	Government Affairs
Critique voter registration efforts and formalize plan to widen scope in preparation for next election cycle	5. Future	2010-Q1	Government Affairs
Plan quarterly visits to Gov. officials to establish relationship with legislators	5. Future	2010-Q1	Government Affairs
Increase Participation in AANC Legislative Days by 20% over 2009 numbers (55)	5. Future	2010-Q2	Government Affairs
Develop "Government Affairs for Dummies" class (reference Brainstorming ideas)	5. Future	2010-Q2	Government Affairs
Plan quarterly breakfasts and invite politicians to speak to industry	5. Future	2010-Q4	Government Affairs
Develop and post on TAA website "talking points" as a resource tool for members; Create a "blog" where members can add comments/questions with running threads similar to other Q&A websites	4. In Progress	2010-Q4	Government Affairs
Collaborate with PR Committee to write press releases, talking points	5. Future	2010-Q4	Government Affairs
Invite Mayors to TAA events (Triumph Awards, Trade Show, Economic Forum)	5. Future	2010-Q1	Government Affairs
Develop campaign collateral materials for notenanttax.org website targeted to residents	4. In Progress	2009-Q4	Government Affairs
Increase GAC monthly attendance/membership to an average of 25-30 people	5. Future	2010-Q1	Government Affairs
Bring back Monthly Municiple Monitoring	5. Future	2010-Q1	Government Affairs
2008	STATUS	DATE	RESPONSIBILITY
Conduct Government Affairs Planning Meeting to review/set annual objectives	1. Completed	2008-Q1	Government Affairs
Continue to build TAA-PAC in preparation for 2008 elections, accepting donations from individual donors	1. Completed	Bri	Government Affairs

Plan and participate in AANC Legislative Days in June	1. Completed	2008-Q2	Government Affairs
Conduct Meet the Candidates Event in April 2008 in Durham	1. Completed	2008-Q2	Government Affairs
GA committee to review completed questionnaires and/or interview candidates w/intent of endorsing those who support TAA	1. Completed	2008-Q3	Government Affairs
Coordinate month-long Triangle-wide voter registration drive	1. Completed	2008-Q3	Government Affairs
Follow up questionnaire or interview process with donations to select candidates for 2008 elections	1. Completed	2008-Q3	Government Affairs
Conduct Meet the Candidates Event in September 2008	6. Delete	2008-Q3	Government Affairs
Review annual objectives and plan strategies for next election cycle	1. Completed	2008-Q4	Government Affairs
Conduct seminars in Raleigh regarding new PROP ordinance	1. Completed	2008-Q4	Government Affairs/Staff
Follow up questionnaire or interview process with donations to select candidates for 2009 elections	5. Future	2008-Q4	Government Affairs

2007	STATUS	DATE	RESPONSIBILITY
Implement a strategic plan for TAA PAC	1. Completed	2007-Q3	Government Affairs
Create framework (By-laws) for implementation of TAA PAC	1. Completed	2007-Q3	Government Affairs
Develop and implement 2nd TAA-PAC Fundraising effort (Change for Change)	1. Completed	2007-Q2	Government Affairs
Conduct Meet the Candidates Event in August 2007	1. Completed	2007-Q3	Government Affairs
2006	STATUS	DATE	RESPONSIBILITY
Hold a Meet The Candidates reception in September, 2006	1. Completed	2006-Q3	Government Affairs
Form TAA Political Action Committee (PAC); begin accepting donations from individual donors for purpose of allowing TAA to advocate for the industry and influence state and municipal lawmaking affecting our industry	1. Completed	2006	Government Affairs
Designate a legislative review committee to determine which issues we should be involved in	1. Completed	2006	Government Affairs
In conjunction with GA 101, conduct a Grassroots Roundtable for Property Managers with Government Affairs as the primary focus. Start in Durham and implement throughout the Triangle Region. Work with GA consultant to prepare the program.	1. Completed	2006	Government Affairs
2005	STATUS	DATE	RESPONSIBILITY
AANC legislative updates available on the website	2. Complete and Ongoing	2005	Government Affairs

Increase physical attendance at City Council, committee meetings	2. Complete and Ongoing	2005	Government Affairs
Government Affairs 101 mini-seminar (conduct 2 events, 1 for members, 1 at orientation); seminar for members should be combined with Meet the Candidates Reception or with Property Manager's Brown Bag Lunch meetings	1. Completed	2005	Government Affairs
Review current involvement in coalitions and determine if TAA should be involved	3. Current and Ongoing	2005	Government Affairs
Association will be the resource for landlord training	3. Current and Ongoing	2005	Government Affairs
Increase public relations efforts (write and/or develop press release w/a newswire service, develop position papers on issues)	1. Completed	2005	Government Affairs/Staff

1. Completed
2. Complete and Ongoing
3. Current and Ongoing
4. In Progress
5. Future
6. Delete

2008-Q1
2008-Q2
2008-Q3
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2009-Q1
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2009-Q4
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2010-Q2
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GOALS / OBJECTIVES	STATUS	DATE	RESPONSIBILITY
Work with IRO committee to plan 2009 calendar	1. Completed	2009-Q1	IROC
Conduct membership outreach with other local IRO organizations	4. In Progress	2009-Q3	IROC/Staff
Research top 3 apartment association with strong IRO committees	4. In Progress	2009-Q3	IROC
Develop larger presence on internet (meet-up; facebook, craigs list)	4. In Progress	2009-Q4	IROC/Staff
Query IRO membership (via survey) regarding interest in TAA offering NAAEI revised IRO course	4. In Progress	2009-Q4	IROC/Staff
Continue offering bi-monthly networking opportunities	6. Delete	2009-Q4	IROC
Enhance and expand TAA Website for IROC members: include IRO specific articles, books reviews, testimonial section, list serv or forum for IROC members to communicate; frequency asked questions (FAQ) section	4. In Progress	2010-Q1	IROC/Staff
Partner with other local IRO organizations for joint event	5. Future	2010-Q4	IROC
Host IRO focused mini-trade show with vendors specifically with products for IROs	5. Future	2010-Q4	IROC/Staff
** Focus IRO meetings on topics targeted to save IROs money: No/Low cost marketing etc.	5. Future	2010-Q1	IROC
Create a flier "What Can TAA do for me?" that lists the benefits of membership; focus on legislative and educational components of association	5. Future	2010-Q2	IROC/Staff

***note: In April or May have a mtg on Legislative issues, which is pre-AANC in June to encourage IRO participation in that event as those topics affect their assets too.*

2008	STATUS	DATE	RESPONSIBILITY
Retain 85% of current IROC members	1. Completed	2008-Q1	IROC
Plan one major IRO-specific symposium type event to include mini-trade show	6. Delete	2008-Q1	IROC/Staff
Implement IRO-specific symposium type event to include mini-trade show	6. Delete	2008-Q3	IROC/Staff
Offer bi-monthly networking opportunities to supplement meetings	1. Completed	2008-Q4	IROC
Add 50 new IROC members in 2008	6. Delete	2008-Q4	IROC
2007	STATUS	DATE	RESPONSIBILITY
Retain 65% of current IROC members	1. Completed	2007-Q1	IROC
IROC Membership Drive - Increase IROC membership by 10 net members by year-end	1. Completed	2007-Q1	IROC

Increase number of committee members and participation	2. Complete and Ongoing	2007-Q1	IROC
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Conduct an IROC survey, tie into Membership Drive	1. Completed	2007-Q2	IROC
Implement new Networking venues for IROC members	2. Complete and Ongoing	2007-Q2	IROC
Invite national speaker for IROC event	1. Completed	2007-Q3	IROC
Add 35 new IROC members in 2007	1. Completed	2007-Q3	IROC
Conduct mini-trade show opportunity for associates to market to IROs	1. Completed	2007-Q3	IROC/Staff
Offer incentives for IROC referrals (ie, gift cards, discounted dues)	2. Complete and Ongoing	2007-Q4	IROC
2006			
	STATUS	DATE	RESPONSIBILITY
Develop a survey and forward to all IROC members. Query types of education opportunities needed by our members.	1. Completed	2006	IROC
Collect IROC related materials for resource library	1. Completed	2006	IROC
Update TAA Website with IROC section	1. Completed	2006	IROC
2005			
	STATUS	DATE	RESPONSIBILITY
No goals for year 2005.			

1. Completed
2. Complete and Ongoing
3. Current and Ongoing
4. In Progress
5. Future
6. Delete

2008-Q1
2008-Q2
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GOALS / OBJECTIVES	STATUS	DATE	RESPONSIBILITY
Increase membership by 5% (net) each year	3. Current and Ongoing	2009-Q4	Membership
Revamp VAR awards criteria	4. In Progress	2009-Q4	Membership/Staff
Develop a TAA 101 video to replace TAA 101 Luncheon as a prospective and member marketing piece	5. Future	2009-Q4	Membership
Research market penetration; develop plan to increase numbers against findings	5. Future	2010-Q4	Membership
Research firms to conduct member survey to query members re: current and future benefits/trends	5. Future	2010-Q2	Membership/Staff
Investigate hosting a Membership Family Picnic	5. Future	2011+	Membership
Increase associate membership by 25% of 2009 numbers	5. Future	2010-Q4	Membership
Partner with Associates Roundtable - PowerPoint to Webinar	5. Future	2010-Q2	Membership/Staff
Develop marketing material and distribute to target market (segments of population)	5. Future	2010-Q3	Membership/Staff
Investigate tiered memberships for outreach purposes (senior living, other counties)	5. Future	2010-Q4	Membership/Staff
2008	STATUS	DATE	RESPONSIBILITY
Implement 2007 Recruiters thank-you luncheon with certificates and/or plaques	1. Completed	2008-Q2	Membership
Implement Membership Family Picnic on a Saturday once a year	6. Delete	2009+	Membership
Increase membership by 5% (net) each year	2. Complete and Ongoing	2008-Q4	Membership
2007	STATUS	DATE	RESPONSIBILITY
Implement and promote contest to reward associates and owner/operators who make the most referrals. Plus offer a standard \$10 gift card for each referral	1. Completed	2007-Q1	Membership
Increase membership by 5% over 2006 (39 new members met)	1. Completed	2007-Q4	Membership
2006	STATUS	DATE	RESPONSIBILITY
Gain 15 (net) new members during remainder of 2006	1. Completed	2006	Membership
Implement program to reward volunteers quarterly – “Volunteer Achievement Reward”	1. Completed	2006-Q1	Membership
Present VAR Award quarterly – at Dinner/Breakfast Meeting	3. Current and Ongoing	2006	Membership
2005	STATUS	DATE	RESPONSIBILITY

Associate name tags should stand out and be more visible with larger font	1. Completed	2005	Membership/Staff
Have a suggestion box at all TAA functions and on the website	3. Current and Ongoing	2005	Membership/Staff

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GOALS / OBJECTIVES	STATUS	DATE	RESPONSIBILITY
Work on 2009 Trade Show in partnership with Special Events Committee	1. Completed	2009-Q1	Products Services Council
Incorporate 2009 Golf Tournament in PSC's plan of work	1. Completed	2009-Q2	Products Services Council
Develop a promotion to encourage the o/o's to do business with associate members	5. Future	2009-Q4	Products Services Council/Staff
Plan the 2nd Annual Appreciation Dinner for Regionals & Owner/Operators	4. In Progress	2009-Q4	Products Services Council
Develop and implement Reverse Trade Show concept (owner/operators at tables/vendors rotate through room)	6. Delete	2010-Q1	Products Services Council
Develop a marketing plan to expand the benefits of being an associate member	5. Future	2010-Q1	Products Services Council
Partner with PR Committee to explore opportunities for additional exposure on the upcoming TAA resident resource website and IRO resource website	5. Future	2010-Q2	Products Services Council
Provide an educational seminar/forum targeted specifically for Associate members which educates them on apt. industry; best ways to reach Regionals (perhaps a panel); combine with perhaps a short "How to get the most out of your Trade Show investment.)	5. Future	2010-Q1	Products Services Council
Place the Vendor Spotlights online for added exposure for Associates	5. Future	2009-Q4	Products Services Council/Staff
Work on a Preferred Vendor Discount Plan for members and/or their residents	5. Future	2010-Q4	Products Services Council
2008	STATUS	DATE	RESPONSIBILITY
Conduct survey of Regionals to assess Trade Show participation obstacles	1. Completed	2008-Q1	Products Services Council
Work on 2008 Trade Show in partnership with Special Events Committee	1. Completed	2008-Q2	Products Services Council
Incorporate 2008 Golf Tournaments in PSC's plan of work	1. Completed	2008-Q2	Products Services Council
Establish committee guidelines and criteria for participation from vendor/suppliers	1. Completed	2008-Q2	Products Services Council

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Surveys or questionnaires will be developed for use at career fairs to "pre-qualify" potential employees	5. Future	2010-Q2	Public Relations
Participate in Komen; secure sponsors for T-shirt campaign; increase goals and member participation	1. Completed	2009-Q2	Public Relations
Work with Special Events to host Komen Pre-event Fundraiser	1. Completed	2009-Q2	Public Relations
Have booth at TAA Trade Show to educate members about PR committee and to provide information and sign up for Komen Race	1. Completed	2009-Q2	Public Relations
Spearhead Holiday Community Service Outreach Project to help Raleigh Rescue Mission	4. In Progress	2009-Q4	Public Relations
Hold Focus Group with Hispanic Community Leaders and TAA members	6. Delete	2010-Q1	Public Relations
Research and develop community service project(s) that promote apartment industry members to general public	5. Future	2010-Q2	Public Relations
Update and improve TAA website including infrastructure for resident website; Hispanic portal of website	5. Future	2010-Q4	Public Relations/Staff
Offer our Association as a resource to the Hispanic community to increase awareness of apt industry as a career choice/and info on renting apts / find a point person within Hispanic organization and work through them	5. Future	2010-Q4	Public Relations/Staff
One of our community outreach efforts should assist/benefit Hispanic Community	5. Future	2010-Q4	Public Relations
Partner with news media to co-sponsor a TAA Triangle-wide event to occur during a finite period of time -- for maximum exposure	5. Future	2010-Q3	Public Relations/Staff
Collaborate with Government Affairs on "notenanttax.org" website to educate and provide outreach for legislative purposes -- to residents and general public	5. Future	2009-Q4	Public Relations

2008	STATUS	DATE	RESPONSIBILITY
Restructure approach to Speakers Network to ensure success in 2008; building a network of speakers and schedule speakers at local schools. (attempted-no interest)	2. Complete and Ongoing	2008-Q1	Public Relations
Link to websites of municipalities and members of NC General Assembly	1. Completed	2008-Q2	Public Relations/Staff
Create task force to consider membership directory with web links/password protection	1. Completed	2008-Q2	Public Relations/Staff
Improve/Redesign Aptxchange marketing materials	1. Completed	2008-Q2	Public Relations
Continue to hold university/community college career fairs within the triangle to expand potential employee base and to market the apartment industry as a career.	2. Complete and Ongoing	2008-Q2	Public Relations

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Develop a system or program to better identify the TAA and the apartment industry as a possible career opportunity	3. Current and Ongoing	2008-Q2	Public Relations
Participate in Raleigh Chamber of Commerce events to brand the industry and TAA in the business community	3. Current and Ongoing	2008-Q2	Public Relations
TAA will join a Hispanic organization as a business member and partner	6. Delete	2008-Q2	Public Relations
Participate in La Fiesta Del Pueblo Fair to market apartment industry to the Hispanic population	1. Completed	2008-Q3	Public Relations
Host Komen fundraiser; hold one-week prior to Race; hold T-shirt design contest for member participation	1. Completed	2008-Q3	Public Relations
Continue researching Hispanic Organizations	3. Current and Ongoing	2008-Q3	Public Relations
E-News updates available on the website	5. Future	2008-Q3	Public Relations/Staff
Continue relationship with Durham & Raleigh Rescue Mission; enhance drives and increase collections	1. Completed	2008-Q4	Public Relations
Evaluate Career Canvas Program; explore other ways to reach this audience	3. Current and Ongoing	2008-Q4	Public Relations

2007	STATUS	DATE	RESPONSIBILITY
Participate in the Komen fundraiser	3. Current and Ongoing	2007-Q2	Public Relations
Partner with Hispanic organization and create information piece in Spanish (La Fiesta)	1. Completed	2007-Q3	Public Relations
Create and/or improve marketing collateral for the TAA	1. Completed	2007-Q3	Public Relations
Create sub committee for Aptxchange to increase participation within the membership	1. Completed	2007-Q4	Public Relations/Staff
Continue relationship with Durham and Raleigh Rescue Mission; enhance drives	3. Current and Ongoing	2007-Q4	Public Relations
Track web hits. Collect e-mail addresses to determine where traffic is coming from.	5. Future	2007-Q4	Public Relations/Staff

1. Completed
2. Complete and Ongoing
3. Current and Ongoing
4. In Progress
5. Future
6. Delete

2008-Q1
2008-Q2
2008-Q3
2008-Q4
2009-Q1
2009-Q2
2009-Q3
2009-Q4
2010-Q1
2010-Q2
2010-Q3
2010-Q4
2011+

Education
Education/Staff
Executive/Board
Government Affairs
Government Affairs/Staff
IROC
IROC/Staff
Membership
Membership/Staff
Products Services Council/Staff
Products Services Council
Public Relations
Public Relations/Staff
Special Events
Special Events/Staff
Long Range Planning/Board