

Monday, October 6

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| 8:00 – 8:30 a.m. | All Breakfast & Check-In |
| 8:30 – 9:00 a.m. | All Welcome & Introductions <i>Buddy Hughes, NAHB Chairman of the Board & Meghan Everngam, Chief of Staff</i> |
| 9:00 – 9:45 a.m. | All Maintaining a Healthy Association <i>Donna Franza, Sr. Consultant, HBA Advisory Services</i> |
| 9:45 – 10:15 a.m. | All HBA Membership Resources & Initiatives <i>Topher McLarty, Sr. Director, HBA Membership, Rachel MacKenzie, Director, Membership, Dave Ashley, Membership Field Specialist</i> |
| 10:15 – 10:30 a.m. | All Break |
| 10:30 – 11:15 a.m. | All Economic Update, Surveys & Local Impact Studies <i>Danushka Nanayakkara-Skillington, AVP, Forecasting & Analysis, Na Zhao, Principal Economist, Rose Quint, AVP, Survey Research & Onnah Dereski, Manager, Economic Services</i> |
| 11:15 a.m. – 12:30 p.m. | Leadership Track Leadership Journey <i>Buddy Hughes, NAHB Chairman of the Board & Bill Owens, NAHB First Vice Chairman</i> |
| 11:15 – 11:20 a.m. | EO Track Stretch Break |
| 11:20 – 11:35 a.m. | EO Track NAHB Communications <i>Anne Baker, VP, Communications & Public Affairs & Anna Briseño, AVP, External Communications</i> |
| 11:35 – 11:55 a.m. | EO Track Member Savings <i>Sharon Salang, Manager, Member Savings Program</i> |
| 11:55 a.m. – 12:30 p.m. | EO Track Workforce Development Initiatives <i>Sarah Weber, Sr. Director, Workforce Development & Student Chapters & Becca Wray, Program Manager, Student Chapters</i> <i>Tracy MacMaster, AVP, Industry & Academic Partnerships, Home Builders Institute (HBI)</i> <i>Karima Simmons, Director of Development & Communications, National Housing Endowment (NHE)</i> |
| 12:30 – 1:00 p.m. | Leadership Track Lunch |
| 12:30 – 1:30 p.m. | EO Track Lunch |
| 1:00 – 4:30 p.m. | Leadership Track Hill Visit <i>Lake Coulson, SVP, Government Affairs & Chief Lobbyist & Scott Meyer, VP, Government Affairs</i> |
| 1:30 – 1:50 p.m. | EO Track Executive Officers Council <i>Anna Gimeno, Director, EOC</i> |
| 1:50 – 2:25 p.m. | EO Track NAHB Legal Resources & Governance <i>Abby Adams, VP, General Counsel</i> |
| 2:25 – 2:40 p.m. | EO Track Break |

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| 2:40 – 3:45 p.m. | EO Track Small Group Speed Dating <i>Ellen Wilson, Director, Community Member Services, Jessica Jones, Sr. Manager, Executive Networking Groups</i> <i>Jonathan Falk, Director, Disaster Operations</i> <i>Farleigh Lichstein, Sr. Director, Education Programs</i> <i>Donna Franza, Sr. Consultant, HBA Advisory Services</i> |
| 3:45 – 4:00 p.m. | EO Track Break |
| 4:00 – 4:30 p.m. | EO Track WMS Hacks to Unlock HBA Membership Data <i>Greg Morrison, Director, Membership Systems & Samantha Davis, Association Operations Field Specialist</i> |
| 5:00 – 7:00 p.m. | All Reception – Dovetail Bar & Restaurant, 1430 Rhode Island Ave NW |

NAHB Orientation | National Housing Center

Tuesday, October 7

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| 8:00 – 8:30 a.m. | All Breakfast |
| 8:30 – 9:00 a.m. | All The Value of NAHB & Overview <i>John McGeary, SVP, Business Development & Growth Strategy</i> |
| 9:00 – 9:45 p.m. | All NAHB Advocacy Team Panel <i>Ken Wingert, Chief Advocacy Officer</i> <i>Lake Coulson, SVP, Government Affairs & Chief Lobbyist</i> <i>Susan Asmus, SVP, Regulatory Affairs</i> <i>Jessica Lynch, VP, Housing Finance</i> <i>Tom Ward, VP, Legal Advocacy</i> |
| 9:45 – 10:30 a.m. | All Networking Activity |
| 10:30 – 10:45 a.m. | All Break |
| 10:45 – 10:55 a.m. | EO Track IBS Marketing <i>Denise Miller, VP, Event Product & Brand Marketing</i> |
| 10:55 – 11:20 a.m. | EO Track Membership Marketing & Social Media Best Practices <i>Lauren Games, Sr. Manager, Membership Marketing</i> |
| 11:20 – 12:00 p.m. | EO Track NAHB Non-Dues Revenue & Sponsorship Workshop <i>Robin Habberley, Director, Business Development & Mike Sutton, Senior Manager, Business Development</i> |
| 10:45 – 12:00 p.m. | Leadership Track Leadership Challenge <i>Donna Franza, Sr. Consultant, HBA Advisory Services</i> |
| 12:00 – 12:45 p.m. | All Lunch |
| 12:45 – 1:45 p.m. | All National Housing Center Tour <i>NAHB Staff</i> |
| 1:45 – 2:45 p.m. | Leadership Track How to Advocate for Your HBA <i>Karl Eckhart, VP, State & Local Government Affairs</i> |
| 1:45 – 2:45 p.m. | EO Track Small Group Speed Dating <i>Hannah Trudeau, Director, Legal & Leadership Operations</i> <i>Rachel Branson, Director, Leadership Training & Development</i> <i>Patricia Potts, Sr. Director, Product Marketing & Diana Quinones Vente, Marketing Coordinator</i> <i>Caroline Fabacher, Sr. Director, HBA Resources & Engagement</i> <i>Samantha Davis, Association Operations Field Specialist</i> |
| 2:45 – 3:00 p.m. | All Break |
| 3:00 – 3:45 p.m. | Leadership Track Taking the Next Steps <i>Rachel Branson, Director, Leadership Training & Development</i> |
| 3:00 – 3:45 p.m. | EO Track Goal Setting and Taking the Next Steps <i>Anna Gimeno, Director, Executive Officers Council</i> |
| 3:50 – 4:00 p.m. | All Closing Comments and Program Ends |