

NAHB Leadership Training Conference Hosting Toolkit



NAHB Leadership Training Conferences

The National Association of Home Builders is pleased to support and partner with State HBAs and Areas to offer leadership training and development opportunities for their members. One way NAHB can support HBAs in this effort is through State or Area Leadership Training Conferences. Each conference is uniquely designed to meet the needs of the hosting HBA through sessions that support the professional development of both member leaders and HBA staff.

Topics across the conferences typically range from running effective meetings, exceptional board transition, recruitment training, workforce development, association shop talks and more.

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Leadership Training Conference Hosting Partnership

NAHB is pleased to offer partnerships with State and Area HBAs to offer Leadership Training Conferences that are tailored to support the needs of their community. Below is a sample hosting partnership that has worked well for previous hosting HBAs. In partnership, the designated Hosting HBA takes the lead for the event while NAHB provides support through content creation, delivery and through supplemental funding. See below for additional details on the suggested partnership.

HBA WILL DO:

PLANNING COMMITTEE / STAKEHOLDERS

NAHB suggests that one designated HBA be:

- Responsible for the budget and any associated event contracts
- Be the main point of contact during event planning

HBA will manage the planning committee. Committee should include approximately:

- 1 designated key HBA stakeholder
 - Executes and pays for Hotel Contracts
 - Executes and pays for Vendor Contracts
- 2 HBA staff
- 1-2 HBA members

NAHB WILL DO:

PLANNING COMMITTEE / STAKEHOLDERS

NAHB will provide staff to sit on committee

HBA WILL DO:

BUDGET

HBA will develop and manage event budget.

For ideas on how to structure the budget and provide sponsorship opportunities, see Sample Budget and Sample Sponsorship Package.

NAHB WILL DO:

NAHB will provide sample budget

NAHB will invest financially in the event by:

- Providing content experts to consult on agenda
- Providing NAHB Session Speakers
- NAHB will waive consultation fees for 2024

NAHB additional investment (select 1):

- Attendee Scholarships
- Event Sponsorship
- Keynote Speaker Sponsorship

HBA WILL DO:

VENUE AND HOTEL

HBA will research and contract event venue and hotel room block

NAHB WILL DO:

NAHB will provide suggested venue needs and room block based on the HBA's event goals

HBA WILL DO:

MARKETING

- Develop marketing materials
- Develop a webpage with event details
- Promote through HBA marketing platforms directly to members and area EOs
- Promote during the NAHB Leadership Meeting Caucus
- Share flyer and event details in NAHB Connect

NAHB WILL DO:

NAHB will promote event via:

- On NAHB.org
- Virtual Town Halls
- To EOs through the What's Up Wednesday and Friday Morning Email

HBA WILL DO:

REGISTRATION

HBA will setup and manage registration

HBA WILL DO:

AGENDA

- Select an event theme if applicable
- Select session topics
- Include a session on the Value of NAHB 3-1 Membership

NAHB WILL DO:

- Provide suggested event format that has worked well for previous hosting HBAs
- Provide suggested session options

HBA WILL DO:

SPEAKERS

- Select and contract keynote speaker
- Suggest speakers for any panels or locally relevant sessions
- Invite selected NAHB Senior Officers through Request Form to participate in the Value of NAHB 3-1 Membership session

NAHB WILL DO:

- Provide NAHB staff speakers and support for two half day's worth of content
- Provide suggestions on keynote speakers if requested

HBA WILL DO:

PLANNING CALLS

HBA will schedule planning calls based on planning timeline

NAHB WILL DO:

NAHB will provide suggested planning timeline

HBA WILL DO:

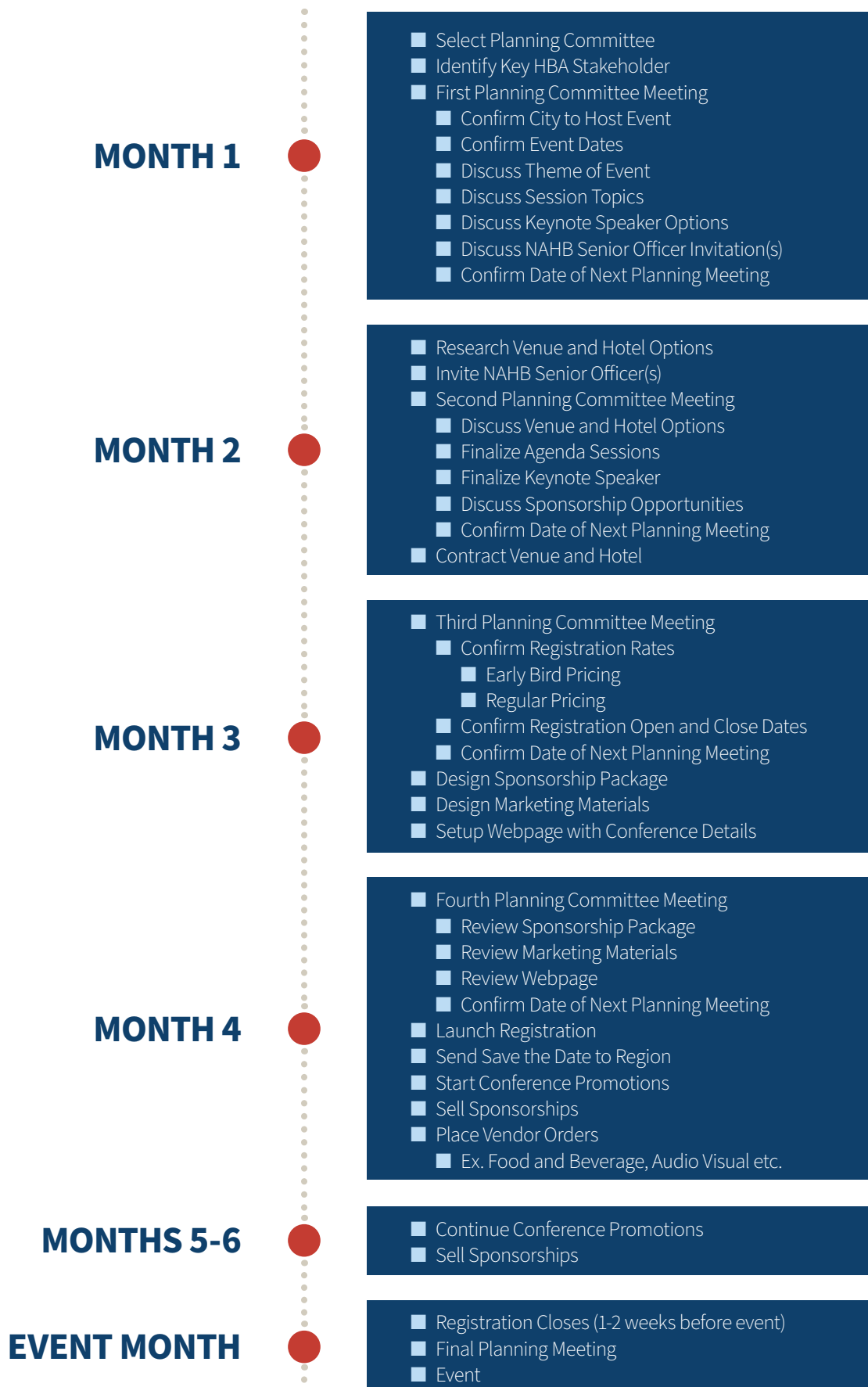
SPONSORSHIPS

Hosting HBA will secure sponsors

NAHB WILL DO:

NAHB Provides Sample Sponsorship Package

NAHB Leadership Training Conference Planning Timeline



Things to Note

How to Schedule a Leadership Training Conference

Interested in discussing how to schedule a Leadership Training Conference? Contact Rachel Branson at rbranson@nahb.org for more information. Please note that conferences will be hosted throughout the year to accommodate NAHB partnering on events with multiple HBAs.

How to Request an NAHB Senior Officer's Attendance

As part of the partnership between the hosting HBA and NAHB, it is suggested that the Senior Officer of your Area's oversight be invited to attend the conference to present the NAHB Value of the 3-1 Membership. Access to the current Senior Officer Oversight Chart and the Senior Officer Request Form can be found [HERE](#).

Who Can Register to Attend

Some hosting HBAs allow members from outside of their area to register for their conference. Do you plan to allow anyone to register and attend the conference, or do you prefer to limit the audience to your more local area?



What to Consider when Selecting a Conference Location

Selecting a city:

- Is the city the event is being held in centralized to the majority of the attendees?
- Are most attendees driving or flying to attend the event? If flying, is the city easily accessible to the airport?

Selecting a venue hosted at a hotel

- Does the hotel have the capacity to host the number of anticipated attendees?
- Does the hotel have enough available guest rooms to support the needed room block?
- Does the hotel have enough space to accommodate the following suggested room setup:
 - Large room for general sessions setup in banquet rounds
 - One – two additional rooms for breakout sessions
 - Space for F&B setup
- What financial requirements does the hotel have for food and beverage minimums?
- What AV support and requirements/restrictions does the hotel have?
- Will anticipated registration revenue cover the contracted event expenses?

For event hosted at the HBA

- Does the HBA have the capacity to host the number of anticipated attendees?
- Does the HBA have enough space to accommodate the following suggested room setup:
 - Large room for general sessions
 - One – two additional rooms for breakout sessions
 - Space for F&B setup
- Is there access to a caterer for food and beverage orders?
- Does the HBA have onsite AV to support the event needs or does outside AV support need to be ordered?
- Is there adequate parking available for attendees?
- Is there a hotel nearby that a guest room block can be setup at?
- How will the attendees get to/from the hotel and the HBA?
- Does transportation need to be ordered?
- Will anticipated registration revenue cover the contracted event expenses?



Sample Leadership Training Content

Below are content options from NAHB that can be customized based on the HBA's overall leadership training goals, sessions can run between 60 – 90 minutes.

Value of NAHB *(included in all Leadership Training Conferences)*

Whether you're hosting a new member orientation, or just want to keep your members up to date on NAHB benefits and recent legislative and regulatory victories, we can help ensure your members understand the value of the 3-in-1 membership.

Art of Networking

Networking is a skill that can be learned, accomplished networkers can always be better and you can plan to be spontaneous. Make your contacts count through targeting your ideal customers and clients. This session will help attendees develop a plan to invest time and money to generate a greater professional network.

Association Shop Talks

Small-group conversations with HBA staff and member volunteers discuss the issues of the day. This session will provide you an opportunity to choose a small group breakout discussion on the topic of your choice. These sessions are intended for association staff and volunteers that are interested in strengthening their association.

Attention on Retention

This session goes over the four pillars of retention: onboarding, structured communication, ambassadorship, and participation. These keys to a successful retention program can boost an HBAs overall retention rate. Engagement is the key focus of this training and can be adapted to fit the needs each individual market and considers how the COVID-19 Pandemic has affected the association.

Avoid Zoom Fatigue

As virtual meetings or hybrid meetings become the norm this webinar will cover techniques and strategies to increase participation and minimize distractions. Video conferences also can require more mental energy than a typical face-to-face meeting so let's gather virtually and avoid the next Zoombie Apocalypse.



Brave Leadership

In times of uncertainty, brave leadership requires the courage to show up and take action when the outcome is out of your control. It means making hard choices to do what is right rather than what is easy. Brave leadership inspires others to rally together toward a noble cause. This session will cover actionable principles of leading with courage based on the research of Dr. Brene Brown.

Choose Sanity Over Stress

Leaders have a lot on their to-do lists and there is no denying we could all use a little escape from our day-to-day stress. To help find some mental peace when the going gets tough, we will share tips to better manage your time, conquer anxiety and implement a healthier lifestyle in and outside of the workplace. This session will focus on how to build a more resilient attitude and implement a practice of gratitude in your daily life.

Crafting Mutually Beneficial Volunteer Opportunities

70% of members never volunteer. A mutually beneficial system is defined as a system in which the volunteer makes a meaningful contribution to the association. Mutually beneficial volunteer activities benefit the volunteer's professional development and credibility as well as providing a benefit to the association. This session will explore ways to get members to raise their hand to volunteer.

Culture by Design

Culture is not something you are — it's something you do and has three parts: beliefs, values, and behaviors. Our webinar will focus how to be intentional in building a better culture at the HBA. Our session will focus on strategies that trigger change, spark collaboration, build trust, and drive a positive HBA culture.

Culture of Membership

Fostering a culture of membership within the association requires engaging our members differently. This session will spark conversation on what HBAs are currently doing to foster a positive culture of membership and an idea share on what items an HBA might want to incorporate to improve the HBA's culture of membership.

Disaster Preparedness

Natural disasters can strike anywhere at any time, most often causing severe damages and disruptions to worksites, homes, and businesses in the blink of an eye. This high-level training, intended for HBA executive leadership and staff, explores and introduces key concepts of disaster preparedness, risk identification, and crisis communications. The focus of this training is to provide practical, real-world examples of ways to prepare the association for the worst-case scenario.



Economics by NAHB Economics Staff

Housing impacts local economies. Our experts provide in-depth economic analysis of the most significant issues and latest trends driving the housing industry.

Exceptional Board Transition

When there are changes to your board, ensuring a smooth transition of the gavel is crucial. This session will help current and future HBA leaders uncover common understanding and commitment to the key components of successful governance. When board turnover happens, a culture shift can happen too. That's why putting the time and effort in getting it right will result in a year spent on mission fulfillment or one spent on more of the same. Get tips to make the change right!

Five Generations @ Work

Today's working environment may be the first to include five different generations collaborating side by side toward a shared vision with a common goal. Each generation has a different viewpoint and expectations for their work environment, which can lead to team misunderstandings and time-consuming conflict, which can be expensive and time-consuming. In this session, we will explore motivational tips to maximize the impact each generation can make toward mission fulfillment.

Good Governance

This session explores the various governance models, general duties of board members, leadership/staff partnership and allows board members to assess themselves. Board member expectations are discussed with an opportunity to explore role and responsibility clarity. This is an interactive session that includes team building activities.

Government Affairs by NAHB Advocacy Staff

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

Leadership Challenge

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

Legal Education by NAHB Legal Staff

Legal education brought directly to your local HBA on topics such as protecting your property rights, how to win the games governments play, and much more.

Membership Drive Training

This in-depth training, intended for HBA staff or volunteer leaders, goes over the key elements to a successful membership drive planning process. It provides tips and time to brainstorm ideas for prospective member lead list management, separating members into teams, creating recruiter prizes, and thinking of new member incentives. We talk through ways of making your drive exciting by giving examples of themes and adding competition.

Membership: Recruit, Retain, Engage

Want the secrets from the top membership drives in the country? Get strategies to boost your association's membership recruitment efforts and explore the best way to welcome new members and create value that turns new members into members for life.

Personalities in the Boardroom

This session is an experiential approach to the Myers-Briggs Type Indicator that will yield greater team cohesion and communication. Through interactive exercises, you'll gain insight from this classic personality inventory in order to gain powerful new insights about yourself in order to achieve the best from your team and yourself.

Power of Emotional Intelligence

Emotional intelligence (EQ) affects important decisions we make every day in the workplace, from expressing opinions and understanding others to managing relationships and solving problems under pressure. Attendees will learn ways to strengthen their EQ skills and hear tips for assessing emotional strengths, building better relationships and making good decisions in the workplace.

Recruitment Training

Explore keys to recruitment success through the work of the recruitment life cycle. Association staff and member leaders will understand the importance of a robust membership culture through data and real-world examples from across the federation. This high-level training uncovers the best way for an association to understand their value proposition, identify prospects, anticipate and overcome objections to joining and integrate new members into the HBA.

Running Effective Meetings

Running effective meetings plays a critical role in the overall operation of the association. As leaders you are responsible for the content, interaction and structure of your meeting. This session will cover the hallmarks of effective meetings, including establishing clear ground rules, preparing proper meeting agendas and strategies to deal with difficult behaviors.

Speak with Confidence

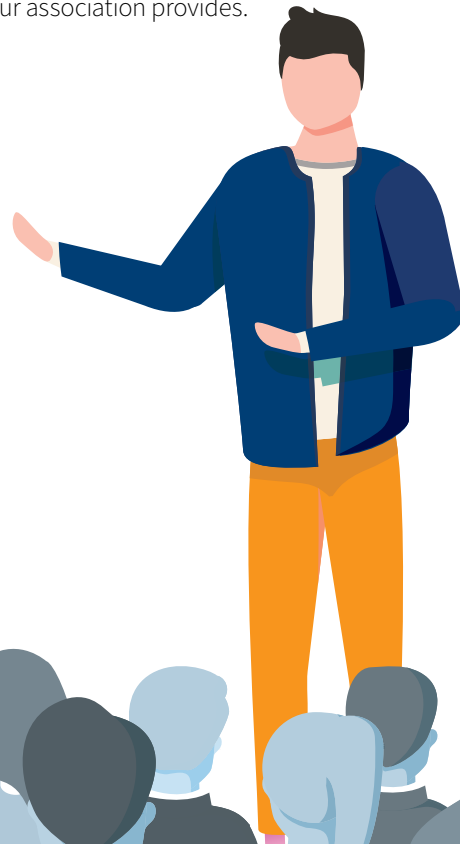
Effectively delivering important messages to audiences large or small is a critical component of any association leadership position. This program will take you through the dos and don'ts of addressing crowds both large and small.

Team Planning (half-day session)

Designed specifically for the Executive Officer and the incoming HBA officer team, this session helps build a solid foundation for an effective, communicative partnerships among the Senior Officer and CEO.

Value Proposition

Communicating the ROI on DUES can be HARD. In this session we help you brainstorm and craft a statement that conveys the 3-in-1 federation value proposition. Highlights will include a discussion of the unique resources your association provides.



Sample Budget

Below is a sample Leadership Training Conference budget. The HBA Key Stakeholder will be responsible for the overall budget and for executing all contracts for the costs associated with the event. For non-dues revenue opportunities to help offset the expenses, please see the Sample Sponsorship Package. You can download an editable version of the budget [HERE](#).

Event Information			
Category	Item	Amount	Total Budgeted Amounts
Expenses			
Printing Booth Costs			
Item 1	Expense	\$1,000	\$1,000.00
Item 2	Expense	\$200	\$1,200.00
Item 3	Expense	\$1,000	\$2,200.00
Item 4	Expense	\$200	\$2,400.00
Item 5	Expense	\$2,000	\$4,400.00
Event Staff			
Item 1	Personnel	\$10	\$4,410.00
Item 2	Contracted Staff	\$20	\$4,430.00
Item 3	Staff	\$40	\$4,470.00
Item 4	Staff	\$5	\$4,520.00
*All staff costs are discretionary and non-essential.			
Grand Total (Printed)			

Sample Sponsorship Package

Below is an example of a sample sponsorship package that can be used to support a Leadership Training Conference. Sponsorships are a great way to help offset the expenses associated with hosting a conference by bringing in non-dues revenue.

Grow your own brand awareness by sponsoring the Leadership Training Conference

Date | Location

Platinum Sponsor (\$1500)

Introduce keynote speaker

Acknowledgement on all signage and in the program

Contact information for all retreat attendees

Gold Sponsor (\$1000)

Introduce session speaker

Acknowledgement on all signage

Acknowledgement in program

Supporting Sponsor (\$500)

Acknowledgement on all signage and marketing materials

Acknowledgement in program

Sample Flyers

Below is an example of a promotional flyer used for a recent leadership training conference. This flyer is a great example of the components that should be included in a conference flyer, including the hosting HBAs and their logos, date and location, main session topics, cost and registration information, and an overview of the conference agenda.



AREA 10

LEADERSHIP CONFERENCE

Hosted by NAHB & Area 10 States

DATE & LOCATION

October 12-13, 2023
Starts Oct. 12 at 1PM and concludes Oct. 13 at 1PM
Crowne Plaza Suites MSP Airport - Mall of America
3 Appletree Square, Bloomington, Minnesota 55425
Hotel Rate and Block: <https://bit.ly/Area10HotelBlock>

TOPICS

Running Effective Meetings	Speak with Confidence
Exceptional Board Transition	Association Shop Talks
Recruitment Training	Workforce Development

COST & RSVP

Event includes a **Networking Reception Thursday evening and breakfast and lunch Friday**
\$175 - Early Bird (ends August 31)
\$195 - Late Registration
RSVP Required:
<https://members.dsmhba.com/events/details/area-10-leadership-conference-28190>



KEYNOTE

Senator Roger Moe
Roger Moe was elected to the Legislature in 1970 and represented Northwestern Minnesota's 2nd Senate District. Moe served until January 2003 and was the longest serving Senate Majority Leader in the history of the state serving in that position for 22 years.
He was the Democratic candidate for Lt. Governor in 1998 and Governor in 2002.
His numerous legislative achievements include the landmark measure streamlining of state higher education through creation of the Minnesota State Colleges and University System (M-State), champion of quality K-12 education and high standards, the Midwest Higher Education Commission, and author of the Environmental Trust Fund.
He presently is a member of the board of trustees for the Minnesota State Colleges and Universities and the Minnesota Board on Aging.

AGENDA OVERVIEW

SS BY SENATOR ROGER MOE

ENGAGE IT

cut-negotiating and live bills. Amassing a e MN Senate, he credits nd great mentors. Through a political titan, he shares bed times during this

BOARD TRANSITION

When the gavel passes your board, ensuring a smooth transition of the gavel is crucial. This session will help current and future HBA leaders uncover common understanding and commitment to the key components of successful governance. When board turnover happens, a culture shift can happen too. That's why putting the time and effort in getting it right will result in a year spent on mission fulfillment or one spent on more of the same. Get tips to make the change right!

NETWORKING RECEPTION

Connect with colleagues from around Area 10 and make plans for dinner with leaders from across Area 10.

10 LEADERSHIP BREAKFAST

Value of 3 - 1 Membership presented by NAHB Board Members including NAHB Senior Officer
Keeping members up to date on local, state and NAHB benefits can help ensure all members understand the value of the 3-in-1 membership. Take time to review the hidden gems of being a member and maximize engagement at all levels.

SPEAK WITH CONFIDENCE

Effectively delivering important messages to audiences large or small is a critical component of any association leadership position. This program will take you through the dos and don'ts of addressing crowds both large and small.

WORKFORCE DEVELOPMENT

Get the tips on how to identify and engage the workforce development champions in your area a great first step in those efforts to outreach to local schools. This session will also allow for an opportunity to learn more about NAHB's partnerships with the Boys & Girls Clubs of America, Skills USA, and the Diversity, Equity, Inclusion and Accessibility (DEIA) Student and Faculty Leadership programs.

LUNCH FEATURING DUNWOODY COLLEGE OF TECHNOLOGY

Learn more about the program and partnership between Area 10 and Dunwoody College of Technology with Heather Gay, Director of Construction Management, Surveying, Civil Engineering, and Business Management at Dunwoody and National Area Chairman Tim Ruth. Several students from Dunwoody will also join us for lunch so bring your questions about the value of working with or starting a local student chapter.

BRAVE LEADERSHIP

Don't leave the Area 10 Leadership Training Conference without a commitment to being a brave leader and continuing your leadership journey.

RUNNING EFFECTIVE MEETINGS

Running effective meetings plays a critical role in the overall operation of the association. As leaders you are responsible for the content, interaction and structure of your meeting. This session will cover the hallmarks of effective meetings, including establishing clear ground rules, preparing proper meeting agendas and strategies to deal with difficult behaviors.

RECRUITMENT TRAINING

Explore keys to recruitment success through the work of the recruitment life cycle. Association staff and member leaders will understand the importance of a robust membership culture through data and real-world examples from across the federation. This high-level training uncovers the best way for an association to understand their value proposition, identify prospects, anticipate and overcome objections to joining and integrate new members into the HBA.

ASSOCIATION SHOP TALKS

Small-group conversations with HBA staff and member volunteers discuss the issues of the day. This session will provide you an opportunity to choose a small group breakout discussion on the topic of your choice. These sessions are intended for association staff and volunteers that are interested in strengthening their association.

