



# EOC Involvement

## Interview with Greg Lane, EO, BIA of Washington

### **What has been your journey to becoming involved with the EOC?**

It began with my predecessor encouraging me to attend EOC meetings and events. What I quickly found was a wealth of knowledge and experience that was an outstanding resource. Not only was that useful as I developed as an EO, but the relationships I've built have been invaluable. As a strong believer in the resource that is the EOC, it was just a natural step to get more involved in the leadership to assist in continuing to improve both the EOC generally and the influence EOs could have specifically on NAHB.

### **What piece of advice would you give to other EOs and HBA staff looking to get more involved within their state and nationally?**

The simple advice is to take the initiative. If your state doesn't have an organized EOC, start one. If you aren't attending AMC or NAHB Leadership Meetings, make the case to your local board to add that expense to your budget. The return on that investment to your local association will pay off.

### **How has leaning into your peer network assisted you at your local or state association?**

While there are certainly differences between various state and local associations in different parts of the country, we struggle with many of the same issues: membership engagement; governance; revenue; stagnation; etc. EOs need to understand that we are not alone and we all don't have to come up with solutions on our own. Sharing ideas and experiences (good and bad) is the power of the EOC and EOs should tap into that resource.

### **How do you keep in touch with other EOs and HBA staff across the country when not onsite?**

Phone and email primarily. In our state, all of the EOs meet monthly, both virtually and in person (3 times each year). But don't hesitate to just pick up the phone and call a fellow EO in your state or region, or a connection you made at AMC. You will find that EOs like to help and support fellow EOs.

## **What has been your favorite moment at an EOC event?**

There are always highlights at every AMC – speakers or networking connections that lead to improvements I can make at my association. For me, the most productive meetings are those with your peers of like-sized associations. Those conversations and close relationships are often the most substantial.