

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

ID: MA23078

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

Membership Cup Award

Contact Information

<i>First Name:</i>	Lisa
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<i>Title:</i>	Director of Member Engagement
<i>Company/Organization:</i>	HBA of the Sioux Empire
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<i>City:</i>	Sioux Falls
<i>State:</i>	SD
<i>Country:</i>	US
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<i>Email Address:</i>	lisa@hbasiouxempire.com

Home Builders Association (HBA) Details

<i>Association Name:</i>	HBA of the Sioux Empire
<i>Association Number:</i>	4305
<i>Website:</i>	hbasiouxempire.com

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):

The Home Builders Association of the Sioux Empire developed this membership plan through collaboration between the board, membership committee members, and staff. The plan was created by reviewing membership retention, event participation, marketing efforts, prospective member outreach, new member communications, and relationships with industry partners. Input from current board members and active committee volunteers helped identify member needs, areas for growth, and opportunities to strengthen engagement within the association.

The membership plan is directly connected to the HBA's broader strategic goals of increasing member participation, strengthening industry relationships, supporting advocacy efforts, and ensuring the long-term financial sustainability of the association. Membership growth and retention are essential to maintaining a strong and healthy association. Through educational opportunities, networking events, and strong consumer events, the HBA of the Sioux Empire continues to provide value to its members while supporting the building industry. By aligning membership efforts with the Association's overall mission and strategic priorities, this plan helps create a stronger, more connected membership base.

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.):

The primary goals of the 2025 membership plan were to grow total membership to 1,150, sustain builder membership above 200, and maintain retention above 86%. Beginning the year with 1,043 members, the Association set an ambitious goal of adding more than 100 new members. By year-end, membership reached 1,116 total members, including 196 builder members. While the numerical goals were not fully achieved, the Association still experienced growth of more than 70 members in one year, reflecting strong progress.

Retention goals were successfully met, with both builder and associate retention remaining above 86%. The Association focused on recruiting quality members who would actively engage and see long-term value in membership, helping support stronger retention and participation.

To support growth, the HBA emphasized member retention, prospective member outreach, new member communication, and engagement through education, networking, advocacy, and community involvement. Staff, board members, and committees consistently promoted membership value.

The Association also launched its first summer membership drive, "Plus One," encouraging members to bring a prospective member to a casual networking event at a local restaurant. The welcoming atmosphere helped introduce potential members to the value of HBA membership.

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

The HBA of the Sioux Empire integrates its membership plan into many Association activities and events. Prospective members are encouraged to attend select events to learn about the Association, connect with members, and experience the value of membership before joining.

Membership and Events Committee members also serve as a welcoming presence at events by greeting attendees, introducing newer members to others, and helping create a more engaging environment. This helps strengthen member involvement and supports retention efforts.

To increase participation, the Association offers events at different times throughout the day to accommodate varying schedules. These include Power Breakfasts in the morning, Lunch & Grow events during the lunch hour, Spotlight Socials during happy hour timeframes, and evening membership meetings. Offering a variety of event formats and times helps improve accessibility, encourage networking, and increase overall member engagement.

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

The plan focuses on creating consistent opportunities for engagement at every level of membership and experience. Builders and associate members are encouraged to connect through networking events, committee involvement, and large consumer events that supports business relationships and collaboration. New members are intentionally welcomed into these settings through introductions and outreach from membership and event committee members, helping them quickly build connections within the Association.

Veteran members are engaged through leadership opportunities, and committee participation allowing them to share their experience and strengthen the Association's culture. At the same time, new members are given accessible entry points through a variety of event formats and times, ensuring they can participate in ways that fit their schedules and comfort levels.

By combining intentional networking, welcoming practices, and flexible event programming, the membership plan ensures consistent engagement across all member types and supports a stronger, more connected Association.

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

Short-term efforts focus on immediate recruitment and retention strategies such as prospective member outreach, follow-up communication with new members, event-based engagement, and consistent promotion of membership benefits. These efforts are designed to quickly strengthen participation, improve retention rates, and maintain momentum toward annual membership goals.

At the same time, the plan includes multi-year strategies aimed at sustaining long-term membership health. These include building stronger relationships with members over time, developing future Association leaders through committee involvement, increasing affiliate and associate engagement, and consistently reinforcing the value of long-term participation in the Association. Ongoing evaluation of membership and participation also help guide adjustments to events that are offered and outreach efforts from year to year.

By combining immediate engagement efforts with long-term development strategies, the membership plan supports both annual growth targets and the continued strength of the Association in future years.

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.):

Retention remains a key priority of the Association. Member engagement is supported through consistent communication, networking events, educational opportunities, advocacy efforts, and committee involvement. The Association also prioritizes strong new member onboarding and relationship-building to help members feel connected and engaged from the start.

Long-term member commitment is recognized throughout the year. The Association honors 30 and 60 year members during a large membership meeting and also recognize additional membership anniversaries in the monthly newsletter. Sponsors and active members are also acknowledged and thanked for their continued support and involvement.

The membership plan focuses on both recruitment and retention to support sustainable growth. Recruitment efforts target quality members who will actively participate and benefit from membership, while retention strategies focus on maintaining strong relationships and ongoing member value. By aligning outreach, engagement, and retention efforts, the Association supports stable membership growth, strong retention rates, and long-term organizational success.

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):

At the state level, the plan highlights access to group health insurance rates for construction and manual labor businesses. The state association also supports policy and advocacy efforts to protect the freedom to build and reduce unnecessary government regulation, helping members operate their businesses effectively.

At the national level, members receive discounts, industry resources, and educational tools that support business operations and professional development. These benefits are consistently promoted through the Association's website, monthly newsletter, and weekly email communications.

Locally, the HBA connects these benefits to everyday engagement through events and networking opportunities. By promoting the full 3-in-1 membership package, the

Association ensures members understand how local involvement is strengthened by state and national resources.

This integrated approach reinforces member value, supports retention, and encourages both recruitment and long-term engagement.

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 HBA of the Sioux Empire membership plan is worthy of the NAHB Cup Award for Outstanding Membership Achievement because it demonstrates a strategic, results-driven, and fully integrated approach to membership growth, retention, and engagement.

The plan is built on collaboration between staff, board leadership, and key committee volunteers, ensuring it reflects the needs of members and the industry. It establishes clear, measurable goals, including maintaining strong overall membership numbers, sustaining builder membership levels, and achieving high retention rates. With intentional focus on both growth and retention, the Association prioritizes quality membership and long-term engagement rather than short-term gains.

Implementation of the plan is consistently tied to daily Association operations, including recruitment efforts, member communications, onboarding practices, and a strong calendar of events designed to engage members at all stages. The Association also emphasizes accessibility through varied event formats and times, helping increase participation across a diverse membership base.

In addition, the plan effectively promotes the full value of the 3-in-1 membership model, connecting local engagement with state and national benefits such as advocacy, cost-saving programs, and professional resources. This reinforces member value and strengthens retention.

Supporting Documents Uploads (PDF or MS-Word Format)

<i>Upload a written membership plan:</i>	HBASEMembershipPlan-2025.docx
<i>Supporting Document #1:</i>	2025FL-Alldiscounts.pdf
<i>Supporting Document #2:</i>	HBASEHBAMarketingFlyer.pdf
<i>Supporting Document #3:</i>	MemberBenefitsHandbook2025.pdf
<i>Supporting Document #4:</i>	FL-Top10Reasons1.pdf
<i>Supporting Document #5:</i>	PlusOneMembershipDrive.pdf
<i>Supporting Document #6:</i>	Membershipataglace-HonoringAllMembersMonthly.pdf

2025 Home Builders Association of the Sioux Empire Membership Goals

This membership plan is designed to support sustainable growth, strong retention, meaningful engagement, and long-term member value.

- Increase membership from 1,043 to 1,150 total members
- Work toward reaching and maintaining 200 builder members
- Maintain a retention rate of 86% or higher
- Focus on quality membership and long-term engagement

Recruitment & Retention Strategies

- Targeted outreach and relationship-building with prospective members
- Encourage member referrals through networking events and the "Plus One" membership drive
- Prioritize recruitment of businesses and individuals who will actively participate and engage
- Strong onboarding process with new member communication and follow-up
- Consistent communication through email, social media, events, and member touchpoints
- Ongoing networking, education, advocacy, and community involvement opportunities to increase member value and retention
- Staff, board members, and committees actively promote membership benefits and engagement opportunities throughout the year
- Monitor membership trends, retention rates, and engagement levels to evaluate progress and adjust strategies as needed

Member Engagement & Value

- Promote the value of membership through committee involvement, sponsorship opportunities, educational programming, and industry advocacy
- Increase opportunities for member-to-member connections and business relationships
- Recognize and celebrate member involvement and long-term membership

3-in-1 Membership Value

- **Local:** networking, events, advocacy, and community involvement
- **State:** group health insurance, professional resources, and legislative advocacy
- **National:** discounts, education, research, and industry resources

Avera Employee Assistance Program—An immediate, confidential resource to address personal and work-related issues for employees and their dependent family members. Each member organization has an opportunity to add Avera's Employee Assistance Program. Organizations under 50 employees can save 15% on annual, flat-rate agreements. For organizations with more than 50 employees, we offer an 8% discount on per-employee, per-month agreements. If you have questions about this benefit or would like to discuss agreement options, contact Jeremy Ballew, Manager for Avera EAP, at 605-322-4292 or jeremy.ballew@avera.org.

Boen & Associates, Inc. Group discounts available for commercial and personal lines insurance. Van Carmody, 605-336-0425, VanC@Boenassociates.com

Home Builders Association Office Complementary Notary Service, Todd Anawski, 605-361-8322, todd@hbasioxempire.com

North Risk Partners / McKinney Olson Insurance Group discount on business or personal insurance. Jeremy DeVries, 605-335-7777, Jeremy.devries@northriskpartners.com

PleasureLand RV Center \$250 discount on the advertised price of enclosed trailers. Bob Deelstra 605-339-0436 b.deelstra@pleasurelandrv.com

Security National Bank of SD \$500 off an appraisal, Kaleigh Reid 605-770-1353, kreid@snbsd.com

STRATEGIE - 5-15% off graphic design and social media marketing for your 2026 Sioux Empire Home Show booth materials. Tanna Soukup, 507-227-5620, tanna@strategiellc.com

Tiefenthaler Homes - Hegg Realtors \$1000 Towards closing costs for utilizing our services in buying or selling your home. Pam Tiefenthaler, 605-351-0341, pam@hegg.com

VanBuskirk Companies VanBuskirk Companies will reimburse half of the Parade of Homes registration fee if the home is in a VanBuskirk Companies Neighborhood. Builder must allow VanBuskirk to place marketing materials in the home during the Parade. Land Development, 605-361-8211

Wausau Supply - Diamond Kote Siding System \$2000 Rebate when you purchase 20sq or more of Diamond Kote. Additional 5%, 7%, 10% when adding 1-3 accent products by Versetta Stone, Cham Clad or Vesta Steel Siding Matt Sobocinski, 605-351-5876, matthew.sobocinski@dksiding.com

ADDITIONAL DISCOUNTS

National Association of Home Builders (Nissan, Goodyear, American Express, UPS, Houzz, Amazon Business and more) nahb.org/nahb-community/member-benefits/savings

National Purchasing Partners (Verizon, Sherwin Williams, Office Depot and more) mynpp.com

Builder Rebate Program hbarebates.com/claimform.html

BuildSpec Loan Program
Mike Harsma at 773-5236
(SD Housing Development Authority)

Association Health Plan
(Wellmark Blue Cross & Blue Shield of South Dakota)
The SDHBA offers exclusive health insurance pricing and plans that are tailored to fit the home building industry's unique needs. This fully funded, state-wide group plan offers better positioning for premium pricing at renewal and we're passing those savings on to our members. Employers offering this health insurance benefit can give their employees the option of 3 different plans as well. Members who are domiciled in South Dakota, have at least one W2 employee and are directly related to the actual construction of a home can call **Brandon Miller 605-274-2631**
North Risk Partners / McKinneyOlson Insurance

ANNOUNCING HEALTH PLAN OPTIONS

Through the Home Builders Association



FITTING YOUR UNIQUE NEEDS

The home building industry requires health care solutions that fit its unique needs. Home builders demand health coverage to enhance business culture, increase productivity, and reduce turnover and absenteeism. The Home Builders Association offers its members exclusive pricing for Wellmark Blue Cross and Blue Shield coverage throughout South Dakota. Wellmark is the only health insurance carrier endorsed by the South Dakota Home Builders Association.

PLAN DETAILS		SDHBA TRADITIONAL PPO	SDHBA GLOBAL PPO	SDHBA MODIFIED PPO	SDHBA HDHP ONE PPO	SDHBA HDHP TWO PPO
Deductible	Single	\$3,500	\$5,000	\$8,550	\$6,900	\$7,450
	Family	\$7,000	\$10,000	\$17,100	\$13,800	\$14,900
OOP Maximum	Single	\$7,200	\$8,150	\$8,550	\$6,900	\$7,450
	Family	\$14,400	\$16,300	\$17,100	\$13,800	\$14,900
OV Copays	PCP	\$35	\$75	\$80	Deductible	Deductible
	Specialist	\$75	\$125	\$160	Deductible	Deductible
Coinsurance		40%	50%	0%	0%	0%
ER Copays		Deductible/ Coinsurance	\$400	\$1,000	Deductible	Deductible
RX Copays		\$15/\$50/\$75 Deductible/ Coinsurance	\$30/\$80/\$200 \$300/\$400	\$30/\$90/\$300 \$400/\$500	Deductible	Deductible

ELIGIBILITY REQUIREMENTS

- Builder & Associate Members in good standing with the Home Builders Association as defined in Employer Participation Agreement.
- Member's business must be domiciled in South Dakota and have at least one (1) full-time employee.
- Entry into the plan must be a 3-year commitment. Exiting the program before this time will result in a penalty and waiting period for re-entry.

ENROLLMENT DEADLINE: CONTACT US FOR DETAILS

NOTICE This policy is issued through an association. By accepting coverage, you must participate in this plan for a minimum of three years to avoid penalties for early departure.

KEY FEATURES

EXCLUSIVE PLAN DESIGNS customized to fit Home Builders Association member needs.

COMPETITIVE PRICING and cost saving opportunities effective **AUGUST 1, 2024 THROUGH JULY 31, 2025**

ONLINE PORTAL for easy benefits administration and enrollment.

BETTER POSITIONED TO NEGOTIATE PRICE and coverage options for their employees.

VALUE ADDED BENEFITS

DR. ON DEMAND® allows for 24/7 access to a doctor via smart phone, tablet, or computer.

BEWELL 24/7® helps members manage ongoing conditions and can help answer medical questions.

REGISTER FOR BLUE365® at Wellmark.com/Blue365 to receive exclusive member discounts on Wellness Products and Services.

CONTACT US TODAY!

Brandon Miller - North Risk Partners - MKO

PHONE 605-274-2631

EMAIL brandon.miller@northriskpartners.com

Teddi Mueller - Executive Vice President
Home Builders Association of the Sioux Empire

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An Authorized Independent Agent for



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OV Copays	PCP	\$35	\$75	\$80	Deductible	Deductible
	Specialist	\$75	\$125	\$160	Deductible	Deductible
Coinsurance		40%	50%	0%	0%	0%
ER Copays		Deductible/ Coinsurance	\$400	\$1,000	Deductible	Deductible
RX Copays		\$15/\$50/\$75 Deductible/ Coinsurance	\$30/\$80/\$200 \$300/\$400	\$30/\$90/\$300 \$400/\$500	Deductible	Deductible

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Wellmark Blue Cross and Blue Shield of South Dakota is an independent licensee of the Blue Cross and Blue Shield Association. Wellmark® and BeWell 24/7® are registered trademarks of Wellmark, Inc. The Blue Cross® and Blue Shield® symbols, and Blue365® are registered trademarks of the Blue Cross and Blue Shield Association. Dr. on Demand® is a registered trademark of Dr. on Demand, Inc. Dr. On Demand provides an online telemedicine platform for delivery of services by licensed professionals. Services provided through Dr. on Demand are covered by Wellmark Blue Cross Blue Shield of South Dakota.

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Brandon Miller - North Risk Partners - MKO

PHONE 605-274-2631

EMAIL brandon.miller@northriskpartners.com

Teddi Mueller - Executive Vice President
Home Builders Association of the Sioux Empire

An Authorized Independent Agent for



2025 MEMBER HANDBOOK

Making the most of your membership investment at the local, state & national

6904 S Lyncrest Pl
Sioux Falls, SD 57108

Phone (605) 361-8322

www.hbasioouxempire.com

#HBASIOUXEMPIRE

ABOUT THE ASSOCIATION

OUR MISSION

Responsibly meet the housing needs of the Sioux Empire by engaging our membership in all aspects of the home building industry

LEADERSHIP

Our member-appointed Board of Directors meets monthly to discuss various topics as it relates to the membership and the overall association. The Board President changes annually and is a Builder member who is installed during our Holiday Gala in November.

OFFICE & STAFF

The association office is located in southern Sioux Falls near 77th Street and S. Minnesota Avenue (6904 S. Lyncrest Place) and is open Mon-Fri, 8:30am-5pm. Staff includes the Executive Vice-President, Teddi Mueller - teddi@hbasioxemprie.com, Director of Member Engagement: Lisa Contreras - lisa@hbasioxempire.com, Government & Safety Director, Todd Anawski - todd@hbasioxempire.com, and Marissa Bertram, Communications & Social Media Director - marketing@hbasioxempire.com. Be sure to add the staff's email to your "safe sender" list to avoid them falling into your junk folder.

3-IN-1 MEMBERSHIP

When a company joins the Home Builders Association of the Sioux Empire, they also become a member of the South Dakota Home Builders Association and the National Association of Home Builders. Out of over 600 local chapters nationwide, our association is in the top 15 for the largest with over 1,000 members (includes Affiliates). For that reason, we have the ability to offer incredible member services such as networking, events, promotional opportunities, educational offerings and legislative power.

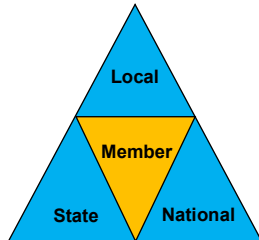


THE POWER OF GOVERNMENT RELATIONS

COMPLETE GOVERNMENT REPRESENTATION

Sensible government relations and reasonable legislation can work for the benefit of the building industry. Staying involved in the legislative process ensures that the voice of the building industry is heard at all levels. At each level, the three groups listed below work hard to:

- Monitor governmental rules and regulations that affect the building industry.
- Take action to defend the housing industry against the cost of over-regulation.
- Help elect representatives who have spoken up for housing.
- Raise funds to help elect pro-housing candidates.



LOCAL LEVEL (HOME BUILDERS ASSOCIATION OF THE SIOUX EMPIRE)

Our association's local Legislative Committee works to monitor legislation and elect local candidates that support the building industry. Various committees work with officials throughout the Sioux Empire to ensure housing remains affordable by reviewing local ordinances.

During an election year, the committee often times will host a "Meet the Candidates Event" giving members the opportunity to visit with local candidates. In addition, local representatives are regularly invited to visit a membership meeting.

STATE LEVEL (SOUTH DAKOTA HOME BUILDERS ASSOCIATION)

The state association ensures that the voice of the building industry is heard at the state capitol. Members are able to support local candidates for elective office through the state association's political action committee. Each year in January or February, the state association invites members to Pierre for its Legislative Appreciation Night.

NATIONAL LEVEL (NATIONAL ASSOCIATION HOME BUILDERS ASSOCIATION)

NAHB is the most powerful advocate for home builders and their affiliates in the nation's capital and beyond. Located in Washington, DC, the federation works hard to ensure that housing remains a top national priority when laws are made and policies established. Through expert lobbying, constituent contact and political action, the national association is devoted to winning the crucial legislative battles that impact your business.

ADDITIONAL MEMBER DISCOUNTS

BUILDER REBATE PROGRAM hbarebates.com/sdhba/

Builder and remodeler members may be eligible to receive quarterly rebates in excess of your membership dues. Through the Member Rebate Program, over 50 of the nation's leading manufacturers are offering rebates to thank their loyal customers. These savings can work on new single family and multifamily projects in addition to home remodels too. These quarterly rebates will be an ongoing member benefit so if you don't qualify this time around, check back in the near future for other eligible rebates.

Products must have been installed in homes or remodeling projects completed within the last few months (view the website for specific dates based on which quarter your applying for). Even if a subcontractor bought these products per the builder's request, they may still qualify. They're not required to submit receipts and they don't have to change how they purchase products going forward. The Rebate Program files the paperwork, collects the money and mails the rebate check directly to the builder member.

CONSTRUCTION LOAN PROGRAM (BUILDSPEC) sdhomebuilders.com

In partnership with the South Dakota Home Builders Association and the South Dakota Housing Development Authority, Builder members of SDHBA may qualify for a low interest spec loan (spec homes valued up to \$385,000). The interest rate the first six months of the loan is 0%. The interest rate the second six months period is 1/2 of the market rate used by the South Dakota Housing Development Authority. The maximum loan is 80% of the value of the home. There is an origination fee of 1% of the amount of the loan.

The maximum term of a loan is 12 months, however, a builder may be considered for an extension of 6 months if requested. If a builder requests a third six month extension and is approved, the builder will pay an additional origination fee of .5% of the loan amount, and pay the full market interest rate used by South Dakota Housing Development Authority.

For details on the BUILDSPEC program, call Lane Shull at SDHBA at 605-224-2761 and to apply, call Mike Harsma SDHDA at 605-773-5236.

DISCOUNTS THROUGH NAHB nahb.org/nahb-community/member-benefits/savings

Current participating companies offering discounts: Member Deals (hotels, amusement parks, concerts, sporting events, etc), T-Mobile for Business, Goodyear, Budget, AVIS, Lowe's, RAM, UPS, Dell, Sam's Club and more.

DISCOUNTS THROUGH NPP PROGRAM tinyurl.com/y8lo4lro

Some participating companies include Hertz, Verizon (minimum of 2 corporate lines & no unlimited plans), Sherwin-Williams, Staples, Airgas, UniFirst and more.

All discounts are subject to change and restrictions may apply. See the website listed for details or call the association office.

See back page for details on the Wellmark association health plan.

EDUCATIONAL COURSES & OPPORTUNITIES

EDUCATIONAL COURSES

The association offers educational courses to members for a nominal fee various times throughout the year. Topics include safety classes, updates from the City of Sioux Falls, OSHA, EPA and more. The association's website has a Member Information Center (password protected) where members can watch videos of past educational classes if they were unable to attend the original class.

INTERNATIONAL BUILDERS' SHOW (IBS) buildersshow.com

Featuring the co-location of the NAHB International Builders' Show and NKBA's Kitchen & Bath Industry Show, the Design & Construction Week will bring together more than 80,000 industry professionals from around the globe. Future show details are February 17-19, 2026 in Orlando Florida and February 2-7, 2027 in Las Vegas

NAHB.ORG

The national site is full a variety of educational opportunities. Live webinars and also replays of past ones are available in topics such as design, sales & marketing, technology and more. Receive educational credits and professional designations through these online courses as well. New members receive their NAHB personal identification number (PIN) approximately 45 days after their membership is approved by the local association Board of Directors. If you need a temporary PIN in the meantime, contact the association's local office. There are also numerous printed documents that you can order for your records as well.

LOCAL MEMBER-TO-MEMBER DISCOUNTS

[Avera Employee Assistance Program](#)

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[North Risk Partners / McKinney Olson Insurance](#)

Group discount on business or personal insurance.
Jeremy DeVries, 605-335-7777,
Jeremy.devries@northriskpartners.com

[Pleasureland RV Center](#)

\$250 discount on the advertised price of enclosed trailers. Bob Deelstra, 605-339-0436
b.deelstra@pleasurelandrv.com

[Security National Bank of SD](#)

\$500 off of an appraisal.
Kaleigh Reid 605-770-1353,
kreid@snbsd.com

[Tiefenthaler Homes - Hegg Realtors](#)

\$1000 Towards closing costs for utilizing our services in buying or selling your home.
Pam Tiefenthaler, 605-351-0341, pam@hegg.com

[VanBuskirk Companies](#)

VanBuskirk Companies will reimburse half of the Parade of Homes registration fee if the home is in a VanBuskirk Companies Neighborhood. Builder must allow VanBuskirk to place marketing materials in the home during the Parade.
Land Development, 605-361-8211

[Wausau Supply](#)

\$2,000 rebate when you purchase 2,000 sq. feet or more of Diamond Kote. Additional 5%, 7%, 10% when adding one to three accent products by Versetta Stone, Cham Cald or Vesta Steel Siding
Matt Sobocinski, 605-351-5876
matthew.sobocinski@dksiding.com

Have a discount you'd like us to promote for you? Contact the association office for details on the Member to Member Discount Program (\$200/year).



PROMOTE YOURSELF & YOUR COMPANY

[MAXIMIZE YOUR ONLINE LISTING \(FREE!\)](#)

Login through our website to add your company logo, social media links, videos, photos and much more so everyone can see all you have to offer when they search for your business in our online membership directory.

[NEWSLETTER, E-NEWS & WEBSITE](#)

These options are incredible advertising opportunities at an affordable rate. Reach your fellow association members by placing an ad in the monthly mailed newsletter (approx. 1,000 copies). Or better yet, reach both the members and the general public by purchasing a banner ad on hbasioxempire.com that's linked right back to your website.

[SPONSORSHIPS](#)

Members are offered the opportunity to further support our local association and increase their company's exposure by sponsoring an event. Sponsorships are available at varying price levels for a variety of events throughout the year.

[MEMBER SPOTLIGHT SOCIAL](#)

For a sponsorship fee, a member can host a free membership social at their place of business (must provide food and drinks but alcohol is optional). Member is promoted in various ways leading up to the event (newsletter, weekly emails, social media, website, etc.).

[AFFILIATE MEMBERSHIPS](#)

Each company gets one name listed for free in the membership directory (printed & online). Each additional representative listed is an Affiliate member (\$50/person annually). These individuals can be added at anytime throughout the year. They also receive a digital copy of the HBA News.

[HOME IDEAS MAGAZINE](#)

The monthly Home Ideas Magazine is part owned by the association and is our official event publication for consumer events. Advertising in this publication is exclusive to members only. All new Builder or Associate members receive a \$370 credit towards an ad (equivalent to a 1/6 page ad).

STAY CONNECTED

[WEEKLY MEMBER-WIDE EMAILS](#)

Government Affairs - This email focuses solely on government affairs while also including building permit stats.

Weekly News - This email includes brief mention of upcoming events, announcements or special requests.

All of your employees are welcome to receive these emails also. Simply contact the office to have them added to the distribution list. Members can unsubscribe from these emails if they would like at anytime as well. You will also receive emails from the state association and the national, to which you can also unsubscribe from separately if you wish to.

[MONTHLY NEWSLETTER](#)

The member printed newsletter is mailed to members eleven times a year (also online in pdf form). Those receiving the newsletter are the Primary contact for the association membership. This publication alerts members to special association projects, meetings and social events. As an added membership benefit, this newsletter includes monthly building permit information to help members gage local housing activity.

[SOCIAL MEDIA](#)

Be sure to follow the association on social media.

[MEMBERSHIP DIRECTORY](#)

"Do Business With a Member" is our internal motto and the best way to do this is to have the latest copy of the annual Membership Directory on hand. All members receive one copy of the directory at the beginning of each year. Additional copies are available at the office for free while supplies last. This directory lists Primary and Affiliate members and contact information can be edited in the "Member Information Center" (MIC) by logging onto www.hbasioxempire.com (contact the office for your login information). The up-to-date membership list can be found online at hbasioxempire.com under "Directory".

[STATE & NATIONAL PUBLICATIONS](#)

The South Dakota Home Builders Association emails all members a newsletter focusing on state-level industry and association activities ranging from legislative news to convention information. The National Association of Home Builders emails members who subscribe to the Nation's Building News that covers all aspects of the housing industry, including national regulatory, technological, and legislative news.

MAKE AN APPEARANCE

UPCOMING ASSOCIATION EVENTS

Fall Parade of Homes VIP Feature Home Bus Tour	Sept 18.....	Association Office
Get to Know Your HBA.....	Sept 25.....	Mitchell Tech
Safety Series: Initial Lead Renovator Certification.....	Sept 30.....	Association Office
Member Celebration.....	Oct 9.....	The District
Spotlight Social: Paradigm Lumber.....	Oct 16.....	Paradigm Lumber
Lunch & Grow The Future of Design.....	Oct. 22.....	Association Office
Safety Series: Forklift/Powered Industrial Truck Training.....	Oct. 28.....	Southeast Tech
Power Breakfast Series / HBASE Annual Meeting.....	Oct. 30.....	CC of Sioux Falls

2025 Consumer Events

Fall Parade Of Homes September 13 - 14 & 20 - 21, 2025
Showcase of Remodeled Homes October 4 & 5, 2025
Sioux Empire Home Show Feb 27 - March 1, 2026

**If you would like to sign up for an event please call 605.361.8322 or email lisa@hbsiouxempire.com **

GET INVOLVED

COMMITTEES

Members have the opportunity to share their talents with their peers while serving on a committee. This is a great way to meet new people and help the association at the same time. These groups are truly what drives the success of the association. From planning major consumer events, to evaluating member services to overseeing government affairs issues, there is a committee for nearly every topic within the association. Most committees meet just once a month for an hour at the association office. Some committees include:

- Events
 - Home Show
 - Legislative
- Local Government Affairs
 - Membership
 - Parade of Homes
- Showcase of Remodeled Homes
 - Workforce Development

VOLUNTEER OPPORTUNITIES

Membership offers a variety of volunteer opportunities regardless of skill or talent. Sign up with the association staff to help at the registration table of a membership meeting, assist in the Home Show set up or help with our yearly Repair Affair. Most volunteer opportunities will be promoted in either the printed newsletter or in the weekly membership emails. Many of these positions are a once-and-done type volunteer duty so there is no long-term commitment required.

THE SILENT SELL OF NETWORKING

Many people choose to join the association to network themselves and/or their businesses. Successful networking is about developing strong interpersonal skills, increasing your brand awareness and discovering hidden possibilities others have to offer. It is a combination of confidence and preparation. It can also help you build your sphere of influence and create valuable connections for you to tap into. Take these networking tips into consideration the next time you attend a membership event.

- Be yourself and if the conversation of business comes up, talk casually in a **non-salesy way** (share information, don't sell it)
 - People like to talk about themselves (that's no secret) so a great way to let someone feel the conversation was of good quality, let them have the spotlight and ask questions about themselves
 - Do NOT sit down during the social hour... this is crucial
 - Keep your head up, shoulders pulled back, make good eye contact, smile and don't cross your arms during a conversation (body language is a very important part of networking)
- Genuinely listen when you are in a conversation and then show you were listening by referring back to that information
 - When first meeting someone, use their name a couple times to create a feeling of familiarity (helps to remember it)
 - Don't rush professional relationships as trust takes time
 - Don't monopolize someone's time... if you're carrying the load of the conversation, wrap it up and move on
 - Have a firm handshake while keeping your right hand free of drinks so it's not wet or cold
 - Know when to end the conversation before it gets too boring or awkward

INDUSTRY RELATED GROUPS

SIoux EMPIRE HOME BUILDERS CARE FOUNDATION

The Sioux Empire Home Builders Care Foundation was established in 2007 as a 501(c)3 charitable, non-profit organization. Their Board of Trustees serve a 3-year term and meet quarterly.



HOME BUILDERS ACADEMY

The Care Foundation partnered with the Harrisburg School District to fund the Home Builders Academy on the Harrisburg High School campus where they're learning the basic skills needed to construct a home by building a home.

SUMMER CONSTRUCTION CAMP

This annual camp held by the Sioux Falls Career and Technical Education (CTE) Academy and Care Foundation is for 7th and 8th graders that are showing an interest in carpentry, construction and woodworking. The camp includes four half days of hands-on activities where they learn about basic safety, hand tool operation, basic skills in the carpentry trade and assist in building projects.

REPAIR AFFAIR

Since 1993, this one day event allows income qualifying homeowners stay in their homes longer. Volunteers donate labor to help make the accessibility and safety related repairs. The Care Foundation helps cover the cost of materials for these projects. Since the program began in 1993, approximately 6,000 volunteer hours have been put towards completing over 275 projects.

WORKFORCE DEVELOPMENT GRANT

This grant provides funding for projects that address a demonstrated need in the home building industry, encourage and attract competent people to a career in the construction trades and create a positive impact on builder workforce issues in the Sioux Empire.

SCHOLARSHIPS

Scholarships are awarded annually to graduating high school seniors and also to those currently attending a college or university. Scholarships benefit students who have applied for acceptance or are currently attending an accredited school and major in a construction-related field.

SIoux EMPIRE FRIENDS OF AFFORDABLE HOUSING (SEFAH)

Our local political action committee is called Sioux Empire Friends of Affordable Housing (SEFAH) while our national one is referred to as BUILD-PAC. Both groups go to great lengths to get to know their elected officials and support those who support housing through campaign contributions. They accept private and corporate donations throughout the year. SEFAH has a stand-alone Board of Trustees and also has its own policies and bylaws. The group meets as needed while it tends to be more often during an election year.



TOP-10 REASONS TO JOIN

The Home Builders Association of the Sioux Empire prides itself on being there for its members and ensuring that their needs are met. Here are the top-10 reasons why you should join the Association today.

For more information or
to apply for membership
visit HBASiouxEmpire.com

1) CONSUMER EVENTS

Gain exposure by participating in the Sioux Empire Home Show™, Parade of Homes™ (Spring & Fall), & Showcase of Remodeled Homes™.

2) MEET & SOCIALIZE

Meet new people and promote your company within the association.

3) GOVERNMENT RELATIONS

Rest easy knowing the association staff is working with public officials to protect your business.

4) MARKETING

Promote your products and services by utilizing the many tools available with your membership.

5) EDUCATION

From OSHA workshops to Lunch & Grows and the POWER Breakfast series, we've got a lineup of exciting educational events throughout the year to help you grow personally and crush your professional goals!

6) PUBLICATIONS

New members get a \$370 credit towards an ad in the Home Ideas Magazine.

7) EXCLUSIVE DISCOUNTS

From discounts for new vehicles, to furniture, you can save big for your home and business.

8) 3-IN-1 MEMBERSHIP

Local - State- National: when you join, you're a member of all three associations.

9) INDUSTRY INFORMATION

From local building permit data, to proposed code changes, the Association keeps you in the loop.

10) COMMUNITY SUPPORT

The association's members have the option to participate in quarterly volunteer opportunities.

Benefits referring to only new members apply to those businesses who have not been association members for at least three years.

Bring a Guest. Build the Future.

HBASE PLUS ONE MEMBERSHIP DRIVE SOCIAL



It's time to grow our network, one connection at a time!

Join us for the HBASE Plus Membership Drive One Social, a casual, come-and-go gathering where current members are encouraged to bring a potential member, someone who works in or supports the home building world. Whether they're a contractor, supplier, designer, lender, or service provider, if they're connected to the building community, we'd love to meet them.

Enjoy a free beverage and appetizers while helping introduce prospective members to the mission, benefits, and opportunities offered through the Home Builders Association. It's a great chance to educate future members on how we support their business, advocate for the industry, and connect professionals across our region.

Event Details:

June 18 | The Tinner's Public House | 4:00 PM – 5:00 PM

June 25 | Barrel House | 4:00 PM – 5:00 PM

Awesome Prizes Up for Grabs:

TOP RECRUITER

*The top recruiter will
score a luxurious
\$250 Prize Package!*

RECRUIT ONE

*Every member who recruits a
new member will be entered
into a drawing to win a
\$150 Prize Package!*

ALL NEW MEMBERS

*Entered into a drawing
for a \$150 Prize Package*

ALL NEW AFFILIATE MEMBERS

*Entered into a drawing
for a Wine Package*

MEMBERSHIP AT A GLANCE

Retention

by the numbers

128,970

National Members

1,995

State Members

1,075

HBASE Members

205

Builder

602

Associate

268

Affiliate

New Members

Advanced Laser Restoration

Alexander Johnson

Avera Employee Assistance Program

Jeremy Ballew

Doyle Landscaping

Kenneth Doyle

Justin Meyer Construction

Justin Meyer

Kota Homes

Chris Jefferis

Lowe's Home Improvement

Rob Storey

Parklane Pool Company

Jaden Miller

Perspective Insurance

Jessica Mulder

Simply Staging

Jessica Mulder

Strategie

Tanna Soukoup

The Move Group

Scott Stearns

Renewals

A & B Business Solutions

A & B Concrete

Ameri/Star Real Estate

American Roofing Supply

Andersen Windows

Austad Homes

Billion GMC

Boulder Creek Custom Homes

Brooks Construction Services

Builder Finance

Callies Home

Cambria

Capstone Homes - South Dakota

City of Hartford

City of Tea

Closing Time Cleaning

Coldwell Banker Empire Realty

Daggett Construction

Deffenbaugh Homes

Denali Drywall

Dennis J. Lewis Homes

Don Dunham III Real Estate

First International Bank & Trust

Four Way Insulation

G & D Harr Construction

Getty Abstract & Title Company

Greenfield Builders

Hartford Building Center

Herman Otten Construction

IBP of South Dakota

J. J. Concrete

Leuthold Plumbing, Heating, Electrical

Longhenry Custom Homes

MidAmerican Energy Company

Midwestern Mechanical

NAI Sioux Falls

Natural Stone Manufacturers

Night Lights Unlimited

Northern Plains Construction

OdeCo

Panther / Ad Arts

Precision Draftworks & Design

REALTOR Association of the Sioux Empire

Sandro's Woodshed/Buffalo Ridge Beamery

Sands Wall Systems

Scott Gilbert Home Construction

Security National Bank of SD

Security Savings Bank

Showplace Cabinetry Design Center

Sierra Construction

Signature Companies

United Rentals

Workplace IT Management

WT Homes

Yellow Jacket Irrigation & Landscaping

10Year Membership

OdeCo

40 Year Membership

Dennis J. Lewis Homes

G&D Harr Construction

Scott Gilbert Home Construction

20Year Membership

A&B Concrete

70 Year Membership

Brooks Construction Services

25 Year Membership

Deffenbaugh Homes

Showplace Cabinetry Design Center

Signature Companies