



Association News

Quarterly Newsletter for the National Association of Certified Valuators and Analysts

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APPRAISAL, UPGRADE & MONITORING SERVICES



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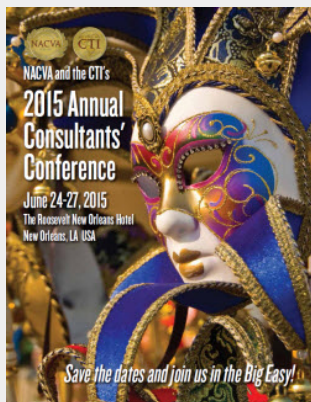
PR and Marketing Initiatives—Fourth Quarter 2014



By Kirk Bowden
Marketing Manager

A critical component of any effective marketing campaign is sending the right message to the right people. As an association, we have lots of exciting news to share, and we need your help to make sure we're sending you items of most interest. There are a couple of ways you can help us make sure we're sending you what you want:

1. Update your e-mail profile by following the directions at <http://www.nacva.com/contact/emailprofileupdate.asp>. The link to update your profile exists on each e-mail you receive from us. This allows you to identify those areas of interest for which you want to receive more information.
2. Complete the Member Profile Surveys at <http://www.nacva.com/memberprofile.asp>. These surveys help identify your areas of expertise and will allow us to tailor our marketing message to you based on those responses. You've certainly heard a lot about these surveys, and we appreciate your help to get these completed. They are a critical component to serving you better by understanding your needs. We hope you'll take time to complete these surveys. Results will be kept secure and confidential.



With a full slate of training by the Consultants' Training Institute, we want to make sure you're aware of all the opportunities. In 2015 we will continue to promote the training offered via live classroom as well as via webinar, on-demand, and self-study. Our conference and symposium offerings are a wonderful way to connect with other professionals and gain valuable education. Our webinar offerings continue to grow and offer you convenience to gain critical knowledge and important CPE without leaving your office. Our webinar offerings will continue to grow to offer some of our live training in an online format as well as an expanding library of on-demand webinars. Each of these exciting offerings are promoted through a variety of e-mail communication.

In addition to training offerings, we continue to promote our other services, including software and database tools, practice development products, recertification information and opportunities, publications, newly released books, state chapter events, and more. 2015 also promises to be an exciting year as we continue to promote you and your credentials to various groups and audiences through press releases, ads, catalogs, etc.

We greatly appreciate your membership and value your feedback.