Membership Cup Award - 2025 Application 1201 15th Street NW Washington, DC 20005 1-800-368-5242

ID: MA21617

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

### Membership Cup Award

#### **Contact Information**

First Name:	Mark
Last Name:	Freidline
Title:	Executive Officer
Company/Organization:	Flathead Building Assoc.
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Home Builders Association (HBA) Details	
Association Name:	Flathead Building Assoc.
Association Number:	2790
Website:	https://www.buildingflathead.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):

Our membership plan was developed through collaboration and input from board members, committee chairs, and active members. We also incorporated ideas gained from networking with other local EO's at state board meetings and national peers during the Association Management Conference and NAHB Spring Orientation. These interactions provided new approaches, such as affinity groups and innovative new programming, that were integrated into our recruitment and retention plan.

The plan aligns directly with our broader FBA goals—fostering meaningful member relationships, expanding educational offerings, increasing engagement, and retaining members. Initiatives like the Young Professionals pilot program and Professional Women in Building Council were a huge success for us, not only supported our recruitment but also strengthen the leadership pipeline.

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 goals of the membership plan were to attract new members, engage existing ones, and retain long-term membership within the FBA. Specifically, it aimed to build stronger personal connections, increase participation through new programs, offer valuable educational and networking opportunities, and demonstrate the value of membership.

These goals were successfully met. FBA membership grew by 113.3% in 2024 and saw a 30% increase in early 2025, surpassing 500 members. Retention also improved significantly, rising from 83% in 2023 to 94.6% in 2024. Member engagement increased across all events and committee involvement grew by 140%.

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

Our membership plan was fully integrated into the FBA's activities, reinforcing our overall mission and strategic goals. Educational workshops, networking events, and community programs were designed not only to provide value but also to support member engagement and retention.

A key component of the plan was the integration of our new association management software, GrowthZone. Although a tremendous amount of work on the front end, our new software enhanced member communication, event registration, and engagement across all activities, supporting increased member participation. Additionally, several of our new member recognition programs and contests like the free IBS Show giveaway to a new YP members and rolling out the FBA Member Cup offered opportunities for new member involvement.

Explain how the plan encourages the involvement from all members (builders and

In our membership plan, we really tried to focus on involvement from all members—builders, associates, new member, and veterans—by offering diverse programming tailored to different needs and interests.

For new members, our plan included quarterly new member breakfasts and one-on-one welcome meetings that made it easy for new members to connect, ask questions, and get involved early. Veteran members benefited from completely new and more robust educational offerings like our Contracts for Contractors workshop, our full day Estimating Workshop with the Western Building Material Association and offering of a NAHB Campaign School.

Builders benefited from expanded safety trainings like OSHA 10 and our Compliance to Culture half day safety workshop. The FBA also brough back the Parade of Homes in 2024 after a four-year hiatus. Associate members benefitted from the FBA tripling our networking opportunities with new YP & PWB events as well as expanding vendor opportunities at the Home & Garden Show by incorporating an additional 17,000 sq. ft. building. Overall, our plan ensured that every member, regardless of role or tenure, had multiple ways to participate, contribute, and feel valued within the association.

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

Our membership plan works to balance short-term gains with long-term growth by combining immediate engagement strategies with multi-year development initiatives. In the short term, our plan focused on one-on-one outreach, new member breakfasts, and referral incentives to quickly attract and integrate new members. New programs like Builders & Brews and Putt Putt Palooza helped to boost community visibility and participation.

For long-term development, our plan invests in infrastructure and leadership pipelines. The launch of affinity groups like the Young Professionals and PWB, which were designed to foster ongoing engagement and future leadership. The adoption and implementation of GrowthZone also enables increased communication, private member forums, and long-term tracking of engagement.

Annual surveys will ensure the plan evolves with member needs. It is our hope that these strategies will create a strong foundation for sustainable membership growth and retention.

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.):

We believe our membership plan offers a well-balanced approach by giving weight to both recruitment and retention efforts. On the recruitment side, it uses strategies like discounted Young Professional memberships, referral incentives, and social media campaigns to attract new members. New partnerships with local schools, businesses, and associations like local chambers and Job Service Montana further expand outreach to new potential members. Our plan also prioritizes retention through personalized engagement, such as one-on-one meetings, job site visits, and member feedback from events. Long-term value is delivered through expanded educational workshops, increased networking opportunities, and recognition programs like the FBA Member Cup. Additionally, both the Young Professionals and PWB groups are also having a significant impact on the involvement of new and veteran members.

We feel our new plan helps to ensure new FBA members feel welcomed while giving existing FBA members clear reasons to stay connected and renew year after year.

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):

Our plan has focused on the benefits of the 3-in-1 membership by integrating offerings from all levels into our programming.

At the state level, we market and support the free monthly safety trainings offered by MBIA such as Forklift Operator Certification, MEWP Operator Certification, Basic CPR/First Aid Certification, and Scaffold User, Fall Protection, Stairs & Ladders. We also promote and support MBIA job site visits in partnership with the Montana Building Industry Association (MBIA), ensuring members benefit from statewide resources and industry support.

Our plan incorporates events like our YP Bingo & Triva night and PWB Gatsby Night to highlight the NAHB and to increase awareness and promotes national tools, discounts, and educational content. We also engaged NAHB staff members Rachel Mackenzie and Karl Eckhart in the past year to come to Montana and offer education workshops to our members including "Building Success with AI: Boosting Productivity and Innovation in Home Building" and NAHB Campaign School.

By weaving these elements into regular programming, our plan ensures members understand and utilize the full value of their 3-in-1 membership, enhancing engagement and satisfaction across all levels of the association.

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

We believe our plan is worthy of the NAHB Cup Award for Outstanding Membership Achievement because it delivers measurable results through innovative, inclusive, and strategic initiatives. In just one year, the FBA increased membership by over 113%, boosted retention from 83% to 94.6%, and expanded attendance in almost every area of programming (please see pages 3-4 of our membership and recruitment plan for more Key Performance Indicators). These outcomes demonstrate our plan's effectiveness in attracting, engaging, and retaining members at every stage.

Our plan has fostered a strong and connected local membership while also promoting the benefits and educational opportunities through the MBIA and NAHB. We hope that our strategies, exceptional growth, and community-building efforts made locally could be a model for others and we would love to share our recruitment and retention ideas with other HBA's across the country.

### Supporting Documents Uploads (PDF or MS-Word Format)

Upload a written membership plan:	AttractEngageRetain.pdf
Supporting Document #1:	Programmingexamples.pdf





## 3:00-7:00 PM 10 APRIL 2025 EXPO BUILDING – FLATHEAD FAIRGROUNDS

Putt your skills to the test at the FBA's 1st Annual Putt Putt Palooza!

Whether you're a mini-golf pro, a creative course architect, or just in it to win it, this event is your chance to network, show off your business, and have a ridiculously good time. Sign up now, because humbling fellow FBA members in public is priceless.











# 1. BUILD A HOLE

### If you can build a house, you can build a hole (we hope).

If you build it, they will come. Create a one-of-a-kind mini-golf hole that screams creativity and showcases your business. **Bragging rights included.** 

\*Must be portable (2hr set-up) \*NO Rings of Fire or Pyrotechnics, yes, I'm talking to **YOU** Big Cedar Construction. \*Contained water is OK



2. SPONSOR

Because nothing builds brand recognition like grown adults screaming your name in frustration. Get your brand front and center with **logo placement** on materials & signage, **announcements**, and an assigned hole to provide (drinking) games and snacks. Better yet, sign up for the **BUILD & SPONSOR** option to make it as wild as your heart desires (or Mark will allow).



# **3. MAKE A TEAM**

The best way to strain friendships without Monopoly mini-golf. Putt up or shut up. Grab three friends and find out which one of you is the real weak link. Compete for fabulous prizes, including top scoring, worst scoring, and best-dressed teams. Victory goes to the best cheater— or the worst scorekeeper.

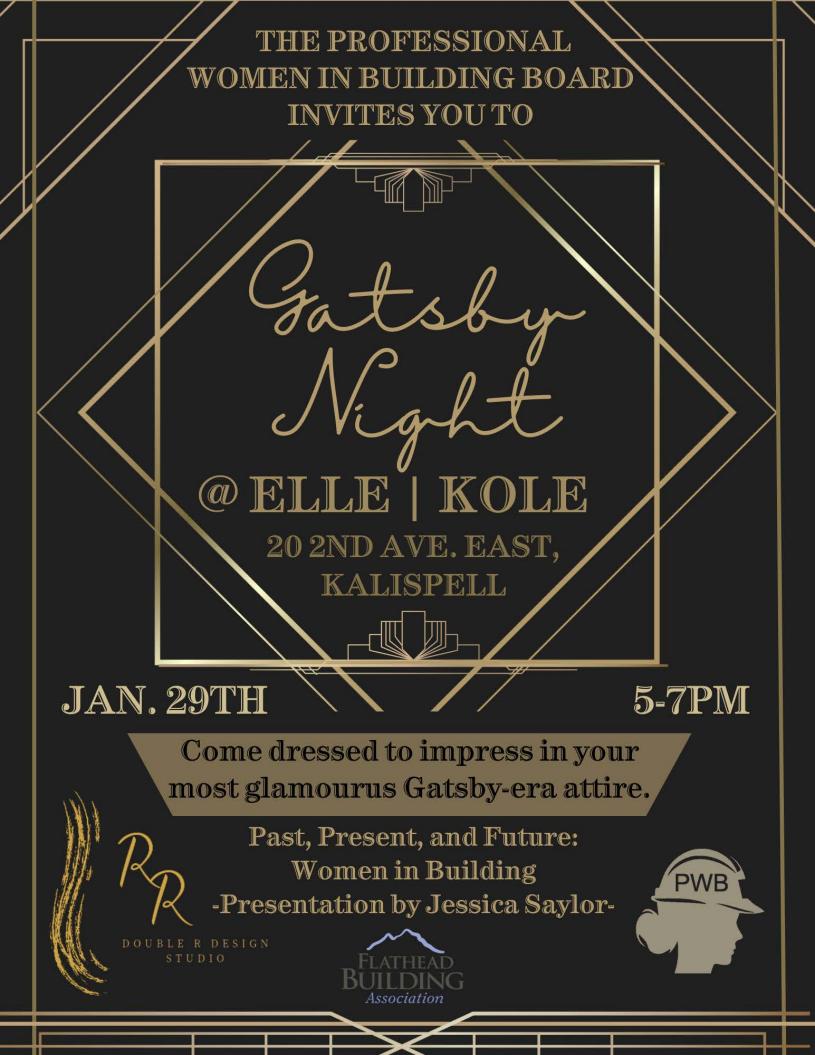


# Support Professional Women in Building

BREAK

Join us for Pint Night at biasbrewing **October 24th, 5pm-8pm**, and for every pint purchase, \$1 goes towards our new organization! Our goal is to encourage, educate, and provide professional growth in the building industry.





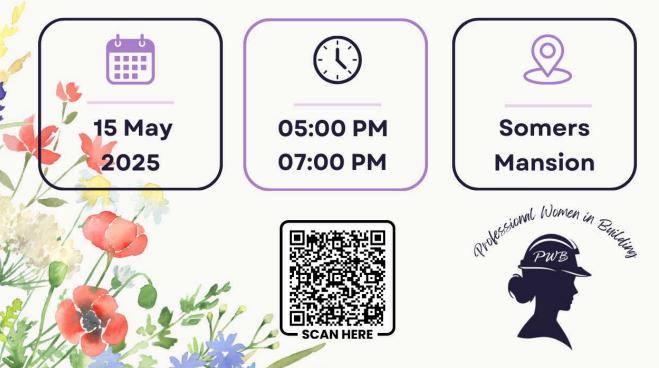




Whitefish Wealth Managemen DA Davidson

# SPRING CLEANING YOUR FINANCES

Join the Professional Women in Building for an Empowering Workshop Featuring Insights on Budgeting, Debt Management, and Smart Investing to Refresh your Financial Outlook.





# JOIN US ON THURSDAY, JAN 23

FLATHEAD BUILDING ASSOCIATION

# **PROFESSIONALS NETWORKING EVENT**

at MarshMcLennan | 165 Timberwolf Pkwy, Kalispell

# FROM 5 - 7 PM Free Food & Drinks Free Professional Headshots





HOSTED BY YOUNG PROFESSIONALS & PROFESSIONAL WOMEN IN BUILDING



THURSDAY JUNE 5TH

SUNRIFT BEER CO. KALISPELL

RACE STARTS AT 04.00 PM Afterparty Back @ Sunrift

INTRIGUING CLUES, HIDDEN TREASURES. RACE TO DISCOVER PWB & YP OWNED BUSINESSES IN DOWNTOWN KALISPELL!

**TEAMS OF 4 - SPACE LIMITED, REGISTER BELOW!** 







# CONTRACTS FOR CONTRACTORS

WEDNESDAY, NOVEMBER 13 8:00AM-9:00AM

#### UPSTAIRS IN THE KM BUILDING (40 2ND ST E, KALISPELL)

Contracts play a critical role for any successful construction business, as they are used as legally binding agreements that explain the scope of work that the home builder, remodeler or general contractor will perform, when it will be completed, and what the payment requirements are for the homeowner.

This workshop will focus on the following topic areas:

- Contracts between general contractors and homeowners
- Contracts between general contractors and subcontractors.
- Required Montana specific contract clauses and language.
- Montana lien laws

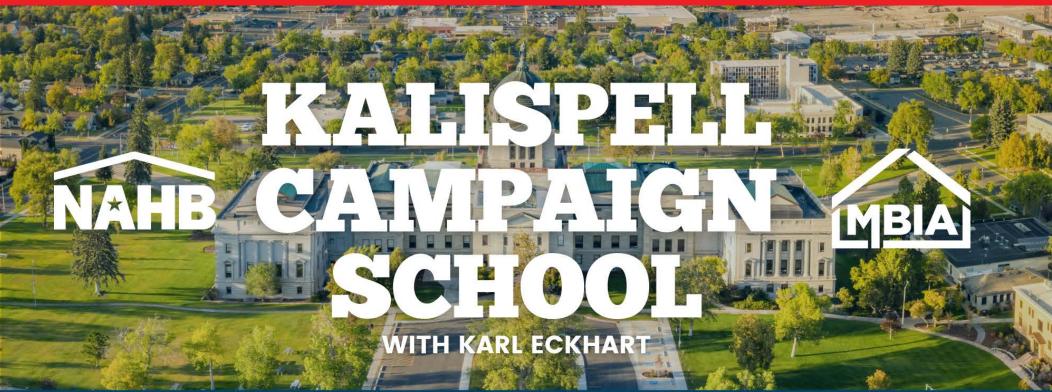
### **ABOUT THE PRESENTER**

Laura Webb is a member of the Flathead Building Association and the owner/managing attorney for Buckwalter Webb PLLC. Laura's practice areas include business and transactional law, real estate law, and construction law.



# BREAKFAST PROVIDED BY Farmers State Bank SPONSORED BY FLATHEAD SPONSORED BY COMPASS

### IS NOW THE TIME TO RUN FOR ELECTED OFFICE?



### A GUIDE TO SEEKING LOCAL ELECTED OFFICE

**Mark Freidline** 

# **SAVE THE DATE** FRIDAY, JAN 17 2025 KALISPELL, MT

## **LEARN HOW TO**

- Make a Plan
- Build a Budget
- Fundraising Strategies
- Voter Contact
- Get out the Vote



406-752-2422 Director@BuildingFlathead.com



# 1-DAY ESTIMATING WORKSHOP

# MONDAY, JANUARY 27, 2025 8AM-5PM \$50/PERSON

## **ABOUT CASEY**

This course is offered in partnership with Western Building Material Association (WBMA) and focuses on the basics of a lumber take-off. The course is conducted by WBMA's Executive Director Casey Voorhees who conducts estimating training for lumber and building material dealers across the country.

### 2LVL 1 90 PROVIDE MECHANICAL VENTILATION MUD ROOM -2x10+ 4x4x1/4 2-2x12+ L4x4x1/4 ROOF (TYP.) (W1) M-Mt MRC TOOWY @ 24" OC

## **TOPICS COVERED**

- Overview of general plan reading as well as developing material lists for floor, wall and roof framing.
- Each attendee will receive a layout scale, handouts and a course manual that includes worksheets, formulas, and tables.

### **TO REGISTER**



WWW.BUILDINGFLATHEAD.COM

### **SPONSORS**



# FRAUD PREVENTION SEMINAR

Glacier Bank Operations Center 2240 U.S. 93 S. KALISPELL, MT

> **13 March, 2025** 8:00AM - 9:00AM

WITH GUEST SPEAKERS

### **TYLER BROWN**

ALPHA TECHNICAL SOLUTIONS

### **KATI PERSINGER**

CHIEF OPERATIONS OFFICER GLACIER BANK

### **CONNIE TUMAN**

BANK SECURITY OFFICER GLACIER BANK



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#### Attract, Engage, & Retain - Building Stronger Connections...One Member at a Time.

#### **Know Your Members**

**Goal:** Meet with all current FBA members to develop personal connections and a better understanding of their individual needs and expectations.

#### Strategies:

• Schedule One-on-One Coffee Meetings or Lunches

Reach out current members and invite them to a coffee or lunch. These informal meetups create opportunities to talk openly about their experiences with the FBA and NAHB. Use this time to identify potential leaders or members of committees.

- Conduct Job Site Visits to See Member Projects Set up regular visits to members' job sites or offices. Take tours of building projects, ask questions about their work, and discuss how the FBA can help with any local connections or issues.
- Connect With Members at Networking Events Introduce yourself to members at both FBA networking events as well as other chamber and community networking events. Inform members about upcoming FBA programs and ask for member feedback on what they'd like to see in the future.
- Engage Members at Community Events Use opportunities like the Home and Garden Show or the Parade of Homes to personally interact with every vendor or member and receive feedback regarding how the event is going.

#### **Attract New Members**

**Goal**: Draw in new FBA members by emphasizing the value of being part of the association and offering compelling reasons to join such as affinity groups, member discounts, new educational programs, and free safety training.

#### Strategies:

- **Create New Affinity Groups (Professional Women & Building & Young Professionals)** Affinity groups bring together members with common interests, creating more tailored and meaningful networking opportunities. New members may be more likely to join the FBA when they see that there is a specific group that directly aligns with their passions or professional needs.
- Young Professional Pilot Program Discount Discounted membership lowers the barrier to entry for potential new members and encourages them to take a chance when there is less financial risk.

#### • Targeted Social Media Campaigns

Run social media campaigns highlighting member benefits such as networking events, educational programs, free safety training as well as highlighting new member spotlights.

Referral Incentive Program

Leverage the current membership base by offering incentives for existing members who refer new ones. Develop and implement a Q3 and Q4 membership drive with cash prizes to be awarded at the annual FBA Awards Banquet.

• Partnerships

Collaborate with local businesses, Kalispell high schools, and Flathead Valley Community College. These partnerships can help identify the FBA as a key networking and career-building resource for younger members new to the workforce or building industry.

#### **Engage Members**

**Goal:** Create an environment that actively involves members, strengthens relationships, and ensures they feel valued and connected to the FBA.

#### Strategies:

#### Increased Focus on Quarterly New Member Breakfast Attendance

New member orientations are a fantastic way to make a positive first impression, foster early engagement, and lay the groundwork for long-term membership. Feeling welcomed is crucial in the early stages of membership. When new members feel valued, they are more likely to stay engaged and renew their membership.

#### • Free Monthly Safety Trainings to Members

Offering free safety training is an invaluable service to our members. These safety trainings in partnership with the Montana Building Industry Association (MBIA) equip members and their employees with the knowledge and skills to identify hazards and avoid unsafe practices which make members less likely to experience accidents or injuries on the job. Create a "FBA Safety Award" to recognize the member with the most employees attending the safety trainings each year.

#### Develop Young Professional (YP) Specific Programming

Providing young professionals with specialized programming and networking opportunities will keep them engaged in the FBA over the long term. Retaining young professionals will create a pipeline of future leaders within the association, ensuring continuity and long-term success for the FBA. The YP committee will offer 4-6 Young Professional specific educational workshops and networking opportunities per year to engage this group.

#### • Create Professional Women in Building (PWB) Specific Programming

Women-specific events create a supportive and empowering environment where women can feel confident and valued. These spaces allow women to share experiences, challenges, and successes without feeling marginalized or overlooked. The PWB Council will offer at least 6 PWB specific educational workshops and networking opportunities per year to engage this group.

#### Offer NAHB & MBIA Specific Programming

Offering NAHB & MBIA programming demonstrates the benefits of membership and can help inspire members to get engaged at a state and national level. Provide specific topics as either a stand-alone training course (ex. NAHB Campaign School) or as a short highlight of information as a part of another networking event (ex. NAHB trivia or how to login to your NAHB account).

#### • Tiered Membership & Member Contests Create tiered membership options where members can unlock new benefits or access based on their level of engagement. Develop a member contest where members have the chance to win a free trip to the International Builders Show (IBS) based on their engagement in FBA events.

#### • Member Recognition Program Develop the "FBA Member Cup" award to recognize the individual and business with the most engagement over the course of the year. This recognition helps members feel appreciated and encourages others to remain active.

#### **Retain Members**

**Goal**: Ensure that members continue to see value in the FBA, stay connected, and renew their memberships year after year. Ensure that the FBA is growing with our membership by increasing educational programming, expanding existing community events, increasing networking opportunities, and creating new events.

#### Strategies:

#### • Integrate New Association Management Software (AMS)

The FBA purchased and implemented GrowthZone in 2024 which allows FBA members to easily access resources, register for upcoming events, and maintain their online company directory. In 2025, we plan to launch other aspects of the AMS including private online forums and other communication tools that will be used to foster online discussion and engagement.

#### • Increased Education Workshops

Provide FBA members with more learning opportunities, such as workshops on new building codes, the importance of contracts, cyber security, workers comp requirements and best practices, strategies for small businesses, etc. The education committee has increased their educational workshops to 6 per year compared to 3-4 per year in the past.

#### • Expand Opportunities for Members to Participate in the Home & Garden Show

The Home and Garden Show is a great way for members to generate leads and convert prospects into sales. Since the FBA Home and Garden Show has sold out the past two years, we have made the decision to add a second building to the show which will allow 30% more vendor spaces. This decision will allow new members to participate as the FBA continues to grow.

#### • Create New Membership Events and Workshops:

As FBA membership continues to grow, it becomes crucial to increase the number of events offered to meet the expanding needs, interests, and expectations of your members. Two such new offerings this year were the hosting of the NAHB Campaign School as well as the addition of our Putt Putt Palooza golf tournament. We are also adding a second golf tournament in the fall since our current tournament sells out in a matter of minutes.

#### • Member Spotlights & Success Stories:

With the addition of a second employee in 2025, we will begin featuring member success stories, achievements, or projects in emails, social media posts, or FBA's website. Recognizing members fosters a sense of pride and community and shows that the FBA is invested in their members' success.

#### • Member Feedback Surveys:

The FBA will start conducting annual surveys to gauge satisfaction and identify areas of improvement. We will use feedback to improve the FBA's services and initiatives.

#### Key Performance Indicators (KPIs) to Measure Success:

#### Growth in Membership

Track the number of new members recruited each month and year. Monitor the effectiveness of FBA member referral programs and the Young Professional pilot program.

- a. FBA Membership increased 113.3% in 2024 (181 members Dec. 2023 to 386 members in 2024).
- **b.** The FBA is seeing continued success in 2025 and has increased membership in the first four months to over 500 members (30% increase for the year to date).
- **c.** Out of the 14 HBAs in the Young Professional pilot program, the FBA finished 2<sup>nd</sup> overall in new Young Professional members (note...other programs had a 4-month head start since the FBA wasn't selected for the program until May 2024).
- **d.** Nicole Bishop (Q3) and Rocheal Gaston (Q4) won the FBA membership drives in the last two quarters of 2024. Both received \$500 checks at the annual FBA Awards Banquet.

#### Retention Rate

Keep track of the percentage of members who renew each year. Identify reasons for non-renewal through staff follow up with non-renewing members.

**a.** The FBA significantly increased our overall retention rate from 83% in 2023 to 94.6% in 2024.

#### • One-On-One Meetings with Potential New Members

Personal one-on-one meetings builds a sense of connection between the EO and the potential

member. These meetings allow potential new members to ask questions and the EO can provide information about networking opportunities, resources, education programs.

**a.** Our EO met with over 95% on all our new members before they joined the FBA (over 175 one-on-one meetings in 2024).

#### • Event Attendance

Monitor attendance at events like workshops, networking events, and conferences. Higher engagement here can indicate that members value the FBA's offerings.

- **a.** The FBA increased our overall participation in a variety of areas.
  - **Builders & Brews Panel Discussion** 85% increase (120 participants in 2024 compared to 65 participants in 2023)
  - Home and Garden Show Booths Sold 20% increase (236 booths sold in 2024 compared to 196 booths sold in 2023)
  - Spring Trap Shoot Teams 58% increase (30 teams in 2024 compared to 19 in 2023)
  - New Member Breakfasts 160% increase (averaged 40 attendees each quarter)
  - Norrish Memorial Golf Tournament 15% increase (31 teams in 2024 compared to 27 teams in 2023)
  - **Cornhole Tournament –** 33% increase (32 teams in 2024 compared to 24 in 2023)
  - **Bowling Tournament Teams** 45% increase (29 teams in 2024 compared to 20 teams in 2023)
  - Awards Banquet attendees 33% increase (350 attendees in 2024 compared to 263 in 2023)
- **b.** Out of the 14 HBAs in the Young Professional pilot program, the FBA finished 2<sup>nd</sup> overall in new Young Professional members (note...other programs had a 4-month head start since the FBA wasn't selected for the program until May 2024).
- **c.** Nicole Bishop (Q3) and Rocheal Gaston (Q4) won the FBA membership drives in the last two quarters of 2024. Both received \$500 checks at the annual FBA Awards Banquet.

#### • Committee Engagement Metrics

Measure participation in committees and councils.

- **a.** FBA committee involvement increased by 140% in 2024 with the additional of one new Young Professionals committee and the Professional Women in Building (PWB) Council.
- **b.** The increased focus on goal setting, engagement, and productivity by FBA Committee Chairs and the FBA EO led to a significant increase in active committee members (85 committee members in 2024 compared to 36 in 2023).

#### Examples of New FBA Programs in 2024-25 (see attached flyers)

Putt Putt Palooza (all FBA) Break The Bias (PWB) Gatsby Night (PWB) Past, Present and Future: Women in Building (PWB) Spring Cleaning Your Finances (PWB) Networking Event & Free Head Shots (YP) Scavenger Hunt (YP & PWB) Contracts For Contractors (Education) NAHB Campaign School (Education) Estimating Workshop (Education) Fraud Prevention Seminar (Education)