

# CoreNet Global

## Chapter Learning Community

### **The Role of the Chapter Learning Community**

The Chapter Learning Community exists to share and capture best practices, to explore opportunities and increase continuity and understanding within chapter boards as it relates to improving the delivery of chapter learning programs.

### **The Role of the Chapter Learning Advisory Committee and Staff**

The Chapter Learning Advisory Committee and staff will facilitate opportunities for this Community to convene. The role of the Chapter Learning Advisory Committee is to moderate Community meetings and to help capture ideas that may be useful in global practices. The role of staff is limited to capturing and disseminating information to the Community, as well as answering and directing specific program-related questions.

### **June 20, 2007 Meeting Summary**

#### **Attendees:**

**Todd Anderson - Southern California (TA)**

**Steve Johnson - Rocky Mountain (SJ)**

**Deedee Hildebrand – Houston (DH)**

**Mark Gorman – Southwest (MG)**

**Jeff Calk – Tennessee (JC)**

**Bill Threlkeld – Tennessee (BT)**

**Mirela Grabovska - Chicago (MG)**

**Margaret St. Andre – Chicago (MSA)**

**Michael Benham – Michigan (MB)**

**Philip Grossberg– Carolinas (PG)**

**Peggy Henderson – Atlanta (PH)**

**Dale Schlather - NYC (DS)**

**Dan Wright - Mid-Atlantic (DW)**

**Suzanne Heidelberger – NYC, Chapter Learning Advisory Committee Chair (SH)**

**Luc Dupont - Montreal/Quebec (LD)**

**Jennifer Bachelor – Houston (JB)**

**Sherri Parman – CoreNet Global (SP)**

**Sean Hewitt – CoreNet Global (SH)**

**Amanda Brooks –CoreNet Global (AB)**

**Karen Murphy – CoreNet Global (KM)**

### **Topic 1 - Venue Selection -- What types of venues does your chapter use throughout the year? What are some successes? Pitfalls? Lessons learned?**

**SH (NYC)** – It's been a learning curve for NYC chapter.

**DH (Houston)** – We have them in the same place every month – the Hyatt Regency – members seem to prefer this.

**PH (ATL)** – We polled our membership. Move it around due to the commuting distance. Find places with full catering.

**MG (CHI)** – We hold our monthly meetings at Maggianos restaurant, which is central to the conference facilities. Same time/same date. Consistency helps out with building attendance. We're experimenting with our 1<sup>st</sup> suburban conference – our first long CoRE Curriculum program – Todd Anderson's Real Estate Transactions Impact on Corporate Financial Statement. We're looking at possibly broadcasting the meeting to satellite sites.

**MB (MICH)** – We're meeting at a 4-year college centrally located. Has a school of culinary arts adjacent to meeting room. We're making a habit of going there.

**SH (NYC)** – This year same location for all of our large programs. Has a great a/v package, so we're making the most of this with shows/videos also.

**DS (NYC)** – We have a partnership with NYU – classroom facilities for workshops. Haven't done it yet this year. No charge for the room. They provide the catering.

**Topic 2 - Educational Program's Financial Goals -- Is the goal of the chapter programs to be a loss leader or to make a profit? What is the revenue/expense model? How are sponsorships handled?**

**PH (ATL)** – Solicit partnership at beginning of year for chapter. We would like to break-even on our educational program, but sometimes we lose \$.

**TA (SC)** – Target for a break-even. We look for corporate sponsors for the venue and then offer sponsorship for food portion. We charge for events \$65 member/\$150 non-members. Generous on comps for end users. Also have end user sponsor program that for \$500 you get 1 ticket to every learning event up to \$2,500 for 4 or more tickets to every event.

**DS (NYC)** – We don't charge for workshop programs (usually casual lunch program). Whoever hosted venue picked up lunch, but not a sponsorship. Cost is very low, but members only 50-60 people. Hold 6 times a year, this year probably hold three – perhaps longer courses. Our bigger events 150-200 people with nice luncheon. Charge members. Topics are all over the place sustainability & green, workplace strategies. Hold these every other month – 6 times a year. Have a budget of \$50,000 for the speaker.

**Topic 3 - Negotiating Vendor Contracts for event planning - What has Global learned that can help the Chapters?**

**SP (CNG)** – Sharing with you the contract issues we would encounter. Lots of expertise here at the office. Encourage you to pick up the phone and call us. Talk about 2 distinct categories:

- 1) The scope and services included such as a/v, etc. We deal with lots of hotel chains and have various hotel contracts. You can call us for help. We also know tips/tricks of the trade with venue contracts.
- 2) Legal side considerations
  - a. The only legal entity we have is CoreNet Global Inc. We have no legal entity called CoreNet Global New York City Chapter for instance.
  - b. Cancellation clauses
  - c. Deposits
  - d. Standardized language is an absolute requirement especially when alcohol is served. Two things Indemnification and force Majeure Clauses. We have this language.
  - e. Insurance certificates. We can get these to you. Need to provide us a copy of the contract.

We're updating our procurement process globally and will roll this out to the chapters. Much of this should be available in the Chapter Officers Handbook.

**PG (CAROLINAS)** – Can anyone speak to barter arrangements.

**SH (NYC)** – Showrooms offer more flexibility.

**DS (NCY)** – We have a lawyer on our board. All contracts are reviewed/approved by him – a goodwill gesture by him for business.

**SP (CNG)** – It's important that you have your lawyer or whoever is handling your contracts sync up with CoreNet Global.

**Topic 5 - Securing Continuing Education Credits for Chapter Meetings - How does your chapter increase attendance by offering CE credits? (MCR, State Real Estate Broker, AIA, other national/global associations)**

**PH (ATL)** – Submitted our Forum programming for state brokerage credits. It took months and we paid \$25 per participant. MCR CPD credits were easily achieved through global.

**MB (MICH)** – Tried to get local architectural credits and was told it really needed to be done on a national level through AIA.

**PH (ATL)** – We did a survey and this wasn't one that our members said they needed.

**DS (NYC)** – Used our relationship with NYU who provided 20 free passes to all day brokerage classes they held. It's free admission to us and we helped fill the seats that they needed filled.

**KM (CNG)** – Working to gain various continuing ed credits through national/global associations for CoRE Curriculum.

**Additional Comments**

**DH (Houston)** – Need a time management speaker for a program.

**DS (NYC)** – Has information on a time management speaker and will send to Houston.

**SH (NYC) / KM (CNG)** – Philadelphia looking for a good program survey to send to its members. Karen requests chapters to send her their surveys to post online. Send to

[kmurphy@corenetglobal.org](mailto:kmurphy@corenetglobal.org).

Next call will be on August 15 at 3 pm EST.