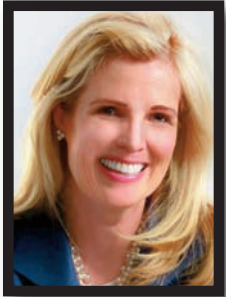


PRESIDENT'S LETTER



Hi Everyone!

Last week, the NASMM Board met in Chicago for our annual fall meeting. The weather was spectacular, the discussions inspiring, and the two-day meeting was productive in developing plans to meet our needs as a rapidly evolving

association. This meeting was the first opportunity for our new Board to meet face-to-face, and it was an invigorating two days.

The NASMM Board tackled a robust agenda including forging ahead with NASMM 20/20, our strategic planning initiative.

For their part, the NASMM Board was charged with developing a vision statement for NASMM which we are excited to share with you:

*Redefining the meaning of home in later life —
through education, expertise, and leadership.*

Additionally, the NASMM Board identified the following five (5) initiatives as priorities:

- Redefine communication of SMM services — unbundle services to capture a broader market and promote the affordability of Senior Move Management.
- Establish NASMM as a data collection center.
- Expand NASMM@Home.
- Develop resources for SMM businesses at more advanced levels of growth.
- Engage with other like-minded national organizations.

NASMM is bustling with activity these days, with so many of us taking advantage of opportunities to enhance our SMM businesses!

- More than 80 NASMM members are currently pursuing SMM~C Certification, with 25 members currently holding the designation.
- 25 members have obtained NASMM A+ Accreditation, with another 12 members in process.
- Did you know . . . NASMM A+ Accredited companies now appear first and highlighted in “Find A Senior Move Manager” searches – a highly visible and tangible benefit of this exceptional business development opportunity?

Plans for NASMM 2016 are in full swing – have you registered? Don’t miss this pinnacle event for Senior Move Managers where you’ll:

- Immerse yourself in shared learning experiences that will bring to life essential best-practices, marketing, leadership, client services and operational concepts!
- Engage in innovative education offerings – led by industry experts – to empower you both personally & professionally.
- Explore new relationships and resources – and take home ideas you can implement immediately!

Not convinced? **Click here to read testimonials from 2015’s conference!** And remember - if you register by December 1, you’ll save \$100 off individual registration fees.

Enjoy time with your friends and family over the upcoming holidays, and I wish you health and happiness in the weeks ahead. I look forward to seeing you in San Antonio in February!

A handwritten signature in cursive script that reads "Susan Devaney".

Susan Devaney
NASMM Board President