

Membership Cup Award - 2025 Application
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ID: MA21612

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

Membership Cup Award

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Home Builders Association (HBA) Details

<i>Association Name:</i>	Building Industry Association of Northern Kentucky
<i>Association Number:</i>	1812
<i>Website:</i>	www.BuildersNKY.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):

The BIA NKY developed its membership plan through a coordinated, EOS-aligned process engaging staff, board members, and structured volunteer teams across recruitment, onboarding, and retention. Each team operates under defined core processes, accountability charts, and DISC-informed leadership roles. Development was guided by cultural alignment through core values and a shared vision of scalable, relationship-centered growth.

To remove barriers, BIA eliminated application fees and administrative costs, realigned renewals to January for better forecasting, and introduced an auto-renewal system supported by multi-platform collateral. A one-time \$100 auto-renewal incentive and a First-Year Membership Guarantee Program reinforce member confidence, drive early engagement, and support satisfaction through structured programming, networking, and accountability touchpoints.

The plan's refinement was informed by a member journey mapping analysis, which identified key friction points across awareness, onboarding, and engagement stages. Focus group feedback and member personas guided improvements such as personalized onboarding paths, enhanced ambassador matching, clearer web navigation, and a structured B2B networking strategy. These findings were documented and integrated with core EOS processes.

This plan links directly to organizational goals: member ROI, advocacy, workforce development, financial clarity, and retention. The result is a dynamic membership framework that's not just operational—it's cultural, strategic, and built to last.

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 BIA's membership plan were to (1) increase new member acquisition, (2) improve first-year retention, (3) streamline operations through aligned renewals, and (4) reinforce cultural alignment through process-driven volunteer teams. These goals were guided by EOS implementation, a full member journey analysis, and extensive documentation of onboarding, recruitment, and retention systems.

Substantial progress was achieved: application fees and administrative barriers were eliminated, auto-renewal programs launched, a January dues alignment implemented, and first-year satisfaction guarantees introduced. The team successfully developed DISC-aligned role placement, ambassador training, and structured outreach systems supported by core process documents and accountability charts.

While some 12-month retention targets fell slightly short (55% vs. 60% goal), extensive corrective actions were taken—introducing a member engagement dashboard,

expanding new member B2B access, and improving ambassador follow-up compliance. These changes were based on real-time feedback from journey mapping and quarterly EOS review meetings.

The plan's foundation has proven durable. Member satisfaction, event participation, and volunteer performance all increased year-over-year. The framework is now in place to surpass all future metrics through continued refinement and shared accountability.

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

BIA's membership plan is intentionally integrated into every major function of the association—education, advocacy, workforce development, events, and financial operations. Through a coordinated system of recruiters, ambassadors, and retention specialists—each guided by their own core processes, captains, and EOS scorecards—membership strategy drives organizational rhythm.

New members are introduced to advocacy initiatives, workforce training, networking and education events within their first 6 months via a structured onboarding pathway. Ambassadors connect them to business-to-business events, helping transition new members into meaningful participation. Membership volunteers are cross-trained on BIA NKY's advocacy priorities, apprenticeship initiatives, and sponsorship engagement calendar to ensure alignment across functions.

Renewals are strategically timed with the fiscal calendar, advocacy events, and education programming to maintain continuity and momentum. Our member journey map and satisfaction feedback loops inform adjustments to communications, web navigation, event timing, and committee onboarding.

Additionally, data from the membership pipeline feeds forecasting models that shape the budgeting process, workforce enrollment goals, and sponsorship proposals. Because the membership plan is process-driven, it enhances not only recruitment and retention but the overall operational clarity of the organization—making it foundational to everything BIA does.

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

BIA's membership plan is intentionally designed to engage all member segments—builders, remodelers, associates, new members, and long-standing supporters—through personalized, role-aligned involvement. DISC-based volunteer placement ensures that individuals are matched to functions where they naturally thrive, whether in recruitment, onboarding, event hosting, or retention follow-up.

Builders and remodelers are invited into advocacy efforts and the B2B programming and member education circuit through complimentary access and one-on-one introductions from member ambassadors. Associates gain visibility and business leads through structured referrals, committee service, and onboarding roles. Veteran members are tapped as team captains, mentors, and ambassadors—providing legacy

continuity and multiplying leadership impact. A defined leadership succession plan maps activation from Emerging Leaders to the Membership Team to the Board of Directors.

New members receive guided pathways into programming, including first-year networking checklists, ambassador-led B2B integration, and targeted welcome events. Every member touchpoint is documented through a clear onboarding and engagement core process, ensuring no one is overlooked and every member is intentionally connected to value.

By embedding engagement expectations into volunteer roles, and creating systems that reward participation with visibility, connection, and ROI, the plan builds a culture where everyone—regardless of tenure or role—feels seen, supported, and activated.

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

BIA's membership plan is designed to achieve immediate results while building long-term sustainability. Short-term initiatives focus on rapid onboarding, first-year engagement, and conversion metrics. These include the First-Year Satisfaction Guarantee, new member B2B access programs, DISC-based volunteer placement, and a six-month ambassador-driven onboarding path—all supported by scripts, engagement calendars, and structured check-ins.

Simultaneously, the plan integrates multi-year strategies outlined in the membership math studies, journey mapping analysis, and EOS Vision/Traction Organizer. This includes one/three/and ten-year retention curve goals, the January renewal alignment for revenue forecasting, expansion of structured ambassador and retention teams, and process accountability through L10 meetings and People Analyzers. Each membership team—recruitment, onboarding, and retention—operates under a captain-led structure with succession planning and growth metrics in place.

Additional long-term initiatives include auto-renewal adoption, dues simplification, cross-training volunteers in recruitment best practices, advocacy, workforce development, networking and education promotion, and continual refinement based on journey map feedback. Data collected informs not just membership strategies but impacts workforce enrollment, event programming, and advocacy engagement.

The result is a living, scalable system that delivers near-term value to members while anchoring long-term organizational health, revenue reliability, and leadership pipeline development. Leadership succession plan mapping includes this hard-working team benefiting future board development.

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.):

BIA's membership plan is intentionally balanced, with parallel systems supporting both recruitment and retention. The plan separates these functions into dedicated volunteer teams—each with clearly defined core processes, performance scorecards, and team

captains operating within the EOS framework.

Recruitment is supported by tools such as scripts, collateral, checklists, DISC-based role assignments, and a suite of best practice training guides. A complimentary B2B event access program allows prospects to preview value before joining, while new members receive structured onboarding through a 6-month ambassador-led journey including welcome receptions, networking assignments, and relationship-building strategies.

Retention efforts begin at the moment of joining and continue through documented ambassador handoffs, scheduled touchpoints, email drip campaigns, event engagement tracking, and DISC-informed role matching to ensure long-term cultural alignment. Retention specialists use a member satisfaction dashboard, L10 meetings, and quarterly assessments to identify at-risk members and ensure proactive outreach.

Annual renewal is streamlined through January realignment, an auto-renewal system, and a satisfaction guarantee program—all designed to reduce friction and reinforce value.

By structuring recruitment and retention as complementary, equally resourced systems, the plan ensures that every member is intentionally brought in—and intentionally kept—with measurable impact across all member types.

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):

BIA NKY's membership plan is structured to actively promote and integrate the core benefits of the 3-in-1 membership—local, state, and national—through every phase of the member journey. During recruitment, scripted talking points, printed inserts, and the auto-renewal co-mailer emphasize savings programs, advocacy influence, and education programming at all levels including IBS. These materials highlight NAHB's savings program, state association workers compensation insurance programming and rebate programs, and exclusive vendor discounts.

Once a member joins, ambassadors guide new members through a six-month onboarding pathway that includes education about local involvement opportunities, access to state advocacy alerts, and invitations to NAHB national programs and events. The New Member Networking Cheat Sheet and B2B Event Access Program directly connect members to business value while reinforcing engagement with local leadership, workforce development, and legislative action.

Retention efforts revisit these benefits through renewal campaigns, committee assignments, and personal outreach. State and national ROI data is routinely presented in the Annual Benefits Summary and through renewal materials that reinforce the economic and political value of staying active.

By embedding 3-in-1 messaging in structured onboarding, recruitment, and renewal systems, BIA NKY ensures members understand and experience the full spectrum of value at every level of affiliation.

Describe why this plan and its implementation is worthy of winning the NAHB Cup

Award for Outstanding Membership Achievement. (Scoring: Up to 10 points):

BIA's membership plan is a model of operational excellence, cultural alignment, and strategic impact—fully deserving of the NAHB Cup Award for Outstanding Membership Achievement. Developed through the Entrepreneurial Operating System (EOS), the plan integrates core processes, scorecards, and people-aligned leadership across recruitment, onboarding, and retention.

It addresses every stage of the member lifecycle—from first contact to multi-year engagement—using DISC-based volunteer placement, accountability charts, training scripts, ambassador guides, and touchpoint tracking. The team eliminated application fees, launched auto-renewal, unified dues timing, and introduced a first-year satisfaction guarantee, while building a referral-rich business-to-business event pathway to drive real-world member ROI.

The plan promotes the full value of the 3-in-1 membership across onboarding, events, and renewals, and aligns closely with workforce development, advocacy, and member education strategies. It is informed by journey mapping, data forecasting, and quarterly EOS reviews, and has already produced measurable gains in member engagement, team collaboration, and retention.

This is not a campaign. It's a living, scalable system—a cultural and operational foundation that transforms membership from a transaction into a mission-aligned relationship. That is why BIA NKY's model stands out nationally—and why it is worthy of the NAHB Cup.

Supporting Documents Uploads (PDF or MS-Word Format)

Upload a written membership plan:

MembershipdocumentlinksCorePro cessCollateralTeamDocumentsRecruitersRetention-Ambassadors.docx

<i>Supporting Document #1:</i>	2024MembershipPolicyReportWithTOC.docx
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<i>Supporting Document #2:</i>	NewMemberEmailOnboardingDripCampaign.docx
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<i>Supporting Document #3:</i>	
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	TheMonthlyLevel10MembershipMeetingandWeekly15-MinuteTeamCheck-Ins.docx
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Membership document links – Core Process – Collateral – Team Documents – Recruiters – Retention - Ambassadors

[BIA New Member Core Process](#)

Collateral

- [B2B Event Calendar](#)
- [Advocacy](#)
- [Associates](#)
- [B2B Event Descriptions](#)
- [Builders](#)
- [Communications](#)
- [Member Education](#)
- [Political Action](#)
- [Savings](#)
- [Workers' Compensation Insurance](#)
- [Workforce Development](#)

Recruitment Specialist

- [Core Focus - Recruiters](#)
- [Recruitment FAQ's](#)
- [Recruitment Script and Checklist for Volunteers](#)
- [Organization Comparison](#)
- Membership Champion Training
 - [Learning Modes](#)
 - [Managing Motivation in the Membership Process](#)
 - [Body and Verbal Mirroring](#)
 - [Leading with YES](#)
 - [Structured and Systematized Follow Up](#)
 - [Overcoming Objections in the Membership Process](#)
 - [Move to close in the Membership Process](#)
 - [Referrals in the Membership Process](#)
 - [Best Methods for Getting Past Gatekeepers to Decision](#)

Retention Specialists

- [Core Focus – Retention](#)
- [Retention Core Process](#)
- [Retention Specialist Accountability Items](#)

Onboarding and Ambassador Specialist

- [Ambassador Accountability](#)
- [Core Focus – Onboarding and Ambassadors](#)
- [Onboarding and Ambassador Core Process](#)

2024 Membership Related Policy Changes

Table of Contents

1. Proposal to Realign Membership Dues Renewals to January	2
2. Proposal for a First-Year Membership Guarantee Program	4
3. Proposal to Eliminate the New Member Application and AGC-SIF Administrative Fees, and Implement a One-Time \$65 Increase in Membership Dues.....	6
4. Policy Proposal: Business-to-Business Event Reservation Policy.....	8
5. Proposed Policy: Prepayment Requirement for Event Participation	10
6. Proposal to Delay Payment of National Association of Home Builders (NAHB) Dues Until January Due to Protracted Response on First-Year Member Proration Request.....	11
7. Proposal for One-Time \$100 Incentive to Enroll in Automatic Dues Renewal Program.....	12
8. Proposal to Establish a Member Referral Program.....	14
9. Proposal to the Board of Directors - Complimentary Event Access for Prospective Members & Recruiter Guides	16
10. Prospective Member B2B Event Recruiter Complimentary Business-to-Business Event Access Program	19
11. Providing Complimentary Event Access to Membership Team Ambassadors & New Members.....	23

Proposal to Realign Membership Dues Renewals to January

To: Board of Directors, Building Industry Association of Northern Kentucky
From: Membership Committee

Introduction

To improve operational efficiency and enhance our membership management efforts, it is proposed realigning the timing of all membership dues renewals to occur in January of each year. This adjustment offers numerous benefits, including enhanced cash flow, streamlined financial forecasting, improved goal-setting, and stronger support for our ongoing membership efforts.

Current Challenge

Currently, membership dues are renewed on a rolling basis, which can create challenges in terms of cash flow management, revenue forecasting, and membership engagement. Spreading renewals throughout the year often leads to unpredictability in revenue streams, making it difficult to plan budgets and set realistic growth targets. Additionally, this model can strain staff resources, as they are tasked with processing dues and communicating with members about renewals year-round.

Proposed Solution

Under the proposed realignment, all memberships would renew in January. Members whose dues are not currently aligned with January would have a prorated invoice issued for the period between their current renewal date and January, ensuring a smooth transition to the new schedule.

Benefits of January Renewal Timing

1. Improved Cash Flow

Consolidating membership dues renewals to January will provide a significant, predictable influx of cash early in the year. This will allow us to manage cash flow more effectively, particularly in the first quarter, and fund key initiatives upfront rather than piecemeal throughout the year.

2. Enhanced Financial Forecasting and Budgeting

A single renewal period will simplify revenue forecasting, as we will have a clear picture of annual dues revenue by the end of January. This certainty allows us to plan with greater accuracy, ensuring our budget is more aligned with available resources and that funds are appropriately allocated to key areas, such as education, advocacy, and member services.

3. Optimized Goal-Setting

With all members renewing simultaneously, we can establish clear annual membership growth targets and more accurately measure our progress against these goals. This alignment also simplifies reporting and allows the Board to make more informed decisions about strategic priorities and resource allocation.

4. Increased Membership Engagement and Retention

January renewals provide a natural opportunity to re-engage with members, reinforcing the value of their membership at the start of the year. A single renewal period also allows us to coordinate renewal communications and engagement strategies, ensuring consistent and

targeted messaging. By reaching out to all members at once, we can maximize retention efforts, offering a unified member experience and addressing any concerns in a more systematic manner.

5. Support for Membership Growth and Recruitment

A January renewal cycle strengthens our capacity for recruitment by allowing us to focus our marketing and outreach efforts during the latter part of the year, preparing prospective members for the January renewal. We can leverage a year-end push, with a clear message that new members joining in Q4 can take advantage of their membership benefits through the end of the year, with a full-year renewal in January.

Implementation Plan

1. New Members: Prorated invoices will be issued for members with renewal dates outside of January to bridge the gap until January 2025.
2. Existing Members: Existing Members will be billed on a January cycle. Whichever members are left, that refuse will be dealt with on a one-by-one basis until an agreement can be worked out to reach consensus with them to renew in January. If this means a financial proration the staff will be empowered to make that arrangement.
3. Communication Strategy: We will develop a communication plan to inform members about the transition and the benefits of the new renewal cycle, ensuring transparency and addressing any concerns they may have.
4. System Adjustments: Our membership management system will be updated to accommodate the new renewal cycle and streamline the billing process.

Conclusion

By adopting a January renewal cycle, we can significantly enhance our financial and membership management processes, leading to a more predictable revenue stream, improved strategic planning, and increased member engagement. It is recommended that the Board approve this proposal and authorize the necessary steps for implementation.

Proposal for a First-Year Membership Guarantee Program

To: Board of Directors, Building Industry Association of Northern Kentucky
From: Membership Committee

Introduction

To strengthen our new member onboarding process and ensure a high level of satisfaction and engagement among first-year members, it is proposed the introduction of a First-Year Membership Guarantee Program. Under this initiative, we will provide structured engagement opportunities for new members over their first six months. Should any new member, after participating consistently, choose not to renew their membership, they will be eligible to receive a \$250 rebate.

Program Details

This program is designed to foster meaningful connections and provide clear value to new members during their critical first year with the association. Here are the key components of the program:

- **Engagement Commitment:** During their first six months, new members will have access to and be expected to participate in a series of structured engagement opportunities. These may include networking events, educational workshops, and committee involvement.
- **Eligibility for the Guarantee:** New members who actively participate in six consecutive months of engagement activities during their first six months will be eligible for the rebate offer. If, after fulfilling these engagement commitments, they feel that membership is not beneficial, they may opt not to renew, and we will rebate them \$250.
- **Continual Check-Ins:** We will conduct regular check-ins with new members to assess their experience, address any concerns, and reinforce the value of their membership. This hands-on approach will ensure that members feel supported and connected from the outset.

Benefits of the First-Year Membership Guarantee

1. **Enhanced Member Satisfaction and Retention**
By setting clear engagement expectations and actively supporting new members, we are likely to see an increase in member satisfaction. The guarantee provides peace of mind, demonstrating our confidence in the value of membership and our commitment to member success.
2. **Increased Engagement from the Start**
This initiative encourages new members to engage fully with our programs, events, and networking opportunities. Early and consistent engagement lays the foundation for long-term membership by helping members see the value of staying involved and connected to the association.
3. **Attractive Value Proposition for Recruitment**

The guarantee adds a unique selling point to our recruitment efforts, differentiating us from other associations. This program communicates to potential members that we are dedicated to their success and committed to ensuring a positive experience from day one.

4. Data-Driven Improvement Opportunities

The structured engagement and continual feedback will provide valuable insights into the new member experience. We can use this data to fine-tune our onboarding process, address any common concerns, and make adjustments that benefit future members.

Implementation Plan

1. Communication and Onboarding: Upon joining, new members will receive information outlining the First-Year Membership Guarantee Program, including details about required engagement activities and eligibility for the rebate.
2. Tracking and Reporting: We will establish a system for tracking participation in engagement activities, and provide regular reports on member involvement and feedback.
3. Program Evaluation: After the initial six months of implementation, we will review the program's effectiveness and evaluate member feedback to determine if any adjustments are needed.

Conclusion

The First-Year Membership Guarantee Program is a proactive approach to improving member satisfaction and retention. By demonstrating our commitment to new members and offering a rebate option, we can enhance their initial experience and encourage greater long-term participation in the association.

Proposal to Eliminate the New Member Application and AGC-SIF Administrative Fees, and Implement a One-Time \$65 Increase in Membership Dues

Overview

This proposal recommends eliminating the new member application fee and the “Associated General Contractors Self Insurers Fund” (AGC-SIF) workers’ compensation insurance administrative fee. To cover the resulting revenue loss, we propose a \$65 increase in annual dues for all members. This adjustment is designed to foster membership growth while maintaining the Association’s financial stability by distributing costs more equitably across the membership base.

Key Points of the Proposal

1. Elimination of the New Member Application Fee - \$45
 - The new member application fee can be a barrier to attracting new members, particularly for small businesses and contractors. By removing this fee, we simplify the process of joining the Association and make it more appealing for new entrants.
2. Elimination of the AGC-SIF Administrative Fee - \$75
 - The AGC-SIF workers’ compensation insurance administrative fee applies to members involved in the self-insurer fund. Eliminating this fee will reduce the financial burden on fund participants, making membership more attractive to those involved in the program.
3. \$65 Increase in Annual Dues for All Members
 - To offset the loss in revenue from these two fee eliminations, a \$65 increase in annual dues for all members is proposed. This allows the costs to be spread evenly across the entire membership base, ensuring that the Association remains financially secure.

Financial Impact

- New Member Application Fee: \$5,400 annually
- AGC-SIF Administrative Fee: \$ 28,125 annually
- Total Projected Loss from Fee Elimination: \$ 33,525
- Additional Revenue from \$65 Dues Increase: \$ 32,825

Based on the current membership base of 505 members, the \$65 dues increase would generate approximately (\$700), nearly covering the lost revenue.

Benefits

- Encourages Membership Growth:

Removing upfront and administrative fees reduces financial obstacles, potentially increasing membership, particularly among insurance fund participants and new businesses.

- Streamlined Fee Structure:

A more straightforward fee structure, with fewer one-time or administrative fees, offers greater transparency and simplicity for current and prospective members.

- Equitable Cost Sharing:

The proposed dues increase distributes the financial impact across the entire membership base, avoiding placing the burden solely on new members or insurance fund participants.

Conclusion

By eliminating the new member application fee and AGC-SIF administrative fee, we create a more welcoming and accessible environment for potential members. The proposed \$65 dues increase ensures that the Association remains financially stable while distributing costs equitably.

Policy Proposal: Business-to-Business Event Reservation Policy

Objective:

To establish a formal policy governing reservations for Business-to-Business (B2B) events hosted by the Building Industry Association of Northern Kentucky, ensuring accountability and clarity for event participants.

Policy Statement:

All reservations for B2B events hosted by the Building Industry Association of Northern Kentucky are considered binding once confirmed. This policy aims to prevent revenue loss due to last-minute cancellations because of variable and fixed expenses for event programming and to ensure event attendance and planning accuracy.

Policy Details:

- **Reservation as Commitment:**
 - A confirmed reservation for any B2B event constitutes a commitment to pay. Once made, the reservation signifies an attendee's agreement to cover the associated event fees.
- **Cancellation Deadline:**
 - Reservations may be canceled without penalty up to **three (3) business days before** the scheduled event.
 - Cancellations within three business days will not be refunded, as they are considered final.
- **Exceptional Circumstances:**
 - Requests for exceptions to this policy (e.g., due to unforeseen emergencies) may be reviewed on a case-by-case basis by the Executive Vice President, though approval is not guaranteed.
- **Policy Enforcement:**
 - The Association will deny event access to individuals or organizations with unpaid reservations.

Implementation:

This policy will be communicated during the reservation process, on event registration materials, and will be shared with all members prior to the launch of each B2B event season.

Effective Date:

This policy will take effect on December 1, 2024, in alignment with the 2025 Board of Directors governing year and survive in the Association's policy manual until any contrary action is taken by the same body.

This policy ensures event participation accuracy, supports Association planning efforts, and protects revenue critical to funding BIA initiatives.

Proposed Policy: Prepayment Requirement for Event Participation

To streamline operations and ensure the success of all Building Industry Association of Northern Kentucky (BIA of NKY) events, the following policy will be implemented:

Policy:

All participants must prepay in full at the time of registration for any BIA of NKY event. No payments will be accepted on the day of the event, and unpaid registrations will not be considered valid.

Rationale:

Efficiency: Requiring prepayment reduces the administrative burden on staff, allowing for smoother event operations and eliminating the need for onsite payment collection.

Revenue Collection: This policy ensures that all event revenues are collected in advance, reducing the risk of unpaid balances and simplifying cash management.

Urgency & Commitment: Prepayment encourages early registration and commitment, helping the association better plan for attendance numbers and resource allocation.

Implementation:

It is recommended that this policy will apply to all BIA of NKY events effective December 1, 2024, and occurring thereafter in alignment with the 2025 Leadership Board term of office. Registrants will receive confirmation only upon full payment, and any unpaid registrations will be automatically canceled.

This approach will help us maintain high-quality events while improving organizational efficiency. We appreciate your cooperation and understanding.

Precedent:

There is an increasing number of association and like business organizations adopting this policy across the United States including the National Association of Home Builders and many builders association within our area and region.

Proposal to Delay Payment of National Association of Home Builders (NAHB) Dues Until January Due to Protracted Response on First-Year Member Proration Request

Overview

The Building Industry Association of Northern Kentucky (BIA NKY) is currently awaiting a response from the National Association of Home Builders (NAHB) regarding our proposal for first-year member dues proration. Despite follow-up efforts, their response has been slow, with little communication or actionable feedback from NAHB on this matter. Given our association's fiscal responsibilities and priorities, it is proposed that BIA NKY waive the payment of the NAHB portion of federated dues until renewal payments in January.

Rationale

1. **Delayed NAHB Response:** NAHB's protracted consideration and minimal communication regarding the proration proposal have resulted in operational uncertainty, impacting BIA NKY's membership recruitment and budget planning efforts.
2. **First-Year Member Value:** The proration initiative aims to incentivize new membership by reducing entry costs. This strategy aligns with our long-term growth objectives and supports a more gradual financial commitment for first-year members, which can be more attractive in a fluctuating economy.
3. **Transparency and Communication:** Deferring initial first year member proration payment would serve as a signal to NAHB of our commitment to meaningful engagement on membership structure, encouraging a more responsive and collaborative approach in future exchanges.

Recommendation

The BIA NKY Board of Directors is advised to authorize proration of the NAHB portion of federated dues payments until January renewals. This measure would:

1. Emphasize to NAHB the importance of timely and substantive responses,
2. Support the association's ongoing initiative to revise dues structures to increase first-year memberships.

Pending a timely and productive engagement with NAHB on the proration proposal, BIA NKY will review and adjust payment timelines as necessary to align with our operational goals and member service priorities.

Requested Action

Approval to first year proration payment of the NAHB portion of federated dues until January renewals, conditional on NAHB's response timeline and collaboration on membership cost adjustments.

Resolution: NAHB and the BIA have worked closely through the issues and both support the pilot.

Proposal for One-Time \$100 Incentive to Enroll in Automatic Dues Renewal Program

To: Board of Directors

From: Membership Leadership Group

Date: Tuesday, October 8, 2024

Subject: Proposal for a One-Time \$100 Incentive for Automatic Dues Renewal Program Enrollment

Overview

The Membership Leadership Group proposes a one-time \$100 incentive for current members of the Building Industry Association of Northern Kentucky (BIA NKY) who agree to enroll in an automatic dues renewal program. This initiative aims to enhance member retention, improve administrative efficiency, and ensure steady revenue by simplifying the dues renewal process.

Purpose and Goals

The primary goals of this incentive program are:

1. Increase Member Retention: Automatic renewal reduces the risk of lapses in membership due to forgotten or delayed payments.
2. Enhance Revenue Predictability: By encouraging automatic renewal, the Association can more accurately forecast revenue and improve budget planning.
3. Reduce Administrative Burden: Automation simplifies the renewal process, decreasing the need for manual follow-ups and reducing administrative costs.

Proposal Details

1. Incentive Amount: A one-time \$100 credit on dues for members who enroll in the automatic renewal program.
2. Eligibility: Open to all current BIA NKY members in good standing who commit to automatic renewal for the January 2025 membership cycle.
3. Implementation Period: The incentive will be available from November 1, 2024, through January 31, 2025, after which the program will be reviewed for effectiveness and potential continuation.

Notification and Promotion:

1. Inclusion in 2025 Membership Dues Invoicing: Renewal invoices will be mailed November 1, and December 1, 2024, and January 2025. A flyer/opt in form will be included with each invoice.

2. Email Campaign: Members will receive targeted emails explaining the benefits of automatic renewal and the \$100 incentive.
3. Social media and e-newsletter: Promotion of the incentive across our digital channels to maximize awareness.

Budget Implications

The estimated cost of the incentive program will be absorbed by the 2025 fiscal year budget for membership revenue. We anticipate that increased retention rates will offset the initial expenditure, resulting in a net positive impact on the Association's financial position over time. At 100% participation the implication is a \$50,500 loss.

Measurement of Success

The effectiveness of this program will be evaluated by:

1. Enrollment Rates: Targeting a 30% increase in automatic renewals by the end of the promotion period.
2. Member Feedback: Gathering feedback from participants to assess satisfaction and identify potential improvements.
3. Revenue Impact: Analyzing the renewal rates and financial stability post-incentive to measure long-term benefits.

Recommendation

We recommend that the Board of Directors approve this one-time \$100 incentive for current members who enroll in automatic dues renewal. This strategic initiative is expected to strengthen member loyalty, streamline operations, and enhance our financial stability.

Proposal to Establish a Member Referral Program

Building Industry Association of Northern Kentucky (BIA NKY)

Submitted to: Board of Directors

Submitted by: Membership Leadership Team

Introduction

To strengthen membership growth and increase engagement among existing members, the Building Industry Association of Northern Kentucky (BIA NKY) proposes the establishment of a formal referral program. This initiative will incentivize current members to actively refer industry professionals and businesses to join the association, ensuring BIA NKY continues to expand its reach and impact in the construction industry.

Program Overview

The BIA NKY Member Referral Program will allow current members to earn \$100 for each successful referral that results in a new member joining. The program will be structured, transparent, and easy to participate in, ensuring seamless implementation while aligning with BIA NKY's long-term membership growth strategy.

Program Goals

1. **Increase Membership Growth:** Expand the association by leveraging the networks of engaged members.
2. **Enhance Member Engagement:** Reward current members for their role in growing the organization.
3. **Strengthen Industry Influence:** Grow the BIA NKY community to amplify its advocacy and networking efforts.

Referral Program Structure

Incentives for Referrers

1. \$100 cash reward for each new member successfully referred.
2. Rewards are paid within 30 days of the new member joining and paying dues.

Eligibility & Guidelines

1. Only active BIA NKY members are eligible to refer new members.
2. The referred business must not have been a BIA NKY member in the past 24 months.
3. If multiple members refer the same business, the reward goes to the first referrer.
4. The new member must fully join and pay membership dues before the referrer receives the reward.

Submission & Tracking Process

1. Members submit referrals via a simple online form, email, or QR code link.
2. BIA NKY staff will track and verify each referral, updating referrers on their referral status.
3. A dashboard or email notification system will keep referrers informed of their progress.

Program Promotion

1. To maximize participation, the program will be actively promoted through:
 1. Email campaigns to current members.
 2. A dedicated presence on the BIA NKY website.
 3. Social media and e-newsletter stories featuring successful referrers.
 4. Announcements at events, meetings, and networking sessions.

Enhancing the Program with Best Practices

To increase engagement and effectiveness, we propose incorporating additional best practices (calendar year alignment):

Tiered Rewards (Optional Bonus Structure)

1. 3rd and 4th referrals = \$150 per new member instead of \$100.
2. 5th plus referrals = \$250 per new member + public recognition in the e-newsletter.

Recognition for Top Referrers

1. Feature "Referral Champions" in e-newsletters and social media.
2. Provide free event ticket perks for top-performing referrers.

Annual Review & Adjustments

1. Track referral-to-join conversion rates and member engagement.
2. Adjust incentives or program structure based on participation and feedback.

Projected Impact

Implementing this referral program is expected to:

1. Increase new memberships by at least 10-20% annually.
2. Strengthen engagement by rewarding current members for participation.
3. Expand BIA NKY's advocacy efforts and influence in the industry.
4. Enhance networking opportunities by connecting new members with existing ones.

Proposal to the Board of Directors - Complimentary Event Access for Prospective Members & Recruiter Guides

Building Industry Association of Northern Kentucky

Proposal Overview

To strengthen membership growth and enhance engagement, we propose offering complimentary access to business-to-business networking events for up to four (4) prospective members per event, along with their assigned recruiter guides from the association.

This initiative aims to increase the prospective member conversion rate from its current 10% to a targeted 15% and 20%, significantly boosting new member enrollments. By allowing prospective members to attend an event at no cost, paired with an engaged recruiter, we can create a structured introduction to the association, helping them understand the value of membership and increasing their likelihood of joining.

The Opportunity

1. Total Prospective Members Per Year: 614
2. Current Conversion Rate: 10%
3. Projected Conversion Rate (Good Case): 15%
4. Projected Conversion Rate (Best Case): 20%

By improving the conversion rate from 10% to 15% (good case) or 20% (best case scenario), we anticipate a significant increase in new members and association revenue.

Financial Impact

Scenario	Conversion Rate	New Members	Additional New Members	Additional Revenue
Before Proposal	10%	61.4	-	-
Good Case	15%	92.1	30.7	\$17,580.40
Best Case	20%	122.8	61.4	\$35,160.80

1. Annual Associate Membership Dues: \$850
2. Affiliation Fees Paid Out Per Member: \$278

3. Net Revenue Per New Member: \$572

Cost of Providing Free Event Access

With four (4) prospective members and four (4) recruiter guides attending each event for free, the cost of attendance ranges from \$60 to \$200 per person.

Cost Scenario	Total Free Attendees	Event Cost Per Person	Annual Cost
Minimum Cost	8	\$60	\$5,760
Maximum Cost	8	\$200	\$19,200

Net Financial Impact

Scenario	Additional Revenue	Minimum Cost (\$5,760)	Maximum Cost (\$19,200)
Good Case (15%)	\$17,580.40	\$11,820.40	-\$1,619.60
Best Case (20%)	\$35,160.80	\$29,400.80	\$15,960.80

Break-Even Consideration

If we achieve at least a 15% conversion rate, the initiative will yield a positive net benefit of \$11,820.40 under minimum-cost assumptions. Even at the maximum cost scenario, the break-even point is attainable at a conversion rate slightly above 15%.

Proposal Recommendation

To ensure cost neutrality and maximize membership growth, we recommend approving this initiative with the following conditions:

Performance-Based Participation:

1. Free event access is limited to four (4) prospective members per event.
2. Each prospective member must be accompanied by a recruiter guide (an engaged association member).
3. Prospective members are eligible for one free event within 60 days of expressing interest in membership.

Quarterly Review:

1. We will conduct a quarterly evaluation to track conversion rates and adjust attendance limits if necessary.

Adjustable Attendance Cap:

2. If conversion gains are lower than expected, the number of free attendees may be reduced to maintain financial sustainability.

Conclusion

By implementing this initiative, we anticipate a significant increase in new member conversions, higher engagement, and stronger revenue growth for the association. The potential financial benefits outweigh the risks, especially under a good case scenario where we achieve a 15% conversion rate.

Prospective Member B2B Event Recruiter Complimentary Business-to-Business Event Access Program

Building Industry Association of Northern Kentucky (BIA NKY)

Program Overview

The Program is designed to encourage membership growth by allowing membership teammates and captains to invite and accompany one prospective member to a business-to-business event at no cost. This initiative provides both the recruiter and the prospective member with complimentary event access, ensuring a structured and engaging introduction to BIA NKY.

This program is aligned with EOS (Entrepreneurial Operating System) principles and industry best practices, ensuring accountability, measurable results, and an effective conversion process.

Program Eligibility & Participation

Who Can Participate?

1. Any current BIA NKY membership teammate or captain.

Who Qualifies as a Prospective Member?

1. Any business professional not currently a member of BIA NKY.
2. Individuals who have expressed interest in joining or meet BIA NKY's membership criteria.

Complimentary Access Includes:

1. Free event attendance for both the recruiter and the prospective member.
2. Networking opportunities with industry professionals.
3. Guided introductions facilitated by the recruiter.

Expectations & Responsibilities of the New Member Recruiter

To earn complimentary event access, the recruiter must fulfill the following expectations:

Prospect Outreach & Invitation (Scorecard & Rocks Alignment)

1. Identify one prospective member per event that has membership decision making authority for their company.
2. Personally invite the same prospect and explain the event's value.
3. Confirm attendance and register both individuals in advance.

Measure of Success:

1. Contact and confirm at least one prospect per event.
2. Ensure the prospect attends the event.
3. Track invitation success rate in the prospect management by staff.

Event Engagement & Introduction (LMA - Lead, Manage, and Hold Accountable)

1. Arrive 15 minutes early with the prospective member.
2. Introduce the prospect to at least three industry peers.
3. Explain BIA NKY's mission, benefits, and key membership advantages.

Measure of Success:

1. Three+ quality introductions made at the event.
2. Prospect engages in meaningful conversations with members.
3. Prospect receives a membership application or digital follow-up materials.

Post-Event Follow-Up & Membership Conversion (Scorecard & Process Accountability)

1. Follow up within 48 hours after the event.
2. Answer any questions the prospect has about membership benefits.
3. Encourage membership sign-up and connect them with a BIA NKY representative.

Measure of Success:

1. Contact prospect within 48 hours of the event.
2. Maintain a conversion rate of at least 20% from prospects to members.
3. Track conversion progress by reporting to staff at weekly check ins.

Handoff to Ambassador Team (Core Process & Accountability Chart Alignment)

1. If the prospect joins, turnover all profile (staff provided) details to staff.
2. Staff assigns to Ambassador Teammate

Accountability & Performance Tracking

All recruiters participating in the program must:

Submit an event engagement report and prospect profile (staff provided) during weekly check ins, detailing key facts about the prospect and their experience.

Quarterly Reviews & Recognition:

1. Recruiters will be evaluated quarterly to ensure performance standards are met.
2. High-performing recruiters may receive recognition and incentives for outstanding conversion rates.

Program Compliance:

Recruiters who fail to follow through with post-event engagement and reporting or do not meet a 20% conversion rate over multiple events may be removed from the program.

Accountability Item	Expectation	Measure of Success
Prospect Outreach	Identify & invite 1+ qualified prospect per event	Confirmed attendance & registration
Event Engagement	Arrive early, facilitate 3+ introductions	Quality conversations & member interest
Post-Event Follow-Up	Contact prospect within 48 hours	Prospect remains engaged & asks follow-up questions
Membership Conversion	Guide prospect through application process	20%+ of prospects convert to members
Retention & Engagement	Hand off to staff	100% hand off with completed profile
Tracking & Reporting	Submit engagement report at weekly check in	Documented participation & impact
Quarterly Performance Review	Maintain program compliance & high engagement	Consistent results & improvement

Conclusion

This New Member Recruiter Program provides a structured, high-impact approach to increasing membership engagement and conversion rates. By offering complimentary event access, we create a direct pathway for prospective members to experience BIA NKY's value, leading to higher recruitment and retention success.

Providing Complimentary Event Access to Membership Team Ambassadors & New Members

Building Industry Association of Northern Kentucky

Proposal Overview

To strengthen membership retention and enhance engagement, we propose providing free access to business-to-business events, networking receptions, and larger-scale events for up to four (4) membership teammates per event. These individuals will serve as ambassadors for the Building Industry Association of Northern Kentucky (BIA NKY).

Additionally, we propose offering complimentary access to up to four (4) new members per event to help integrate them into the association, fostering stronger relationships and improving retention rates. New members will have up to 60 days from their join date to attend a free event. This limited window encourages early engagement and ensures new members take advantage of the opportunity while they are still in the critical onboarding phase.

This initiative aims to address first-year membership attrition, which currently stands at 50%, and second-year attrition, which stands at 25%. Through structured engagement efforts, we aim to cut both of these statistics in half.

The Problem

1. First-year members leave at a rate of 50%, leading to revenue loss.
2. Second-year members leave at a rate of 25%, reducing long-term retention.
3. Stronger engagement is key to improving retention, and structured networking opportunities can provide a solution.

Financial Considerations

1. Annual Associate Membership Dues: \$850
2. Affiliation Fees Paid Out: \$278 per member
3. Net Revenue Per Retained Member: \$572
4. Expected New Members in 2025: 50

Retention Impact and Additional Revenue

With this initiative, we expect to retain an additional 12.5 first-year members and 1.56 second-year members due to improved engagement.

1. First-Year Retention Impact: \$7,150 in additional revenue
2. Second-Year Retention Impact: \$893.75 in additional revenue

3. Total Additional Revenue Impact: \$8,043.75

Cost of Implementing Free Event Access

With four (4) ambassadors and four (4) new members attending each event for free, the cost of attendance ranges from \$60 to \$200 per person.

1. Minimum Annual Event Cost (8 attendees x 12 events x \$60): \$5,760
2. Maximum Annual Event Cost (8 attendees x 12 events x \$200): \$19,200

Net Financial Impact

1. Best-Case Scenario (Low Event Cost): +\$2,283.75
2. Worst-Case Scenario (High Event Cost): - \$11,156.25

Break-Even Analysis

To ensure cost neutrality, the initiative must retain at least 10 additional first-year members in the best-case scenario and 34 in the worst-case scenario to fully offset the event costs.

Proposal Recommendation

To ensure financial sustainability, we recommend approving this initiative with the following conditions:

Performance-Based Participation:

1. Free event access for ambassadors is only granted if they perform prescribed duties at each event (membership engagement, and retention efforts).
2. New members will have up to 60 days from their join date to attend a free event. This stipulation ensures engagement occurs early, improving their likelihood of long-term retention.

Quarterly Review:

1. We will conduct a quarterly evaluation to track retention improvements and participation impact.
2. Adjustments can be made based on effectiveness.

Adjustable Attendance Cap:

1. If retention gains are lower than expected, the number of free attendees may be reduced to maintain financial sustainability.

Conclusion

By implementing this initiative, we can proactively strengthen membership retention, increase revenue, and improve engagement while maintaining financial responsibility. This proposal provides a high-impact, low-risk strategy for improving long-term membership stability.

The Monthly Level 10 Membership Meeting and Weekly 15-Minute Team Check-Ins

An **EOS Level 10 Meeting®** is a structured, weekly leadership meeting designed to help teams stay focused, solve issues effectively, and drive accountability. Within the **Building Industry Association of Northern Kentucky (BIA NKY)**, this meeting format is used as part of **membership leadership efforts** to ensure alignment, improve performance, and maintain forward momentum on strategic goals.

Monthly L 10's are used for the membership leadership group who is made up of the Volunteer leader (integrator), the EO (visionary), the staff liaison (operations), and team captains (recruiters, ambassadors, and retention specialists).

Weekly 15-minute check-ins are help by the teams to track the scorecard and provide feedback for the leadership group.

Here's a breakdown of the **key elements** of an EOS Level 10 Meeting and how they are applied within BIA NKY:

1. Segue (5 minutes)

- *Purpose:* Kick off the meeting with personal and professional good news.
- *BIA NKY Focus:* Helps build relationships among membership leadership, creating a positive and collaborative tone for the meeting.

2. Scorecard Review (5 minutes)













- *Purpose:* Review 5–15 key measurable metrics that show the organization's health.
- *BIA NKY Focus:* May include metrics like membership growth, event attendance, retention rates, and engagement levels. This helps ensure goals are being met and trends are identified early.

SCORECARD

Measurables	Goal	SEPTEMBER			OCTOBER				NOVEMBER				DECEMBER	
		9/9 to 9/15	9/16 to 9/22	9/23 to 9/29	9/30 to 10/6	10/7 to 10/13	10/14 to 10/20	10/21 to 10/27	10/28 to 11/3	11/4 to 11/10	11/11 to 11/17	11/18 to 11/24	11/25 to 12/1	12/2 to 12/8
BT Prospects	≥ 2.00							0.75	0.25	0.13	0.25	0.25	0.25	0.50
BT Recruited	≥ 16.00							0.00	0.31	0.25	0.50	0.25	0.63	1.00
BT Retention Contact	≥ 2.00							0.00	0.25	0.50	0.75	0.50	0.25	0.25
BT Conversion	≥ 10.00%							0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CC Prospects	≥ 2.00							0.75	1.00	1.00	0.13	0.50	0.50	
CC Recruited	≥ 16.00							0.00	0.38	0.25	0.13	0.00	1.00	
CC Retention Contact	≥ 2.00							0.00	0.25	0.00	0.25	0.00	0.50	
CC Conversion	≥ 10.00%							0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
NM Prospects	≥ 2.00								0.25	0.00	0.25	0.25	0.00	
NM Recruited	≥ 16.00								0.00	0.00	0.50	0.13	0.50	
NM Retention Contact	≥ 2.00								0.00	0.00	1.00	0.25	0.00	
NM Conversion	≥ 10.00%								0.00%	0.00%	0.00%	0.00%	0.00%	
Prospects	≥ 2.00								0.13	0.25	0.25	0.36	0.25	0.13
Recruited	≥ 16.00								0.00	0.25	0.13	0.25	0.50	0.63
Retention Contact	≥ 2.00								0.00	0.50	0.25	0.50	0.00	0.50
Conversion	≥ 10.00%								0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BT Attendance	= 4							3	3	0	2	2	3	3
CC Attendance	= 4							2	3	2	2	0	2	
NM Attendance	= 4								4	0	2	1	3	
Attendance	= 4								4	2	1	2	1	2
Prospects	≥ 2.00									0.13	0.25	0.00	0.00	1.00
Recruited	≥ 16.00									0.00	0.50	0.00	0.00	1.00
Retention Contact	≥ 2.00									0.00	0.00	0.00	0.00	0.25
Attendance	= 4									4	3	0	0	3
Conversion	≥ 10.00%									0.00%	0.00%	0.00%	0.00%	0.00%

3. Rock Review (5 minutes)

- *Purpose:* Check the status of quarterly goals (“Rocks”)—are they on track or off track?
- *BIA NKY Focus:* Leadership tracks major initiatives like new member onboarding processes, workforce development efforts, or community engagement campaigns.

 Onboard 3 players	 Steve F	 On-Track ▾
 13 New Members Needed in 90 days	 Steve F	 Off-Track ▾
 Systemize realignment transition for people leaving membership	 Brian M	 On-Track ▾
 Review performance of new players for potential service as captains	 Steve F	 On-Track ▾

4. Customer/Member Headlines (5 minutes)































- *Purpose:* Share notable updates about members or partners.
- *BIA NKY Focus:* Recognizes member achievements, concerns, or opportunities for support, strengthening relationships and responsiveness.

5. To-Do List (5 minutes)






- *Purpose:* Review commitments made in the last meeting to ensure follow-through.
- *BIA NKY Focus:* Promotes accountability among membership leaders for completing tasks such as outreach, event planning, or advocacy follow-ups.

TO-DOS

OUTSTANDING TO-DOS 15

	Team Captains: Train teammates on usage of collateral and emails		Dec 24, 2024
	Check on video resources and report to Sam		Jan 14
	Team Captains: Communicate to team (see notes)		Dec 17, 2024
	Team Captains: Refer new teammates to Dan Riegler		Dec 24, 2024
	Team Captains: Refer new teammates to Dan Riegler		Dec 24, 2024
	Team Captains: Communicate to team (see notes)		Dec 17, 2024
	Team Captains: Refer new teammates to Dan Riegler		Dec 24, 2024
	Check on video resources and report to Sam		Jan 14
	Team Captains: Train teammates on usage of collateral and emails		Dec 24, 2024
	Team Captains: Communicate to team (see notes)		Dec 17, 2024
	Team Captains: Train teammates on usage of collateral and emails		Dec 24, 2024
	Ask legal counsel to propose bare minimum on application process for RB/RR		Jan 14
	Team Captains: Refer new teammates to Dan Riegler		Dec 24, 2024
	Team Captains: Train teammates on usage of collateral and emails		Dec 24, 2024
	Team Captains: Communicate to team (see notes)		Dec 17, 2024

COMPLETED TO-DOS 4

	Confirm Fred Commitment		Nov 19, 2024
	Drees AI email sent to all teams		Nov 19, 2024
	DropBox Sam create new and host information		Dec 31, 2024
	Assign quick response team to triage 6 month no shows - core process		Nov 19, 2024

6. IDS – Identify, Discuss, Solve (60 minutes)

- *Purpose:* Prioritize and resolve key issues affecting progress.
- *BIA NKY Focus:* This is the heart of the meeting. Leadership tackles pressing challenges—e.g., declining member engagement, improving value propositions, or streamlining committee structures. Issues are identified, discussed, and solved with clear action steps.



ISSUES

ISSUES SOLVED 1



 Attendance at check ins - failure on first core value  Created: Nov 25, 2024

ISSUES NOT SOLVED 11



 Commercial/Industrial Participation on Membership Committee and Leadership Team  Created: Sep 10, 2024

 Membership Sales Practices  Created: Aug 13, 2024



 Auto Renewal Process  Created: Aug 13, 2024

 Accountability Chart - who reaches out to teammates about attendance and performance  Created: Nov 20, 2024



 Event Size and Quality  Created: Sep 10, 2024

 Membership Value or ROI  Created: Aug 13, 2024

 Communications  Created: Aug 13, 2024

 Weekly check-in feedback list  Created: Oct 28, 2024

 Registered Builder/Remodeler application process  Created: Oct 8, 2024

 Fill all Seats  Created: Oct 8, 2024

 Retention calls are different  Created: Dec 10, 2024

7. Conclude (5 minutes)

- *Purpose:* Recap the meeting with:
 - Recap of to-dos
 - Cascading messages (anything that needs to be communicated to other teams or members)
 - Rating the meeting (1–10 score)
- *BIA NKY Focus:* Ensures clarity, communication, and continuous improvement of the leadership process.


New Member Email Onboarding Drip Campaign

Sequence	Title	Timing
1	Welcome to the BIA	Immediately upon payment
2	BIA Membership, Committees, Insurance and Savings Programs	One week after prior email
3	Member Education, Continuing Education, Online Opportunities and the Builders Show	One week after prior email
4	Workforce Development, Enzweiler Building Institute, Covington Academy of Heritage Trades and more	One week after prior email
5	Communications from the federation to your inbox	One week after prior email
6	BIA Advocacy and Political Action	One week after prior email
7	BIA final onboarding email - meet the team	One week after prior email

Reporting:

Journey performance








Nov 8, 2024 - Apr 24, 2025

 <u>Open rate</u> 89.6%	 <u>Click rate</u> 11.7%	 <u>Unsubscribe rate</u> 0%	 <u>Delivery rate</u> 98.7%
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Additional metrics by channel

Nov 8, 2024 - Apr 24, 2025

Engagement	
	Email 77 deliveries
<u>Click rate</u>	11.7%
<u>Clicked</u>	9
<u>Clicks per unique opens</u>	13.0%
<u>Open rate</u>	89.6%
<u>Opened</u>	69
<u>Total clicks</u>	33
<u>Total opens</u>	126

Channel	Message name	Sends	Open rate	Click rate
	Welcome to the BIA Welcome to BIA of Northern Kentucky...	15	107%	21.4%
	BIA Membership, Committees, Insuran... BIA Membership, Committees, Insuran...	13	108%	23.1%
	Member Education, Continuing Educat... Member Education, Continuing Educat...	14	85.7%	7.1%
	Workforce Development, Enzweiler Bu... Workforce Development, Enzweiler Bu...	10	80.0%	10.0%
	Communications from the federation ... Communications from the federation ...	14	64.3%	7.1%
	BIA Advocacy and Political Action... BIA Advocacy and Political Action...	4	125%	0%
	BIA final onboarding email - meet t... BIA final onboarding email - meet t...	8	75%	0%

Welcome to the BIA – Immediately upon payment



Welcome to the Building Industry Association of Northern Kentucky!



On behalf of the entire [Building Industry Association of Northern Kentucky](#), I would like to personally welcome you to our association. We are thrilled to have you join a network of professionals dedicated to advancing our industry and supporting the continued growth of our region.

As a member, you'll have access to exclusive resources, networking opportunities, and events that will

connect you with fellow industry leaders and experts. As a member of the BIA you are also a member of the [Home Builders Association of Kentucky](#) and the [National Association of Home Builders](#). Our federation model ensures you are represented in all aspects of the industry nationwide.

I encourage you to explore our committees and programs where your participation can make a meaningful impact. Engaging with our initiatives not only strengthens your connections but also shapes the future of the building industry in Northern Kentucky.

If you have any questions or need assistance as you get started, please don't hesitate to reach out to our team or fellow members. We are here to help you maximize the value of your membership and achieve your professional goals.

In the coming weeks you will be receiving a series of messages designed to make you aware of all the BIA has to offer. The organization is one of the most robust builders associations in the nation and with all we have to offer you, our new member, we want to make the information as easy to digest as possible.

Once again, welcome to the BIA family. We look forward to seeing you at our upcoming events and working together to build a stronger future for our industry.

Sincerely,

A handwritten signature in black ink that reads "Mitchell Deaton".

Mitchell Deaton
President
Building Industry Association of Northern Kentucky

Visit us at the BIA website



BIA Membership, Committees, Insurance and Savings Programs – One week after prior email



The Culture of Membership at the BIA

The culture of the membership at the Building Industry Association of Northern Kentucky is collaborative, driven, and community focused. Members value building strong relationships, promoting professionalism, and supporting each other's growth and success. There is a shared commitment to advancing the industry through advocacy, innovation, and best practices.



Networking

Networking is crucial for new members of the Building Industry Association of Northern Kentucky because it helps them build valuable relationships, gain industry insights, and access opportunities.

By connecting with experienced professionals, new members can exchange knowledge, find potential business partnerships, and increase their visibility within the industry. Networking fosters a supportive community that encourages collaboration, offers mentorship, and helps members stay informed about industry trends and developments. This connection is vital to feeling integrated into the association and maximizing the benefits of membership.

[Click here to see our upcoming events](#)



Committees and Councils

Joining a committee at the Building Industry Association of Northern Kentucky is crucial for new members as it provides them with direct engagement, industry insights, and the opportunity to shape the future of the association. Being part of a committee helps members build valuable relationships, contribute their expertise, and enhance their leadership skills, ultimately maximizing their membership value.

Committees to Consider:

- **State and Local Government Committee:** Stay informed on legislative issues affecting the industry and help advocate for policies that benefit the building community.
- **Membership Committee:** Engage with new members, drive recruitment, and create a welcoming environment for industry professionals.
- **Land Development Council:** Focus on issues related to land use, zoning, and development practices to promote sustainable growth in the region.
- **Emerging Leaders Council:** Connect with and mentor the next generation of industry leaders while fostering innovation and fresh ideas within the association.

By joining a committee, new members actively contribute to the association's mission and gain a deeper understanding of the industry's landscape.

[Click here to join a committee or council](#)



KENTUCKY
AGC Self Insurers' Fund

Kentucky Associated General Contractors/Self Insurers Fund

The Kentucky AGC Self Insurers' Fund, endorsed by HBAK, offers workers' compensation insurance with a focus on saving members money. For 40 years, the Fund has provided reliable coverage, risk control services, and claims expertise. In 2023, over \$25 million in dividends was returned to members, totaling over \$260 million since 1994. Rated A- by A.M. Best since 1998, the Fund prioritizes financial stability and member benefits. With exceptional customer service, competitive rates, and industry expertise, the Fund aims to enhance safety operations and support partnerships with agents and contractors through flexible payment options and ongoing association engagement.

[Click here and select "insurance agency" for a list of approved agents](#)

Affordable Health Insurance

We're here to bring you affordable healthcare options like never before! Our trusted advisors will help answer questions and walk you through the enrollment process at a date and time that works for you.



[Learn more](#)



Health Insurance

Our group health insurance through Anthem provides you an opportunity to receive a competitive quote for you, your family, and your employees. There are many plans from which to choose to best suit your needs. And you get the negotiating power of a big corporation when all of the small employers are put together in a group program.

[Learn more](#)

Get Rebates Now

HBA Rebates has partnered with dozens of the industry's leading Manufacturers to strengthen loyalty with HBA Members. This free State & Local association benefit, the HBAK Member Rebate Program, is available to all active Builder & Remodeler members.



[Get your rebates now](#)



NAHB Savings

Thousands of members of local and state builders associations utilize the NAHB member savings programs to receive numerous exclusive discounts.

[Save now](#)

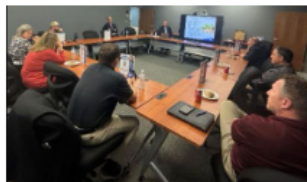


Member Education, Continuing Education, Online Opportunities and the Builders Show – One week after prior email



Member Education at the BIA

Member education at the Building Industry Association of Northern Kentucky (BIA-NKY) is crucial for new members looking to grow their businesses and enhance their professional development. Our association offers a wide range of learning opportunities, both locally and nationally, as well as online, to ensure accessibility and relevance. These programs provide essential insights into industry trends, best practices, and regulatory changes, empowering members to stay competitive and succeed in a constantly evolving market. By investing in education, new members can not only strengthen their business operations but also enrich their professional networks and personal growth.



Continuing Education

Continuing education courses at the Building Industry Association of Northern Kentucky offer new members valuable insights in key areas such as economic forecasts, building technology, business

practices, and financial management. These courses help members stay updated on industry trends, adopt innovative construction techniques, and refine their business strategies. By gaining practical knowledge and expert perspectives, members can make informed decisions, enhance operational efficiency, and achieve long-term growth. Ultimately, these educational opportunities empower new members to stay competitive, adapt to market changes, and build successful, resilient businesses.

[Click here to see our upcoming education courses](#)



Education at the International Builders Show (IBS)

All Homes Start Here is heading back to Vegas Feb 25 – 27, 2025 with unmatched and unrivaled education tailored for residential construction industry professionals. IBS Education is always an attendee favorite. The 2025 lineup will not disappoint. Walk away with the latest trends, newest techniques, forward-thinking business strategies and actionable items to apply to your business right away.

[Click here to learn more about education at IBS](#)

NAHB Professional Development

Welcome to NAHB learning portal. In this area, you will find access our live online and on-demand courses. You can also track your online education via your online learning transcript.



[Check out your NAHB education offerings here](#)



Workforce Development, Enzweiler Building Institute, Covington Academy of Heritage Trades and more



BIA Workforce Development Initiatives with Enzweiler Building Insitute

The Institute has existed since 1967 as the nation's oldest and longest continually operating construction trades school under the auspices of the National Association of Home Builders. With record enrollment over 400 students during the 2024-2025 school year the Institute is Greater Cincinnati's largest construction skilled trades school.



Erlanger Campus

The Erlanger Campus, also home to the BIA headquarters boasts 22,000 square feet of meeting space, classrooms, learning labs and administrative offices. Located at 2751 Circleport Drive, Erlanger, KY 41018.

Covington Location

The Covington Location opened in early 2023. This location features over 10,000 square feet of classrooms and learning laboratories with a small office operation.





Learn more about the Enzweiler Building Institute

Check out the Institute's website for more!

[Learn more](#)



High School Program

Both the Erlanger Campus and the Covington Location host high school programs where students attend an Introduction to the Construction Trades course four days a week for two hours a day. Classes begin at 8:30 AM and 11:30AM.



Evening Adult Program

Post-Secondary evening adult programs are attended two nights a week between 6:00-9:00pm. This apprenticeship-based model allows students to work in their chosen fields and attend classes in the evenings making tuition affordable and attendance at pace with the student's daily work lives.



Employment Reentry Program

In partnership with the Life Learning Center the Life Skills Training and Trades Certificate Program is designed those who need additional life skills in order to find employment. Life Learning Center provides the wrap around services to provide students with a solid foundation in life while the Enzweiler Institute provides the construction skills training component. Together the two organizations set enrollees on a path towards life changing success and a promising career.



Covington Academy of Heritage Trades

In partnership with the City of Covington, the Academy specializes in training in the historic preservation arts. Students learn to preserve the original features and historic significance while simultaneously modernizing and updating the functionality of the properties. Through hands-on application in real properties, students gain practical experience that can translate into meaningful careers in the field of historic restoration.



The Big Dig

In early spring the Boone County Fairgrounds is the setting for the Big Dig, a one-day workforce development event to expose young people to the possibilities in the trades at an unforgettable experience. Find out how you can join us at the Big Dig and invest in your future workforce.

[Check it out](#)

Construction Career Connection

The day before the Big Dig we open up the Boone County Fairgrounds to area middle and high school students, hosting hundreds of youth as we expose them to the construction trades. Reach out to us to find out how you can participate and start growing your workforce.



Learn more about the Covington Academy of Heritage Trades

Check out the Academy's Website for more!

[Learn more](#)



Communications from the federation to your inbox – One week after prior email



Communications Across the Federation

As you now likely know when you joined the BIA you also joined the Home Builders Association of Kentucky and the National Association of Home Builders. Our "federated" model ensures you are represented locally, statewide and on a national level. The BIA and its federated partners have many ways to keep you informed. Find what you want to know and tune in! You will benefit for years to come!



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[NAHB Connect \(Forum\)](#)

[Housing Developments Podcast](#)

[Eye on Housing \(Economics\) Blog](#)

[NAHBNow](#)



BIA Advocacy and Political Action – One week after prior email



BIA and Federation Advocacy Services

A single win in the policy arena can save builders thousands of dollars on every project they build. In recent years, the federation's advocacy efforts and other member benefit offerings have provided members with tremendous value — equal to over \$7,500 per new home and over \$25,000 per new commercial and industrial economic development project. This significant savings makes membership an essential tool for builders and the diverse businesses that support the building industry.



State and Local Government Committee

The committee meets every other month, hosting elected and appointed officials who are decision makers at the local, state and national level.



Representation in Frankfort

Your local and state association partners represent you in state government. Services are provided to your business year-round, not when the Kentucky General Assembly is in session. The association engages elected officials, state committees, departments and division of state government that affect your industry. Each year we stop bills that could harm your industry, pass business friendly legislation, and work to shape policy at state agencies. Your state association employs fulltime lobbyists and a contract lobbyist while your representation at your local association is handled by your Executive Vice President.

Land Development

Council

The Council meets every other month, alternating with the State and Local Government Committee. The group meets with regional planning commissions, water districts, SD1, powered utilities and others to represent the industry and shape policy.



Representation in Washington D.C.

The National Association of Home Builders employs 8 fulltime lobbyists assigned to policy topic and geographic region to represent you on Capitol Hill, 2 fulltime staff assigned to environmental policy, 7 fulltime staff dedicated to building codes, 6 fulltime staff covering construction finance policy, 2 assigned to labor and safety policy, and 4 addressing state and local government affairs. Coupled with your local and state advocacy services that equals 33 individuals representing your industry at all levels of government.



HBA of Kentucky Advocacy Updates

Sign up for HBA of Kentucky Advocacy Updates, calls to action, and important information regarding statewide policy that affects your industry including state legislation, statewide policy and more.

[Sign up](#)



NAHB Advocacy Updates

Sign up for NAHB's Builder Link notification system to stay abreast as to policy in Washington D.C. and calls to action regarding codes, legislation and federal policy.

[Sign up](#)



Political Housing Club of NKY

This Political Action Committee is run by your local BIA and supports campaigns friendly to the industry on a local and statewide basis.



Housing Industry PAC of KY

This Political Action Committee is run by the HBA of Kentucky and supports campaigns friendly to the industry across the commonwealth.



BUILD PAC

This Political Action Committee is run by NAHB and supports campaigns friendly to the industry across the United States.

[Learn more](#)



BIA final onboarding email - meet the team



Your Staff Team at the BIA

The BIA boasts a staff of 10 fulltime professionals that are here to assist you. We can be reached at (859) 331-9500. Email addresses and areas of accountability are as follows:



Brian Miller

Executive Vice President

- Advocacy Services
- Land Development Council
- State and Local Government Committee
- Board of Directors
- Media Relations

[Email](#)



Alex Fangman

Director of Development

- Institute and Academy Fundraising
- Institute and Academy Endowments
- Institute and Academy In-Kind Donations
- Grant Management
- Association Sponsorship

[Email](#)



Diane McConnell

Director of Workforce Development

- Enzweiler Building Institute
- Covington Academy of Heritage Trades
- Workforce Development Partnerships
- Faculty Oversight
- Grant Management

[Email](#)



Dan Smith

Director of Finance

- Information Technology
- Accounts Payable
- Corporate Entity Management
- Human Resources Coordination
- Facility Management

[Email](#)



Jared Bryant

Education and Enrollment Counselor

- Institute and Academy Recruitment
- Community Outreach
- Employer Outreach
- Student Prospect Engagement
- Institute and Academy Marketing

Email



Kim Davis

Accounting Coordinator

- Accounts Receivable
- Invoicing
- Student Payment Plans
- Association Office Procurement
- Facility Rentals

Email

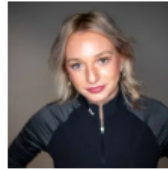


Karin Kuhlman

Education Office Manager/Erlanger

- Student Records
- Student/Instructor Communications
- Institute and Academy Procurement
- Grant Tracking and Reporting
- Facility Access and Security

Email



Anna Marsh

Communications and Event Coordinator

- B2B Events
- Websites
- Social Media
- E-Newsletters
- Emerging Leaders Council

Email



Sam Stenger

Manager of Membership and Events

- Membership Committee
- Registered Builder/Remodeler Committee
- Member Education Programs
- Member Record Partner Reconciliation
- B2B Events

Email



Christian Wilson

Education Office Manager/Covington

- Student Services
- Instructor Administration
- Student Prospect Tracking
- Material Receiving Management
- Covington Location Facility Oversight

Email