

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

ID: MA21618

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

## Membership Cup Award

### Contact Information

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<i>Last Name:</i>	Moore
<i>Title:</i>	EO
<i>Company/Organization:</i>	Wilmington Cape Fear HBA
<i>Address 1:</i>	3801 Wrightsville Ave
<i>Address 2:</i>	Ste. 5
<i>City:</i>	Wilmington
<i>State:</i>	NC
<i>Country:</i>	US
<i>Zip:</i>	28403
<i>Telephone:</i>	9107992611
<i>Telephone Extension:</i>	7
<i>Email Address:</i>	cameron@wilmhba.org

### Home Builders Association (HBA) Details

<i>Association Name:</i>	Wilmington Cape Fear HBA
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Association Number:

3471

Website:

<https://www.wcfhba.org/>

## 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 WCFHBA membership plan was developed through a collaborative effort led by the HBA Director of Business Development, Hope Taylor, and the WCFHBA Membership Committee. In 2024, Hope recognized the need for a significant shift and restructured the membership committee into a working group focused on actionable strategies to enhance overall membership. Together, Hope and the committee worked to design a comprehensive plan, which was then presented to the Board of Directors for approval and implementation. As a group, they met monthly to brainstorm new initiatives, identify areas of opportunities for new strategies, and work collectively to implement solutions that would drive membership growth and engagement. The membership plan directly aligns with the WCFHBA's broader goal to deliver maximum value to its members by setting new milestones and striving to be the best. By increasing external exposure and visibility, along with focusing on internal retention and engagement, the plan reinforces WCFHBA's core belief that the association exists to serve its members. WCFHBA is committed to building an association that members are genuinely proud to belong to—one that not only reflects their values but also proudly represents the spirit of the Cape Fear region of NC.

*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.):*

Goals included increasing visibility and lead generation among non-member companies, growing net membership (both internally and externally), boosting retention rates, and enhancing member engagement. These objectives were pursued through an external membership drive (social media campaign) and targeted efforts in high-potential geographic areas through membership socials. Specifically, this included outreach in underserved markets of the Cape Fear area, such as Carolina Beach, where we identified strong potential for membership growth. Additional strategies included an internal audit to identify underutilized membership packages, a revised collections program, and the launch of a "New Member Welcome Packet" to foster initial engagement. The goals were successfully met. Reach saw a 175.9% increase in views and a 309.1% increase in accounts reached on Facebook, and a 9.2% increase in views and a 35.8% increase in accounts reached on Instagram. WCFHBA was recognized with NAHB's 2024 largest affiliate member numerical increase award. Retention rose from 75.73% in April 2024 to 81.48% in 2025. Membership grew by 16.3%, from 1,561 in April 2024 to 1,816 in 2025 — highest in WCFHBA history, placing 3rd nationally (at time of writing). Additionally, WCFHBA won eight out of eleven statewide association awards, including best publication for our New Member Packet.

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

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The membership plan is deeply integrated into WCFHBA's core events and overall association strategy. High-attendance events like Shrimp-a-Roo and Oyster Roast, which each draw over 300 attendees, are prime opportunities to promote membership and showcase value. At these events, the Membership Committee arrives early, wears clearly branded badges, and intentionally engages with prospects throughout the evening. A president-led initiative also included having our Board of Directors show up early as a welcoming committee at the start of the event. New Member Welcome Packets are on hand as well to share with those interested in membership. WCFHBA uses every event as a platform to showcase the value of membership. Our Executive Officer regularly addresses attendees at our events, highlighting recent accomplishments, 3-in-1 membership benefits, and encouraging current members to spread the word within their professional circles. The BOD and Membership Committee, in alignment with our membership growth and engagement strategy, actively invite prospects as well as current members who have been unengaged to attend events as personal guests. This targeted outreach, paired with the welcoming atmosphere and personalized follow-up, has resulted in strong conversion rates from guests to new members.

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

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The plan was designed to be accessible for all members to get involved in membership efforts without requiring a large time commitment. Recognizing that traditional approaches like call-a-thons had become repetitive after many years of use, we introduced more engaging strategies to better connect with members. One key initiative was our April 2025 social media campaign, which aligned with NAHB's national membership drive. This campaign capitalized on the excitement surrounding our social media platforms following the launch of our viral HBA mascot, Woody T. Carpenter, and our recent win for Best HBA Social Media at the state level. With strong engagement already in place, we encouraged members to like, comment, and share posts. Our highly active members on social media served as a jumping point for the campaign's success, amplifying our reach by sharing content within their own networks. As previously mentioned, members were also encouraged to invite prospective members as guests to events—an easy, effective way to support growth. For those unable to participate externally, Hope personally contacted existing member companies to push them to fill prepaid but unused affiliate slots within their membership packages. This boosted internal membership and helped increase overall numbers across all membership categories.

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

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The membership plan incorporates both short-term wins and long-term strategies to drive sustained growth. In the short term, initiatives like our targeted social media

campaign, networking socials, and internal audits led to immediate membership boosts, both from external outreach and by maximizing existing membership packages. For the long term, our focus is retention and delivering lasting value. We know that if new members do not engage within the first three months, their likelihood of renewing drops significantly. That is why we have invested in resources like our updated new member publications, designed to get members plugged into events, programs, and committees right away.

We also view financial investment as essential to long-term success—spending a little now to increase member engagement and retention later. Specifically, the Board increased the association’s membership budget by nearly 30%. Additionally, we continuously gather and apply feedback from events to ensure our offerings stay relevant, engaging, and member-focused.

This multi-faceted approach ensures we are not only growing our membership numbers quickly but also building a strong foundation for future retention and involvement.

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*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.):*

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The membership plan takes a balanced approach by combining strong recruitment efforts with intentional retention strategies. Externally, we ran social media campaigns, hosted high-energy events, and encouraged members to invite prospects, driving immediate growth. Internally, we conducted audits to identify and fill underused membership slots, boosting numbers efficiently.

On the retention side, we recognized the need to improve our collections process. We transitioned from a 3-touchpoint system to a more effective 5-touchpoint system, ensuring members receive multiple reminders—via both mail and email—before, during, and after their renewal period. During our membership audit, where all 800+ associate/builder accounts were individually assessed, we also reached out to companies that were historically hard to contact, updating outdated addresses, emails, and primary contacts. This cleanup significantly improved our communication flow. These enhanced touchpoints have resulted in fewer missed renewals and a notable increase in retention. By addressing both recruitment and retention with equal focus—bringing in new members while strengthening systems to keep them engaged and informed—the plan ensures healthy, long-term membership growth. We are confident in the plan’s impact over the past year, with retention rising from 75.73% to 81.48% and membership reaching the highest numbers in WCFHBA history.

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*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):*

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The plan focuses on promoting the full value of the 3-in-1 membership. We ensure members are not only aware of these benefits but also know how to access and use them at each of the local, state, and national levels. As part of this effort, we launched a social media series called The Burrow, a podcast-style video segment featuring members sitting down with our viral mascot, Woody T. Carpenter, to discuss key benefits.

Episodes have highlighted topics such as the new state-level BCBS insurance plan,

Builders Mutual insurance offerings, and the advocacy work being done at the state and national levels. New members also receive a printed booklet that clearly outlines benefits available at each membership level, helping them understand and take advantage of the full value from day one.

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

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For a smaller geographic area, competing with much larger and more densely populated HBAs, we are proud to have a seat at the national table. Our retention statistics have also jumped significantly, reflecting the strength of our efforts to keep members engaged. We also took home 8 out of 11 state-level awards, a testament to the quality and impact of our work.

We have had record attendance at events and a strong return to pre-COVID levels of participation, including in our Parade of Homes entries. Our online presence has also exploded, creating a unique brand that is nationally recognizable. Through our creative efforts we have built a unique culture within the WCFHBA that our members rally behind and love. We are not just growing in numbers; we are fostering a thriving, connected association.

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

<i>Upload a written membership plan:</i>	MembershipCupEntry2025.docx
<i>Supporting Document #1:</i>	MembershipDriveOnlineCampaign.docx
<i>Supporting Document #2:</i>	NewMemberPacket.pdf
<i>Supporting Document #3:</i>	MembershipEngagement.docx
<i>Supporting Document #4:</i>	MemberTestimonialsSocialMedia.pdf
<i>Supporting Document #5:</i>	NewMemberCertificateShoutout.pdf

## Membership Cup Entry 2025

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## 2025 Online Membership Drive

### **Campaign Content:**

- Kickoff Post/Graphic:  
[https://www.instagram.com/p/DH6VVisMQ1T/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/DH6VVisMQ1T/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- Kickoff Video:  
[https://www.instagram.com/reel/DH8xYynM7Ot/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DH8xYynM7Ot/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- SMC Video:  
[https://www.instagram.com/reel/DIPEKcnvhHs/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DIPEKcnvhHs/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- 3-in-1 Membership Video:  
[https://www.instagram.com/reel/Dlesq8SPRxZ/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/Dlesq8SPRxZ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- Membership Benefits Video:  
[https://www.instagram.com/reel/DIjZhiKgrCt/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DIjZhiKgrCt/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- PWB Video:  
[https://www.instagram.com/reel/DI1vN0sv\\_qK/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DI1vN0sv_qK/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- Final Promotion Woody Video:  
[https://www.instagram.com/reel/DJCwE\\_qv3Hm/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DJCwE_qv3Hm/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

### **Campaign Results:**

- Membership Drive Winner Announcement Video:  
[https://www.instagram.com/reel/DJJ9mHOgws9/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DJJ9mHOgws9/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

- Facebook:

## Content overview

Breakdown: Organic/ads ▾

All Posts Stories Reels Videos Live

Views

61.4K ↑ 175.9%

Reach

24.2K ↑ 309.1%

3-second views

784 ↑ 54.6%

1-minute views

69 ↑ 1.6K%

Content interactions

262 ↓ 19.9%



### Views breakdown

Apr 1 – Apr 29

Total

61,433 ↑ 175.9%

From organic

15% ↓ 81.7%

From ads

85% ↑ 372.2%

## Top content by views

Boost content

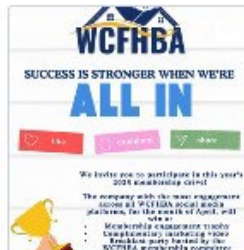
See all content



We're SO excited to launch our 2025...

Wed Apr 2, 8:51am

655 22  
2 3



WCFHBA 2025 Membership Drive ...

Tue Apr 1, 9:56am

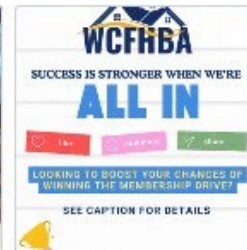
613 20  
12 6



Ready to party like it's 1965? Join us on...

Tue Apr 22, 9:01am

525 11  
2 1



Want to boost your chances of winning o...

Wed Apr 16, 12:30pm

520 12  
3 3

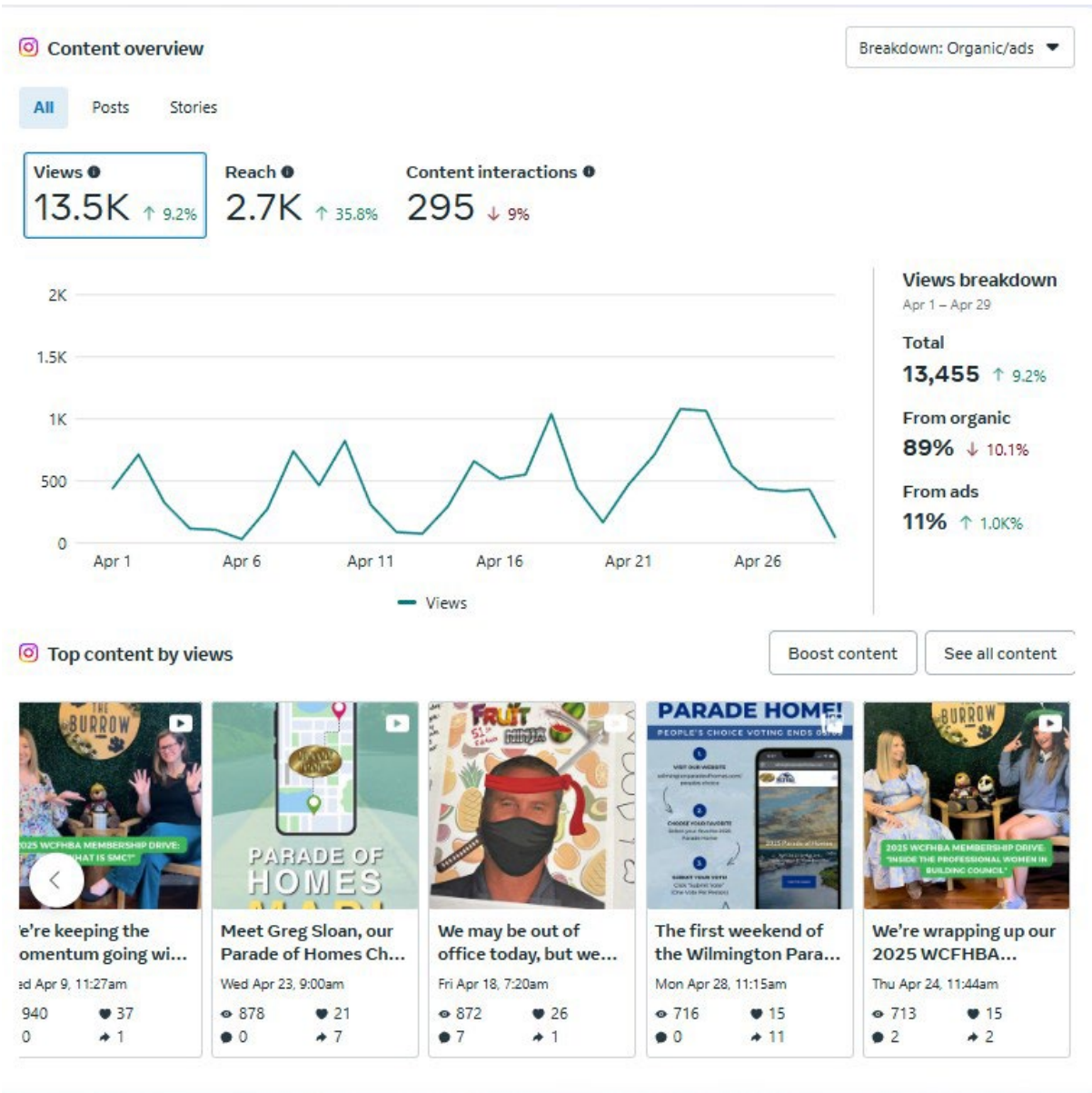


Builder Pickup Day - One Day Only!! 🏠

Mon Apr 14, 1:30pm

466 2  
0 1

• Instagram:



WILMINGTON CAPE-FEAR HOME BUILDERS ASSOCIATION

# WELCME NEW MEMBER





# EVENT CALENDAR

## JANUARY

Oyster Roast

## FEBRUARY

Cornhole Tournament  
Topsail State of the  
Market Breakfast

## MARCH

MAX! Awards Gala  
Economic Forecast

## APRIL

Parade of Homes  
Taste of Home

## MAY

Hammers & Nails  
Golf Tournament

## JUNE

SMC Broker  
Panel Breakfast

## JULY

## AUGUST

Wilmington Builder  
REALTOR® Expo

## SEPTEMBER

Shrimparoo  
Topsail Builder  
REALTOR® Expo

## OCTOBER

Skeet Tournament  
Swing For Education  
Golf Tournament

## NOVEMBER

SMC Builder Panel  
Breakfast

## DECEMBER

Home for the  
Holidays Bus Tour



# WELCOME!

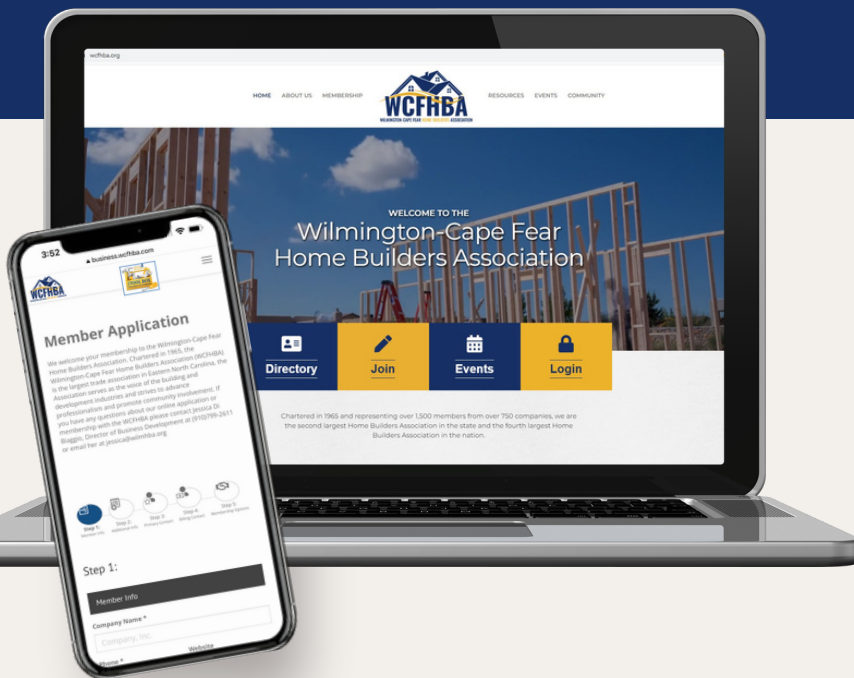
Now that you have joined Wilmington-Cape Fear Home Builders Association, you have automatically become a member of the North Carolina Home Builders Association (NCHBA) and the National Association of Home Builders (NAHB). Start accessing the local, state, and national benefits that are available to you.

It's a  
3-in-1  
Package!

Let's Get You  
Connected!



@WCFHBA





## > Local

Since 1965, the Wilmington Cape-Fear Home Builders Association has strived to promote and protect the local building industry by providing industry promotional events, government representation, and networking opportunities for members in New Hanover, Bladen, and Pender Counties. The Wilmington Cape-Fear Home Builders Association represents members in all facets of the building industry engaged in residential, commercial, remodeling, and land development activities, as well as all other member businesses and professionals related to the building industry. Additionally, the WCFHBA serves as a resource to the community, providing information and referrals to help the community enjoy its construction experience.

## Education

### KNOWLEDGE IS THE KEY TO ADVANCING YOUR BUSINESS

Whether you're looking to advance in your career or gain additional knowledge about a particular topic, Education through your 3 in 1 membership offers a wide range of learning options. From regular classes and seminars to keynote speakers and nationally-recognized certification programs, the Association keeps our members up-to-date on issues and developments crucial to their success in the industry.

### STAY UP-TO-DATE

As a member of the Wilmington Cape-Fear Home Builders Association, you will receive our monthly E-newsletter, The Tool Box, as well as important reminders and updates. These publications as well as our website and social media platforms provide crucial information and marketing opportunities.

## Advertising and Marketing

### STAY IN THE KNOW

Increase your business' visibility and credibility by sponsoring an event or membership mixer. The Association offers advertising opportunities on the website, through the Builder News, and The Tool Box. We also offer tailored packages for members looking for exposure over a number of different media platforms.

## Networking

## GET INVOLVED

One of the most beneficial components of membership is the chance to network and get involved. The Association hosts a multitude of different events allowing members to meet and do business with fellow members in both formal and casual atmospheres including: The Annual Shrimparoo, Oyster Roast, Golf Tournaments, Skeet Shoot, and Free Membership Mixers. The WCFHBA also puts together our largest annual event – The Parade of Homes™ in the Spring.



## LOCAL COUNCILS

The **Cape Fear New Home Sales & Marketing Council** is dedicated to developing and promoting skills and professionalism in sales and marketing through specific sales training, special roundtables, and much more. All individuals of member firms are eligible to join the SMC, who are directly engaged in a sales and marketing function pertaining to the sale of new residential properties to the consumer.

The **Professional Women in Building (PWB) Council** is the voice of women in the building industry. We are dedicated to promoting industry professionalism and supporting our members at the local, state, and national levels by offering networking and educational opportunities, legislative awareness, outreach, and professional and personal development.

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*“The WCFHBA provides such a strong voice for our industry. They take our issues and challenges seriously and always have a seat at the table. This is not just at the local level either. I see it this across the entire spectrum of our 3 in 1 membership.”*

– Heath Clark  
Owner, Legacy Homes by Bill Clark



# > **State**

When joining the Wilmington Cape-Fear Home Builders Association, you automatically start receiving the membership benefits of the North Carolina Home Builders Association.

NCHBA is a dynamic group of builders and associate member firms across the state who pool information and efforts to provide the collective clout and muscle the home building industry needs...for self protection, for the benefits of its members, and for the protection of home buyers. By meeting together, sharing ideas and mobilizing efforts, NCHBA contributes to the economic growth of each individual member.

# > **Benefits**

## **EDUCATION PROGRAMS**

The North Carolina Builder Institute is the educational arm of the NCHBA. The Institute provides classes for professional builders and associates. Held in the Spring in Raleigh and the fall in conjunction with the 21st Century Building Expo & Conference, builders and associate members can find a variety of general interest seminars, ranging from marketing to OSHA Regulations and building codes.

## **LEGISLATIVE REPRESENTATION**

As your advocate in Raleigh and on Capitol Hill, the association constantly develops and provides top-notch legislative and regulatory representation on behalf of the home building industry. NCHBA monitors the activities of the N.C. General Assembly affecting the home building industry and recommends desirable changes and opposes undesirable changes in the law.

## **NC BUILD-PAC**

NCHBA has developed a nonpartisan political action committee that supports the elected officials and candidates who stand behind our industry. The BUILD-PAC committee makes sure that your contributions are wisely spent by constantly monitoring and assessing candidates' policies on housing.

## **BUILDERS MUTUAL INSURANCE**

Builders Mutual Insurance Company is endorsed by the NCHBA to provide all commercial lines of insurance coverage to its members. Their WorkSafe Workers' Comp is known as the industry standard and offers features such as job site evaluations to help prevent workplace accidents and injuries.

**HBA  
REBATES**



**WANT TO START GETTING MONEY  
FOR PRODUCTS YOU ALREADY USE?**

[www.NCHBArebates.com](http://www.NCHBArebates.com)



## > *National*

When you joined the Wilmington Cape-Fear Home Builders Association, not only did you become a member on the local and state level, but your membership also extends to the National Association of Home Builders.

NAHB is one of the largest trade associations in our nation's capitol. The association is made up of over 140,000 members in 800 local associations in every state of the country. For over 75 years, NAHB has worked tremendously to educate government leaders and the public about housing issues, helping to create sound housing policies and keeping housing a national priority.

## *NAHB Partners*

Home Innovation Research Labs, develops, tests, and evaluates new materials, methods, standards, and equipment to improve the technology and the affordability of America's housing.

HBI, our workforce development arm, develops and administers a wide range of educational and job training programs.

The National Housing Endowment, our philanthropic arm, is dedicated to helping the housing industry develop more effective approaches to home building, enhancing education and training for future generations of leaders in residential construction, and increasing the body of knowledge on housing issues.

## > *Benefits*



### **NETWORKING**

Creates opportunities within a community of home-building professionals for members to build key relationships and increase their profitability.



### **SAVINGS**

Saves members money through advocacy efforts, exclusive services and products, and the Member Advantage program. As a benefit to members, NAHB negotiates on your behalf to offer the best pricing available at 20 national companies including: Geico, GM, Lowe's, Dell, and Nissan.



### **LEGISLATIVE REPRESENTATION**

Improves the business environment on Capitol Hill, in state capitols, and in local communities by eliminating excessive regulations.



### **KNOWLEDGE**

Offers education and other resources members need to expand their businesses and achieve personal success.



# CONTACT US

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*Be Noticed. Be Connected. Be HBA.*



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Director of Marketing and Media Relations  
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## **Membership Engagement**


- #3 in Membership Announcement Video:  
[https://www.instagram.com/reel/C9Si628OWWQ/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/C9Si628OWWQ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- Membership Social (Carolina Beach) Post:  
[https://www.instagram.com/p/C9u1LkXgtQT/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/C9u1LkXgtQT/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- NCHBA Blue Cross Insurance Promotion Video: [https://www.instagram.com/reel/C-S2v3OOUxs/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/C-S2v3OOUxs/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- The Burrow Introduction Video: [https://www.instagram.com/reel/C-2vO3eOvHd/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/C-2vO3eOvHd/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- Membership Promotion Video:  
[https://www.instagram.com/reel/DAV00ZyPehR/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DAV00ZyPehR/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- Membership Committee End of the Year Breakfast Post:  
[https://www.instagram.com/p/DCo9xXQhxxK/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/DCo9xXQhxxK/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- Membership Promotion Video:  
[https://www.instagram.com/reel/DCrful6PET/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DCrful6PET/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)









**broadwayplumbingandgas** • Follow  
Wilmington, North Carolina

**broadwayplumbingandgas** 🏠 Big News! 🎉  
We are thrilled to announce that our very own owner of Broadway Plumbing and Gas has just become a member of the Wilmington-Cape Fear Home Builders Association! 🏡  
  
Feeling like a kindergartner who just got an A+ on a test, we're beaming with pride and excitement! 🌟  
  
Thank you to our incredible team and loyal clients for your continued support. Here's to new opportunities and growth in our community! 🙌  
  
#BroadwayPlumbing #WilmingtonCapeFearHBA #ProudMoment #ExcitedLikeAKid #CommunityFirst #NewBeginnings  
51w

**dantozour** Congratulations Alex and team !! ❤️  
51w 1 like Reply

**wcfhba** So glad to have you guys as members! 😊💙  
51w 2 likes Reply

  
 Liked by **wcfhba** and 19 others  
May 30, 2024  
 Add a comment... Post



# MEMBER TESTIMONIALS ON WCFHBA SOCIAL MEDIA



**SUZANNE JALOT,**  
**CHIEF DEVELOPMENT OFFICER OF WARMNC**

"The addition of Woody T Carpenter was nothing less than creative genius! He's quirky, he's unexpected, and he grabs your attention so you immediately stop scrolling. Let's be real, HBA content isn't always exciting. But when Woody is telling a story, folks listen. Not only does he serve the purpose of providing posts for pure entertainment, he engages the audience to get them to pay attention to the necessary info-tainment."

**KELSEY TALIS**  
**OWNER OF TALISQUO DESIGN**

MORE HBA SOCIAL POSTS !! Give me all of them !! Anyone can add a mascot to an organization, but it's the team and the work put in behind the scenes that makes it all a success. Woody's success and new stream of followers is a testament to the team he represents. Being in this field isn't for the faint of heart. We work, long, hard days - so getting to come home, unwind and know you're just a scroll away from seeing what ol' Woody's been up to will put a smile on anyone's face. Plus - what's not to love about getting your daily updates from the cutest carpenter you ever did see ?! The HBA staff that backs our HBA community, works tirelessly to keep us all in-the-know, breaking boundaries, and gaining the credibility this hardworking field deserves. They deserve major props for never settling for the mundane and always striving to find the next best way to keep everyone informed. Woody - your presence is such a ~vibe~, and I am here for it. Go on with your bad self; we've got a whole world of followers out there that are just a 'like', a 'share' and a 'follow' away. #WoodyForPresident #OurHBAisCoolerThanYours

