



PRESIDENT'S CORNER

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2025 CAI-NJ PRESIDENT
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Community Associations Institute New Jersey Chapter (CAI-NJ) by-laws provide that the elected Vice President of the Board automatically ascends in lockstep to the positions of President-Elect, and then President, over a three-year period. For the last three years, therefore, I have been dreadfully counting down the minutes to when I had to begin writing these articles each month. Well, as Bruce Buffer would say, "IT'S TIME!"¹

These articles notwithstanding, I could not be more grateful for the trust that the members of CAI-NJ and its Board of Directors have placed in me. As I mentioned to our over 200 volunteers (more on this later) at CAI's recent Annual Retreat, CAI-NJ has given me so much more than I could possibly ever give to it. It is an organization that reminds us that you can have business competition without business ruthlessness. Our members are encouraged to share ideas and thoughts without fear of ridicule or ostracization. CAI-NJ has proven the hypothesis that "a rising tide lifts all ships."

While I will try to tailor my future articles to a specific theme addressing the common interest community (CIC) industry, I must ask for your indulgence in allowing the theme of this article to simply be *gratitude*.

I must start with a thank you and congratulations to my friend Chris Nicosia, CMCA, AMS, PCAM for his tireless efforts as CAI-NJ's 2024 President. During Chris's leadership, CAI-NJ made significant advances in terms of its legislative initiatives; membership, retention and sponsorship growth; increased attendance at its marquee educational and networking events; and the modernization of its annual awards voting. I want to draw significant attention, however, to the great work that both Chris and incoming President-Elect Ryan Fleming, CIRMS, EBP undertook over the course of many months to procure and partner with a well-known and respected marketing company. This initiative is intended to help make CAI-NJ a household name in our industry and to expand our geographical reach to all parts of New Jersey, beginning with Northern New Jersey. In doing so, the goal is not simply for the marketing company to assist in search engine optimization or advertising campaigns, but to work directly with the board and our amazing staff to develop long-term marketing strategies. I look forward to working with Ryan and the board to begin implementation of these strategies in 2025.

"...I must ask for your indulgence in allowing the theme of this article to simply be gratitude."

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from page 5.

Second, to our amazing team led by the incomparable Angela Kavanaugh, thank you! Angela, Robin, Jackie, Brooke, Helen, and Jocelyn, are all committed to CAI-NJ in more ways than most of us know. Our staff members are truly the reason for our nationally recognized success. While the most dangerous phrase in business may be, "we've always done it this way," I propose that the safest phrase in business may be, "don't fix what isn't broken." With Angela and her team at the helm, my biggest challenge this year will be to not get in their way!

Finally, a thank you must go out to our over 200 committee volunteers! At CAI's National Conference that is held each spring, entire seminars are dedicated to brainstorming ideas for how Chapters can get its members to volunteer on committees. They look at us as if we are crazy when we tell them that not only do we have over 200 committed members volunteering each year, but we actually have to enforce strict limitations on how many members of an organization can volunteer! So, we thank each and every one of you that step up to the plate for our industry.

At the CAI Retreat, I was also excited to announce that the Board of Directors' task force to develop the New Jersey Online HOA Board Essentials is in the homestretch of developing the content to what will become a first-of-its-kind educational resource among CAI Chapters. What began as an initiative aimed at responding to proposed legislation that would require all elected and appointed board members to undertake at least three hours of board leadership development training, quickly evolved into something that the board recognized would be a meaningful value-add to our existing members regardless of whether such legislation was adopted. The board has committed the resources necessary and has identified the right online educational platform provider to partner with to provide the program by mid-2025. Stay tuned for more information.

So, in closing, over the course of the next year, please do not be shy. Come up to me at events and say hello. Let me know what you believe are issues that CAI-NJ should be addressing. Share your ideas and goals. Let's work together to "rise the tide." I greatly look forward to this year and all it has to bring. Just not these articles. ■

END NOTE:

¹ Outgoing CAI-NJ President Chris Nicosia would prefer I use a Disney® quotation instead whenever possible, so we can instead quote Rafiki: "It is time!"



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Community Trends®,

Casey Noon,
Editorial Chair

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