

**Arizona Association of  
Community Managers**

668 N. 44th St., Ste. 229E  
Phoenix, AZ 85008  
602.685.1111  
aacm.com

**Carol Cathcart**  
Membership Manager  
carol@aacm.com



# **2021 AFFILIATE PARTNER GUIDEBOOK**

**Your guide to AACM Events, Sponsorships, and Advertising Opportunities**

*Bring it all together with an*

# **AACM AFFILIATE PARTNERSHIP**



# ARIZONA ASSOCIATION OF COMMUNITY MANAGERS—AACM

## About us

Arizona Association of Community Managers (AACM) is a non-profit professional HOA trade association. Established in 2003 with seven Founding Community Management Companies, AACM represents a large portion of Arizona's managed communities, and is a driving force in Arizona's economy, contributing millions of dollars through countless jobs and tax revenue.

AACM is the first managers' organization in Arizona whose membership is comprised entirely of community management companies, community managers, and service providers (Affiliate Partners) **specifically** for Arizona.

## Market to the HOA community

AACM provides opportunities to develop lasting business relationships between community managers and those who provide goods and services to homeowner communities. Partnering with AACM shows support of the HOA industry and those who work in it.

## Stand out in the crowd

Being an AACM Affiliate Partner sets you apart from others in your industry through your commitment to ethical business practices, professional community management, and community manager education.

## Business relationships result in business opportunities

Regularly attending AACM events is one of the best ways to form relationships with community managers. Event sponsorships and committee participation gets you involved, increases visibility and stimulates business.

## Focus on Education and Legislation

To increase the professional management of Arizona's communities, AACM's Education Program provides *Arizona-specific* curriculum for our Management Members and their staff. Legislators view AACM as a valuable resource within the HOA community.

## AFFILIATE PARTNERSHIP PROGRAM

### AACM is with you every step of the way

Your partnership with AACM is statewide—there are ***NO regional chapters to join***. From day one you'll have the tools needed to promote your company with community management companies. We provide you with a contact list of our Management Members so you can contact them directly. Be recognized! Use the AACM logo on your business cards, email signature block, marketing materials and website. The AACM logo is recognized by community managers and HOA board members.

### Preferred Vendor List

AACM Members support our Affiliate Partners by adding them to their Preferred Vendor list making it easy for their community managers to find vendors they know they can trust.

### Network with Community Managers

AACM Luncheons, Golf Tournament, Trade Shows and other activities provide opportunities to network and build business relationships with our Members.

### Get your contact information to the right people

AACM's Resource Connections Directory is printed annually. This highly-anticipated directory is regarded as the best reference for vendor contacts by our Management Members. Affiliate Partners who join and are current in March of each year are included in the directory. AACM's online directory provides everyone quick access to your contact information—no login or password required.

**Relationships built on trust and shared commitment to our communities!**

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## AACM NETWORKING OPPORTUNITIES

### Get an inside look at our events by visiting our [Photo Gallery](#)

AACM offers a variety of events in Phoenix and Tucson. AACM events are open to current Affiliate Partners and Management Members only.

### Luncheons, Mixers and Other Events

Fun networking events to get you in front of AACM Members. AACM luncheons are second to none! Luncheons are held in both Phoenix and Tucson. Phoenix luncheons average 200 attendees so you're sure to meet new managers and connect with managers you already know. Our Tucson luncheons are more intimate and offer the same great benefits. Enjoy networking time during registration and during the luncheon. Every other seat in the dining room is reserved for a member, helping ensure a mix of contacts.



### Diamondback Game

Our annual D-Backs game event is always fun! Affiliate Partners purchase tickets then invite managers and provide them with the tickets. It's a great "excuse" to get together before the game for lunch or to stop by their office. Enjoy this unique opportunity to mingle in a private area. Watch the game and network at the same time!



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## AACM NETWORKING OPPORTUNITIES

### AACM “Not” Golf Tournament

Everyone looks forward to the AACM “Not” Golf Tournament—one of our biggest events of the year! Some people focus on their golf game and others more on socializing—either way, it’s a full day of fun! Breakfast, lunch and heavy hors d’oeuvres are provided along with plenty of beverages. Affiliate Partners purchase foursomes and invite managers to play on their team. We can assist by providing managers for your foursome, if needed. You can also purchase a tee-box for the opportunity to greet the golfers as they golf your hole. It’s a fun way to spend the day with community managers. **A variety of sponsorships are available.**



### Phoenix Trade Show

With 148 booths, this is one of our most popular and largest events of the year, bringing approximately 500+ Management Members and 400 Affiliate Partner exhibitor attendees together for one fun-filled day. Our Affiliate Partner exhibitors LOVE to work with the theme and ensure a great time for everyone.

The day starts with a several hours of trade show floor time, then the trade show floor is closed for lunch (exhibitors and member attendees have time to sit and network off the trade show floor). The Trade Show reopens for a couple more hours and is followed by the happy hour where everyone mingles and prizes are awarded.

There is no such thing as a “bad booth” location because member attendees must have their “bingo card” initialed at each booth to qualify for the Grand Prizes of CASH awarded during the happy hour. We also encourage exhibitors to have a prize drawing at their booth (a fishbowl for attendees to submit their business card for a chance to win) and we provide exhibitors time during the happy hour to announce their winner. *Only current Affiliate Partners who exhibit are allowed to attend the Trade Show. Booth selections are made at lottery prior to the event based upon Sponsorship level: Platinum, Gold, and Silver, in that order. A variety of sponsorships are available.*



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## TUCSON NETWORKING OPPORTUNITIES

AACM holds networking events in the Tucson area for our Tucson Members and Affiliates. Members and Affiliates are welcome to attend both Tucson and Phoenix Luncheons and events.

### Luncheons, Mixers and Other Events

Our Tucson luncheons are more intimate and offer the same great benefits. Enjoy networking time during registration and during the luncheon. Every other seat in the dining room is reserved for a member, helping ensure a mix of contacts.



### Tucson Trade Show

AACM's Tucson Trade Show is one of the best opportunities to market to our Southern Arizona Members. The theme carries over from our Phoenix Trade Show, and while the Tucson Trade Show is more intimate it shares the same energy and enthusiasm. Approximately 40 table-top booths are available. The day starts with an hour of trade show floor time before everyone enjoys lunch together. Then the trade show floor reopens. We close the day with the exhibitor's presenting their prizes and the AACM PAC Raffle winners. **A variety of sponsorship are available.**



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## AACM PROGRAMS

### HOPE Grant

The AACM Homeowners Outreach Program Enterprise (HOPE) Grant was created by AACM Members and Affiliate Partners as a means to establish an assistance program to provide financial support to those in need within an HOA community. HOPE Grants provide financial assistance to residents of our Management Members' communities who have suffered recent financial hardship due to: 1) a death of immediate family, 2) severe health issue, or 3) call to full-time active duty by the Arizona National Guard or other Reserve Unit.

### Community Clean-Up Projects

Over the years, AACM has brought our Management Members and Affiliate Partners together for special projects with communities and organizations that need help improving and beautifying their locations.



## ACCREDITED AFFILIATE PARTNERSHIP—AAP

AACM is proud of the support and dedication of our Members and Affiliate Partners. To help continue that success, AACM has designed a new program to familiarize our Affiliate Partners with the AACM Code of Ethics that our Management Members agree to uphold. By mutually and cooperatively agreeing to support the standards of AACM, we can continue to represent the best choice for the management of Arizona's homeowner associations.

Affiliates who have completed the class receive the following in recognition for their commitment to AACM and the ethics and integrity that we are based upon:

- **Authorized use of new AACM Accredited Affiliate Partner (AAP) Logo**
- **Certificate of Completion**
- **Recognition of commitment with a "gold star" in AACM's online Affiliate Partner Directory and in the printed Resource Connections Directory**

*Applies to Affiliates joining AACM and taking the class prior to April 30th of each year. Affiliates joining AACM after April 30th, must renew their Affiliate Partnership and their AAP to be recognized in the Resource Connections Directory distributed in June of the following year.*



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## AACM PAC

### What is a PAC?

The Arizona Association of Community Managers' Political Action Committee (AACM PAC) is a non-profit, non-partisan, state political action committee of the Arizona Association of Community Managers. AACM PAC was created to support the community management industry in Arizona, help pursue a stronger advocacy role, and to achieve greater political potency for Arizona's community managers. Specifically, AACM PAC contributions support candidates for elected office who advocate for the right to contract, property rights, limited government regulation, and other issues critical to Arizona's community managers and our affiliate partners.

### What does a PAC do?

A PAC helps build and maintain key relationships in state government with lawmakers who are supportive of shared visions.

AACM PAC allows individuals to combine resources with peers who share like views and speaks on behalf of the community management industry in a strong, unified voice, helping pro-community manager candidates achieve or maintain office. Participating in the AACM PAC helps us communicate to lawmakers the vital role that community managers and affiliate partners play in their communities every day. By sending a universal message, we make our presence known, communicate our interests to lawmakers and help shape and protect the community management industry.



### Contributions?

Contributing allows the AACM PAC to be a key-player in the public policymaking arena—and we must participate in the political process in order to be heard.

**Your participation is vital to the success of our advocacy efforts, and we hope you can join us!**

Contributions come from individuals and are completely voluntary. Email: [PAC@aacm.com](mailto:PAC@aacm.com) or call 602.685.1111 for additional information.

*Contributions to AACM PAC are strictly voluntary and must be made from personal funds. You have the right to refuse to contribute to AACM PAC without reprisal. Corporate contributions are prohibited. The purpose of AACM PAC is for the benefit of political candidates and activities on a state level that support AACM. Any guideline for a contribution amount is merely a suggestion. Contributions to AACM PAC are not tax deductible.*

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## AACM COMMITTEES

Serving on a committee is a great way to get involved and network with our Members and other Affiliate Partners. The Committee year runs from January through December with new committee Chairs and Co-Chairs selected by the incoming Board of Directors.

### OPEN COMMITTEES

Open to all Members and Affiliate Partners

**AACM Political Action Committee (PAC):** Meets periodically

Promotes contributions through education, sponsorship, and awareness of the PAC's advocacy of the community management industry at the legislative level.

**Marketing/Events Committee:** Meets quarterly

Assists with planning AACM networking events and the promotion, marketing, and branding of AACM.

**Membership Committee:** Meets quarterly

Assists with promotion of AACM Membership and Affiliate Partnership program, membership retention, promotion of G.E.M. Awards, and distribution of membership plaques and printed directories.

**Outreach Committee:** Meets quarterly

Reviews all HOPE Grant applications and recommends Grant funding to the AACM Board of Directors. Suggests and assists with AACM community charity projects.

**Southern Arizona Action Committee:** Meets periodically

Works with AACM on Southern Arizona events, outreach opportunities and membership.

### RESTRICTED COMMITTEES

Application or other criteria applies

**Education Committee:** Meets monthly

Members and Affiliates working together on curriculum development for AACM Certification programs including core courses and Continuing Education Units (CEUs).

**Legislative Committee:**

Advises AACM and works with the Association lobbyist on homeowner association issues, serves as the "voice of reason" and resource on behalf of AACM to Arizona State Legislators.

**Professional Standards Committee (PSC):** Meets monthly

Responsible for the development of enforcement and disciplinary procedures for violations of the AACM Code of Ethics. The PSC also oversees curriculums for the CAAM Certification Program.



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