

REAL TIME

CEO's Message—Fourth Quarter 2005

Dear Members of NACVA:

Once again the nation was completely blindsided by a devastating force—this time it was Mother Nature with whom we cannot fault. The financial devastation, as we all know, surpasses anything in our history; and the human toll, though still not known (as of the date of this writing), is expected to reach levels that are incomprehensible for a natural disaster in recent U.S. history. Everyone here at NACVA is deeply saddened by this tragic event and our hearts go out to the thousands of individuals and families who have lost loved ones and to those who've lost their homes, personal possessions and businesses. It is times like these that the rest of us should count our blessings and look within ourselves to see how we can help those who've been affected.

Once getting over my initial shock, then digesting the magnitude of the devastation, and considering the many alternative ways in which NACVA can help, we at headquarters put our collective heads together and came up with the following plan to support our members in need. You see, NACVA has approximately 50 members who reside and office in the Disaster Zone (DZ), stretching from New Orleans to Mobile, Alabama. And we may have more members who were seriously affected; this number is unknown but could easily double those in the DZ. NACVA's Assistance Plan is summarized below in a memo to our staff:

Memo

TO: All Headquarters Staff
FROM: Parnell Black, MBA, CPA, CVA
 Chief Executive Officer
SUBJECT: Hurricane Katrina Assistance Plan
DATE: September 6, 2005

Thank you for all your great suggestions on ways we as an organization can support our Members in the Disaster Zone (DZ). Now we need to nail down the details of our support.

SUPPORT PROGRAMS	
1.	We need to set up an area of our web site to corral everything which includes a place for: <ol style="list-style-type: none"> a. People to request assistance and define it, entitled: "How Can We Assist You?" b. People who want to help but don't know how to get the message out, entitled: "Those Who Would Like to Assist Members in Need"
2.	The packages Dean is providing will be helpful, but I like Mark Shirley's suggestion to take this a step further to succinctly include: information and checklists for dissemination to individuals and businesses affected by Katrina to facilitate the filing of claims with FEMA, LA Disaster Relief, Fannie Mae, SSA, insurance companies, etc., as well as replacement of driver's licenses, passports, SSA cards, credit cards and DMV registrations.
3.	I think it's a great idea to offer a workshop on "Business Interruption Damages Claims." Brien, let's get this on the fast track working with Marcie Bour, John Marcus, Laura Tindall and others who are qualified and interested and shoot to have it ready in November. Where we host it and how we market it I am not sure, but

	I know we can easily figure it out. How much to charge? I think we need to keep the fee down so as to only cover our meeting execution costs.
4.	We need to identify exactly who is in the DZ. Conceivably there are others Near-By (NBDZ) who are/were affected but less so; we need to see if we can identify and quantify this group as well. And we need to contact each one of them to let them know of the assistance NACVA can provide.
5.	A supplies and tools list needs to be created which will include marketing tools, software, books, basic office supplies and anything else you think might be relevant. Each member who is in the DZ will receive a free \$1000 credit, so the value of each item needs to be noted. (I will set values on some items less than retail so as not to consume someone's order with one product.) We will also waive the 2005/2006 NACVA and CEIR dues for all those in the DZ. Also, anyone in the DZ may attend any of our 2005/2006 training for free. Those in the NBDZ, if we can identify them, will receive \$500 credit, half off on dues, and half off on any training they choose to attend. All members in the DZ and NBDZ who are not enrolled in the CEIR will receive free enrollment for 2005/2006.
6.	For members who want to donate furniture and large quantities of items to those in the DZ, I want Wendy to see if she can arrange special rates with some of our carriers to reduce the cost for these members doing the shipping.
7.	Currently, NACVA has a few office cubicles available. Let's make an announcement that we have space for five people for up to six months, with computers supplied, for any DZ member who wants to relocate temporarily to Salt Lake City. Brien, see if you can work out a reasonable long-term rate at the Homestead Suites or any of our other hotel contacts.
8.	If any members want to make cash contributions for support, I'll make arrangements with the Bank of the West to hold and disburse these funds which will be periodically divided equally among those in the DZ.
9.	One part of our site should specifically allow members to volunteer their services, pro bono, to business owners with business interruption claims, entitled "Volunteers to Do Pro Bono Work for Business Owners"
10.	Another part of our site should specifically allow members to offer to hire members in the DZ to give them work and an income, entitled "Members Offering Temporary Employment"
11.	Jackie will be the point person here at Headquarters to facilitate fulfillment on all requests and offers for support, coordinating as necessary with me or other staff on matters she can not handle.

Finally, I have decided not to contribute a fixed amount of cash because the initiatives outlined above represent a substantial cost to NACVA: between \$50,000 and \$100,000. We need to put all the wheels in motion immediately. I want to roll out with our new addition to the web site by next week, at the latest, with a flash announcement following to draw members' attention to our support.

Thank you all for your efforts.