

Membership Cup Award - 2026 Application
1201 15th Street NW
Washington, DC 20005
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ID: MA23076

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>	Northeast Oregon Home Builders Association
<i>Association Number:</i>	3860
<i>Website:</i>	www.neohba.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 Northeast Oregon Home Builders Association (NEOHBA) membership plan was developed by reviewing proven strategies from high-performing home builder associations, with the Master Builders Association of King & Snohomish Counties (MBAKS) serving as the primary model.

The plan was developed collaboratively by Reed Jassmann (Membership Committee Chair), Shanna Escobedo (Executive Officer), Scott Smith (member) and Angie Sullivan (member), who adapted MBAKS best practices to fit NEOHBA's regional structure and membership needs. The plan was actively integrated into the organization through the 2025 Spring Membership Drive and reinforced through monthly meeting agendas and reporting.

The membership plan is connected to broader HBA goals, including membership growth, increased member engagement, leadership development, and expanded geographic representation. NEOHBA covers five large counties and a plan needed to be developed to boost association presence.

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 goal of the plan was to achieve at least 7% membership growth, while increasing member participation in committees and leadership roles.

Additional goals included:

- Expanding recruitment into outlying counties
- Increasing builder engagement and trade participation
- Awarding at least one travel/IBS incentive

The plan exceeded expectations, achieving 22% growth during the Spring Membership Drive—more than triple the original goal.

This success was driven by:

- Recruitment trips to outlying counties
 - Builder-driven recruitment of trade partners
 - Direct outreach to industry-related businesses
-

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

The membership plan is fully integrated into the association's ongoing operations and programming through:

- Monthly membership reporting and tracking
- Formal introduction and presentations by new members
- Structured monthly meetings with private meeting space, food, and refreshments

- A dedicated 20-minute networking happy hour at the start of each meeting
- A two-phase meeting structure consisting of executive committee business followed by general membership engagement
- Guest presentations, raffles, and interactive elements
- Virtual attendance options to include members from outlying counties

These consistent engagement opportunities reinforce participation and align with best practices for ongoing member involvement.

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 encourages participation across all member categories by focusing on personal engagement and clear value communication. We prefer direct outreach and personal phone calls to prospective members. There is regular encouragement of participation in committees, leadership roles and all members. Other ways the plan encourages the involvement from all members are:

- Regular communication of specific membership benefits
- Inclusive, engaging, and enjoyable meeting environments
- Opportunities for networking and business development

Additionally, the plan supports multiple “on ramps” for involvement, allowing both new and long-term members to engage at various levels through meetings, networking, and leadership opportunities.

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

The plan incorporates short-term membership development initiatives by enrolling in the NAHB Membership Drive, holding monthly networking events, immediate recruitment campaigns and outreach and new member onboarding and early engagement.

The plan incorporates multi-year membership development initiatives through demonstrating long-term ROI through cost-savings programs and benefits, strengthening community involvement (e.g., student-built home program), encouraging member-to-member business relationships and building long-term engagement pipelines and leadership development.

These combined strategies ensure both immediate growth and sustained long-term membership value.

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.):

The plan maintains a strong balance between recruitment and retention by combining proactive outreach with demonstrated member value.

Recruitment Efforts:

- Targeted outreach to builders, trades, and related businesses
- Expansion into outlying counties and underserved markets
- Leveraging builder networks for trade recruitment

Retention Efforts:

- Promoting cost-saving benefits through NEOHBA, OHBA, and NAHB programs
- Encouraging active use of membership discounts and services
- Providing consistent engagement through meetings and networking opportunities

By ensuring members experience measurable return on investment, the plan strengthens renewal rates and long-term retention.

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):

The plan includes and promotes the core benefits of the HBA and the value of the 3-in-1 membership (local, state, and national) through:

- Promotion of exclusive cost-saving programs and industry discounts
- Advocacy at the local, state (OHBA), and national (NAHB) levels
- Access to education, training, and best practices
- Expanded networking opportunities across all levels of membership
- Enhanced industry credibility through NAHB affiliation

These benefits are consistently communicated in our promotion materials, during recruitment, onboarding, and ongoing 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):

This plan and its implementation are worthy of winning the NAHB Cup Award for Outstanding Membership Achievement because of the proven measurable results, strong execution and long-term sustainability.

This plan:

- Exceeded Growth Goals: Achieved 22% growth vs. 7% target
- Proven Strategy: Successfully adapted MBAKS best practices
- Fully Integrated Plan: Embedded membership into all association activities
- High Engagement: Improved meeting structure, networking, and accessibility
- Regional Expansion: Active recruitment in underserved areas
- Sustainable Model: Focused on retention, ROI, and leadership development

Most importantly, this plan is actively implemented and delivering real, measurable results in the Northeast Oregon Home Builders Association. It has strengthened NEOHBA's membership base, engagement levels and overall influence within the housing industry.

Supporting Documents Uploads (PDF or MS-Word Format)

Upload a written membership plan:

NEOHBAMembershipCommitteePlaybook.pdf

<i>Supporting Document #1:</i>	MembershipDriveSPIKEProgram.pdf
<i>Supporting Document #2:</i>	MembershipApplication.pdf
<i>Supporting Document #3:</i>	NEOHBAStaffHandoffImplementationChecklistdocx.pdf
<i>Supporting Document #4:</i>	5CountyCCBActiveLicenses.pdf
<i>Supporting Document #5:</i>	HBAFlyer.pdf

NEOHBA Membership Committee Playbook



Operational Guide for Growth & Retention

2025-2026

Committee Purpose

The Membership Committee is responsible for recruiting new members, retaining existing members, and ensuring value delivery across all five counties.

Annual Responsibilities

- Recruit 6–12 qualified prospects per member annually
- Mentor new members during first 90 days
- Track county-level membership metrics
- Report quarterly to the Board

County Membership Targets

The targets below are realistic examples for a five-county regional HBA and should be adjusted annually by the Board.

A current Oregon CCB license list should be pulled annually. To view the current CCB list [click here](#).

County	Current Members (Est.)	New Members Target	Retention Goal	Growth Strategy
Baker	14	+3	90%	Builder referrals & visibility
Morrow	11	+2	90%	Associate-led recruitment
Umatilla	46	+6	92%	Core events & leadership
Union	18	+3	90%	Rotating events
Wallowa	9	+2	88%	Digital & advocacy focus

NEOHBA Membership Recruiting & Retention Plan

Growth-Oriented Strategy | Five-County Service Area

1. Purpose

The purpose of this plan is to grow, engage, and retain a strong, ethical, and diverse membership.

2. Strategic Membership Goals

- Grow total membership with intentional builder participation in all five counties.
- Increase first-year engagement and long-term retention.
- Expand geographic equity so members in outlying counties receive consistent value.

3. Five-County Service Commitment

NEOHBA serves Baker, Morrow, Umatilla, Union, and Wallowa Counties. All membership strategies and events will reflect our commitment to our five-county service area.

4. Recruitment Strategy – County-Based

Recruitment will be relationship-driven and tracked by county. Membership Committee members will act as county representatives.

5. Engagement & Retention for Outlying Counties

NEOHBA will deliver value to members regardless of distance through hybrid meetings, rotating event location and traveling to those counties.

6. Digital Strategy

Digital tools will amplify in-person relationships. The website, email campaigns, and social media will highlight

7. SWOT Analysis – Growth Focus

Strengths: respected builders, strong bylaws, workforce programs.

Weaknesses: geographic distance, limited staff capacity.

Opportunities: rural advocacy leadership, workforce pipeline, digital engagement.

Threats: economic cycles, member time constraints.

8. Student Built Home Program

The Student Built Home Program is a five-county workforce initiative supporting career pathways for students, member engagement and trade networking.

9. Governance & Accountability

This plan aligns with NEOHBA bylaws. The Membership Committee reports regularly to the Board.

10. 12–24 Month Implementation Roadmap

Phase 1: Strengthen onboarding and committee recruitment.

Phase 2: Expand county outreach and digital engagement.

Implementation Checklist

Membership Strategy Execution

Immediate Actions (0–30 Days)

- Distribute adopted plan
- Schedule Membership Committee orientation
- Load county dashboard template

Ongoing Responsibilities

- Track recruitment and renewals by county
- Support onboarding and mentoring
- Prepare quarterly board reports

Annual Review

- Evaluate growth targets
- Adjust strategy as needed
- Support leadership transition



3-IN-1 MEMBERSHIP



The Northeast Oregon Home Builders Association proudly represents the residential construction industry and related associates in Baker, Morrow, Umatilla, Union and Wallowa counties.

BENEFITS

- Advocacy and representation ✓
- CCB accredited education ✓
- Money saving discounts ✓
- Networking ✓

**JOIN YOUR LOCAL HBA
FOR ONLY \$451 TODAY!**

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www.neohba.com 

(541) 561-6978 



The logo for the Contractors Insurance Program (CIP) is centered at the top. It features the letters "CIP" in a large, bold, dark blue font. Below "CIP" is a small dark blue diamond shape. Underneath the diamond is a horizontal line, and below that, the words "CONTRACTORS" and "INSURANCE PROGRAM" are written in a smaller, dark blue, sans-serif font, stacked vertically. The entire logo is enclosed within a stylized orange outline that resembles a house or a shield.

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Life.
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HBA
REBATES

LONG LIVE HAPPY HOMES[®]

Q2 2026 MEMBER SAVINGS PROGRAM

BUSINESS SAVINGS AT A GLANCE | nahb.org/savings



Building Materials

COMPANY	SAVINGS	PRODUCTS	INFO
	Lowe's Members can save up to 20% online and in store with Exclusive Contract Pricing. LCA credit card holders get up to 5% off purchases plus a monthly 2% statement credit.	Building Materials	https://www.loves.com/hub 877-425-2440

Vehicles

COMPANY	SAVINGS	PRODUCTS	INFO
	Save up to \$500 on select vans, comparable with additional sales incentives offered by Mercedes-Benz dealers	Mercedes	sales@mercedes.com
	Save 10% on Goodyear tires	Goodyear Truck Services	marketing@goodyear.com
	Save \$100 to \$1,000 on trailers, equipment, 5/10 and trucks	Holtain	marketing@holtain.com
	Save up to \$,500 on select vehicles, charitable with additional discounts offered by Kwik-Fit	Kwik-Fit	marketing@kwik-fit.com
	Save \$700 to \$3,000 on Ford F-Series trucks	Ford	marketing@ford.com
	Members can receive a share of their month base payment.	Vehicle-leasing and fleet management	marketing@holman.com

Fuel

COMPANY	SAVINGS	PRODUCTS	INFO
VOYAGER	Voyager	Save on fuel with Voyager card for business. Savings anywhere MasterCard is accepted.	Fuel Savings & Fleet Management webank.com/glossy/corporate-payments/transportation/

Wireless

COMPANY	SAVINGS	PRODUCTS	INFO
 T-MOBILE	Save 12% on wireless. Extended discount to employees with Employee Work-Park contracts.	Cell Phones, Internet, Plans & More	tmbld.org/A-mobile

NAHB Members Saved over
\$40,000,000 last year

Q2 2026 MEMBER SAVINGS PROGRAM

BUSINESS SAVINGS AT A GLANCE | nahb.org/savings



Business Management

	COMPANY	SAVINGS	PRODUCTS	INFO
	 iStock by Getty Images	Instant access to over 100 million of applications, smartphone files, and 3D stock photography. Available anytime through the iStock website.	Applications, stock illustrations and photos from stock by the second	iStockphoto.com
	 Dell Technologies	Up to 40% off Dell Computer servers, electronics and software. Free 7-11 consultations for Dell.	Computers and hardware	dell.com/paid 800-371-6642
	 odp	Up to 15% off digital signage price plus a free Dell Visa gift card. Free 7-11 consultations for Dell.	Digital Signage	odp.com/paid 800-881-8887
	 dell.com/paid	Instant Processing payments at selected Dell locations.	Payment & Hardware	dell.com/paid 800-881-8887
	 Indod	Register to save instant and up to 10% on Dell products. Instantly available.	Job Search and Hiring Resources	indod.com
	 Microsoft	Up to 40% discount on a new purchase of Microsoft Office products. See Microsoft Office 2013.	Microsoft apps	microsoft.com
	 Dell Visa	Save up to 10% on select new purchases of Dell products. See Dell Visa Card Terms and Conditions.	Microsoft apps	microsoft.com
	 Hugoboss	Save up to 10% off on all new purchases of Hugoboss products. See Hugoboss Terms and Conditions.	Accounting and financial management	hugoboss.com/paid
	 iStock by Getty Images	Instant access to over 100 million of applications, smartphone files, and 3D stock photography. Available anytime through the iStock website.	Stocks, Video & Photos	iStockphoto.com
	 UPS	Instant discounts on UPS Store services and on UPS Ground shipping.	Business Shipping	1800storenow.com 800-468-6635
	 TForce	At least 7% off. Less Than Truckload (LTL) shipping only.	Freight Shipping	1800storenow.com 800-468-6635

NAHB Association Discounts

	COMPANY	SAVINGS	PRODUCTS	INFO
    	HABITAT INTERNATIONAL REINFORCING SHOPS	Up to \$200 off show registration. Up to 10 per sq. ft. off exhibit space	Trade Shows	habitatshows.com
	STRUCTURE PRODUCTIONS	Discounts on professional video and insurance products for event venues	Visual Media	structureproductions.com
	NAME CONTRACTS	Up to 10% off contract rates	Legal	namecontracts.com
	HOUSINGECONOMICS	100% off annual subscriptions	Economic & Housing Data	housingeconomics.com
	REALESTATEBOOKS	10% off books. Up to 40% off research	Books	realestatebooks.com
	COLLEGE INFORMATION	Up to 10% off books. Up to 10% off off-price centers	Education	colinfo.org

*Discounts are as of 4/1/2016 & subject to change

Q2 2026 MEMBER SAVINGS PROGRAM

PERSONAL SAVINGS AT A GLANCE | nahb.org/savings

Vehicles

COMPANY	SAVINGS	PRODUCTS	INFO
GOODYEAR	Save 15% on Goodyear Tires	Goodyear Tires & Services	nabib.org/goodyear

Travel & Entertainment

	COMPANY	SAVINGS	PRODUCTS	INFO
	AVIS	Save up to 30% off plus \$100 bonus miles when making a reservation with the Avis Rent a Car Discount (RCD) card.	Rent a Car	www.avis.com 800.333.4263 RCD 101-102-103-104-105
	BUDGET	Save up to 30% off Budget Rent a Car when making a reservation using Budget Rewards Card (BRC) number.	Rent a Car	budget.com 800.527.6299 BRC 101-102-103-104-105
	ENTERPRISE	Enjoy the Best Flying World's Best of special member rates.	Rent a Car	www.enterprise.com Click on "Special Rates" button under the "Special Rates" link.
	HERTZ	Save up to 20% on everyday base rates and additional program benefits with Hertz Gold Plus.	Rent a Car	www.hertz.com
	HILTON REWARDS	Hilton members can save up to 20% on hotel rates and earn 10% bonus points worldwide on more than 200 countries.	Hotels	hilton.com 800.467.2323
	MARRIOTT REWARDS	Up to 20% off on entertainment and shopping.	Travel, Parks, Hotels, Experiences, Water Parks & Golf	marriott.com Click on "Rewards" link 877.274.2323
	SOUTHWEST	Save 100% on a one-month pass to access member-only and exclusive travel and entertainment.	Club Membership	southwest.com Click on "Southwest" link under the "Personalized Service" link.
	SPIRAX SAUER	Get a free four month trial to Spirax's Platform drawing.	Music	www.spirax.com

Health & Wellness

COMPANY	SAVINGS	PRODUCTS	INFO
ACTIVE & FIT DIRECT	Find your perfect gender \$20/month	Fitness Membership	nabli.org/FFO

Electronics & Software

COMPANY	PRODUCTS	INFO
 Dribbble BEST BUY BUSINESS	Instant, exclusive savings—up to 50% off on appliances, smart home tech, and Tech & Geek Gadgets online. Available exclusively through the Dribbble account.	nubly.org/Dribbble
 Dell	Up to 40% off Dell computer servers, electronics & accessories. Free 7 consultation for members.	dell.com/nubly dell.com/2012
 Microsoft Office	Up to 50% discount on a one-time purchase of Microsoft Office or Business 2010, 2013 and Office 365.	nubly.org/microsoft

Finance and Banking

COMPANY	SAVINGS	PRODUCTS	INFO
 SIGNATURE FEDERAL CREDIT UNION	Go branded! This credit card features low rates and great rewards. This nationwide credit union offers members a free checking, personal and	Credit Card	nabf.org/signaturefcu

*Discourts are as of 4/3/2016 & subject to change.