

THE SCOOP ON QUORUM

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Since 1977, Washington Metropolitan Chapter Community Associations Institute has provided a valuable service to its members by way of a monthly magazine. The magazine evolved from a newsletter version in 1977 called the *Washington Metropolitan Chapter Community Association's Institute News* to what you see today, *Quorum*™. Filled with current events, valuable information on pressing issues, and various perspectives, the magazine continues to highlight a variety of topics that appeal to its membership.

How it Starts

Did you know that the heart of the magazine is its volunteers? The production of *Quorum*™ is guided by a group of dedicated volunteers on the publications committee. The committee meets monthly to discuss topics, brainstorm, develop article ideas, recruit authors, and assign follow-up point people for every article. All article authors, aside from WMCCAI staff contributors, are volunteers. Anyone familiar with the publications industry knows that it is a struggle to meet deadlines with paid staff, let alone with unpaid volunteers who have their own careers and other obligations that take priority. Striving to meet the deadlines on a monthly basis is an arduous task, but one that the volunteers and staff continue to make a high priority.

Roll the Presses

When all of the input and articles have been received from the volunteers, the editorial and production process takes place starting with the communications manager and editor on staff at the Chapter. The editor works with a graphic designer to edit and format the magazine. The graphic de-

signer then sends the issue to the print house for production of a proof. Once the proof is approved, the print house runs more than 4,000 copies of the magazine for distribution.

The final product is sent to the mailing house. There the magazines are labeled and mailed. The entire editorial and production process takes approximately 60 days.

Not Just a Quick Read

What do you do with *Quorum*™ after you read it each month; why not use it to educate others around you? Community association volunteer leaders should consider circulating a copy of *Quorum*™ to fellow board members and homeowners. Association managers, professionals, and service providers may use the publication to expose current and potential clients to this valuable resource. By sharing the publication you will expose more people to the happenings in the industry and demonstrate your commitment to staying educated, involved, and informed. After you have shared the wealth of knowledge, be sure to file the publication away for future reference.

Quorum™ Needs You, and You Need Quorum™

You must admit that this industry is not boring! Many of you have experienced a situation that merits sharing with others. Whether handling a disaster, giving to charity, tackling extraordinary property repairs, or encountering an extraordinary person, your colleagues want to hear about it. Do you have a question or an answer, for that matter? Let us know! Share your knowledge and experiences with *Quorum*™ so we can share them with the membership.



Quorum™ is not only a great tool to share your news and information, the publication provides an excellent way to get your name in front of the Chapter's membership. Every Chapter member receives *Quorum*™. With a base circulation of 4,000 the publication provides a direct link to community association volunteer leaders, management companies, individual managers, and service providers. Can you think of a better way to reach this lucrative market?

WMCCAI strives to reach all of its members in positive, productive ways, providing opportunities for information to be shared. *Quorum*™ is a vehicle by which this goal can continue to be achieved. You, the members, can both contribute to and benefit from this valuable resource. In closing, I would be remiss if I did not say thank you to each and every person who has supported the magazine with articles, topics, advertising, etc. over the years; your contributions are truly appreciated. We look forward to many more informative years to come. ☐

