

EXPERT TRAINING | EXPERIENCED INSTRUCTORS | EXCEPTIONAL RESULTS

AREA 15

2022 Leadership Conference

This two-day conference offers member leadership and HBA staff training designed to help you improve, empower and reach your professional development and association performance goals.



MAY
12 & 13

THE HEATHMAN
LODGE
VANCOUVER, WA

KEYNOTE SPEAKER

Tim Lansford,
Leadership Development Specialist



A highly effective, inspirational and motivational speaker, Tim has a way of blending new ideas and practical tools with real-life stories. Attendees will come away educated and inspired.

Tim will address attendees during Thursday's lunch and Friday's breakfast social.



Regardless of your HBA's membership or budget, this conference will help you uncover and identify challenges and opportunities while providing meaningful solutions designed to elevate you and your HBA to the next level.



Choose from a variety of sessions for staff and member leadership designed to help your local and member leadership develop into the most effective and efficient home building industry advocates you can be.



All training sessions are conducted by highly experienced and qualified instructors.

Presenting
Sponsor



MASTER BUILDERS
ASSOCIATION
of King and Snohomish Counties

Mix and match between “HBA Staff” and “Member Leadership” tracks.

SUGGESTED AUDIENCES



Choose Your Session

1A) REVENUE ROUNDTABLE
8:30 - 10 am | Janelle Guthrie

Non-dues revenue helps home building associations grow healthy bottom lines. This highly interactive session allows you to explore fresh ideas together. Bring your best ideas and leave with dozens more.



1B) HUMAN RESOURCE MGMT.
8:30 - 10 am | Juli Bacon

Human Resources is not just a highly specialized function within an organization. Managers need to understand the basics of employment laws that can impact daily interactions with your employees.

This session helps you cultivate the skills needed to effectively manage your team.



1C) RUNNING EFFECTIVE MEETINGS
8:30 - 10 am | Donna Franza and Dave Ashley

Running an effective meeting plays a critical role in the operation of HBAs. We cover the hallmarks of effective meetings, including establishing ground rules, timed agendas and strategies to increase participation and reduce distractions in virtual or hybrid meetings.



Choose Your Session

2A) WHAT MEMBERS (REALLY!) WANT ON SOCIAL
10:15 - 11:45 am | Lindsay Brown, Leah Jaber, Andrea Smith and Bailee Wicks

Social media is bursting with activity, but what do members want to see on social? We'll dive into what works and doesn't and how to keep it easy for busy HBA staff.



2B) CONVERT RECRUITMENT WOES INTO HIRING WINS
10:15 - 11:45 am | Juli Bacon

To recruit, interview and retain top talent in today's job market, you need the necessary skills to target talented candidates. This class walks you through the process while avoiding pitfalls for the unwary. This class will cover writing compelling job descriptions and creating powerful ads while complying with numerous employment laws that protect the applicant's rights.



2C) LEADERSHIP CHALLENGE
10:15 - 11:45 am | Donna Franza

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



11:45 am - 12:45 pm Lunch | Featuring Keynote Speaker Tim Lansford

Choose Your Session

3A) MEMBERSHIP DEEP DIVE
1 - 5 pm | Donna Franza and Dave Ashley

This in-depth training, intended for HBA staff or volunteer leaders, goes over the key elements to a successful membership drive planning process. It provides tips and time to brainstorm ideas for prospective member-led list management, separating members into teams, creating recruiter prizes and thinking of new member incentives.

We talk through ways of making your drive exciting by giving examples of themes and adding competition. The key to long-term growth is getting members to stick like glue. Members are at the greatest risk of canceling within their first two years of membership.

Once we have learned how to reel in new members, this session will explore how to better welcome new members, exceed expectations and provide value starting day one to create membership growth for a lifetime.



3B) GOOD GOVERNANCE
1 - 2:30 pm | Jim Rizzo

This session explores the various governance models, general duties of board members and the leadership/staff partnership. We discuss board member expectations with an opportunity to explore role and responsibility clarity. This interactive session includes a self-assessment and team-building activities.



3C) STATE AND LOCAL GOVERNMENT AFFAIRS
2:45 - 3:45 pm | Jan Himebaugh and Jessie Gamble

Creating and maintaining an effective advocacy program is a critical part of your HBA's ability to serve as an influential voice for the housing industry. This session provides guidance your HBA can take to establish itself as a leader in your community.



3D) BEST PRACTICES FOR ASSOCIATION MANAGEMENT
4 - 5 pm | Jim Rizzo

Understanding association management and basic legal principles within association law and governance is important to any HBA's bottom line. This session will explore the concepts HBAs need to be aware of to stay in compliance.



Choose Your Session

4) TEAM PLANNING
8:45 - 11:45 am
Donna Franza

Designed specifically for the executive officer, incoming leadership, presidents and chairs, this session helps build a solid foundation for an effective, communicative partnership among the leadership team and executive officer.



5A) VALUE OF 3-IN-1 MEMBERSHIP
8:45 - 10 am | Dave Ashley and Greg Lane
Keeping members up-to-date on local, state and NAHB benefits can help ensure all members understand the value of the 3-in-1 membership. Take time to review the hidden gems of being a member and maximize engagement at all levels.



6A) MARKETING THE HBA BRAND
10:15 - 11:45 am | Janelle Guthrie
Whether you're recruiting a new member, chatting with a legislator or networking, learn how to share our home building association story in a concise, yet compelling way.



5B) MANAGING YOUR PAC
8:45 - 10 am | Jan Himebaugh and Josie Cummings
Money matters. This session will help provide you with the general information you need to raise, spend and document your political donations in compliance with state and federal laws.



6B) CHOOSING PRO-BUILDING CANDIDATES
10:15 - 11:45 am | Jan Himebaugh
Elections have consequences—at all levels. Learn how to identify, interview and endorse the best candidates for our industry from your local city council to Congress.



CONFERENCE AGENDA

Wednesday, May 11 | 5:30 - 6:30 pm | Welcome & Social
5:30 - 6:30 pm Join us in the Heathman Lodge lobby as we kick off the conference!
6:30 pm Dinner on your own

Thursday, May 12 | 8:30 am - 5 pm | Day One
7:30 - 8:15 am Breakfast social
8:30 - 11:45 am Breakout sessions
11:45 am - 12:45 pm Lunch with Keynote Speaker Tim Lansford
1 - 5 pm Breakout sessions
5 pm Dinner on your own

Friday, May 13 | 8:45 am - Noon | Day Two
7:30 - 8:30 am Breakfast social with Keynote Speaker Tim Lansford
8:45 - 11:45 am Breakout sessions
11:45 am - Noon Conference wrap up

Wednesday, May 11 | Optional Public Speaking Training
1 - 5 pm Presence, Professionalism and Public Speaking

HOTEL ACCOMMODATIONS

The Heathman Lodge | 7801 NE Greenwood Drive
Vancouver, WA 98662 | (360) 254-3100
HeathmanLodge.com

The Portland International Airport is located just 10 miles south of The Heathman Lodge. Taxi, Uber and Lyft transportation services are available at the airport for travel to the hotel.

To reserve your room and receive the discounted room rate of \$150, use the following booking link: <https://bit.ly/3MVmTRU>.

FOR MORE INFORMATION VISIT

[BIAW.com/leadership-conference](https://www.biaw.com/leadership-conference)

Optional Public Speaking Training

Wednesday | May 11 | 1 - 5 pm | Limited seating! | \$145
Presence, Professionalism and Public Speaking: An interactive training and coaching session

Instructors Dianne Danowski Smith, Publix Northwest, APR, Fellow PRSA and Janelle Guthrie, BIAW, APR, Fellow PRSA

Join us for a four-hour interactive presentation on public speaking, presence and professionalism. You'll learn how to speak with confidence before membership and board meetings, local community groups, public hearings, legislative meetings and more.

Bonus Session: How to Succeed on LinkedIn
Tips and tricks to help you promote yourself and your organization.

Dianne Danowski Smith

Dianne is a PNW-based public relations training and executive counseling pro with three decades of experience in implementing and managing public relations, public affairs and reputation management through her work at Publix Northwest and for companies, firms and organizations of all sizes.

Dianne has created award-winning advocacy, community programming, issues management, strategic counsel and tactical implementation.

Dianne is the Public Relations Society of America's (PRSA) Oregon recipient of the William W. Marsh Lifetime Achievement Award in Public Relations.



Janelle Guthrie

Janelle joined BIAW as communications director in 2020. A graduate of Washington State University with a double major in communications and political science, she's been a communications leader for the Washington State Senate Republicans, Microsoft, the Attorney General's Office and two Washington state agencies.

Janelle earned the PRSA Lloyd B. Dennis Distinguished Service Award for national public affairs excellence in 2017.

Locally, she was named PRSA Puget Sound Chapter Public Relations Professional of the Year in 2018 and won the Hugh Smith Community Service Award in 2019.



REGISTRATION FORM

AREA 15 | LEADERSHIP CONFERENCE | May 12 & 13, 2022

REGISTRATION or QUESTIONS

Scan form, email or pay by phone:



BIAW at (360) 352-7800
QuincyB@biaw.com | x100



BrendaK@biaw.com | x113

FOR MORE INFORMATION VISIT



BIAW.com/leadership-conference

ATTENDEE INFORMATION

Please fill out a separate form for each attendee.

Attendee _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Food preferences (allergies, GF, vegan, etc.) _____

PAYMENT INFORMATION

VISA MasterCard Check | *Make checks payable to BIAW.*

Credit Card # _____ \$ _____

Name as it appears on card _____

Billing address _____

Signature _____

CONFERENCE COST

May 12-13, 2022 | Two-Day Leadership Conference

Includes all sessions on Thursday and Friday, Thursday breakfast and lunch and Friday breakfast.

- Early bird registration, *before April 15* \$175
- Regular registration, *after April 15* \$195

Optional Public Speaking Training | May 11 | 1-5 pm

Presence, Professionalism and Public Speaking:

An interactive training and coaching session.

- Registration, *limited seating* \$145

CONFERENCE SESSIONS

Day One | May 12 | 8:30 am - 5 pm

Choose your sessions

- 1A8:30 - 10 am Revenue Roundtable
- 1B8:30 - 10 am Human Resource Management
- 1C8:30 - 10 am Running Effective Meetings
- 2A 10:15 - 11:45 am What Members Really Want
- 2B 10:15 - 11:45 am Convert Recruitment Woes
- 2C 10:15 - 11:45 am Leadership Challenge
- 3A 1 - 5 pm Membership Deep Dive
- 3B 1 - 2:30 pm Good Governance
- 3C 2:45 - 3:45 pm State & Local Government Affairs
- 3D 4 - 5 pm Best Practices

Day Two | May 13 | 8:45 am - Noon

- 48:45 - 11:45 am Team Planning
- 5A8:45 - 10 am Value of 3-In-1 Membership
- 5B8:45 - 10 am Managing Your PAC
- 6A 10:15 - 11:45 am Marketing the HBA Brand
- 6B 10:15 - 11:45 am Choosing Pro-building Candidates

Optional Public Speaking Training | May 11 | 1 - 5 pm

- PS 1 - 5 pm Presence, Professionalism and Public Speaking

\$ _____ Total Cost Exp. Date _____ CVV _____

City _____ State _____ Zip _____

MEET YOUR INSTRUCTORS

Dave Ashley, NAHB, Membership Specialist



Since joining NAHB in 2015, Dave has supported local and state HBAs by helping staff and members access and activate resources designed to increase financial, leadership, membership, governance, and operational strength. In his current role, Dave specializes in building stronger HBAs

through onsite assistance and resources focused on recruiting, onboarding and retaining members.

Juli Bacon, JB Consulting Systems, LLC, President



Juli has developed both strategic and practical approaches to HR that take her into nearly every aspect of business. An experienced coach to all levels of management, Juli helps organizations understand and prepare for the effects that proper employee relations can have on the bottom line.

M. Lindsay Brown, CWHBA, Communications and Events Director



Lindsay's varied professional experience and formal education in communication and organizational management have laid the groundwork in her role as communications and events director at the Central Washington Home Builders Association. Lindsay is responsible for managing and directing CWHBA's communications, including oversight of community-facing events.

Josie Cummings, Government Affairs Assistant Director



Josie is government affairs assistant director for BIAW. She previously worked for the American Forest and Paper Association and held other roles at BIAW. Josie earned a BA in political science from Seattle Pacific University.

Donna Franza, NAHB, Senior Consultant, Advisory Services



Since joining NAHB in 2006, Donna has facilitated dozens of strategic planning sessions and conducted numerous leadership training programs per year. She has presented at industry conferences including IBS, BoardSource and ASAE.

Donna received her MA in government and politics from the University of Maryland.

Jessie Gamble, MBAPC, Executive Officer



After joining Master Builders of Pierce County (WA) in 2018, Jessie was named interim executive officer in July 2021 and appointed permanently in January 2022. Gamble holds a BA in political science from the University of Washington and lives in her hometown of Carbonado, located in

northern Pierce County. She enjoys spending time outdoors hiking, backpacking, hunting and fishing.

Janelle Guthrie, BIAW, Communications Director



Janelle joined BIAW as communications director in 2020. A graduate of Washington State University with a double major in communications and political science, she's been a communications leader for the Washington State Senate Republicans, Microsoft, the Attorney General's Office and two Washington state agencies.

Jan Himebaugh, BIAW, Government Affairs Director



Jan is government affairs director for BIAW, starting in 2011. She previously worked for the Washington Lodging Association and on the campaign of U.S. Rep. Cathy McMorris Rodgers. Jan graduated with a BA in political economy from Hillsdale College.

Leah Jaber, BIAW, ROII Marketing Manager



In her role as ROII marketing manager, Leah oversees all marketing aspects of BIAW's workers' comp program, ROII, which recently completed a rebranding and marketing overhaul. Leah received her BA in communications with a concentration on film from Northwest University.

Greg Lane, BIAW, Executive Vice President



Greg joined BIAW in July 2018. As the organization's executive officer, Greg administers the largest trade association in Washington state, representing nearly 8,000 members in the home building industry.

Greg previous served as Deputy Secretary of State, overseeing three divisions in the Office of the Secretary of State. He has worked in communications and public affairs for 30 years, including spending 15 years on staff for the Washington State Legislature.

Greg earned undergraduate degrees in political science and editorial journalism at the University of Washington.

Andrea Smith, BIAW, Policy and Research Manager



Andrea is policy and research manager for BIAW. She is also a member of the Dozer Day Vancouver team, and previously worked as communications and education manager for the Building Industry Association of Clark County (WA).

Prior to her work at BIAW, Andrea worked for various initiative campaigns in Oregon and Washington, the Washington state legislature, and the City of Vancouver.

Jim Rizzo, NAHB, Chief Legal Officer and Corporate Secretary



In his role with NAHB, Jim is responsible for all aspects of legal advocacy, corporate governance and human resources, including the International Builders Show, the Home Innovation Research Lab, Home Builders Institute and BUILD-PAC, among a few. Jim holds a JD from

Fordham University School of Law his bachelor's degree from Georgetown. University

Bailee Wicks, MBAPC, Communications Director



Bailee joined Master Builders of Pierce County (WA) as communications director in March 2022. She previously worked in communications at BIAW after receiving her BA in digital journalism from Central Washington University. In her time as editor-in-chief of CWU's student-run magazine, PULSE won three awards from the College Media Association.