

ASSOCIATION OF CONDOMINIUM, TOWNHOUSE AND HOMEOWNER ASSOCIATIONS



**You're invited to
ACTHA's Fall 2007
Educational Events**

Learn from industry experts.
Network with your peers.
Build your confidence.
Operate your association effectively and efficiently.
Earn credits toward ACTHA certification.

Illinois' Most Focused Resource for: Community Associations, Board Members, Owners

**Do you provide
services and products
to community associations?**
**Do you want to connect
with the decision-makers?**

As ACTHA, the organization that exclusively serves condo, townhouse and homeowner associations throughout Illinois.

Learn and Lead
The cornerstone of education and certification for community association leaders

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Does your community association need a trusted source for expert information and practical solutions?

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ACTHA hired MKB to enhance the Brand, create a suite of professional communications materials, and increase membership through a complete website redesign and rebrand. Our objectives were to 1) Increase membership, and 2) Effectively launch a board member certification program. Our strategy was to recraft the ACTHA Brand to **represent a leadership-level organization** and increase its relevance to key audience members. We expanded the organization's appeal and reach through refined tactics, improved information access and an updated image.

MARKETING, BRANDING AND WEB COMMUNICATIONS FOR ASSOCIATIONS

