



Benefits of Serving on the ACTHA Board of Directors

Being elected by your peers to serve on the ACTHA Board of Directors is an honor and great responsibility. Before accepting a nomination, determine if you are fully committed by reading the "Before You Say Yes" document, and ensure that you have the support from your family and neighbors.

Represent Your Association

1. Position your association as an industry leader.

Serving on the board positions you as supporting the community association industry and as a volunteer leader within your own community.

2. Demonstrate your value to your association.

By serving on the ACTHA Board of Directors, you gain exposure and access to top performing associations in Illinois. Previous ACTHA directors often mention that serving on the board helped broaden their understanding of the industry and improved their effectiveness within their own associations.

Grow Personally

3. Expand your network.

Opportunities abound to build your visibility within the industry. ACTHA directors meet new business contacts, deepen existing relationships and gain exposure to influential thought leaders they might not ordinarily have the opportunity to meet.

4. Operate at an elite level.

Work closely with the most respected association board members and vendors in the business. Working with colleagues that have similar roles and responsibilities in other associations will introduce you to different approaches to challenges and opportunities. Be a thought leader. Exchange your viewpoints, perspectives and beliefs. Swap stories. Share tools and proven techniques that will improve your efficiency. Learning how other associations address similar situations will also benefit your association.

5. Gain credibility and respect from industry peers, association colleagues and vendors.

Become part of a distinguished group that is respected by your peers. Association colleagues will note that you rank among the top community association volunteers. Commercial members will notice your position and realize that you have your association's support.

6. Serve as a voice to effect change.

Be on the cutting edge of change and how change may impact ACTHA and its members. Provide vehicles in which change can be presented to members. It forces you to "think differently" and to collaborate.

7. Build your personal brand.

Serving on the ACTHA board will give you the exposure necessary to extend your personal brand and enhance your reputation. This visibility provides a platform to demonstrate what makes you unique: who you are, what you do, and what separates you from other association unit owners. Boost your public profile!

Grow Professionally

8. Enhance your strengths and learn new skills.

Gain exposure to other skills and disciplines that may not be offered in your current volunteer and professional roles:

- *Collaboration.* Learn how to work more effectively in a group, build consensus, make decisions as a cohesive and diverse unit, and act in a manner that is accountable to the community association industry.
- *Public speaking.* Hone your presentation skills, whether by leading a committee, making a recommendation to the board, or presenting an education session. Serving on the board will help you to organize your thoughts, sell ideas and make persuasive arguments.
- *Finance.* As a fiduciary, you are responsible for how ACTHA operates. Oversee important financial matters such as budgeting, financial statements and investment strategy.
- *Strategic planning.* Anticipate the future and the broad outcomes ACTHA will need to achieve. Be part of a continuous and dynamic planning process from the highest organizational level.
- *Marketing.* Share your marketing expertise and learn about industry research practices – how new data and trends can impact your association.
- *Leadership.* Demonstrate and hone your leadership skills. As a volunteer and leader, serving on the board provides hands-on leadership training, both in practice and through formal education.

9. Improve your communications effectiveness.

Serving on the board will introduce you to different ways of communicating, whether in person, via teleconference, by email, or through social media. Working with various audiences, you will have opportunities to practice speaking, writing, listening and observing non-verbal communication.

10. Build self-confidence and self-awareness.

Directors whose terms are ending usually show more confidence and awareness compared to when they began their board tenure. Serving on the board will challenge you to learn about your values, beliefs, strengths and weaknesses. Most leave the board with improved presence.

Give Back

11. Share your expertise and make a difference.

Some people serve on boards for altruistic reasons – in other words, to give back to the communities which they serve. Sometimes the desire to serve comes from a passion to share knowledge and talents with others, and enable them to grow. At the highest level, board service offers a way to gain meaning in one's role – or at least a sense of personal pride and satisfaction. Ultimately, serving on the board provides the chance to make a positive impact.

Serving on the ACTHA Board of Directors can be a rewarding personal growth experience. Those who have served frequently say that they got more out of the experience than they contributed. The work is challenging, meaningful and highly rewarding.

Some Other Things to Consider

It's not always glamorous!

- Extra work and no pay
- Local travel and time away from work and family
- You might be a target. People will come to you because you're on the board – whether to lodge a complaint or try to gain a favor.
- "It's not what I signed up for." There are risks and responsibilities to serving. The board is ultimately responsible to the members and the well-being of ACTHA.

Estimated time commitment

- At least 5 in-person board meetings (in Chicago area), usually on Saturday from 9-11:30am
- Periodic Board conference calls as needed
- Attend 3 ACTHA Conferences in Spring and Fall
- Committee meetings (ACTHA Board members are required to serve on a committee)

Instead of Compensation...

- Free registration to all ACTHA education events, including Learn & Lead series!