

This Old ACMO

Welcome to the New Year and our “How-To” issue, chock-full of great advice from experienced condominium management professionals and industry providers. It’s a bit like the television show, *This Old House*, which features professionals providing homeowners with expert advice for their home improvement projects. ACMO has served as the *This Old House* of condominium management since its inception, and it is a good analogy of what we offer members. We are a community of condominium professionals learning, sharing, and supporting one another with the goal of becoming better condominium management professionals. In this spirit, here is a glimpse of our plans to provide how-to advice and education in 2022.



We have a robust lineup of educational events planned, including 4 webinars, 2 luncheons, the AGM, a golf tournament (hmm... educational?), and our ACMO Awards event. In May, we hope pandemic restrictions will ease so we can conduct our first in-person event in two years; a luncheon on *Avoiding Reserve Fund Disasters*. One of the positive learnings from the pandemic was that members enjoy the ease and efficiency of virtual educational events, and everyone can participate regardless of location. Given this, they will be a permanent part of our annual event lineup. We also look forward to the return of the industry-leading *Condo Conference*, a joint venture of ACMO and CCI-Toronto to be held September 30 – October 1 at the Beanfield Centre in Toronto. We’re putting together a stellar learning and networking opportunity!

Last fall, we launched the *Certificate Course Program*, a series of advanced continuing education courses as part of our strategic shift away from licensing education. The first course, *Advanced Plumbing & Water Management*, was a great success, and members can look forward to repeating this course this year. In addition, we are developing new course offerings for 2022 in the areas of ethics, conflict management and communications, occupational health and safety, insurance and new buildings/Tarion. The program’s purpose is to provide RCMs with more advanced education to enhance and further differentiate their RCM. Certificate Course completion will also integrate into the new RCM requirements, details of which will be unveiled in the fall.

While educating members, we will also be focused on promoting the RCM designation, ACMO 2000 Certification program, and ACMO membership with ongoing marketing and communications. We’re planning several digital and print promotional campaigns, four issues of *CM Magazine*, weekly e-newsletters, and 500+ website and social media posts. All told, our communications will generate an estimated 1,500,000 media impressions while delivering timely news and content to help members stay educated and informed.

Knowledge, connection, and support are what our members can expect by tuning into “This Old ACMO” in 2022. ■

A stylized, handwritten signature in black ink, appearing to read 'Paul B. MacDonald'.

Paul B. MacDonald
Executive Director