

AREA 15 LEADERSHIP CONFERENCE LOCATION & LOGISTICS

CONFERENCE REGISTRATION

To register for the leadership conference:

- Call BIAW at (360) 352-7800, ask for Jan R. or Brenda
- Go online to: www.BIAW.com and click on the AREA 15 Leadership Conference link on the homepage
- Mail form to: BIAW, 111 21st Avenue SW, Olympia, WA 98501
- Fax form to: (360) 352-7801
- Early Registration \$99..... March 2 - May 31
- Registration \$150..... June 1 - October 1

Includes: Thursday lunch and dinner, Friday breakfast voucher and all leadership conference sessions.

ROOM ACCOMMODATIONS

DoubleTree Suites by Hilton, Southcenter
16500 Southcenter Parkway, Seattle, WA 98188
(206) 575-8220 | www.seattle.doubletree.com

To reserve your room, call the DoubleTree Suites by Hilton, Southcenter, directly at 206-575-8220 or go online to: www.seattle.doubletree.com.

- Be sure to mention/add the **Group Code: BIA** to receive the special room rate of \$129 single/double/triple
- \$11 overnight parking, day parking fee waived
- 24/7 complimentary hotel shuttle to Sea-Tac airport
- Complimentary standard wi-fi for Hilton Honors members

QUESTIONS?



(360) 352-7800 - Ask for Jan R. or Brenda



JanR@biaw.com or BrendaK@biaw.com



Building Industry Association of Washington
111 21st Avenue SW | Olympia, WA 98501 | BIAW.com

WE'LL SHOW YOU 'HOW-TO'

Are you ready to take your HBA to the next level?

Then the AREA 15 Leadership Conference is for you!

The Building Industry Association of Washington (BIAW), the National Association of Home Builders' third largest state association, has partnered with NAHB to host the AREA 15 Leadership Conference. The conference is designed to offer training for local HBA leadership covering a variety of topics and issues that impact you, your board and your membership.

This two-day, information-packed, interactive conference is a must attend for Executive Officers and association leaders in the industry. Regardless of the size of your local association's membership or budget, this conference has the leadership training skills and solutions necessary to elevate your HBA to the next level.

Choose from an array of training sessions

such as: communication and personal development; membership, leadership and governance; association management and operations; and team planning.

All conference training sessions qualify for continuing education credits for NAHB's Commitment to Excellence (CE) Program and NAHB professional designations.



AREA 15 Leadership Conference

Hosted by the
**Building Industry
Association of
Washington**
in partnership with the
National Association of Home Builders

October 12 & 13, 2017
Seattle, Washington

*Get the training you need to
take your HBA to the next level*



AREA 15 LEADERSHIP CONFERENCE AGENDA

OCTOBER 12 | Thursday

11:30 am - 12:45 pm | BUFFET LUNCH
Welcome luncheon featuring special guest speaker BIAW President Ted Clifton.

1:00 - 5:30 pm | BREAKOUT SESSIONS
MEMBERSHIP TRAINING | 3 sessions
ORGANIZATIONAL TRAINING | 3 sessions

You pick three training sessions. Choose from six options—three membership and three organizational-based—that focus on association management, membership, operations, and governance.

6:00 - 7:30 pm | BUFFET DINNER
Mingle, network and get to know your industry peers. Dinner is served buffet-style.

OCTOBER 13 | Friday

BREAKFAST | AT YOUR LEISURE
Enjoy breakfast at your leisure. A breakfast voucher is included with your conference registration.

9:00 - 11:45 am | BREAKOUT SESSIONS
LEADERSHIP & COMMUNICATION TRAINING | 2 sessions
TEAM PLANNING TRAINING | 1 session

You choose either two training sessions on leadership and communications or one power session on team planning.

NOON DEPARTURE
Leadership conference attendees depart for return travel.

AREA 15 Leadership Conference | Seattle, WA | October 12 & 13, 2017

TRAINING SESSION OPTIONS

Thursday, October 12

MEMBERSHIP TRAINING | 3 Sessions

S#1 | MEMBERSHIP and GENERATIONAL PREFERENCES

1:00 - 2:00 pm | 1.0 CE credit

This program allows participants to learn more about your HBA's competitive advantage, organizational culture, and what prospects value and want across the Boomer, Gen X and Millennial generations.

S#2 | BENCHMARKING YOUR HBA

2:15 - 3:45 pm | 1.5 CE credits

Discuss key finds from the 2015 NAHB Local Association Operations, Governance and Finance report as well as several other timely association management benchmarking reports and resources. Highlights include overall membership trends, staffing levels, committee structure and governance.

S#3 | RECRUIT TO RETAIN

4:00 - 5:30 pm | 1.5 CE credits

This session uses a series of interactive activities: participants work together to overcome the most commonly cited objections for joining an association and gain a renewed sense of confidence and knowledge about the benefits of membership in your HBA.

ORGANIZATIONAL TRAINING | 3 Sessions

S#4 | RUNNING EFFECTIVE MEETINGS

1:00 - 2:00 pm | 1.0 CE credit

Don't underestimate the value of a well-run meeting. This session includes covering the basics of parliamentary procedure, establishing clear ground rules, preparing effective meeting agendas and reviewing strategies to deal with difficult behaviors.

S#5 | SPEAK WITH CONFIDENCE

2:15 - 3:45 pm | 1.5 CE credits

Effectively delivering important messages to audiences large or small is a critical component of any association leadership position. This program will take you through the dos and don'ts of addressing crowds.

S#6 | ART OF NETWORKING

4:00 - 5:30 pm | 1.5 CE credits

Make your contacts count by targeting your ideal customers and clients both within and outside of the association. Consider the impact the HBA and/or personal business has on your community and the contributions you can make.

Friday, October 13

COMMUNICATION & LEADERSHIP TRAINING

S#7 | LEADERSHIP CHALLENGE

9:00 - 10:00 am | 1 CE credit

This session explores the five practices of exemplary leadership from *Business Week's* best-seller, *The Leadership Challenge* by Kouzes and Posner. Participants complete a Leadership Practices Inventory instrument and find their leadership strength area(s). Lively discussion and activities take place around each of the five practices.

S#8 | PERSONALITIES IN THE BOARDROOM

10:15 - 11:45 am | 1.5 CE credits

The Myers Briggs Type Indicator (MBTI) measures where you focus your attention, the way you take in information and how you make decisions. Our experiential approach to the MBTI uses personal insights gained from this classic personality type indicator coupled with eye-opening and engaging activities to yield powerful new insights both individually and with a team.

TEAM PLANNING TRAINING

S#9 | THE PRESIDENT and EO PARTNERSHIP

9:00 - 11:45 am | 2.75 CE credits

Designed specifically for the Executive Officer and incoming HBA President, this session helps build a solid foundation for an effective, communicative partnership. The seminar explores the leadership and management styles of presidents and EOs and provides an opportunity for participants to set their leadership goals for the coming year. This interactive program will help define the roles and responsibilities of board and staff by brainstorming real-world scenarios and creating clear strategies for success.

YES, I want to attend the AREA 15 Leadership Conference October 12 & 13 in Seattle!

Attendee _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

email _____

SESSION Options

THURSDAY | OCT. 12

Pick any (3) sessions

#1 OR #4 1-2 pm

#2 OR #5 2:15-3:45 pm

#3 OR #6 4-5:30 pm

FRIDAY | OCT. 13

Pick #7 and #8 OR #9

#7 9-10 am

#8 10:15-11:45 am

OR

#9 9:00 -11:45 am

PAYMENT Information

Early Registration\$99..... March 2 - May 31

Registration \$150 June 1 - October 1

Includes: Thursday lunch and dinner, Friday breakfast voucher and all conference sessions.

VISA MC Check (payable to BIAW)

Amount \$ _____ Exp. _____ CVV _____

cc# _____

Name on card _____

Billing address _____

City _____ ST _____ Zip _____

Signature _____