Insightful learning for community association management executives



2021 CEO-MC RETREAT

Sept. 29-Oct. 2 The Boca Raton | Boca Raton, Fla.



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Insightful learning for community association management executives

2021 CEO-MC RETREAT

WEDNESDAY, SEPT. 29

2-5 p.m.

Registration

5-7 p.m.

at a Glance

Program Schedule

Welcome Reception

THURSDAY, SEPT. 30

7:30 a.m.-4 p.m.

Registration and CEO Connection Lounge—Visit with sponsors

7:30-8:45 a.m.

Breakfast

9-9:10 a.m.

Welcome and Announcements

9:10-9:20 a.m.

Introductions and Networking with Sponsors

9:20-10:30 a.m.

Opening General Session

10:30-11 a.m.

Refreshments with sponsors inside the CEO Connection Lounge

11 a.m.-Noon

Opening General Session cont'd.

Noon-1:30 p.m.

Lunch served in the CEO Connection Lounge

1:30-2:30 p.m.

General Session

2:30-3 p.m.

Refreshments with sponsors inside the CEO Connection Lounge

3-4 p.m.

CEO Discussion: Roundtable Topics

4 p.m.

Adjourn for the Day—Time for fun after-hours sponsor activities!

FRIDAY, OCT. 1

7:30 a.m.-4 p.m.

Registration and CEO Connection Lounge—Visit with sponsors

7:30-8:45 a.m.

Breakfast

9-9:10 a.m.

Welcome and Announcements

9:15-10:30 a.m.

Breakout Sessions

10:30-10:45 a.m.

Refreshments inside the CEO Connection Lounge

10:45 a.m.-Noon

Repeat Breakout Sessions

Noon-1:30 p.m.

Lunch served in the CEO Connection Lounge

1:30-2:30 p.m.

General Session

2:30-3 p.m.

Refreshments with sponsors inside the CEO Connection Lounge

3-4 p.m.

Large Group Facilitated Discussion

4 p.m.

Adjourn for the Day—Time for fun after-hours sponsor activities!

SATURDAY, OCT. 2

8-10 a.m.

Networking and Grab-&-Go Breakfast

10 a.m.

Retreat Adjourns

2021 CEO-MC RETREAT

FULL PROGRAM

Dear Colleague,

As this year's chair of the CEO-MC Retreat Planning Committee, I would like to personally welcome you to the 2021 CEO-MC Retreat in Boca Raton, Fla. It is so refreshing to connect with you in person, and we look forward to hosting a safe and successful event.



The planning committee has listened to your input and designed an informative two-day program, providing community association management CEOs and senior

executives the only place to share insights, learn best practices for today and tomorrow, and build meaningful relationships.

This year's theme "Passion. Purpose. People." is a reflection on the past year's obstacles we all have faced and our strength to learn and adapt to create new solutions. We will look at where we are as an industry, how we've adjusted to the challenges of the COVID-19 pandemic, and where we are headed.

We have made a remarkable transition from last year. Let's share our stories and learn from one another. I hope you'll say hello while you're here. I look forward to meeting you!

Laura Hall, CMCA Community Management Inc. Portland, Ore.

Wednesday, Sept. 29

2-5 p.m.

Registration

5-7 p.m.

Welcome Reception

Come share your knowledge and gain insights with leading community association management executives at the popular Welcome Reception. This also is your first opportunity to network with peers and engage with the event's sponsors.

Sponsored by







S T Y N D P O I N T



Thursday, Sept. 30

7:30-8:45 a.m.

Breakfast and Registration

9 a.m.

Welcome and Opening Remarks

Laura Hall, CMCA, Chief Information Officer at Community Management Inc. in Portland, Ore., and 2021 Chair of the CEO-MC Retreat Planning Committee

9:10-9:20 a.m.

Introductions and Networking with Sponsors

9:20 a.m.-Noon

OPENING GENERAL SESSION

Community Next: Passion. Purpose. People.

2021 has been a remarkable transition from the previous year. Management company CEOs and senior executives continue to learn, adapt, and innovate to create new possibilities for their companies, employees, and clients. The 2021 CEO-MC Retreat opens with a look at where we are as an industry, how we've adjusted to the challenges of the COVID-19 pandemic, and where we are headed. CAI leaders will explore key trends, challenges, and opportunities for community association management professionals by incorporating CEO panels and interviews as well as audience involvement through table-based discussions and group idea sharing.

Tom Skiba, CAE, CAI's Chief Executive Officer

Dawn M. Bauman, CAE, CAI's Senior Vice President, Government and Public Affairs Ursula K. Burgess, ESQ., CCAL fellow, Rees Broome, P.C., Tysons Corner, VA Jessica Towles, CMCA, AMS, PCAM, Hammersmith Management, Englewood, CO









10:30-11 a.m.

Networking Break with Sponsors in the CEO Connection Lounge

The 2021 CEO Connection Lounge is the best place to explore new technology, solutions, and innovative ideas for the community associations you serve. Stretch your legs, grab a cup of coffee, and interact with new and longtime CEO-MC Retreat sponsors.

2021 CEO-MC RETREAT FULL PROGRAM

Noon-1:30 p.m.

Lunch in the CEO Connection Lounge

Maintain your energy and keep your mind sharp with a healthy lunch. Feast on a mix of proteins, veggies, and sweets that will get you ready for the afternoon keynote speaker. Lunch is served in the brand-new CEO Connection Lounge. This sponsorship experience enables you to network with longtime CEO-MC Retreat sponsors as well as first-time exhibitors offering innovative products and services.

1:30-2:30 p.m.

GENERAL SESSION

If Not You, Who? How to Crack the Code of Employee Disengagement with Keynote Speaker Jill Christensen

Organizations in the top tier of employee engagement outperform their peers by 147% in earnings per share and have a 90% better growth trend than their competition. However, only 34% of U.S. workers and 15% of global workers are engaged, meaning the majority sleepwalk



through the day. How do you inspire employees to get off the sidelines and get into the game? Learn of a proven strategy to turn disengaged workers into a unified, high-performing team, resulting in increased revenue, customer satisfaction, productivity, pride, loyalty, and retention.

Jill Christensen, Employee Engagement Expert, speaker, and author. A former corporate communications business executive at a Fortune 500 company with a Six Sigma Green Belt, Christensen is one of the most in-demand and highest-rated female keynote and business motivational speakers in the world. Named a Top 200 Global Thought Leader to Watch in 2021 and Top 101 Employee Engagement Influencer, she has spent the past three years showing her proven strategy to reengage employees to 250,000 people in 33 industries, 38 U.S. states, and 10 countries.

2:30-3 p.m.

Networking Break with Sponsors in the CEO Connection Lounge

Continue to build professional relationships and learn more about what our sponsors have to offer.

3-4 p.m.

CEO Discussion

Roundtable Topics: Marketing, Staffing, Technology, Corporate Culture, Operations and Finance, and more.

4 p.m.

Adjourn for the Day



Friday, Oct. 1

7:30-8:45 a.m.

Breakfast

9-9:10 a.m.

Welcome and Opening Remarks

9:15-10:30 a.m.

BREAKOUT SESSIONS

Breakout 1

Productive Future: Preparing Your Corporate Culture, Leaders, Identity, and Branding for Mergers and Acquisitions

This panel of experts brings extensive experience on how to position your company for the future. Learn how to understand and address culture in mergers and focus on what is needed to deliver value. Discover how you can prepare your leaders to work toward unified goals and ensure you have the proper resources to reach financial and strategic objectives. Share your questions and ideas on how best to prepare your firm from multiple perspectives.



Facilitator | Jonathan Louis, CMCA, AMS, LSM, PCAM,
President of business development and mergers and
acquisitions at RealManage in Southwest Ranches, Fla., and
co-chair of the CEO-MC Retreat Planning Committee. He has
more than 40 years of experience in management of community
associations, hotels, resorts, restaurants, and nightclubs. He is
former CEO and founder of two management companies and
currently serves on the board of the Better Business Bureau for
Southeast Florida and the Caribbean.



Panelist | Chris Ayoub, President of RealManage in Dallas. Ayoub has more than 20 years of leadership experience. He joined the company in 2015 and has been involved in every aspect of the business, with an emphasis on operations and mergers and acquisitions. Prior to joining RealManage, Ayoub was chief operating officer at a Fortune 500 leading subsidiary real estate technology company, where he led efforts to become one of the first companies to execute an e-closing real estate transaction.

continued >>

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2021 CEO-MC RETREAT FULL PROGRAM

Breakout 1 continued



Panelist | Karl J. Badey, CPA, Partner with MMNT, an accounting firm in Manchester, Conn. He joined MMNT in 2010 and is responsible for human resources and educating the firm's staff on tax law, regulation, requirements, and practice standards. He has more than 25 years of accounting experience in tax planning, corporate and partnership tax returns, estate planning, IRS and Connecticut Department of Revenue Services (DRS) audit representation, and transaction planning for business acquisitions and successions. Badey is a member of

the American Institute of Certified Public Accountants and the Connecticut Society of Certified Public Accountants.



Panelist | Cat Carmichael, CMCA, AMS, PCAM, Founder and CEO of Strategy 123 in Bloomfield, Colo., a CAI past president, and past chair of CAI's Business Partners Council. With more than 30 years of experience working with community associations, Carmichael provides expertise to management company CEOs to create exit strategies that enhance the company's metrics around profitability, market desirability, and readiness for acquisition. She also was a key contributor to the development of CAI's Educated Business Partner distinction

and the manager employment and engagement initiative geared toward attracting and retaining community association management professionals.

Breakout 2 Attracting Talent to the Community Association Industry: Hiring and Leading a Diverse Workforce



The headlines about the changing workforce are impacting community association management in many ways. Come share ideas about how to build and lead an effective team in an increasingly diverse employment landscape. Insights from the Foundation for Community Association Research's recently released report on attracting and retaining community association management professionals will be discussed.

Facilitator | Lesley Stoeffler, CMCA, President and CEO of Community Management Services Inc. in Indianapolis.

Breakout 3

The New Diversity: Engaging the Generational Workforce

The workplace is filled with significant generational differences and associated challenges between traditionalists, baby boomers, Generation Xers, and



millennials. Each generation learns, values, thinks, and develops differently, and therefore must be led with these differences in mind. Yet each generation has common ground that management company executives can leverage and build upon. Learn how to coach and manage each generational group in your workplace.

Facilitator | Jason Young, President of LeadSmart Inc., author, speaker, and trainer.

Breakout 4

Open Topic Table Discussions



What's on your mind? Did you come with a burning question or topic to discuss with other community management CEOs and senior executives? Come meet and talk with your peers in the industry at six-person roundtables.

Facilitator | Laura Hall, CMCA, Chief Information Officer at Community Management Inc. in Portland, Ore., and 2021 chair of the CEO-MC Retreat Planning Committee

10:30-10:45 a.m.

Networking Break with Sponsors in the CEO Connection Lounge

10:45 a.m.-Noon

Repeat of Breakout Sessions

Noon-1:30 p.m.

Lunch in the CEO Connection Lounge

Enjoy a healthy and delicious lunch and continue making new industry connections in the brand-new CEO Connection Lounge. This sponsorship experience enables you to mingle with longtime partners as well as new companies, all of whom are offering innovative products and services.

2021 CEO-MC RETREAT

FULL PROGRAM

1:30-2:30 p.m.

GENERAL SESSION

The High-Performance Workplace with Keynote Speaker Jason Young

A former senior level manager at Southwest Airlines, Young was a key figure in creating and developing the company's innovative training programs for its successful leadership and customer service culture that



have become renowned in the business world today. He left the airline in 1998 to launch his own consulting practice, specializing in corporate training for leadership development, customer service, and team building. He has captured his philosophy of creating high-performance cultures in his recent book, *The Culturetopia Effect*.

Jason Young, President of LeadSmart Inc., author, speaker, and trainer.

2:30-3 p.m.

Networking Break with Sponsors in the CEO Connection Lounge

Don't miss your last chance to visit with our 2021 CEO-MC Retreat sponsors and learn about the products and services they can provide for your work with community associations.

3-4 p.m.

Large Group Facilitated Discussion



Come discuss the content or ideas that resonated with you at the 2021 CEO-MC Retreat and any questions you would you like to address with your peers in community association management.

Facilitator | Laura Hall, CMCA, Chief Information Officer at Community Management Inc. in Portland, Ore., and 2021 chair of the CEO-MC Retreat Planning Committee

4 p.m.

Announcements and Thanks

Saturday, Oct. 2

8-10 a.m.

Breakfast and Adjournment of the Retreat

Grab some food and enjoy conversations with peers before heading out.

GENERAL INFORMATION

Accommodations

Headquarter Hotel

The Boca Raton 501 E. Camino Real Boca Raton, FL 33432

Sleeping rooms are available at the Beach Club and Bungalows.

Retreat Meeting Space

The Mizner Center at The Boca Raton. Retreat sessions will be held in the Mizner Center, located on the main property. Shuttle service is available from The Beach Club and the Bungalows during the following hours:

Tuesday 7 a.m.–11 p.m.

Wednesday 1–11 p.m.

Thursday 6:30 a.m.–11 p.m. Friday 6:30 a.m.–10 p.m. Saturday 7 a.m.–6:30 p.m.

Emergency Procedures

Please take a few minutes to familiarize yourself with the locations of the emergency exits in the hotel. A detailed emergency exit map is located on the inside of your hotel room door. In the event of a fire, do not use the elevators. In any emergency, please dial 0 to inform the hotel operator. To reach a CAI staff member during hours when the registration desk is not open, call Holly Carson at (703) 598-7938.

Smoking Policy

The conference center is smoke-free. Smoking is limited to designated outside areas.

Front Desk/Lost and Found

Please contact hotel housekeeping for any of your needs by dialing 0 from your room or any of the house phones to speak to a hotel operator.

What to Wear

The CEO-MC Retreat attire is business casual.

GENERAL INFORMATION

COVID-19 Safety and Masks

Creating a healthy, safe, and comfortable environment for our conference attendees is our top priority. CAI is monitoring the COVID-19 pandemic and is in constant communication with our partners at The Boca Raton and Palm Beach County. As information around the coronavirus continues to develop, safety precautions will evolve, incorporating procedures that will further enhance your in-person experience and safety for everyone in attendance.

The Boca Raton team is committed to the meeting and events industry. They have been working with a dedicated food safety manager, in addition to partnering with health professionals, to develop and implement new procedures emphasizing the well-being of participants.

Currently (as of press time), face coverings are recommended by the hotel, and all associates must continue to wear them. Please follow relevant guidance provided by the Centers for Disease Control and Prevention or your local health authority. Adhere to government-issued travel restrictions as well as guidance issued by the region you will be traveling to and the region you are traveling from. Evaluate your own health and that of people you are in close contact with; reach out to Holly Carson at (703) 598-7938 with any concerns.

Please stay home if you feel sick. If you begin feeling sick after arrival, please stay in your hotel room and contact Holly Carson at (703) 598-7938.

Registration Desk

Grand Ballroom Foyer in the Mizner Center

Wednesday 2–5 p.m.

Thursday 7:30 a.m.-4 p.m. Friday 7:30 a.m.-4 p.m. Saturday 8 a.m.-10 a.m.

Wi-Fi

Access the wireless internet network from within the conference space at The Boca Raton.

SSID: GordianStaffing

Password: GordianStaffing

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Charging Lounge

Grand Ballroom Foyer in the Mizner Center

Thursday 7:30 a.m.-4 p.m. Friday 7:30 a.m.-4 p.m.

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CEO Connection Lounge



The Grand Ballroom Salon E-F

Thursday 7:30 a.m.-4 p.m. Friday 7:30 a.m.-4 p.m.

Lunch will be served from noon to 1:30 p.m. on Thursday and Friday.

Grab a bite to eat and continue making new industry connections in the brand-new CEO Connection Lounge. This entirely new sponsorship experience enables you to mingle with long-time partners as well as new companies, all of whom are offering innovative products and services. See a floorplan and complete listing of participating partners on page 18.

GENERAL INFORMATION

Policies

CANCELLATION. Registration fees are not refundable after Sept. 9, 2021. Email cancellations to Holly Carson at hcarson@caionline.org.

CAI "SUITCASING" POLICY. CAI has a zero-tolerance policy regarding "suitcasing," which is the practice of non-sponsoring companies or individuals soliciting sales or sales leads in the lobbies, and/or representing their services or soliciting CEO-MC Retreat participants for conflicting social activities. Non-sponsoring suppliers participating in the event as speakers are prohibited from soliciting business in the hotel. Violators of this policy will be charged the Tabletop Sponsorship rate (\$8,500), which must be paid prior to registering as an attendee, exhibitor, or sponsor at any future CAI event. It is considered "bad-form" to conduct business outside of your own tabletop area. Talking to clients or prospects in front of someone else's display also is a violation of CAI policy and will not be tolerated.

PRIVATE PARTY POLICY. All hospitality suites and hosted events must be reserved, approved, and paid for through CAI. Hospitality suites/hosted events are not permitted during official CEO-MC Retreat activities. Non-sponsoring suppliers are not permitted to host OR attend events at the official hotel during the event. Contact Holly Carson for approval at hcarson@caionline.org.

Violators of these policies will be ejected from the CEO-MC Retreat, if applicable, and charged \$8,500, which must be paid prior to registering as an attendee, exhibitor, or sponsor at any future CAI events.

CAI COVID-19 CODE OF CONDUCT. CAI's CEO-MC Retreat Code of Conduct lists personal actions supporting the collective well-being.

A code of conduct is a collection of rules and regulations that include what is and is not acceptable or expected behavior. Responsibility is shared equally among event organizers, the event venues, and the event attendees, who all have a role to play.

Based on our common set of beliefs in the value of live event experiences we know to be true, as stakeholders we all have a role to play in the mitigation of risk. The code of conduct on page 12 is meant to serve as a reminder and inspiration to know that if we all collectively respect the significance of this contribution, we are, by definition, advocating for the well-being of our fellow global citizens and our industry.

The full policy will be available at the Registration Desk, and you also may visit www.caionline.org/Events/2021Retreat/Pages/Safety-Plan for the full policy.

HARASSMENT POLICY. In order to provide all participants at events, including members and other attendees, speakers, exhibitors, sponsors, employees, and volunteers, the opportunity to interact professionally and benefit from the event, CAI is committed to providing a safe and productive environment free of discrimination, hostility, harassment, and retaliation based on race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, marital status, citizenship, or any other characteristic protected by law.

CAI has a zero-tolerance policy for discrimination, harassment, and retaliation and is committed to enforcing this policy at all CAI events. The full policy will be available at the Registration Desk, and you also may visit www.caionline.org/Events/2021Retreat/Pages/Safety-Plan for the full policy.

DRINK & DINE NEARBY

All restaurants are located within 2 miles of the resort. Please call for daily hours and reservation information. For a listing of on-site options, please see pages 16–17.

Royal Palm Place

Chops Lobster Bar (561) 395-2675

Steakhouse and lobster bar featuring live music 101 Plaza Real South Boca Raton, FL 33432

Yakitori Sake House (561) 544-0087

Contemporary sushi & Pan-Asian spot

271 SE Mizner Blvd. Boca Raton, FL 33432

Twenty-Twenty Grille (561) 990-7969

Intimate, upscale restaurant serving seasonal new American dinners with a curated wine list 141 Via Naranjas

Boca Raton, FL 33432

Indian Harvest Restaurant (561) 465-3246

Contemporary takes on familiar Indian meals 500 Via De Palmas Boca Raton, FL 33432

Deerfield Beach Pier

JB's on the Beach | (954) 571-5220

Vibrant restaurant with a seafood focused menu along with live music 300 N. Ocean Dr. Deerfield Beach, FL 33441

The Whale's Rib | (954) 421-8880

Featured nationally on "Diners, Drive-Ins, and Dives" 2031 NE 2nd Street

Deerfield Beach, FL 33441

Ocean 234 | (954) 421-8880

Classic seafood dishes with sunset views & sea breezes
234 N Ocean Dr.

Deerfield Beach, FL 33441

Mizner Park

Max's Grille | (561) 368-0080

One of Boca's favorites for American cuisine and patio dining in the heart of Mizner Park

404 Plaza Real Boca Raton, FL 33432

Tanzv I (561) 922-6699

Snazzy Italian eatery/lounge with a regional menu of pastas, flatbread & wines at the iPic

Theaters

301 Plaza Real Boca Raton, FL 33432

Kapow's Noodle Bar (561) 347-7322

Asian fusion featuring noodles and small plates

431 Plaza Real

Boca Raton, FL 33432

Loch Bar | (561) 939-6600

Classic seafood tavern featuring one of South Florida's largest raw bars

346 Plaza Real Boca Raton, FL 33432

GENERAL INFORMATION



Mulligans 7:30 a.m.-6 p.m.

Flamingo Grill 5:30-10 p.m.

HARBORSIDE



The Boca Raton

SINCE 1926



(Thursday–Saturday)

Beaches 11 a.m.-6 p.m.

Marisol 7 a.m.-10 p.m.

The Lounge 11:30 a.m.-Midnight

Snack Shop 11 a.m.-4 p.m.



SHUTTLE PICKUP to Mizner Center/CAI Meeting Space

BEACHSIDE

#WeAreCAI

17

CEO CONNECTION LOUNGE

The Grand Ballroom Salon E-F





Thursday 7:30 a.m.-4 p.m. Friday 7:30 a.m.-4 p.m.

Lunch will be served from noon to 1:30 p.m. on Thursday and Friday.

Grab a bite to eat and continue making new industry connections in the brand-new CEO Connection Lounge. This entirely new sponsorship experience enables you to mingle with long-time partners as well as new companies, all of whom are offering innovative products and services.

9B 9A

8**B 8A**

7B 7A

6B 6A

5B 5A

4R **4A**

3B 3A

2B 2A

1B 1A BUFFET

3EVERAGE

BUFFET

15A 15B

16A 16B

17A 17B

18A 18B

19A 19B

20A 20B

21A 21B

22A **22B**

ENTRANCE





1B





A division of Western Alliance Bank. Member FDIC.





2B







3A



6A



CONNECTING COMMUNITY MANAGERS
WITH CERTIFIED VENDORS

3B



6B



CEO CONNECTION LOUNGE

7A



7B



11**B**



12A



8A



A member of MUFG, a global financial group

12B



8B



QΔ



9B



11A



15A





16A



16B





TOPS

17B



20B



18A



21A



18B



21B



ASSOCIATION BANKING

22A



19B



22B





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Save 20% on ANY CAI Press purchase—print or digital.

Use code CEOSKNOWBEST2021 in your shopping cart. (P.S. Share the savings and the knowledge with your managers and clients.)





Discount valid for CEO-MC Retreat attendees AND their managers and clients Sept. 29–Oct. 13 for CAI Press items only: Excludes Foundation for Community Association Research publications. Please allow several business days for order processing and as many as two weeks for shipping print books due to COVID-19 restrictions.

One Platform. Endless Solutions.



Smartwebs all-in-one platform helps you wave goodbye to busy manual work and outdated software so you can make the most out of every minute. Not only can you manage your community but also your accounting with our newest solution, SmartBooks.



SmartBooks

With our seamless integrations, real-time balances, and reporting, you can streamline your accounting process.



SmartViolations

Our software maps your community and allows you to document, cite, resolve, & notify homeowners about violations.



SmartArchitecturals

Our cloud-based technology lets your HOA board review and vote on architectural requests from anywhere.





SmartWorkorders

Inspect your properties, create work orders, and manage your vendors on the go.



SmartCommunications

Send targeted messages to segments or the whole community. Always send the right message to the right people.



SmartPortals

Allow residents to submit architectural requests, view violations, upload documents, and more with SmartPortals.



VILLAGE MANAGEMENT SOFTWARE

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VMS is not just a single program, but a suite of management tools including everything from accounting, compliance, collections, and delinquency control, to interactive web modules allowing residents, property managers, board members and vendors to interact and communicate in real time.

Find out what thousands of homeowners associations, condominium associations and apartment/rental management companies across the country already know...

Village Management Software can and will increase the efficiency and productivity of your property management business, giving your company the competitive edge it needs to thrive and grow.

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