

NAHB Orientation for Leadership

National Housing Center



Wednesday, March 29

- 8:00–8:30 a.m. Breakfast
- 8:30–9:00 a.m. Welcome & Introductions
Alicia Huey, NAHB Chairman of the Board
- 9:00–9:40 a.m. Maintaining a Healthy Association
Donna Franza, Sr. Consultant, HBA Advisory Services
- 9:40–10:00 a.m. The Value of NAHB & Overview
John McGeary, Senior Vice President, Business Development and Brand Strategy
- 10:00–10:30 a.m. HBA Membership Resources & Initiatives
Dave Ashley, Membership Specialist
Rachel MacKenzie, Manager, Net Member Growth
Louise Martin, Director, HBA Membership Growth & Program Activation
- 10:30–10:45 a.m. Break
- 10:45–11:15 a.m. NAHB Economics, Surveys & Local Impact Studies
Danushka Nanayakkara-Skillington, AVP, Forecasting and Analysis
Rose Quint, AVP, Survey Research
- 11:15–11:50 p.m. NAHB Federal Government Affairs/State & Local Government Affairs/BUILD-PAC
Jim Tobin, President and Chief Executive Officer
Lake Coulson, Senior Vice President, Government Affairs & Chief Lobbyist
Karl Eckhart, Vice President, Intergovernmental Affairs
Meghan Everngam, Vice President, BUILD-PAC
- 11:50 –12:45 p.m. Lunch
- Member Leaders depart Housing Center for Capitol Hill Visit.*
- 12:45–4:00 p.m. Capitol Hill Visit
Jim Tobin, President and Chief Executive Officer
- Member Leaders return from Capitol Hill Visit, downtime until Networking Reception.*
- 5:15–6:45 p.m. Networking Reception



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EXPERTISE



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NETWORKING

Thursday, March 30

- 8:30–9:00 a.m. Breakfast
- 9:00–9:30 a.m. NAHB Legal Services
Jim Rizzo, Executive Vice President, Chief Legal Officer & Corporate Secretary
Jeff Augello, AVP, Association Counsel
- 9:30–9:45 a.m. NAHB Regulatory Affairs
Michael Mittelholzer, AVP, Environmental Policy
- 9:45–9:55 a.m. NAHB Housing Finance
Jessica Lynch, Vice President, Housing Finance

Member Leaders move to upstairs conference room for sessions.

- 10:00–11:00 a.m. The Leadership Journey
Alicia Huey, NAHB Chairman of the Board
- 11:00–11:15 a.m. Break
- 11:15–12:10 p.m. How to Advocate for Your HBA
Karl Eckhart, Vice President, Intergovernmental Affairs
- 12:10–1:00 p.m. Lunch with NAHB Senior Staff
- 1:00–2:00 p.m. Leadership Challenge
Donna Franza, Sr. Consultant, HBA Advisory Services
- 2:00–2:10 p.m. Q&A and Event Wrap-up
Rachel Branson, Director, Leadership Training & Development
- 2:15–2:45 p.m. Housing Center Tour (optional)



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