

NAHB Area Caucus Meetings Reports and Meeting Materials

February 25th, 2025

2025 IBS Update

Welcome to the 81st NAHB International Builders' Show (IBS) and the 12th Annual Design & Construction Week, co-located with the NKBA Kitchen & Bath Industry Show (KBIS). Here's what you need to know:

IBS Attendee Registration

- Registration since opening in September is pacing evenly with 2024, signaling a busy exhibit floor.
- Additional updates will be provided during the Leadership Council meeting on Thursday morning.

IBS Exhibits

- **Exhibitors:** Nearly 1,800 companies, including 740 first-time exhibitors.
- **Exhibit Space:** Over 720,000 net square feet—the largest in 15 years.
- **Segmented Indoor Show Floor:** Organized into 6 product/service groups for a customized and efficient experience. Details on segments are available on the IBS app and website.
 - West Halls W3 & W4:
 - Business Management & Professional Services
 - Interior Finishings & Home Living
 - Central Hall:
 - Building Materials
 - South Halls S3 & S4, Level 2:
 - Construction Tools, Systems, Equipment & Safety
 - Global Products
 - Outdoor Living, Leisure & Modular Structures
- **Outdoor Exhibits:** 30,000+ square feet, including Professional Builder's Show Village (Silver Parking Lot in front of Central Hall).

IBS Highlights

- **Education Sessions (West Hall):**
 - 120+ sessions, 225+ speakers, and 9 tracks.
 - Special programs include 3 “Game Changer” sessions and 5 “Super Sessions.”

• **Interactive IBS Zones:**

- **Start-Up Zone:** Showcasing 20 emerging companies with new products/services (West Hall).
- **Craft Techniques Zone:** 30-minute building technique demos (West Hall).
- **Construction Performance Zone:** Featuring two stages to demo and explain the processes for better performance and construction efficiency (South Hall).
- **Jobsite Safety Zone:** Educating residential construction professionals on the latest in workplace safety solutions (South Hall).

• **IBS New Product Zone:** Featuring 65+ new products (Central Hall).

• **IBS Centrals:** Niche-focused areas include 55+ Housing, Custom Building, Design, Multifamily, Remodeling, and Sales (West Hall).

• **NAHB Lounges:** Catering to specialized groups including Professional Women in Building, Building Systems Councils, the Leading Suppliers Council, 20 Clubs and BUILD-PAC (North Hall).

• **The NAHB HQ,** the gathering place for NAHB members and those that are interested in joining (Central Lobby).

• **The New American Home (Henderson, NV):** Complimentary shuttle tickets available at the TNAH booth (Central Lobby, rear of the building).

• **IBS App:** Download the “IBS 2025” app for the latest updates, floor plans, and session or meeting room changes (Apple and Google Play stores).

KBIS Highlights

• Your IBS badge grants free access to KBIS exhibits:

- 670+ exhibitors spanning 500,000 square feet (West Halls W1 & W2, North Hall, and South Halls S1 & S2)
- KBIS Plaza (parking lot in front of South Hall)

Enjoy the shows!

Best regards,

Kevin Woodward, Chairman, 2024 NAHB Convention & Meetings Committee

Mark Your Calendar

Next year’s IBS will be held in Orlando from **February 17–19, 2026.**

NAHB Membership Caucus Updates

NAHB Membership Drive 2025

The 2025 Membership Drive application is NOW OPEN. HBA's should sign up to participate in the Drive by March 31st, 2025. The Membership Drive will run from April 1st through June 30th. Visit nahb.org/membership for details on this year's drive structure!

2024 Rolling Recruiter Recognition

Rolling Recruiter Recognition (RRR) is NAHB's direct to member outreach initiative that recognizes individual members recruitment efforts throughout the year. For 2024, over 8,000 members were recognized as part of this program, with 57 individuals having recruited 20+ new members!

Young Professionals Recruitment Program

In 2024, the Young Professionals Recruitment program brought in 691 new YP members across the 14 locals participating in the program. 151 were Builders and 540 were Associate Members.

Join us for the Following Membership Learning Labs:

Supercharge Your Membership Drive: Tools and Ideas for Lasting Success

Tuesday, Feb. 25 at 10-11 a.m.
LVCC, North 210

Whether you're new to membership drives or looking to enhance a well-established campaign, this session will equip you with actionable ideas and resources to achieve your membership growth goals. Supercharge your association's membership engine and create lasting connections that fuel long-term success!

Presented by Dave Ashley, Membership Field Specialist and Courtney Sigler, Manager, Membership – NAHB

WMS Hacks to Unlock Insightful HBA Membership Data

Tuesday, Feb. 25 at 2-3 p.m.
LVCC, North 210

Are you getting the most out of your WMS reports? This session will dive deep into WMS to reveal data you can turn into action and paint a clearer picture of your association's membership retention trends. Plus, learn how to prepare lapsed member recapture lists, manage your Spike sponsors, pinpoint outdated addresses, generate grace period and cancellation lists, identify members that need to create their NAHB.org login and more!

Presented by Greg Morrison, Director, Membership Systems, Analytics & Research and Sam Davis, Association Operations Field Specialist – NAHB

Break the Ice, Build the Team, Spark the Fun

Wednesday, Feb. 26 at 10-11 a.m.

LVCC, North 210

Ugh, another membership meeting? Think again. This lively session is packed with ice breakers, team-building exercises, and fun games that will turn your HBA meetings into can't-miss events. Discover activities designed to break down barriers, spark creativity and build camaraderie among your members.

Presented by Rachel MacKenzie, Director of Membership – NAHB

Mastering Meta: Paid Social Strategies for HBAs

Wednesday, Feb. 26 at 2-3 p.m.
LVCC, North 210

Unlock the full potential of your HBA's Facebook and Instagram accounts with this comprehensive workshop focused on Meta social media advertising. In this hands-on session, we will demystify paid social media strategies, offer up best practices and dive into audience targeting while showing you how to budget for ad spending and track your results.

Presented by Lauren Games, Senior Manager, Membership Marketing – NAHB



NAHB Ordinance Review

Build Smarter, Build Faster

- 1) Go to nahb.org/ordinancereview,
- 2) Upload the proposed ordinance and provide contact information in the online **Ordinance Review Request Form**,
- 3) NAHB's Land Use Legal and Policy Experts will provide a report.

PRE-APPRENTICESHIP CERTIFICATE TRAINING



Building Careers.
Changing Lives.



For more than 50 years, HBI has been preparing students for careers in the building and construction industry.

At the core of the HBI training experience is the nationally recognized, patented **Pre-Apprenticeship Certificate Training (PACT)** curriculum. Vetted by subject matter experts, **PACT** guarantees every student masters the knowledge needed to be employed in an entry-level job in the building industry. HBI's **PACT** curriculum integrates contextual, work-based learning with vocational and academic skills training in the classroom.



HBI PACT'S BENEFITS:

- ▶ Industry-recognized and validated credentials
- ▶ Curriculum approved by the U.S. Department of Labor
- ▶ Instructor training and certification provided
- ▶ 75% hands on, competency-based curriculum
- ▶ Spanish translation available
- ▶ Access to CTEtechWorks, HBI's Learning Management System (LMS), a web-based platform of training tools and content developed to assist the instructor and student with the curriculum
- ▶ Connections to local industry through our affiliation and partnership with the National Association of Home Builders (NAHB) and its 700 local and state associations

PRE-APPRENTICESHIP CERTIFICATE TRAINING (PACT)

PACT Core Training:

- Unit 1:** Introduction to the Building Trades
- Unit 2:** Construction Math
- Unit 3:** Tool Identification & Construction Materials
- Unit 4:** Employability Skills
- Unit 5:** Green Building (optional)

Trade specific training. Choose from 9 trades:

- Unit 6:** Carpentry
- Unit 7:** Electrical
- Unit 8:** Plumbing
- Unit 9:** Brick Masonry
- Unit 10:** Landscaping
- Unit 11:** Painting & Finishing
- Unit 12:** Building Construction Technology
- Unit 13:** Weatherization
- Unit 14:** Heating, Ventilation & Air Conditioning

PACT CURRICULUM IS IDEALLY SUITED FOR:

- Secondary Schools
- Postsecondary Schools
- Non-Profit Organizations
- YouthBuild Programs
- Charter Schools
- Vocational and Technical Schools
- Adult & Community Education Programs
- Summer Engagement and After-School Programs
- Home Builders Associations
- Housing Development Construction and Management Non-Profits
- Disaster Relief Organizations
- Veteran Organizations



For more information, please contact:
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INVESTING IN VETERANS MAKES OUR WORK FORCE STRONGER

Veterans Displaced in the Workforce

Veterans are one of the largest groups displaced in the workforce today. Servicemembers transitioning back to the civilian workforce must learn new skills to enter a new career path.

HBI TRAINS SKILLED WORKERS FOR THE BUILDING INDUSTRY



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Changing Lives.**



Providing Veterans with New Skills is Key

Military based skills that servicemembers used may not always be applicable in the civilian workforce. Learning new skills is often critical to creating and sustaining a new career path that can provide financial stability. The Home Builders Institute (HBI) is dedicated to helping shape career aspirations for servicemembers going through a unique transitioning period.

HBI's Approach for Training Service Members and Veterans

HBI's Military Services and Veteran Program is a flexible training-based approach program to provide transitioning service members with skills and connections to the nations building industry. The program is a continuum of training and support services from initial student engagement to securing employment with regular assessments throughout the program. Key components include student recruitment, case management, screening and assessment, individualized plan development, academic, building industry trades skills and life skills training, employability skills training and job search development. Training typically takes 12 weeks.

Students receive hands-on training and certificates through Pre-Apprenticeship Certificate of Training (PACT). PACT combines work-based learning and academic learning to deliver sustainable construction trade education. PACT graduates emerge from the program highly skilled, certified and well-positioned to secure a job in construction. Students can also receive industry-sponsored advanced training including apprenticeship and superintendent training if they desire to advance their skills.

Beyond the Classroom

HBI's Military Services and Veterans Program promotes economic self-sufficiency, access to lifelong learning and high-wage career potential. Students can make a livable and high wage through job placement assistance. HBI's job placement rate exceeds 80% due to the close partnership with more than 700 local Home Builders Association's (HBAs). Additionally, worksites where students train are based in local communities so students gain personal connections within the area they live and work in.

HBI believes a critical component of working with veterans is providing mentors with industry professionals and exposure to career leaders within the building sector. Veterans receive follow up guidance supporting employment retention and continued career development. All instructors in the classroom are very experienced and are in the top of their field.

For more information on HBI's Training Programs, visit [HBI.org](https://hbi.org)

CREATING PATHWAYS TO OPPORTUNITY AND ECONOMIC STABILITY FOR ADULTS

Adults Lack Support in and Out of the Justice System

Adults in correctional facilities lack proper support in and out of the justice system thus increasing recidivism rates. They have minimal access to education and skills needed to obtain good paying jobs. Without these resources and skills, they are likely to enter back into the system which affects their livelihoods and causes increases in taxpayer dollars.

HBI TRAINS SKILLED WORKERS FOR THE BUILDING INDUSTRY

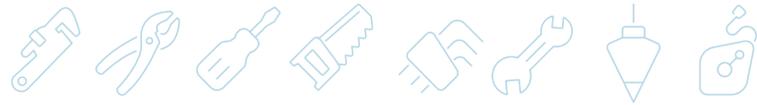


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Access to Education and Training is Key

Home Builders Institute (HBI) believes that providing tools like access to education and access to hands-on training creates a path for a successful future to adults involved in the criminal justice system. The tools and training they are taught will help them become wage-earning citizens, instill confidence within themselves and gives them excitement for their future.

Helping Adults Secure Successful Futures

HBI's Pre-Apprenticeship Certification Training (PACT) program teaches incarcerated individuals' skills used in the high-demand and high growth construction industry. PACT offers support at every stage of the pre-employment continuum-connecting, assessing, training, certifying and placing individuals in the building industry.

HBI Makes a Difference

HBI partners with correctional facilities to find individuals interested in starting a new career path. Individuals are examined based on their education background, previous employment, and needs to prepare a reentry plan. Students enrolled in the program learn industry-based skills and receive hands on training at job worksites from industry professionals. After completing the program, individuals are certified and placed into quality construction jobs.

HBI's program gives adults transitioning out of the correctional system access to resources unlike other programs. HBI provides students with a chance to learn about careers in the trades, gain Pre-Apprenticeship Certification and get a sense of fulfillment in giving back to their own community through service hours. Programs can be implemented in any state or jurisdiction working in partnership with correctional systems. The program can also operate in community-based transitional living facilities.

HBI assists students figure out the next steps for their future whether that be finding them a job, helping them continue their education, or joining the military. Students also receive mentors who have had similar experiences to help them navigate through this transition period.

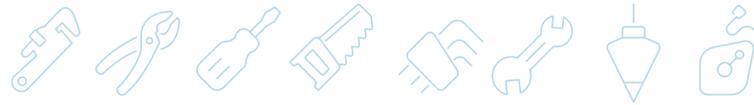
HBI provides a pathway for success by teaching students tools that they will use beyond the classroom and the training program like entrepreneurial skills, goal setting, problem solving and effective teamwork.

For more information on HBI Training Programs, visit HBI.org

OUR NATION'S YOUTH NEED OPPORTUNITY



Building Careers. Changing Lives.



At-Promise youth ages 16-24 often need direction and a sense of purpose to get them on the right track. Learning essential skills can help them develop ambition, discipline, and a sense of what their future could be.

**118 Job Corp sites
in 40 states + DC**



**2200+ students
trained in 2020**

**121K+ students
since 1974**



92%

job placement rate

Career Technical Training Is Key

Home Builders Institute (HBI) has been a part of the U.S. Department of Labor's Job Corps program for nearly 50 years, and today is its largest national trades training contractor.

HBI's Solution Is Effective and Industry Recognized

HBI Job Corps Career Technical Training combines technical and employability skills—like responsibility, time management and effective communications—with basic academics. Our programs provide job skills as they build character, self-esteem, and the interpersonal skills students need to succeed in life.

Curriculum

Students choose from Building Construction Technology (BCT); Electrical; Heating, Ventilation and Air Conditioning (HVAC); Landscaping; Plumbing; and Solar programs. Advanced training programs are available for Electrical, HVAC, Plumbing and Solar.

Our experienced instructors use HBI's Residential Construction Academy Series textbooks and instructional aides. All training is grounded in the National Construction Skills Standards and the American National Standards Institute (ANSI)-approved National Green Building Standard™.

The residential program can be completed in 9-12 months, with approximately 1000 hours of instruction. Upon graduation, students receive a trade-specific HBI pre-apprenticeship certificate and OSHA 10-Hour Training.

Essential Support Services

HBI offers graduates job placement and help finding other essentials like an apartment or a car. HBI can also place graduates in additional training programs including registered apprenticeships.

A Positive Return on Investment

HBI Job Corps students put their skills to work on projects that benefit their Job Corps Center as well as the surrounding community.

For more information on HBI training programs, visit [HBI.org](https://hbi.org)

HBI trains skilled workers for the building industry. Through pre-apprenticeship training, certification programs and job placement services, HBI provides graduates—high school students, At-Promise youth, veterans, transitioning military personnel, justice-involved youth and adults, and displaced workers—with the skills and experience they need to build a career and change their lives.



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INVESTING IN YOUTH LEADS TO A BRIGHTER FUTURE

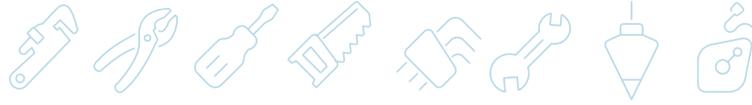
The Risk of Re-entry is High

Juveniles involved in the correctional system face many challenges when reentering their community. Many of them return home where they struggle to remain in school and lack skills needed for employment. This limits them in the jobs they are able to obtain and the ability to move forward in their careers. Because of these limits, they are more likely to stay in the criminal justice system, which impacts taxpayer dollars.

HBI TRAINS SKILLED WORKERS FOR THE BUILDING INDUSTRY



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Access to Education Makes a Difference

Home Builders Institute (HBI) believes that access to education and rehabilitation provides the foundation to success for justice involved youth. Through education and rehabilitation, skills like responsibility, teamwork, time management, and organization are learned. These helps create a strong work ethic, useful life experience, and financial stability.

Program Creates the Foundation for a Career and Beyond

HBI's Program provides structure and support for youth to help them move out of the criminal justice system by teaching them technical skills needed in the high-demand and high-growth construction industry. HBI supports young people at every stage of the pre-employment continuum-connecting, assessing, training, certifying and placing individuals in the field.

HBI partners with correction facilities, courts and social services to connect with juveniles. Justice involved youth that interested are assessed to create a reentry program based on their individual needs and service requirements. Students enrolled in the program learn education in the classroom and at worksites through hands-on training. Students who complete the course are certified in Pre-Apprenticeship Certificate Training (PACT), which gives them credit toward completion of apprenticeship and skills they need to obtain for careers in the building industry.

The PACT for Youth program gives students skills to become successful and creates a sense of accomplishment. Students learn under industry professionals who are in the top of their craft. Additionally, the PACT program builds a sense of confidence and security in their future career paths because of the exposure to the different types of trades.

HBI's Difference

HBI helps students not only gain industry skills, but helps place them in high quality construction jobs. There is an 80 percent placement rate for students who obtained PACT. The placement is based in local communities so participants can gain personal relationships with their own community members and give back through service.

HBI staff serve as mentors to all at-risk youth who are working on the path of reentry. Regional Career Development Coordinators and instructors serve as positive role models who understand the process they are going through. These mentors help them continue on the right path and help them build in their strengths that allow them to have happy successful life.

For more information on HBI Training Programs, visit HBI.org



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EOC CAUCUS REPORT

EOC 75th Anniversary

The NAHB Executive Officers Council is celebrating its 75th anniversary in 2025. The EOC's journey of excellence has created a robust community of EOs and HBA staff around the nation. Throughout the year, association staff will be celebrating this milestone with the main recognition taking place at the 2025 Association Management Conference in Atlanta. To learn more about the 75th anniversary, go to nahb.org/eoc75.

2025 EOC Installation Banquet

The EOC Installation ceremony will take place on Wednesday, installing the 2025 Board of Directors and President: Mike Erdmann, HBA of Marion & Polk Counties (OR), Vice President: Greg Lane, BIA of Washington and Secretary, Holly Fraccaro, HBA of Durham, Orange & Chatham Counties (NC). More information on the EOC leadership can be found at nahb.org.

NAHB Orientation for EOs: Spring

Registration for NAHB Orientation is open, taking place March 25-26 in Washington, DC. NAHB Orientation contains an EO Track as well as a HBA member leader track. We ask you to encourage your EO to consider this valuable program so they can learn more about key NAHB programs, products and services. Registration closes Friday, February 28.

Association Excellence Awards (AEA)

The 2023 cycle (presented in 2024) gave 43 Association Excellence Awards to 24 HBAs. The 2024 Awards process opened in November, and we highly encourage EOs and HBA Staff to submit HBA programs for recognition. Additionally, local leaders should consider nominating their EO for an individual award. Details regarding the awards programs have been shared via NAHB email communications. AEA Award applications will close March 31.

2025 Association Management Conference (AMC): Atlanta

The AMC is the premier professional development program for EOs and HBA staff and focuses on helping manage healthier and more vibrant associations for members. NAHB continues its commitment to maintaining the EO scholarship program as well as continued Senior Officer participation. Local association presidents should expect to receive an email in the coming weeks from incoming NAHB Chair Buddy Hughes, encouraging support to send EOs to the 2025 AMC, held August 19-21 at the Grand Hyatt Atlanta in Buckhead.

For questions about the EOC or AMC specifically, reach out to Anna Gimeno at agimeno@nahb.org.