

Membership Cup Award - 2026 Application
1201 15th Street NW
Washington, DC 20005
1-800-368-5242

ID: MA23061

To be considered, Applications must be submitted online.
This document is for reference only.

Membership Cup Award

Contact Information

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Home Builders Association (HBA) Details

<i>Association Name:</i>	Home Builders Association of Central Tennessee
<i>Association Number:</i>	4490
<i>Website:</i>	www.hbactn.org

Membership Plan

Briefly describe how your HBA developed this membership plan. Detail who was included in the development of the plan and explain how the plan is connected to other HBA goals. (Scoring: Up to 10 points):

In 2025, our HBA achieved exceptional growth, adding over 100 members by blending strategic recruitment with a robust retention framework. We expanded our footprint by appointing three Charter Presidents to drive growth in outlying counties and established a membership-focused committee to oversee a data-driven retention plan. This committee utilizes monthly industry-focused outreach to prospects and tracks upcoming membership anniversaries to ensure consistent engagement and renewals.

Recruitment was fueled by high-energy events—including two sell-out golf tournaments, PAC fundraisers, and community give-back initiatives—paired with tangible financial incentives like the HBAT Builder Rebate Program and NAHB savings plans. We made professional development a cornerstone of membership, ensuring CE credits are easily obtainable through active participation.

To bridge the gap between recruitment and long-term loyalty, we implemented quarterly New Member Orientations and advocated for industry interests through local and state Government Affairs. By offering a "3-in-1" value proposition that includes elite networking, committee leadership and participation opportunities, and exclusive events like our Member-Only Christmas Party, we've created a sustainable ecosystem where members don't just join—they stay, thrive and recruit within their sphere.

What are the goals of the plan? Were the goals met? Please explain. If the goals were not met, please explain the efforts put forth to meet them. (Scoring: If goals met, up to 10 points. If goals not met, effort is evaluated up to 10 points.):

Our primary goal for 2025 was to achieve a net growth of 100 new members while maintaining a retention rate above the industry average. We specifically aimed to expand our influence in three outlying counties by establishing a localized leadership presence and to increase engagement through high-value networking and educational opportunities.

We surpassed our recruitment target, ending the year with over 100 new members - we also achieved our goal of hitting a target of 400 members in March of 2026. This success was driven by the activation of our three Charter Presidents, who successfully localized our value proposition in new territories. Alongside our HBACT President, the board of directors and new Charter Leadership have worked on engagement with local legislative representatives to maintain reasonable restrictions and development.

Recognizing the need for higher higher retention results, we launched quarterly New Member Orientations and a membership-focused committee to track anniversaries proactively. These efforts ensured that our growth was not just a temporary spike but a sustainable trend. By meeting our PAC fundraising and advocacy goals at both state and local levels, we successfully demonstrated the association's value that keeps members invested long-term.

Explain how the membership plan is integrated into other association activities. (Scoring: Up to 10 points):

Our membership plan is the foundation that binds every committee, ensuring that recruitment and retention are integrated into the HBACT's core operations. We leverage our Associates and Membership Committees to lead high-traffic networking events—including five Membership Meetings with industry focused speakers, two sell-out golf tournaments, Casino Night and our Member-Only Christmas Party, in addition to several socials and networking events throughout the year—transforming these social gatherings into prime recruitment opportunities - the record attendance we have had at these events demonstrates our member focused commitment to providing value.

In Government Affairs, membership is integrated through PAC fundraisers and direct advocacy. We involve members in meetings with local and state representatives, providing a tangible "3-in-1" value proposition that demonstrates the collective power of their investment. Simultaneously, our Community Outreach Committee connects members with give-back initiatives, fostering a deeper sense of purpose and local impact.

This integrated approach is supported by our three Charter Presidents, who align these committee goals within outlying counties. By leveraging CE credits for active participation and promoting the HBAT/NAHB savings programs across all platforms, we ensure that every association activity—whether a legislative meeting or a community project—serves as a touchpoint for member value and long-term retention.

Explain how the plan encourages the involvement from all members (builders and associates; new and veteran members, etc). (Scoring: Up to 10 points):

Our plan fosters a collaborative environment that bridges the gap between builders and associates, as well as veteran and new members. We leverage our Associates Committee to lead engagement initiatives, ensuring that our associate members—the backbone of our sponsorships and events—are integrated into the association's leadership.

To support our new members, we utilize veteran members and leadership as mentors during our Quarterly New Member Orientations. These individuals help by sharing experiences and success stories and provide guidance on how to maximize membership ROI, which helps validate the investment for newly recruited members. Committee involvement is encouraged at these meetings, in addition to ensuring new members are aware of points of contact, and resources to stay informed.

This peer-to-peer integration is mirrored in our outlying counties through our three Charter Presidents, who focus on recruiting local talent to reflect their specific markets and challenges.

Whether through high-energy networking like our Casino Night and golf tournaments, or more structured events like our Membership Meetings, every activity is designed to be accessible to all. This ensures that every member, regardless of their tenure or trade, has a clear path to participation and influence.

Describe how the plan incorporates both short-term and multi-year membership development initiatives. (Scoring: Up to 5 points):

Our membership plan balances immediate initiatives with long-term plans. In the short term, we focus on high-impact recruitment drives and signature events—such as Casino Night, member/guest socials, team drives—to generate immediate membership spikes and PAC funding. These initiatives allowed us to surpass our 2025 goal of 100+ new members and reach our milestone of 400 total members by March 2026.

Our multi-year strategy focuses on geographic and leadership sustainability. By appointing three Charter Presidents, we have established a multi-year framework for growth in outlying counties, ensuring the HBACT's influence expands permanently into less active markets. Furthermore, we have developed a strong Leadership Ladder, that encourages members to progress from committee participation to Committee Chair and Board of Director roles. This ensures a constant line of seasoned leaders to guide the association's future.

To sustain this growth, our membership committee's new retention plan utilizes monthly anniversary tracking and industry-focused outreach. This shift from reactive to proactive engagement ensures that the members recruited during short-term drives remain active, long-term participants and advocates in our local initiatives.

Explain how the plan is balanced in its approach to both recruitment and retention initiatives. (Scoring: If yes, effort is evaluated up to 15 points. If no, circumstances evaluated up to 15 points.):

Our 2025 plan achieved balance by treating recruitment as the driving force and retention as the ultimate goal of our growth. Recruitment was driven by high-visibility initiatives, including team membership drives, guest socials, and signature events - golf tournaments, member meetings, and casino night . These initiatives targeted immediate growth, successfully adding over 100 members by focusing on the immediate ROI of networking and the HBA/NAHB savings and rebate programs. People are seeing value by how we fight to protect the industry itself.

Conversely, a retention plan was formed through our Membership Committee, which shifted our strategy from reactive to proactive. We implemented a data-driven system to track monthly membership anniversaries, allowing us to engage members well before renewal dates. To ensure long-term loyalty, we launched Quarterly New Member Orientations where established members speak on maximizing their "3-in-1" benefits. This is further supported by our leadership ladder, which help convert passive members into active ones by promoting them to Committee Chairs or Board positions.

By offering CE credits for ongoing participation and maintaining a heavy focus on Government Affairs, we ensure that the value provided to a member in their third year is even better than their first.

Explain how the plan includes and promotes the core benefits of the HBA and of the state and national membership (the 3-in-1 membership). (Scoring: Up to 5 points):

Our plan treats the 3-in-1 membership as the high value proposition, ensuring members recognize the unique return on investment provided at the local, state, and national levels. We explicitly promote these benefits during our New Member Orientations, member meetings and through consistent member email communications and social media.

Local (HBACT): We emphasize high-impact networking and sponsorship opportunities through sell-out golf tournaments and membership meetings that are expanding to our outlying counties, alongside the immediate professional benefit of obtaining CE credits through active participation.

State (HBAT): We assertively promote the HBAT Builder Rebate Program, often showing members how a few reported projects can effectively compensate for their annual dues. We also highlight our state-level advocacy successes managed by our government affairs efforts.

National (NAHB): We leverage the scale of the NAHB by highlighting exclusive savings programs for members, CE opportunities, education and industry advocacy.

By integrating these benefits into every committee's talking points, we strive to ensure members see their dues not as a cost, but as a strategic investment. This unified messaging was a primary driver in reaching our milestone of 400 members by March 2026.

Describe why this plan and its implementation is worthy of winning the NAHB Cup Award for Outstanding Membership Achievement. (Scoring: Up to 10 points):

The HBACT's plan is worthy of the NAHB Membership Cup because it represents a total organizational transformation that prioritized sustainable, high-value growth over temporary recruitment spikes. In 2025, we didn't just add 100+ members; we created a geographically diverse structure by installing three Charter Presidents to tap into previously underserved markets, ensuring our HBA's influence is truly regional and not centered in one dense pocket.

Our implementation stands out because of its holistic integration. By placing membership growth and engagement at the heart of every committee, we created a unified culture where every member is a recruiter. We successfully bridged the gap between recruitment and retention by launching Quarterly New Member Orientations and a proactive, data-driven anniversary tracking system.

Ultimately, our success is measured by our milestone of reaching 400 members in March 2026. By blending high-energy networking with tangible professional value like CE credits and the HBAT/NAHB rebate and savings programs, we have proven that a "3-in-1" membership is an extremely valuable tool. We have created a scalable blueprint for excellence that fosters leadership, community impact, member integration, and long-term industry resilience.

Supporting Documents Uploads (PDF or MS-Word Format)

Upload a written membership plan:

2025-2026MembershipPlanHBACT.docx

<i>Supporting Document #1:</i>	Patronsponsors2026.pdf
<i>Supporting Document #2:</i>	CoffeeCoBuilderBreakfast.pdf
<i>Supporting Document #3:</i>	PACFundraiserInviteFlyer1.pdf
<i>Supporting Document #4:</i>	MayNewMemberOrientation.pdf
<i>Supporting Document #5:</i>	UPDATETOMEMBERBENEFITSPAGE.pdf
<i>Supporting Document #6:</i>	2026SpringGolfpg1.pdf



MEMBER BENEFITS



Member Exclusive Discounts

HBACT works on your behalf at the local, state, and national levels to push for legislation that benefits the building industry.



Builder CE Credits

Members have access to local and national seminars that cover housing and business management, both in-person and online. Many of these programs can earn you CE credits.



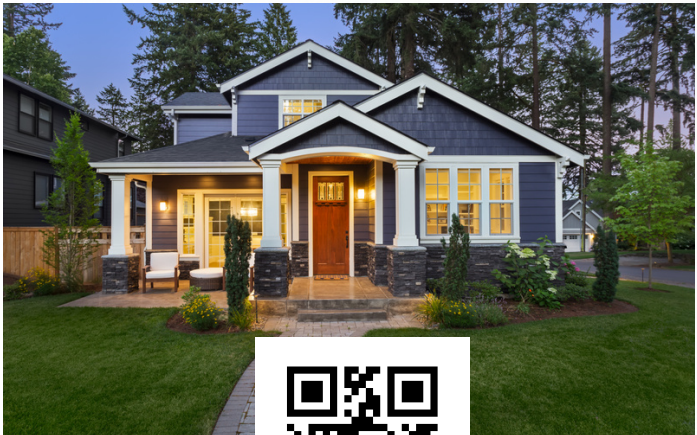
Professional Networking Opportunities

HBACT membership pays off with valuable networking opportunities, industry recognition, exclusive member events, and real-time updates that support business success



Industry Advocacy

HBACT works on your behalf at the local, state, and national levels to push for legislation that benefits the building industry.



Scan QR code

To Join or Explore our Website

Become a Member With Us!

CONTACT INFORMATION



info@hbactn.org



www.hbactn.org



629.218.1011



2615 Medical Center Pkwy,
Murfreesboro, TN 37129



HOME BUILDERS ASSOCIATION
OF CENTRAL TN

**2026
PATRON SPONSORS**

Building & Developing with
Responsible Growth in 8 Counties

www.hbactn.org



PATRON SPONSORSHIP OPPORTUNITIES

HBACT OF CENTRAL TN MEMBERSHIP COUNTIES

- Bedford
- Coffee
- Franklin
- Grundy
- Lincoln
- Moore
- Rutherford
- Warren



Platinum Sponsor Benefits \$3000

- Membership Included
- Logo on website home page, and directory, with link to company website
- Social Media: Quarterly video post opportunity, 1 min. or less (sponsor produced)
- Social Media: 5+ logo posts annually
- Recognition at events & meetings (Logo on retractable banner/slide show)
- Spring Golf TEAM or HOLE SETUP
- Spring Golf HOLE SIGN
- Fall Golf HOLE SIGN
- Fishing Tournament TEAM
- Affiliate Membership (1)

Diamond Sponsor Benefits \$2500

- Membership Included
- Logo on website home page, and directory, with link to company website
- Social Media: 2x/year video post opportunity, 1 min. or less (sponsor produced)
- Social Media: 4+ logo posts annually
- Recognition at events & meetings (Logo on retractable banner/slide show)
- Spring Golf TEAM or HOLE SETUP
- Fall Golf - HOLE SIGN

Gold Sponsor Benefits \$2000

- Membership Included
- Logo on website home page, and directory, with link to company website
- Social Media: 1x/year video post opportunity, 1 min. or less (sponsor produced)
- Social Media: 3+ logo posts annually
- Recognition at events & meetings (Logo on retractable banner/slide show)
- Spring Golf HOLE SIGN

*Note: Additional Package Items Available



BUILDER BREAKFAST IN COFFEE COUNTY



JOIN US!

COMMON JOHN BREWING



210 WOODBURY HWY
MANCHESTER, TN



Date: April 23, 2026



Time: 9:00 AM

Members and guests, please join us for breakfast at **Common John Brewing** in Manchester, TN! Enjoy networking time and updates from local industry professionals and our local leadership team in Coffee County - please RSVP using the QR code above. Reach out to Chrissi with questions: chopkinsehbactn.org

hbactn.org
629-218-1011



CENTRAL TN PAC FUNDRAISER

{Registered as Rutherford Co. Homebuilders PAC}

**Supporting Responsible Growth in
Central TN**

Donations and ticket payments can be made by
scanning the QR code or emailing the address below



Date:

Tuesday March 10th



Time:

5:00pm - 6:30pm
(remarks at 5:30)



Hosted at The Home of John & Tracy Jones

2012 Moccasin Trail
Murfreesboro, TN 37129



RSVP

info@hbactn.org



Tickets

\$500/couple



Website

hbactn.org



Event Tickets



THANK YOU TO OUR EVENT SPONSORS



NEW MEMBER *Orientation*

Join some of our leadership team & staff for coffee & donuts to learn more about your HBA!

- Meet & greet with the President, Executive Committee Members & Executive Officer
- HBA updates, benefits, current legislative issues, events, question & answer



May 12, 2026

8:30 AM – 9:30 AM

Rutherford County Chamber
2nd Floor Meeting Room





HBACT MEMBERSHIP CREATES GROWTH & OPPORTUNITY LOCALLY

Professional Development & Knowledge Expansion

★ **Expand Your Knowledge & Influence:** As a member you have access to local and national seminars that cover housing and business management, both in -person and online. Many of these programs can earn you CE credits.

★ **Membership Meetings:** Our membership meetings bring people together to exchange ideas, stay informed, and learn from guest speakers about local trends, legislation and industry issues.

★ **State & National Membership:** Your dues automatically include membership in the Home Builders Association of TN (HBAT) and the National Association of Home Builders (NAHB), providing access to national news, information and member-only discounts.

Networking & Business Growth

★ **More Than Networking:** Participate in a variety of social events like golf tournaments, shooting and fishing events, creating a relaxed environment to meet industry peers, make connections, and build relationships through participation and unique sponsorships opportunities.

★ **Membership Directory:** Gain access to a directory of local builders and affiliates, making referrals easy and expanding your professional reach.

★ **Opportunities Worth Pursuing:** HBACT membership pays off with valuable networking opportunities, industry recognition, exclusive member events, and real-time updates that support business success

Industry Advocacy & Representation

★ **Legislative Representation:** HBACT works on your behalf at the local, state, and national levels to push for legislation that benefits the building industry.

★ **Reputation:** HBACT represents your business in the industry, helping to build a positive reputation for both you and your business.

Promotion & Visibility

★ **Promote Your Industry:** HBACT sponsors events that help you promote your products or services throughout the year.

★ **Respect & Recognition:** Being involved with HBACT activities allows you to earn recognition and respect from your peers, building a strong professional profile.

*Make a difference for your
business & join today!*

HOME BUILDERS ASSOCIATION OF CENTRAL TN
**SPRING
GOLF
TOURNAMENT**

**Hole in One
Contest -
Vehicle
Giveaway!**

**Morning Flight:
Check-in: 6:00am
Shotgun starts 7:00am**

**Afternoon Flight:
Check-in: 12:00pm
Shotgun starts 1:00pm**

**THANK YOU TO OUR
PRESENTING SPONSORS:**



**THURSDAY
JUNE 11TH**

OLD FORT GOLF COURSE

**1028 GOLF LN,
MURFREESBORO, TN 37129**

4 PERSON TEAM - \$680

**Register Early
Space is limited!**



Cabinets & Countertops