

Membership Cup Award - 2022 Application
1201 15th Street NW
Washington, DC 20005
1-800-368-5242

ID: MA15479

To be considered, Applications must be submitted online.
This document is for reference only.

Membership Cup Award

Contact Information

<i>First Name:</i>	Dawn
<i>Last Name:</i>	Watson
<i>Title:</i>	Executive Officer
<i>Company/Organization:</i>	Bismarck-Mandan HBA
<i>Address 1:</i>	2600 Gateway Ave
<i>City:</i>	Bismarck
<i>State:</i>	ND
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Home Builders Association (HBA) Details

<i>Association Name:</i>	Bismarck-Mandan HBA
<i>Association Number:</i>	3510
<i>Website:</i>	https://www.bmhba.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):

Staffing changes in 2020 led to a new membership plan for 2021. Our new Executive Officer, Dawn Watson, and new Membership Director, Brittney Roehrich implemented goals when they first joined the association and were able to work towards achieving these goals throughout the year together. Our association previously had a Membership Committee, but it had been removed under previous staffing. We relaunched the committee last summer and each committee member are longtime members of the association who are very passionate about the HBA. Our current BMHBA Membership Ambassador is Lori Willson who is also our chair. She is a former BMHBA and NDAB president and has attend numerous NAHB events over the years. Lori is committed to recruitment, understands the importance of retention and is passionate about the member experience. One of our HBA goals was to grow attendance at each event which helps with member retention and their satisfaction with the association. Our attendance number for all events increased in 2021 and we received many compliments from members at each event. We want to continue to grow our events and add new events each year to maximize member retention.

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 goal of the membership plan for 2021 was former and new member growth. Our first hurdle was to connect with recently dropped members to get them back in the HBA. We looked through our 2020 cancellation reports and reached out to each member. This goal was met as most of the members came back. After that, we started the membership committee to have members help reach out to companies that have dropped or new companies that haven't joined. We had a fall membership drive with incentives to encourage our committee to recruit. Throughout the year, we tried to gain brand new members to the association and in total we recruited 51 new members in 2021, not counting the dropped members that rejoined. We also altered our monthly Building Buzz newsletter. We added a Builder and Associate member spotlight each month which highlights the member and gives them a chance to showcase themselves to their peers. New members are included in the newsletter along with event photos, milestone membership anniversaries, spike club members, PWB spotlight, city and state updates, etc. Our publication gets mailed and emailed to our members along with being posted on our social media pages.

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

With each event throughout the year, membership growth is at top of mind. Builder members join to be part of our semi-annual parade of homes. They see the value of membership and stay in the association. In 2021, we decided not to charge our members for the spring and fall mixers which helped grow our attendance numbers.

We also asked our members to bring non-members to the events. Our home show draws in current members and other companies throughout the area that want to join the association and get their product shown. We have gained many new members who want to receive our home show member discount and we talk to them at the show to let them know about other events and the great benefits of the BMHBA to hopefully retain that member. Our annual golf tournament brings awareness of our association to many non-members who golf with members that day. We encourage our board of directors to recruit throughout the year as well. Our annual banquet brings in many members who want to enjoy a night with their fellow peers and be introduced to our new board members and catch up on what's going on in the association.

Explain how the plan encourages the involvement from all members (builders and associates; new and veteran members, etc). (Scoring: Up to 10 points):

Our association started a Professional Women in Building council in late 2020. This council has helped the association grow tremendously. If someone wants to join the PWB, they need to join our association first which has led to member growth including new builder, associate, and affiliate members. Our council has various events throughout the year including a "Master Bedroom Makeover." This gained the attention of the local news and attracted companies that weren't part of the association into wanting to join. We also utilize NAHB's "Do Business with a Member," and some members follow this by only doing business with HBA members. Our board is encouraged to recruit members throughout the year as well as our committees. We have many valuable members that are committed to sharing the benefits they have received to other companies they work with. We encourage our members to host socials and networking events at their companies throughout the year. Many put on these events which we attend to talk to members and potential members. Our membership committee wants to start a "Hard Hat Social" at member companies with a focus on members bringing potential members to the event.

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

With our membership goals, we not only want to grow our membership, but retain our members. Getting a new member to join is much easier than having that member renew year after year. After a new member has joined, we reach out to them right away and they also receive a welcome packet in the mail. We let them know about any upcoming events that they might be interested in attending. We mail and email membership renewals almost three months in advance. They are also sent a reminder during their renewal month. When a member renews, they receive a special "thank you" email immediately. Each month, the previous month's renewals get thanked in a social media post with their business being tagged. We started a Testimonials page on our website last year and members send us their comments on how the BMHBA has benefited them over the years. We are always looking to provide resources and benefits to all our members each year. Monthly, we listen to NAHB's Third Tuesday Townhall which has resulted in numerous ideas being implemented from these webinars. Some ideas were started in the short-term and some have been noted to use for our multi-year plan.

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.):

Our membership plan has an emphasis on a culture of membership. Current members help to gain new members and retain members. We are always keeping our members at the heart of everything we do. We try to create a valuable experience for each of them. We are creating a strong membership because we always have our members at the top of our minds when we create our events and when we host board/committee meetings. One of our future goals is to have a membership executive team to reach out to new members throughout the first year and beyond. Also, this is a goal for existing members as well. We would like to have a new member orientation quarterly, new member picnic/event annually and education for new members within their first week of joining. Our social media presence is strong, and we grew many followers in 2021 which has resulted in more people becoming aware of the association. Our members get notified of our events through email correspondence and social media posts. We create events on our Facebook page for the community to see and share which has resulted in higher attendance at our home shows and semi-annual parade of homes.

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):

Building strong relationships with each member at the BMHBA is what we do. We feel that members will stick around if they are having fun, and they see value in the benefits for them and their companies. When talking to a potential member, we explain the great benefits they receive from membership. When they learn the cost to join, we make sure they understand that they aren't just investing in one association but three associations on the local, state, and national level. Our membership committee created a membership brochure to hand out to potential members when they are doing their recruiting. The membership brochure is attached in step four of the application. We inform potential members about the National Member Savings Program and give examples of how current members have used these savings to their advantage. We encourage our members to participate in NAHB Connect to correspond with their fellow HBA peers. The North Dakota Association of Builders has a great rebate program for builders that many of our members use quarterly which we promote through email correspondence. The association also started the Small Business Growth Partners program last year which we have promoted through social media and email blasts.

Describe why this plan and its implementation is worthy of winning the NAHB Cup Award for Outstanding Membership Achievement. (Scoring: Up to 10 points):

The Bismarck-Mandan Home Builders Association has changed tremendously since 2020. Run by two staff members, both Dawn and Brittney had many uphill battles once they joined the association. The BMHBA could have struggled through COVID-19 but instead we persevered and grew membership along with excitement about the association. Once we both realized that things needed to change quickly, we each started to develop great relationships with members, our board, and committees. Our association started to change for the better and our members noticed. This has helped with both new and former member growth, higher event attendance, and an overall

better opinion of the association. Our Professional Women in Building council assisted in growing our membership as well. We have a great group of women leading this council and they all want to help each other while also making the association better. Our annualized retention rate on December 31, 2021, was 92.0%. The Bismarck-Mandan Home Builders Association is proud to be a nominee in the 2021 NAHB Membership Cup Awards and we are thankful for this opportunity.

Supporting Documents Uploads (PDF or MS-Word Format)

<i>Upload a written membership plan:</i>	2022MembershipCup-BMHBAWrittenMembershipPlan.pdf
<i>Supporting Document #1:</i>	BMHBAMembershipBrochure002.pdf
<i>Supporting Document #2:</i>	1Advocacy.pdf
<i>Supporting Document #3:</i>	2Expertise.pdf
<i>Supporting Document #4:</i>	3Education.pdf
<i>Supporting Document #5:</i>	4Networking.pdf
<i>Supporting Document #6:</i>	NewMemberWelcomeLetter.pdf



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2021 BISMARCK-MANDAN HOME BUILDERS ASSOCIATION MEMBERSHIP PLAN

Staffing changes in 2020 led to a new membership plan for 2021. I am the new Executive Officer, Dawn Watson, and my new Membership Director is Brittney Roehrich. We implemented new goals when we first joined the association and were able to work towards achieving these goals throughout the year together.

Our membership plan has an emphasis on a culture of membership. Current members help to gain new members and retain members. We are always keeping our members at the heart of everything we do, and we try to create a valuable experience for each of them. We are creating a strong membership because we always have our members at the top of our minds when we create our events and when we host board or committee meetings.

We are always looking to provide resources and benefits to our members each year. Building strong relationships with each member at the BMHBA is what we do. We feel that members will stick around if they are having fun, and they see value in the benefits for them and their companies. With our membership goals, we not only want to grow our membership, but retain our members. Getting a new member to join is much easier than having that member renew year after year.

When talking to a potential member, we explain the great benefits they receive from membership. When they learn the cost to join, we make sure they understand that they aren't just investing in one association but three associations on the local, state, and national level.

The Bismarck-Mandan Home Builders Association has changed tremendously since 2020. We are only have two staff members, both myself and Brittney. We have had many uphill battles once we joined the association. The BMHBA could have struggled through COVID-19 but instead we persevered and grew membership along with excitement about the association.

Once we both realized that things needed to change quickly, we each started to develop great relationships with members, our board, and committees. Our association started to change for the better and our members noticed. This has helped with both new and former member growth, higher event attendance, and an overall better opinion of the association.

Our annualized retention rate on December 31, 2021, was 92.0%. The Bismarck-Mandan Home Builders Association is proud to be a nominee in the 2021 NAHB Membership Cup Awards and we are thankful for this opportunity.





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MEMBERSHIP COMMITTEE

Our association previously had a Membership Committee, but it had been removed under previous staffing. We relaunched the committee last summer and each committee member are longtime members of the association who are very passionate about the HBA.

Our current NAHB Membership Ambassador for our association is Lori Willson who is also our chair. She is a former BMHBA and NDAB president and has attended numerous NAHB events over the years. Lori is committed to recruitment; she understands the importance of retention and is passionate about the member experience.

We had a fall membership drive with incentives to encourage our committee to recruit. The committee created a membership brochure to hand out to potential members when they are doing their recruiting. The membership brochure is attached in step four of the application. Our membership committee wants to start a “Hard Hat Social” at member companies with a focus on members bringing potential members to the event.

DROPPED MEMBERS

The first goal of the membership plan for 2021 was former and new member growth. Our first hurdle was to connect with recently dropped members to get them back in the HBA. We looked through our 2020 cancellation reports and reached out to each member. This goal was met as most of the members came back.

Our board is encouraged to recruit members throughout the year as well as our committees. We have many valuable members that are committed to sharing the benefits they have received to other companies they work with.

NEW MEMBERS

Throughout the year, we tried to gain brand new members to the association and in total we recruited 51 new members in 2021, not counting the dropped members that rejoined.

After a new member has joined, we reach out to them right away and they also receive a welcome packet in the mail. We let them know about any upcoming events that they might be interested in attending.

Each new member is highlighted on social media the month after they join, and their business is tagged in the posts. They are also featured in our monthly Building Buzz newsletter.





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We mail and email membership renewals almost three months in advance. They are also sent a reminder during their renewal month. When a member renews, they receive a special “thank you” email immediately. Each month, the previous month’s renewals get thanked in a social media post with their business being tagged.

One of our future goals is to have a membership executive team to reach out to new members throughout the first year and beyond. Also, this is a goal for existing members as well. We would like to have a new member orientation quarterly, new member picnic/event annually and an education session for new members within their first week of joining.

PROFESSIONAL WOMEN IN BUILDING COUNCIL

Our association started a Professional Women in Building council in late 2020. This council has helped the association grow tremendously. If someone wants to join the PWB, they need to join our association first which has led to member growth including new builder, associate, and affiliate members.

Our council has various events throughout the year including a “Master Bedroom Makeover.” This gained the attention of the local news and attracted companies that weren’t part of the association into wanting to join. We have a great group of women leading this council and they all want to help each other while also making the association better.

Our PWB has also been reading “The House that She Built” to children at the local library to help gain excitement for future careers in the trades.

We want to thank our local Professional Women in Building council for helping us with our member recruitment. They are a huge part of our nomination.

EVENTS

One of our HBA goals was to grow attendance at each event which helps with member retention and their satisfaction with the association. Our attendance number for all events increased in 2021 and we received many compliments from members at each event. We want to continue to grow our events and add new events each year to maximize member retention. With each event throughout the year, membership growth is at top of mind.

Builder members join to be part of our semi-annual parade of homes. They see the value of membership and stay in the association. In 2021, we decided not to charge our members for the spring and fall mixers which helped grow our attendance numbers. Both events are sponsored. We also asked our members to bring non-members to the events.





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Our home show draws in current members and other companies throughout the area that want to join the association and get their product shown. We have gained many new members who want to receive our home show member discount and we talk to them at the show to let them know about other events and the great benefits of the BMHBA to hopefully retain that member.

Our annual golf tournament and clay shoot bring awareness of our association to many non-members who golf or shoot with members on those days. Our annual banquet brings in many members who want to enjoy a night with their fellow peers and be introduced to our new board members and catch up on what's going on in the association.

We encourage our members to host socials and networking events at their companies throughout the year. We attend to talk to members and potential members.

At each event we have a raffle or some type of drawing that gives each member a chance to win a small or big prize. This has attracted more members to our events. Our members get notified of our events through email correspondence and social media posts.

SOCIAL MEDIA

Our social media presence is strong, and we grew many followers in 2021 which has resulted in more people becoming aware of the association.

We create events on our Facebook page for the community to see and share which has resulted in higher attendance at our home shows and semi-annual parade of homes.

We started unique social media posts last year that have a different theme which are posted at the same time each month. Each member who has a milestone membership anniversary that month (10 years, 20 years, etc.) gets their business tagged in a special post which usually is shared by that member. New members from the previous month get highlighted along with members who renewed the previous month.

Before each event we have a "Blast from the Past" post which includes photos from previous years of members at that event. This has received great feedback from our membership as they all enjoy reminiscing about past events.

We also highlight member job openings, our PWB council, city updates, BMHBA events, state events and benefits, IBS, NAHB savings and articles, etc.





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BENEFITS

We utilize NAHB's "Do Business with a Member," and some members follow this by only doing business with HBA members.

We inform potential members about the National Member Savings Program and give examples of how current members have used these savings to their advantage. We encourage our members to participate in NAHB Connect to correspond with their fellow HBA peers.

The North Dakota Association of Builders has a great rebate program for builders that many of our members use quarterly which we promote through email correspondence. The association also started the Small Business Growth Partners program last year which we have promoted through social media and email blasts.

BUILDING BUZZ NEWSLETTER

We have a monthly Building Buzz newsletter which was altered in 2021. We added a Builder and Associate member spotlight each month which highlights the member and gives them a chance to showcase their company to their peers. New members are included in the newsletter along with event photos, milestone membership anniversaries, spike club members, PWB spotlight, city, and state updates, etc. Our publication gets mailed and emailed to our members along with being posted on our social media pages.

WEBSITE

We started a Testimonials page on our website last year and members send us their comments on how the BMHBA has benefited them over the years. We are always looking to provide resources and benefits to all our members each year. Our website has an easy to use "Join Now" application for all potential members. We also show our Benefits, Events, Member Directory, Building Buzz digital archive, member login to pay bills & update their directory pages, list of board members, committees, PWB, & staff, membership information, job postings, etc.

COMMUNITY

Each year, our HBA gives back to the community through various events and scholarships. The Professional Women in Building Council along with the HBA sponsors the United Way Backpack program for one week and purchases the food and stuffs the backpacks.





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The PWB also helps with our local Rebuilding Together program and volunteers their time to help work on local houses. We give a portion of our ticket sales to a different charity at each of our Parade of Homes. Each year we give scholarships to three Bismarck State College Carpentry students, and they are presented their check at our Annual Banquet.

BIRTHDAY CLUB

In late 2021, we started the BMHBA Birthday Club. We sent email correspondence, posted on social media, and included this new club in our monthly Building Buzz newsletter to bring awareness to this new member program. Members have a chance to email us their birthdays if they want to. They receive a special email the day of their birthday and they are entered into a monthly drawing. The winner each month receives a dozen donuts delivered to their office. We take a photo of them at their company and post on all our social media pages, along with tagging their business. Many of these members have shared these posts to their own business pages which non-members see and become aware of another fun incentive of the HBA.

EDUCATION

Monthly, we listen to NAHB's Third Tuesday Townhall which has resulted in numerous ideas being implemented from these webinars. Some ideas were started in the short-term and some have been noted to use for our multi-year plan.

The BMHBA hosts various educational events throughout the year which is another incentive we note to a potential member. We host Lunch & Learns and reach out to various companies to speak at these events and they also reach out to our association to send out event information on their behalf.



B I S M A R C K -
M A N D A N
H O M E B U I L D E R S
A S S O C I A T I O N



Get in touch

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*Proud to promote
the growing building industry
in Bismarck-Mandan
and the surrounding communities.*

ABOUT BMHBA

THE BMHBA BRINGS TOGETHER THE MAJOR PLAYERS IN THE BISMARCK AREA HOUSING INDUSTRY. OUR MEMBERSHIP INCLUDES BUILDERS, CONTRACTORS, REMODELERS, DEVELOPERS, MARKETING EXPERTS, AND OTHER INDUSTRY ASSOCIATES.

WHY SHOULD I JOIN?

ASSOCIATION

NETWORKING EVENTS ALLOW BUILDERS, TRADES AND INDUSTRY RELATED COMPANIES TO COME TOGETHER TO DISCUSS BEST PRACTICES AND LEARN FROM EACH OTHER

ACTION

THE ASSOCIATION IS INVOLVED IN MAKING OUR COMMUNITIES BETTER PLACES TO LIVE, THROUGH SUPPORTING AND ORGANIZING COMMUNITY OUTREACH PROGRAMS

ACCESS

EDUCATIONAL SEMINARS, PANEL DISCUSSIONS AND CONTINUING EDUCATION COURSES ARE ALL AVAILABLE THROUGH OUR ASSOCIATION

ADVERTISING

ANNUAL EVENTS LIKE THE PARADE OF HOMES AND HOME SHOW BRING PUBLIC AWARENESS TO THE NEW HOME INDUSTRY

3 - I N - 1

M E M B E R S H I P



N A H B

NATIONAL ASSOCIATION OF HOME BUILDERS

K N O W L E D G E

N E T W O R K I N G

A D V O C A C Y

E X P E R T I S E

S A V I N G S

N D A B

NORTH DAKOTA ASSOCIATION OF BUILDERS

M E M B E R R E B A T E P R O G R A M

B U S I N E S S G R O W T H

P A R T N E R S



ADVOCACY

[NDAB-PAC](#) is the North Dakota Association of Builder's Political Action Committee. It is a non-partisan political action committee, which provides support for candidates who are friends of the building industry.

You alone can't influence the Legislature or Congress on issues that can devastate your business. NDAB-PAC is your front line of defense. It monitors legislative issues and works to protect and promote the building industry. By pooling contributions from NDAB members, NDAB-PAC is able to help elect legislators who understand and support the issues and concerns of builders and associate members.

Additionally, NAHB fights for its members on Capitol Hill, in state houses and in the communities where they do business. [BUILD-PAC](#) is the political action committee that works to pool resources to tackle national issues. Their advocacy efforts include educating policymakers and the Administration, building successful coalitions, and mobilizing NAHB's grassroots on a range





EXPERTISE

Your national association is comprised of many unique staff members. If you have legal questions, NAHB can assist you with that. If you have a building technicality question, NAHB has someone who can answer your question. If you would like insight into the future of the economy, there's a staff member at NAHB who specializes in that area. Being a member of the BMHBA guarantees access to people who are eager to help you.

To view NAHB's economic forecasts:

<https://www.nahb.org/NAHB-Community/Member-Benefits/Expertise/Research-and-Analysis>

To learn more about NAHB's legal support:

<https://www.nahb.org/NAHB-Community/Member-Benefits/Expertise/Legal-Support>





EDUCATION

The BMHBA along with NAHB offers educational courses and seminars especially tailored for your needs as a building professional. These programs focus on practical training for newcomers and veterans alike, with lots of ideas and strategies you can use every day to improve your business and advance your career.

View hundreds of courses available to you:

<https://www.nahb.org/Education-and-Events/Education/Course-Overviews-Search>

Additionally, the BMHBA provides lunch-hour trainings and education sessions throughout the year. To view upcoming sessions, visit [BMHBA.com/Events](https://www.bmhba.com/Events).





NETWORKING

Networking is a key component to the success of your business. Developing connections in your industry is an important skill that can advance your career as well as benefit your business. The BMHBA hosts multiple events throughout the year that encourage networking and making connections. Visit [BMHBA.com/Events](https://www.bmhba.com/Events) for more info.

If you're looking for the ultimate networking experience, consider visiting the International Builders Show. The Builders' Show brings together more than 1,400 top manufacturers and suppliers from around the globe in 600,000 net square feet of exhibit space, showcasing the latest and most in-demand products and services.

Whether you're a new business or have been working in the industry for 20 years, building relationships is pertinent.





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"Professionals building our community through promotion of home ownership, education and legislation since 1958"

Board of Directors:

PRESIDENT

Jamie Schmidt
Investcore, Inc.

1ST VICE PRESIDENT

Joe Hillerson
Boulder Homes

2ND VICE PRESIDENT

Amy Larsen
Apex Builders

SECRETARY/TREASURER

Lori Willson
Northern Plains Plumbing & Heating

PAST PRESIDENT

Greg Meidinger
Aspire Homes, Inc.

Bill Schmid

Townsquare Media

McKenzie Lawler

Dakota OutdoorScapes

Joe Vetter

Joe Vetter Construction

Vicki Moran

Hallmark Homes, Inc.

Ron Stotz

CAVES

Joshua Jacobchick

JSJ Construction

Andrew Meldahl

Pinnacle Homes and Design

Association Staff:

Dawn Watson
Executive Officer

Brittney Roehrich
Membership Director



MONTH DAY, YEAR

FIRST NAME LAST NAME

COMPANY NAME

ADDRESS

CITY, STATE ZIP CODE

Dear **FIRST NAME**,

Welcome to the Bismarck-Mandan Home Builders Association and thank you for signing up as a member. We hope you find great benefit for you and your company by joining the association.

In your "Welcome Packet" we have included brochures with more information about membership and the type of membership that you signed up for.

Discover the Value of Membership

- Advocacy
- Savings
- Expertise
- Knowledge
- Networking

We encourage members to attend our events throughout the year and network with others in the building industry. Our 2022 event calendar is enclosed.

We look forward to meeting you in the future and we are excited to have you as a member of the association.

If you have any questions about membership, please reach out to us.

Respectfully,

Brittney Roehrich
Membership Director
brittney@bmhba.com