

# BUILDINGWOMEN

Strategies and solutions for women in the building industry

2022



## 2022 NAHB PWB CHAIR TERRI EVERHART SEES YOU

*A publication of NAHB*

ALSO

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# Perspectives

## Time Flies When You're Having Fun

*Karen Schroeder Looks Back on Her Year as PWB Chair*

It seems like it was just yesterday that I was sworn in as 2021 NAHB PWB chair via Zoom. I planned for the year ahead with vice chair Terri Everhart by my side. I spent six years climbing the ladder to this prestigious position, and I felt excited, if a little anxious. I knew I had huge shoes to fill; the chairs who served before me were amazing. I highly respect them, and I would like to think I took a little bit from each of them as I carried on their legacies and formed my own.

Professional Women in Building is not just a local, state or even a national council. PWB is a family. It includes more than 2,300 members of various ages, religions, races, etc. But we all have the housing industry in common. We lift each other up, we support each other, and we respect each other. Above all, we believe in NAHB and our industry.

When I was sworn in as your chair, I promised each member a "seat at the table," even if that table was virtual. I included and welcomed everyone, because when we work together, we are a force to be reckoned with! Diversity is not just a word; it is a belief. This year's board of trustees included members from diverse backgrounds, and I hope that the other councils and committees will follow suit. We must continue to recognize great leaders. By teaching and supporting those interested in leadership roles, we provide a launch pad for future NAHB leaders.

Mentoring is near and dear to my heart. As one of the more senior members of the council, I felt it was my duty to mentor those coming into the industry. My affiliation with Michigan State University has opened doors for the students as well as for me. It doesn't take a lot of time. Just look at your own community and pinpoint a person or a company that could use your knowledge and expertise. Make a difference in someone's life on behalf of PWB.

This past year we accomplished a great deal. I visited numerous local councils, was featured in articles, and spoke on nearly a dozen panels. Virtual meetings gave us the opportunity to engage more members than ever before, engaging at least 50% of local PWB council leaders at each PWB local council meetup. PWB hit the highest retention rate in five years, at 76.38%. We responded to the call to recruit NAHB members, and PWB membership increased by more than 300.

We chartered the Houston PWB, which is the largest new council in PWB history, with 126 new members. This also makes them the second largest council in the country! PWB's profile continues to rise across the NAHB Federation and beyond, with PWB members becoming chairs of HBAs and leaders in NAHB councils and committees.

"Bittersweet" is the best word I can use to describe how I feel about the end of my term. I have been incredibly proud to be your leader. You gave me the opportunity to meet members from all over this great country. Even during these unprecedented times, I was welcomed with open arms. The highlights of my term are numerous, and I am humbled by the outpouring of kindness you showed me. I'd like to thank every board member, all the subcommittee chairs and members, and every council member for your support and camaraderie. My term as NAHB PWB chair has been life-changing, and I am confident I am leaving you in good hands with your upcoming leadership team. In closing, I wish you all good health, safety and prosperity. **BW**



Karen J. Schroeder

2021 Chair, NAHB Professional Women in Building Council

## BUILDING **WOMEN**

Chartered in 1955, the NAHB Professional Women in Building Council (PWB) consists of a network of local and state councils and national members. NAHB PWB is dedicated to promoting, enhancing, and supporting home building and women within the industry.

### 2021 NAHB Professional Women in Building Council Leadership

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Karen J. Schroeder, Mayberry Homes

#### Vice Chair

Terri Everhart, HomeSite Services

#### Immediate Past Chair

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Kerry White, HomeQuest Properties Inc.

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### 2021 NAHB PWB Subcommittee Chairs

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#### Membership & Communications

Leah Fellows, Blue Gypsy Inc.

Luellen Smith, Rhino Wine Cellars & Cooling Systems

#### Professional Development

Lisa Campfield, Homeworks of Alabama

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## 6 Tips for Launching a Successful PWB “Lobby Day” for your Council

*The California Building Industry Association’s PWB Council Shares Best Practices*

By Allison Paul

**T**he impact of hosting legislative days for your Professional Women in Building (PWB) council goes beyond making positive change. It’s a powerful and memorable opportunity for members to let their voices be heard.

The California Building Industry Association (CBIA) PWB chapter reestablished legislative or “lobby” days for their council in 2018. But what was intended as an added benefit for members quickly proved to be an invaluable legislative advocacy asset for the council’s BIA.

CBIA’s PWB is now an NAHB PWB Council of the Year in the small category, and their success is due to the implementation and annual recurrence of lobby days. The 2021 event proved to be a tremendous success for connecting and communicating with state legislative members, even in a virtual format.

The annual lobby days are now a big part of the council’s identity and a continuous draw for new members looking to get involved with legislative advocacy efforts for homebuilding. You can implement a lobby day program for your PWB council – and it’s not as intimidating as you might think.

Below are some tips derived from the CBIA PWB chapter’s lobby day experiences:

### 1. Establish a lobby day subcommittee with your legislative committee and HBA.

Recruit volunteers and set regular intervals for 1-2 meetings per week leading up to the event. Involve your communications chair to market the event to members of your council and HBA, but limit attendance to 20-25 participants for better engagement with the legislative members.

### 2. Work with your HBA to reach out to legislative members and schedule meetings.

Your HBA’s government affairs team will have the connections and knowledge of the legislative

members prioritizing housing in your region. Four or five meetings running approximately 20 minutes each are recommended for a full day of conversation with maximum impact.

### 3. Host an orientation for your participants prior to the event.

Not everyone is well-versed in lobbying etiquette and a minor misstep can quickly dissolve the positive change your council is striving to make. Have a government affairs leader share some “Dos and Don’ts” of lobbying in a quick presentation, and include a reference document. Some standard “Dos” include: Be respectful, speak from personal experience, share relevant anecdotes, and follow up with the member after the meeting. Some basic “Don’ts” include: Do not talk about fundraising activity, do not be late, and if on Zoom, do not multitask or eat during the meeting.

### 4. Split attendees into groups hosted by an HBA government affairs staff member.

A good ratio is one HBA staff member to 4-5 members. Your HBA leader will be the “Team Captain,” so to speak, leading the attendees to meetings, guiding conversation, and providing documents to leave behind with the legislative members after the meeting.

### 5. Debrief and celebrate!

Even if you host a virtual event, it’s important to reconvene with attendees after the lobby day to exchange experiences and have any additional questions answered by the HBA. If you can host a dinner or celebratory recap event to bring everyone together and acknowledge the importance of the day, make sure to do so.

### 6. Follow up and send thank you notes.

Remember to follow up with your legislative members via email and include a thank you for their time. Also make sure to thank your HBA for



California Building Industry Association PWB’s first annual lobby day on April 30, 2019. From left to right: Jaime Matheron (Dahlin Group); California State Assembly member Sharon Quirk-Silva; Allison Paul (Zonda); and Karen Klepak (Southern California Edison).

their assistance and make recommendations for any future lobby days.

These are a few practical ways to implement a PWB lobby day, but this program cannot be executed without the help and dedication of your council’s HBA.

When you pitch a lobby day to your HBA, it’s important to convey the value this event will have for all HBA members. Lobby days are educational and provide great potential for membership recruitment and retention.

Most importantly, housing will be at the forefront of each conversation and a PWB council is another powerful voice the HBA can leverage to make an impact on the legislative change within our industry.

The lobby day subcommittee will need to dedicate substantial volunteer hours to get your event off the ground. But when the framework is created for future lobby days and your members are empowered by this remarkable experience, the effort will all be worthwhile. **BW**



Allison Paul is the director of business development for Zonda in Northern and Central California and Reno, Nev. She served the California Homebuilding Foundation’s Legacy Giving

program as director of sales and marketing and the Construction Industry Research Board (CIRB) as a former research analyst, media specialist, and later, director of research. She is a two-time CBIA PWB council chair and currently chairs the state board’s sponsorship committee and co-chairs the PWB BIA Bay Area’s communications committee.

## PWB Achievements



### Strengthening Local Councils

**Achievements:** PWB expanded its community by five councils, surpassing the strategic goal of 64 councils by 2023 and reaching 69 councils across the nation. PWB hosts virtual meetings throughout the year so local councils can share success stories and best practices.

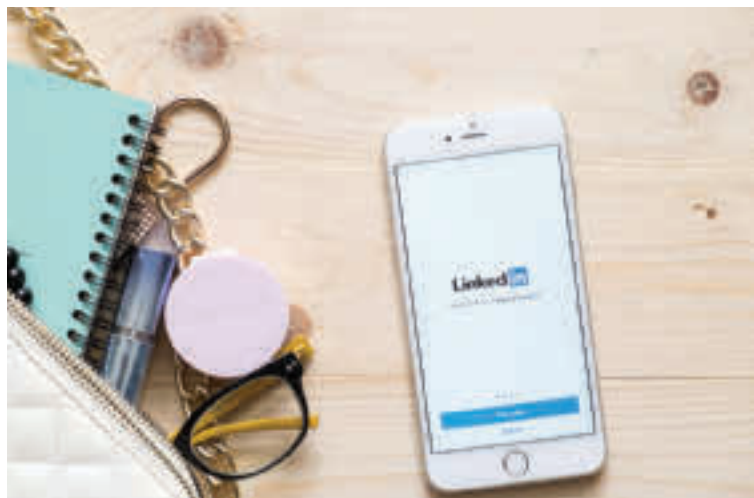
### Growing PWB membership

**Achievements:** PWB has increased retention to 76.4%, exceeding the strategic goal of 66% by 2023.

In 2022, NAHB Professional Women in Building is focused on encouraging diversity and inclusion, as well as leadership development. PWB members are invited to engage at the national level to keep the momentum going.

1. Participate in an NAHB PWB Subcommittee.
2. Join a local council meet-up (newly forming councils are welcome).
3. Access exclusive content for PWB members.
4. Join PWB member discussions on social media.

Visit [nahb.org/womeninbuilding](http://nahb.org/womeninbuilding) to download the council's event calendar and access exclusive content.



## Let's Talk

In 2021, NAHB Professional Women in Building relaunched the Official NAHB Professional Women in Building Network on LinkedIn. This group is a place to get industry news and trends and is open to anyone interested in the topic.

Search for "NAHB" to find us on LinkedIn.

Please share what your PWB council is doing in the NAHB Professional Women in Building Facebook Group. This is a great place to get industry news and learn from other members.

Visit [facebook.com/groups/nahbpwb/](https://facebook.com/groups/nahbpwb/) to share in the conversation.

## NAHB PWB Honors Members, Councils

*Each year the NAHB Professional Women in Building Council honors industry leaders, members and local PWB councils for their leadership, innovation and community service. NAHB PWB also awards scholarships to council members and students who are taking building-related courses or training. During the 2021 award cycle, NAHB provided \$8,639 in scholarships to college students across the country.*

### Ronda Conger Honored as NAHB Woman of the Year

The 2021 NAHB Woman of the Year, sponsored by 84 Lumber, is PWB's most prestigious award. The recipient demonstrates dedication to her association, her profession and her community, as well as expertise in her field. The 2021 NAHB Woman of the Year, **Ronda Conger**, is vice president of CBH Homes, Idaho's largest home builder. Conger has overseen all areas of the company for the past 18 years



and has been paving the way for women in the industry for more 20 years. CBH's hiring process, which Conger designed, prioritizes women applicants. CBH's sales team is currently 90% women and the CBH leadership team is 70% women. The company is widely recognized for their strong women's workforce and team.

Conger is a cheerleader for women in all industries. She is a member of the Women's Housing Leadership Group in addition to PWB. This year alone she has

Ronda Conger, 2021 NAHB Woman of the Year



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## Inspiring others on the journey home

You continue to pave the way and break new ground.

In every industry, there are those who light the road ahead for others to learn, succeed, and grow. We're proud to celebrate all professional women in the building industry, as they knock down the barriers of limitations and secure the foundations of progress. Just as you work hard every day to ensure your clients receive the highest level of service and execution, we'll provide you with the products and services you need in today's market.

In challenging times, our Builder Best® and Builder Spec Lock products can help protect your backlog pipeline and give you confidence to keep doing what you do best—creating exceptional homes and building strong communities.



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# .....\National Perspective

## NAHB PWB Honors Members, Councils

spoken to several women's groups, including Women in the Construction Industry, the Women and Leadership Conference, Women in Residential Construction and eWomen Network.

When not at CBH, Conger is an active member of her community. She is the Leukemia and Lymphoma Society Boise board president and a member of the St. Luke's Children's Hospital Children's Advisory Board. In 2020, she and the CBH Team donated over \$120,000 to a local high school to start their new construction program so students could get hands-on experience.

Podcast host and author of four books, Conger is on a mission to improve the lives of others. Her latest book, *Leading Through Extraordinary Times*, was published during the height of COVID-19 as a guide to help people and businesses through the pandemic. Since publishing the book she has donated over 1,500 copies.

### Wells Fargo Home Mortgage Member of the Year



Home Mortgage

**Emily Boyd** is the 2021 recipient of the Wells Fargo Home Mortgage Member of the Year, an award that recognizes the achievement of a PWB member at the local and state level. Boyd

is the director of land acquisition for national builder TRI Pointe Homes, and she pursues her dreams while balancing family life, professional responsibilities and carving a path for many other women in the industry. Boyd sits on the board of directors for the BIA Bay Area, is a national PWB trustee, and is in line to be chair of her local association. In addition, Boyd holds several responsibilities in other industry organizations.

When her local chapter of the Women's Housing Leadership Group launched the Elevating Aspiring Women program to mentor 10 women to become industry leaders, Boyd

immediately volunteered to be on the steering committee. She kept the program on track, developed presentations and materials and eventually became one of the protégés. Boyd is a knowledgeable, respected professional who is constantly striving to learn more. She brings enthusiasm to whatever she does, especially mentoring women in the industry.



Left to right: Kelly Hayes, Wells Fargo Home Mortgage, Regional Building Consultant, Emily Boyd, Director of Land Acquisition Tri Pointe Homes and Karen Schroeder, 2021 PWB Chair.

### Lowe's Outstanding Councils of the Year



These awards recognize local PWB councils in three size categories for their overall excellence.



Left to right: Noel Ramirez, Lowe's National Account Manager, Linda Hebert, California Building Industry Association PWB Council member and Karen Schroeder, 2021 PWB Chair.

This year's winner of the Lowe's Outstanding Council of the Year award in the small category is the California Building Industry Association PWB and their 2021 chair, Allie Jackson. This small but mighty council embraced the virtual environment by creating a Zoom series of networking and educational

events such as "Happy Hours" with topic discussions, a "Power Hour" featuring world-renowned communication specialist JoAnn Lauterbach and a "Lunch and Learn" series of panel discussions designed to engage their membership and be used as a membership tool. They also took this opportunity to highlight some of their members and member companies in a series of social blasts at the beginning of the year and during National PWB week, giving them great exposure throughout the state.

The winner of the Lowe's Outstanding Council of the Year award in the medium category is the Utah Home Builders Association and their

2021 chair, Stephanie Sharp. As a brand new PWB council with 30 members, they set audacious goals for an intense project which became known as The House That SHE Built: a home designed and constructed by Utah PWB members to be showcased at the 2021 Utah Valley Parade of Homes.



Left to right: Noel Ramirez, Lowe's National Account Manager, Jennie Tanner, Utah Home Builders Association PWB Council 2022 Chair and Karen Schroeder, 2021 PWB Chair.





Left to right: Noel Ramirez, Lowe's National Account Manager, Terri Everhart, Stacy Beers, Emily Boyd Building Industry Association of the Bay Area PWB Council Leaders and Karen Schroeder, 2021 PWB Chair.

The winner of the Lowe's Outstanding Council of the Year award in the large category is the Building Industry Association Bay Area California and their 2021 chair, Alexa Dack. BIA Bay Area raised the bar by starting a new membership and programming initiative

with the overarching theme "Build You." The initiative involved a series of events crafted to build all aspects of the individual by providing tools and opportunities to grow their knowledge, skills, wealth, health and communities. The events were open to PWB members nationwide and all programming was offered at no cost.

BIA Bay Area also introduced affiliate membership to their council to reach college and university students across the nation. They launched a series of free seminars entitled "Unconventional Paths of Architecture" to aid the students as they begin to navigate their future careers. Guest speakers shared their personal experiences with starting careers out of architectural school, transitioning to firms and maneuvering themselves into successful positions in the building industry. The mentorship and support offered through this series allowed students to form connections with industry leaders and exposed them to their PWB council and local association as resources available throughout their continued career development.

In addition to this, BIA Bay Area supported an organization focused on women and their children seeking refuge from domestic violence and homelessness. They motivated their members and community to donate money, diapers, formula, food items, bottles, accessories and medicine, and the response was tremendous.



## Mark Your Calendar

To learn more about events such as NAHB PWB Week (Sept. 12-16) and leadership meetings, visit [nahb.org/womeninbuilding](http://nahb.org/womeninbuilding).

The NAHB PWB Annual Awards Call for Entries opens this summer. Visit [nahb.org/awards](http://nahb.org/awards) for more information about all NAHB awards.

**NEW!**

## PWB Councils Chartered

Gold Coast Builders Association (Florida)  
Frederick County Building Industry Association (Maryland)  
Greensboro Home Builders Association (North Carolina)  
Greater Houston Builders Association (Texas)  
West Texas Builders Association

## Meet the 2022 Board of Trustees

The 2022 NAHB Professional Women in Building Board of Trustees was installed at their meeting held during the 2022 International Builders' Show. The 2022 PWB executive team members are:

Chair: Terri Everhart, Vice Chair: Meg Thompson, Second Vice Chair: Luellen Smith, Immediate Past Chair: Karen J. Schroeder, Kristi Allen, Stacy Beers, Emily Boyd, Rachel Brown, Tanya Cromwell, Carrie DeWeese, Andi Dirkschneider, Laura Dwyer, Tina Haro, Heather Laminack, Erin LeCorgne, Morgan Lindberg, Kimberley Martin, Sherry Schwab, Jennie Tanner, Sheila Zentz Stephens



# Minding Your Business

## Growing Online Sales Leaders

*Future Leaders in the Industry Come from the Online Sales Counselor Department*

By Leah Fellows

When the online sales counselor (OSC) role was in its infancy in the early 2000's, pioneers were put in place to mind the gap between lead generation (marketing) and closing the deal (sales), but the role was amorphous. Were these people marketers? Were they salespeople? Secretaries? The answer was, and continues to be, none of the above. They are so much more.

The first-generation OSCs helped shape the role into what it is today. In recent years, the leads that pass through online sales counselors account for 40%, 50% and sometimes upwards of 60% or more of overall sales for builders. It's important to see the value they bring to the table not just as employees, but as leaders in our companies and the industry.

For many new home builders, the OSC role has grown into its own department. With that, there's a need for structure, staffing, resources and budgeting. By identifying strengths within the teams and differentiating roles, lead conversion and customer satisfaction increase and leaders emerge.

### Observations from a Pioneer

Sara Williams, senior sales director for An-ewgo and former director of sales at Lasso CRM, was the first OSC at Heartland Homes in 2007. First an onsite agent, Williams worked with her marketing director at Heartland Homes to build the program from the ground up and eventually became the OSC team leader.

"When I started, there were not many of us doing the job. There was no support system, barely any training, and really no sounding board," Williams said. "Fast-forward 14 years and there are great training programs and Facebook groups, and it has become more common to have online sales counselors."

In a recent survey conducted by Melinda Brody & Company, Denim Marketing and Blue Gypsy Inc., 60% of builders have online sales counselors.

### Leading Teams

With the ever-changing landscape of



the online sales world, there is plenty of room to rise through the ranks to become a leader, like Kaylee Daum, the Senior OSC for Epcon Communities Corporate.

Although she started in a temporary front desk role in 2012, she soon became their first OSC. There were many tasks placed upon OSCs that are no longer a part of the role, such as updating websites and MLS listings. Today, she's helped build a successful three-member team. "My leadership style is focused on collaboration with and contribution to my team," she said. "I want our team to feel empowered and comfortable voicing any concerns, challenges or new ideas."

### Guiding Change

Gone are the days of a single online sales counselor working 24/7 in fast-paced environments. This mentality, that one OSC can do it all, sets OSCs up for burn out and failure. "The online sales counselor role is vital for any builder," said Sarah Cronk, the lead OSC for Caruso Homes. "I think we are going to see teams continue to grow."

Cronk has witnessed change since she helped launch the program in 2017. With the onslaught of COVID-19, lead volume dramatically increased. "In this high-volume market, the last thing we want is the team feeling burned out," Cronk said. She recommends maintaining

balance by fostering open communication.

Cronk said the culture of Caruso Homes helps make her a successful OSC. "They always consider my opinions when it comes to tools that the OSC team may need technology-wise and what we need fundamentally as a team to succeed," she said. "Their support has helped the team grow and helped me to grow as a leader."

### Future Leaders

OSCs are perfectly poised to become the next crop of industry leaders. "I am seeing so many of my favorite online sales counselors 'Moving and Shaking' in our industry," said Williams. "It does not surprise me at all. The OSC role is very entrepreneurial. You need to be self-motivated, self-managed, process oriented and be okay with working alone but collaborating with others."

With these skill sets, OSCs are designed for leadership in organizations. **BW**



Leah Fellows is a national online sales counselor trainer and consultant and the founder of Blue Gypsy Inc. She works with builders to help hire, train and implement new online sales programs and evaluate and improve existing programs. She is also second vice chair of the NAHB PWB Professional Development Subcommittee.

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# A VISION



# FOR OUR FUTURE

**2022 NAHB  
PWB Chair  
Terri Everhart  
SEES You**

By Leah Fellows and  
Eileen Houlihan

If you've ever walked into a room and immediately felt welcomed by a tiny spitfire of a woman, you may have just met Terri Everhart — the 2022 chair of NAHB's Professional Women in Building (PWB) Council.

Everhart's smile lights up her eyes, but more importantly it ignites others around her with a desire to dive in and participate. "When we are kind, both to ourselves and to others, the world feels like a friendlier place," said Everhart. "I like to think I attract that same energy with a smile."

Everhart's involvement is contagious and so is her spirit. It's no surprise that her agenda this year is all about empowering others. "PWB is a family — a go-to place to find hardworking colleagues filled with passion for our industry. I need members to know that I see you and that I want to empower you in your career, your business and your leadership journey," says Everhart.



Sisterhood has always been an important theme in Everhart's life. "I know I am where I am today — personally and professionally — because of the many networks and tribes that surround and support me," Everhart said. "You energize me — your enthusiasm, advice and care give me strength."

If home is where the heart is, it is no wonder that during her career in the San Francisco Bay Area, where she grew up, Everhart immersed herself in opening hearts and giving back. Everhart entered the Bay Area housing industry with a part-time job renting apartments to earn extra cash. It's where she found fulfillment in finding homes for people. "I loved it; I loved the time and care it took and the fact that it was all about relationship-building. I was hooked," said Everhart.

That part-time job became full-time, and then Everhart moved into other positions, including residential manager and, eventually, regional property director. Everhart also worked stretches for a new home marketing and signage company, as well as for a pest control company specializing in new home building.

In these positions, Everhart became aware of the area's local home builders association, the Building Industry Association (BIA) of the Bay Area. "Once again, it was all about relationship-building. I was meeting people who, like me, were involved in every aspect of housing," Everhart said.

Through the BIA Bay Area, Everhart began to connect with others in the home building industry. Here she learned about a council of professional women that provided its members the opportunity to connect with other women in the industry within the Bay Area and across the state of California. "I wanted to become more connected with other members in the BIA, and when I learned about our local PWB council I said to myself, 'This is who I want to connect with and support.' I was immediately reeled in."

A year later, Everhart was



**Top left:** PWB BIA Bay Area Professional Women in Building council members after a successful program, *Dine with the Champions*, to commence a 'Champion' series of programs highlighting builders. **Top right:** (L-R) Terri Everhart with Alicia Huey, NAHB First Vice Chair. **Center photo:** (L-R) Terri Everhart, Karen Schroeder and Meg Thompson at the 2021 Fall Leadership Meeting.

asked to lead a food and gift drive held by her local PWB council. Truckloads of food — including a donation of 10,000 eggs from a local farm — and gifts were collected by BIA Bay Area members in two weeks. On the final day of the drive, all the donations were delivered to area charities during a torrential rainstorm as part of a day of giving.

"As I was carrying those eggs in a downpour from the farmer's truck to our charities' trucks for distribution to less fortunate families, I thought, 'This is what I enjoy,'" Everhart said. "Giving back to my community,

especially when it has anything to do with home."

That year Everhart received the PWB President's Award from her local BIA PWB chair for the successful work accomplished during the food and gift drive. Although the name of the drive has changed over the years, it continues to this day.

Achievements at the local level, and a passion to learn more, led

Everhart to become part of the state PWB council at the California Building Industry Association (CBIA).

PWB leaders and mentors like Linda Hebert,

Juli Bacon, Judy Dinelle, Carole Jones,

Cindy Cepko, Karen Schroeder, Betsy

Sheppard and Maria Coutts — to name a few — made sure she grew professionally in each organization, including at the national level.

In 2021, Everhart served as NAHB PWB Council vice chair, and she has held many leadership

**"I know I am where I am today — personally and professionally — because of the many networks and tribes that surround and support me."**



# Build with healthy air in mind

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positions, from two terms as PWB chair of the BIA Bay Area and two terms as chair of the CBIA PWB council. Everhart is a national delegate to NAHB, Associate of the Year for the BIA Bay Area, California Homebuilding Foundation's Building Industry Technology Academy (BITA)'s fundraising champion, and she was named the 2020 NAHB Woman of the Year for her work promoting women who contribute to and advocate for our building industry.

"I didn't get here on my own," Everhart said of her accolades and her ascension to NAHB PWB chair. "There were a lot of people that came before me — that mentored me — and I want to empower others just like those mentors did for me."

"I would like 2022 to be a better year for all of us. The world has had a tough couple of years; it's time to renew, refresh and rethink how and why we stay connected, how we respect one another and how we can recognize the contributions we all make to our communities," says Everhart.

Everhart is also determined to focus on diversity, equity and inclusion (DEI), a key commitment of NAHB. She is working tirelessly to lead the NAHB PWB Council toward creating a welcoming environment for underrepresented groups in our association and industry.

"I want to help others stand strong — to bring their creativity, energy, value and experience with them when they take a seat at the table," Everhart said. "That means being a leader, being supportive and making sure we are diverse, strong and inclusive."

"Someone asked me what I was going to do when I got to the top. Paraphrasing a famous saying, I answered, 'Reach down to bring you with me,'" Everhart said. She wants everyone to get involved in making a difference. "I surround myself with people that push me to do better, reach higher and stay positive," she said. "I want that for every one of you. Be kind. Be energized. Be proud. Be you."

At both the local and state levels, Everhart has showcased a dedication to relationship building. In fact, HomeSite Services, Inc., where Everhart works as a sales and business development representative, said she is a "true ambassador" of the PWB mission. Her passion for her work, her desire to build relationships and her leadership skills will serve her well as 2022 NAHB PWB Council chair.



**Terri Everhart with her family, left to right: Richard Ballinger, Alexcia Ballinger (daughter), Terri Everhart holding her grandson, Grayson Ballinger, Ashlee Everhart and Dalton Everhart (son).**



**Terri Everhart with BIA Bay Area PWB Members at their HomeAid Essentials Drive.**

The relationship building skills she's honed at PWB give her an edge on the job as well. At HomeSite Services, she connects builders with HomeSite's services including a skilled design team that make the interior vision of a home come to life. HomeSite Services designs, procures and installs the hottest products on the market for new homes. "Working with our company is one of the final touches for a new home. My passion includes being part of the American

dream to own a home, not just a house," Everhart said. "One of my favorite sayings is 'A house is made of walls and beams; a home is built with love and dreams.' I truly believe that," Everhart shared.

While she has won multiple awards at the local, state and national levels, Everhart remains proudest of one thing: her family.

Everhart's son is a United States Marine who lives with his wife in North Carolina. Her daughter, who lives with her husband near Yosemite National Park, just gave birth to Everhart's first grandchild. "They are my greatest accomplishments. I'm overjoyed to be a mother and a grandmother," she said.

Everhart's plan for the 2022 year can be captured in these heartfelt words from her installation speech: "I am strong. I am sassy. I am a builder. I am a REALTOR®. I am diverse. I am silly. I am a mom. I am passionate. I am here for you. I want you to be strong and stand proud of who you are."

"I am," "I see you," and "I see our future" means I see your strength, your diversity, your pride, your passions," she continued. "I see that you are a leader. I see you and I want to motivate, mentor, guide and cheer you on like my predecessors did for me." **BW**

**"I want to help others stand strong — to bring their creativity, energy, value and experience with them when they take a seat at the table."**



**Leah Fellows is a national online sales counselor trainer and consultant and the founder of Blue Gypsy Inc. She works with builders to help hire, train and implement new online sales programs and evaluate and improve existing programs. She is also second vice chair of the NAHB PWB Professional Development Subcommittee.**

**Eileen Houlihan is a senior editor at NAHB and a former financial correspondent for Reuters News.**

## NAHB Professional Women in Building Week

celebrates the achievements of women in residential construction and encourages women to join and enrich the home building profession. All NAHB members can **promote and support women in the industry** by bringing awareness to the opportunities and successes careers in construction provide.

# NAHB Professional Women in Building Week

*September 12-16, 2022*



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# LESSONS FROM LEADERS

## WOMEN BUSINESS OWNERS MEET CHALLENGES WITH STRENGTH AND STRATEGY

BY JILL WAASH

“Do not hold onto stereotypes. Be yourself; let your light shine,” encourages Kerry White, real estate broker, developer and CEO of Home Quest properties. The first time White shopped for a home as a 20-year-old woman, she was not always taken seriously due to her age and gender. Now she runs her business without bias, welcoming diversity.

Learning from her past strengthened White’s character. When she faces a problem, she does not wallow; she troubleshoots. She asks herself, “What went wrong? How can I do it better next time? What lessons did I learn?” By staying in the present rather than dwelling on the past, White solves problems quickly and moves forward with confidence.

White is the mother of two children, a daughter who is currently studying to become an attorney

and a son who is learning the ropes of the family real estate business. White holds a Bachelor’s in Business Administration (BBA) with a focus in Marketing and is currently working on a master’s degree. Her husband, a general contractor, shares her entrepreneurial spirit. White also mentors women in her community interested in real estate, teaching them how to organize their goals in vision boards.

“DO NOT  
HOLD ONTO  
STEREOTYPES.  
BE YOURSELF;  
LET YOUR  
LIGHT SHINE.”



Kerry White

Ronda Conger of CB Homes is a woman whose “light shines forth, unhidden.” Her direct operational management has strengthened her company’s position as Idaho’s leading home builder.

Conger began her career in 1993 at KB Homes in Las Vegas, where she held positions in new home warranty services, sales and marketing. Since leaving KB Homes she has also overseen land development, home building and active communities.

Now, after more than 20 years in the industry, she starts each day by meeting with department leaders to discuss the status of current projects, ready to meet any challenge with her mantra, a quote by Prince: “Can you make it rain harder?” Conger pairs wisdom with warmth in conversations with her team members and maintains an “open door” policy to assist and give direction to her team.

In addition to building a student industrial technology lab in the neighboring city of Kuna, Idaho, CB Homes also offers mentorships and education opportunities in new home building. Additionally,



Ronda Conger

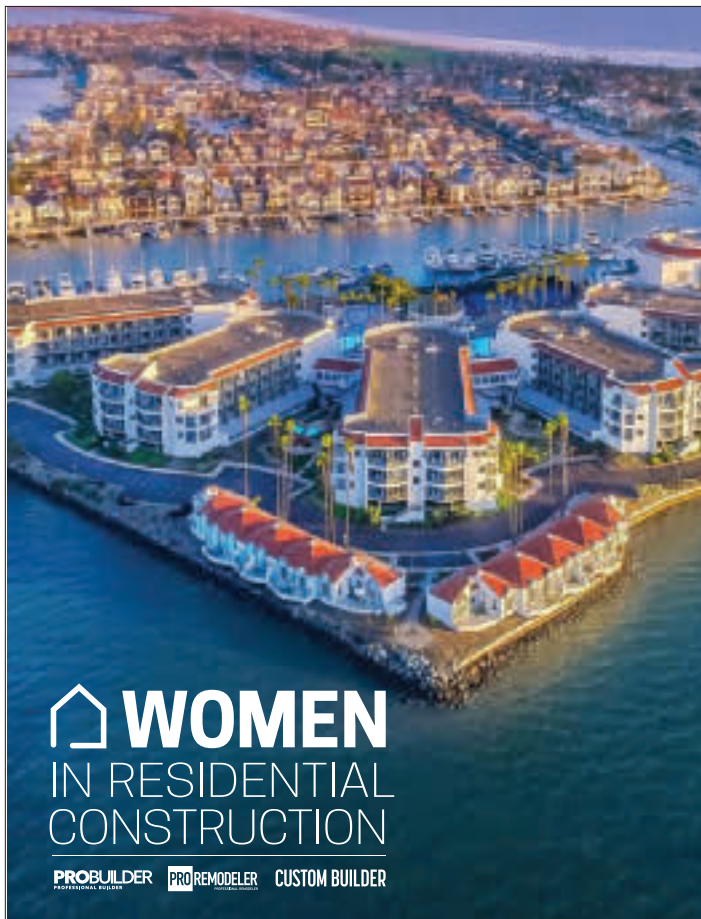
# “CAN YOU MAKE IT RAIN HARDER?”

the company has an internal truss plant and HVAC technicians who give students hands-on experience.

White and Conger both believe that writing on paper leads to action. This practice is crucial to organizing and visualizing goals, and ultimately bringing them to fruition. **BW**



Jill Waash is an online sales specialist with Brookfield Residential. She also serves on the PWB BIA Bay Area educational outreach committee.



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# THE PWB JOURNEY: CORE VALUES DRIVE EVOLUTION

The NAHB Professional Women in Building Council (PWB) evolved from the wives' club to an industry force that serves as a talent pipeline of engaged NAHB leaders. The values of mentoring, leadership development, networking, professional development, legislative awareness, and community outreach that were present from the beginning in PWB's predecessor organizations still hold strong today.

PWB has a vibrant history of helping women, from starting a scholarship for women students to enter the industry to launching a "Get out the Vote" campaign in 1964 which led to the passage of a \$1 billion housing and urban renewal bill. Today, PWB continues to help professional women grow and prosper in the building industry.

## Linda Hebert, California, NAHB PWB Chair 2013



Linda Hebert is the owner of Diversified Marketing and Communications in Pleasanton, Calif. In addition to being a past NAHB PWB Chair, Hebert chaired an NAHB PWB subcommittee and has been a PWB leader at her local and state home builders' associations. Hebert chaired NAHB's National Sales and Marketing Council in 2018, and currently serves as vice chair of NAHB's Conventions and Meetings Committee and second vice chair of NAHB's Public Affairs

Committee. She received both the NAHB Woman of The Year and the PWB Member of the Year awards.

In 1955, the NAHB Women's Auxiliary, which eventually became PWB, was chartered. It functioned as an independent organization, which gave members autonomy but did not provide official representation as an NAHB council. In 1989, the bylaws were revised, and the name changed to the NAHB Women's Council. The name was changed to NAHB Professional Women in Building in 2009.

"Presenting the new PWB charter to the NAHB Board and receiving a unanimous vote was an incredible moment," she said.

Hebert is proud of how the council's membership numbers

and respect as an integral part of NAHB have grown. She attributes this success to the positive awareness raised by her fellow women in building.

"PWB has highlighted women in the trades, showcased diversity and championed women-owned building industry companies," Hebert said. "PWB has engaged many female leaders as mentors and continues to offer a welcoming, professional space where women can share their views and stories, network, and increase their success within the building industry."

Hebert's favorite part of PWB is the members' readiness to uplift one another.

"The current leadership has done an exceptional job of reaching out to the younger generation," Hebert said. "We create a space to start building relationships within the industry and foster professional growth opportunities while celebrating each other's success."

Hebert has witnessed PWB transform members into industry leaders, including Maria Coutts, the current NAHB BUILD-PAC vice chair.

"I was hesitant to speak in public and take on volunteer leadership roles," Coutts said. "With the mentoring, encouragement and examples of many PWB role models, I was able to grow and gain the confidence necessary to take on those leadership roles."

Coutts has served as PWB legislative chair, trustee and state





# Berkshire Hathaway HomeServices Celebrates Professional Women in New Construction

Berkshire Hathaway HomeServices stands for excellence in new home sales worldwide and applauds the work of the network's women in leadership, who provide insight and guidance to their clients and the industry overall.



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PWB council chair. She also served as president of her local HBA, president of the Pennsylvania Builders Association, the Pennsylvania state representative to NAHB, and holds her current role as vice chair of BUILD-PAC.

"At PWB, our goal is to help members tap into their talents and discover their passion," said Hebert.

## Cindy Cepko, Pennsylvania, NAHB PWB Chair 2016



Cindy Cepko is the co-owner of Granite Homes, a building-remodeling company in northeastern Pennsylvania. She chaired the Pennsylvania PWB council several times and served as the NAHB PWB Chair in 2016. She is currently the vice chair of the NAHB Business Management and Information Technologies Committee and is a member of the NAHB Membership Committee. She won the PWB National Member of the Year award in 2014.

Cindy is an at-large member, which means her local HBA doesn't have a local PWB Council. She is a past president of both her local HBA and the Pennsylvania Builders Association.

Cepko attended her first NAHB Women's Council meeting in 2009.

"The women welcomed me warmly and offered me a seat at the table," Cepko said. "I was encouraged to share my opinions and ideas."

Cepko said that encouraging everyone to speak up remains a core value of PWB.

"Even now, PWB is the place where everyone gets a seat at the table, can share their ideas, grow and challenge themselves," Cepko said. "It's a testament that despite not having a local PWB council, leadership growth is still possible."

When Cepko joined the NAHB Women's Council, it was a group of women who were excited to find like-minded members. Under Linda Hebert's leadership, they held their first strategic planning meeting, created a mission statement and established goals.

"That was the beginning of where we are today," Cepko adds. "We take so much pride in starting every meeting by reading our mission statement."

When Cepko volunteered to be a trustee, she did not foresee that she would one day be the NAHB PWB Chair. She started by attending meetings and raising her hand to volunteer.

"I wasn't even aware of how I was growing or what lay ahead," Cepko said. "That's what PWB does; it gives us the confidence to lead inside and outside the PWB organization."

## Betsy L. Sheppard, Georgia, NAHB PWB Chair 2020



Betsy L. Sheppard is the president and co-owner of Gilbert & Sheppard Group in Atlanta, Ga. She served as NAHB PWB Chair in 2020, has received the NAHB PWB Spike Rookie of the Year award, and the PWB Woman of the Year award.

As NAHB PWB Chair during the pandemic, Sheppard's goal was to keep PWB members across the country connected. "It was important that members felt valued, appreciated and well-informed," she said.

The 2020 board of trustees and subcommittee members encouraged members to gather via online platforms to keep each other connected, informed and supported. They reached out by phone, email, and Zoom calls to local home builders associations that had expressed interest in starting a PWB council.

During the "year of isolation," the 2020 board of trustees, with the help of the NAHB staff, broke an organizational record by chartering 17 new PWB councils.

"Not even a global pandemic could squelch the enthusiasm and excitement of the PWB board and council members," Sheppard said.

She believes one of the council's greatest assets is enabling members to become strong, smart, and diligent leaders who serve in respected positions across NAHB. She noted that PWB leaders offer a depth of talent, expertise, professionalism, and creative ideas for the housing and construction industry.

Sheppard's advice to new PWB members is to get involved on a local and national level with PWB and NAHB, and keep showing up, no matter what. "Showing up and being present

is one of the first steps to success," Sheppard said.

All three NAHB PWB chairs' journeys reveal a shared commonality: The PWB values established in early years are timeless and remain true today. The council continues to stand for diversity, inclusion, mentoring, and teamwork.

The legacy carries on, supporting Professional Women in Building and the residential home building industry across the nation. **BW**

## THE NAHB PROFESSIONAL WOMEN IN BUILDING MISSION STATEMENT

**"The NAHB PWB Council is the voice of women in the building industry. We are dedicated to providing the Federation with strong leaders and are a trusted partner for long range planning and strategies for NAHB goals and objectives."**



Mitu Walia, director of architectural design at Klein Financial Corporation. Walia is an NAHB Professional Women in Building trustee and vice chair of the PWB Awards and Recognition Subcommittee.



Edited by Allison Paul, director of business development at Zonda.

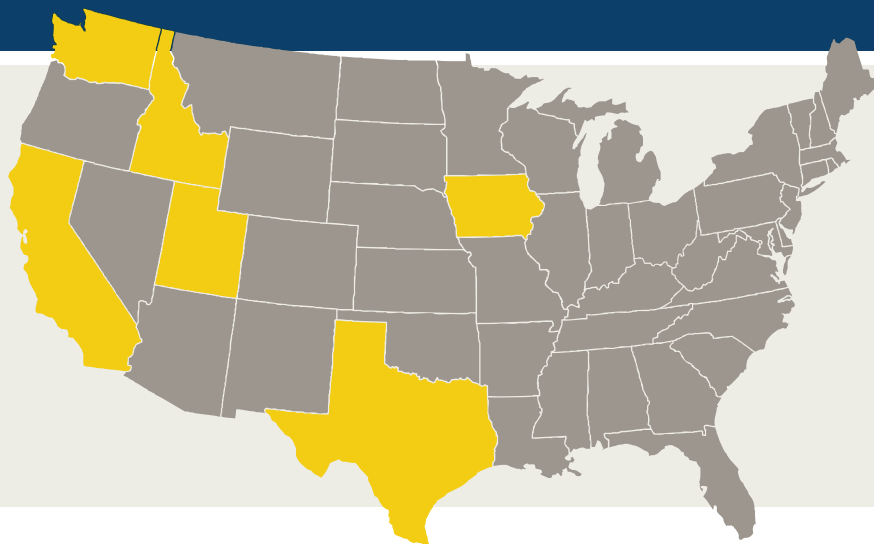


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## Coast to Coast



### WASHINGTON

#### Master Builders Association of King & Snohomish Counties

Shelter-in-place orders did not keep the members of the MBA King & Snohomish Counties PWB from their monthly “Shaken, Not Stirred” happy hour. During virtual meetings, members shared tips to help PWB members transition to working remotely. To encourage participation, they added games and prizes. While having fun, they also helped one another to overcome supply chain issues, staffing concerns, and many other business and personal challenges.



#### The California Building Industry Association and The Building Industry Association of the Bay Area

The CBIA PWB held a Legislative Advocacy Day with California’s female legislators on June 22, 2021. With the assistance of the CBIA Legislative team, PWB members met with State Senator Rosilicie Ochoa Bogh, Assembly Member Buffy Wicks, Assembly Member Laurie Davies and Assembly Member Suzette Martinez Valladares. They discussed the importance of workforce development and diversity, and members shared their own stories on how they work to help bridge the labor gap. They also asked for support to help bring trades training back into local schools. The CBIA received extremely positive feedback from the event.

### CALIFORNIA



BIA Bay Area PWB members were concerned about the needs of women and children seeking refuge from domestic violence and homelessness during the pandemic, learning the need was greater than ever. That was all the incentive members needed to find a new way to hold their spring supply drive for Shepherd’s Gate, an area shelter, learning and career center for women and children in need. Members donated online through HomeAid and the BIA, fulfilled online wish lists, and dropped off items directly to Shepherd’s Gate. Donations included food items, baby bottles and medicine. Monetary donations supplied 1,200 diapers and 3,200 ounces of formula.

## UTAH

### Utah Home Builders Association PWB

The Utah PWB leadership had a vision for a groundbreaking project: a home built entirely by women. The exciting project helped them attract members to their council from across the state and keep them engaged despite the difficulties of meeting during the pandemic. It also had a positive impact on their local community. After March 2020, the group met through Zoom meetings and gathered in small groups as volunteer laborers on the project. Council members donated thousands of hours, faced challenges together and grew incredibly close as a group. The resulting relationships continue to flourish both professionally and personally, drawing more and more women to the council.



### Snake River Valley Building Contractors Association PWB

Snake River Valley PWB set an ambitious goal for a new council to establish a scholarship fund. To kick start the fund, members built flower boxes for Mother's Day and sold them for \$75 each. After expenses, the group raised \$750 for their first scholarship.

## IDAHO



### Greater Houston Builders Association PWB

For their inaugural year, the GHBA PWB planned quarterly events that encourage networking and community building. For Galentine's Day (Feb. 13) they held an Iron Chef-style cookoff competition at a member's appliance showroom. More than 110 attendees formed teams to battle it out, making dishes with a secret ingredient: chicken. The attendees formed teams with people from outside of their usual GHBA circles to encourage new relationship building during the challenge. Event sponsors served as judges, tasting everything from the winning feta chicken burgers, to chicken biscuit skillet, to Mediterranean chicken, and more. In addition to the cookoff, the council's inaugural board members, chair and vice chair were sworn in at the event.

## TEXAS



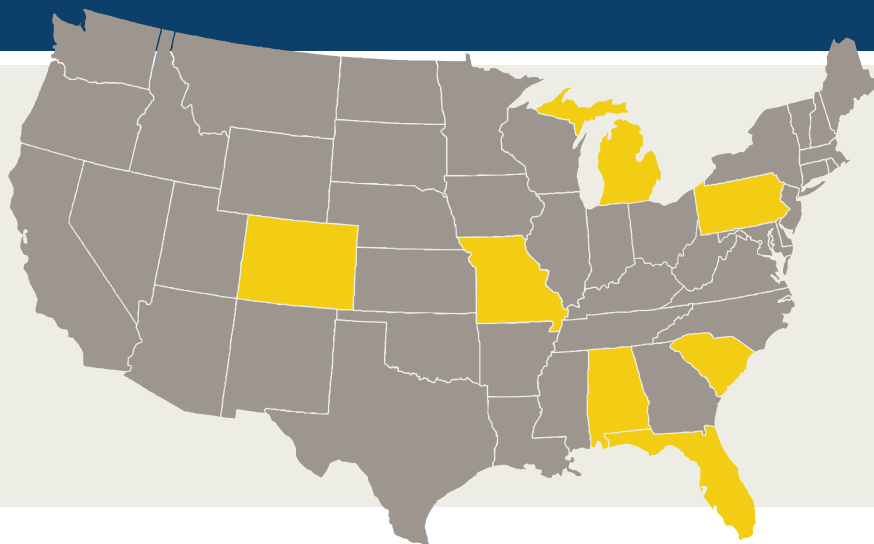
### Home Builders Association of Greater Des Moines PWB

The HBA of Greater Des Moines PWB council works with Build My Future, a nonprofit that organizes a day of hands-on learning for high school students focused on architecture, construction, bricklaying, heavy equipment operating, welding and other career opportunities in the trades. The program highlights the meaningful and good paying jobs available in residential construction. The Build My Future program in Des Moines hosted more than 3,000 young people and caught the attention of Iowa Gov. Kim Reynolds and NAHB First Vice Chair Alicia Huey, a past NAHB PWB Council Chair.

## IOWA



## Coast to Coast



### Home Builders Association of Greater Kansas City PWB

KCHBA's Professional Women in Building Council held its inaugural Wine & Whiskey Pull on Aug. 26, 2021. More than 350 bottles of wine and whiskey were pulled. Through ticket sales, donations and a silent auction, more than \$10,000 was raised. These funds will benefit future PWB education and event programming, including a scholarship program.



### Greater Birmingham Association of Home Builders PWB

GBAHB PWB members volunteered for Build UP, a workforce development program for high school students that provides low-income youth with career skills

through paid apprenticeships.

The program leads to educated, credentialed and engaged civic leaders, workers, home owners and landlords. Build UP's unique approach empowers long-term growth driven by young leaders (Build UP graduates) from within the community. During this service day, PWB members assisted with painting, sanding and organizing the work area, as well as cleanup.



### The Home Builders Association of Bucks and Montgomery Counties PWB

The HBA of Bucks & Montgomery Counties PWB, along with their workforce development committee, hosted a cornhole competition for the HBA last October and raised \$4,000 for scholarships.



### Metro Denver PWB

The Metro Denver PWB developed a mentoring program to connect and educate women. The program trains new mentors and mentees and provides easy access to mentoring resources. In 2021, the group launched a website for year-round program enrollment and mentor matching that has influenced the careers of more than 85 individuals.





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## Home Builders Association of Lansing PWB

The HBA of Lansing PWB hosted a “Wine & Cheese” night recruitment event for the PWB council. Hosted by 2021 NAHB PWB Chair Karen Schroeder, the evening was a wonderful, successful event.



## Hilton Head Area Home Builders Association PWB

Congresswoman Nancy Mace and HBA Leadership joined the Hilton Head Area HBA PWB for their annual luncheon. Mace is the first female graduate of the Corps of Cadets at the Citadel and the first Republican woman from South Carolina to be elected to Congress. Mace spoke at length about her personal history and the struggle in an often male-driven environment.



## Northeast Florida Builders Association PWB

The NEFBA PWB Council hosted a luncheon entitled, “What is PWB?” with keynote speaker Karen Schroeder, the 2021 NAHB PWB Chair. Attendees learned the benefits and advantages of joining PWB at the national and local levels.





# THANK YOU

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Thank you, Judy Dinelle, for serving as an incredible connection for Evolve Stone! We're grateful to have you as a partner and appreciate the perspective and insights you bring as an ambassador of 84 Lumber and affiliate of NAHB.



**Judy Dinelle**  
Ambassador, 84 Lumber



We'd also like to say a special thank you to all of the women at Evolve Stone who make our dream a reality each and every day.







## Scholarships Support Industry Professionals and Undergrads

The National Association of Home Builders Professional Women in Building Council (PWB) represents women across the home building industry. PWB is committed to being a resource for inclusion and diversity within the Federation, as well as to the residential construction industry. In collaboration with the National Housing Endowment (NHE), PWB's scholarship fund encourages individuals to further their education and training in housing industry-related programs. Three PWB/NHE scholarship programs are available annually to qualified applicants.

### Strategies for Success Scholarship

The Strategies for Success Scholarship provides financial support to qualified students interested in advancing their education in housing industry-related programs. Deborah Ferland, a past NAHB PWB national president, and Austin Ferland initiated the scholarship in 2001.

#### Requirements:

- Applicants must be enrolled as full-time students at the start of the fall semester with at least one full academic year of coursework remaining after the scholarship is received.
- Applicants must be pursuing an education in a housing-related course of study (e.g., construction management, construction technology, civil engineering, architecture, design, trade specialties) at a two- or four-year college, university, or vocational program.
- High school seniors are not eligible to apply.
- Applicants must submit a completed application with two letters of recommendation by the application deadline.
- Preference will be given to applicants unable to afford a college education without financial assistance.
- Preference will also be given to applicants who are members of a student chapter of NAHB.
- Scholarship recipients must maintain a minimum GPA of 2.5 (on a 4-point GPA scale) for all courses and a GPA of 3.0 (on a 4-point GPA scale) for core curriculum courses. If a scholarship recipient's GPA falls below the minimum requirement, NAHB PWB's

Strategies for Success Scholarship Selection Working Group reserves the right to cease further funding of the scholarship.

### Building Hope Scholarship

The Building Hope Scholarship provides financial support to qualified students interested in advancing their education and training in building industry-related fields. In 1955, Hope S. Bettilyon, former president of the NAHB Women's Auxiliary (now known as the NAHB Professional Women in Building Council) initiated the scholarship. Local NAHB PWB councils are encouraged to promote the Building Hope Scholarship to students in their communities.

#### Requirements:

- Applicants must be enrolled as full-time or part-time students at the start of the fall semester at a college, university, or trade school, with at least one course or trade-related program remaining after the scholarship is received.
- Applicants must be pursuing an education in a building-related course of study or vocational/trade program.
- Applicants must submit a completed application with letters of recommendation by the application deadline.
- Awards are given for tuition, school/program fees only and will be paid by NHE directly to the institution.
- Scholarship recipients may be required to provide verification of enrollment prior to disbursement of the award.

### Leadership Scholarship

The Professional Women in Building Leadership Scholarship provides financial support to qualified applicants to help defray costs associated with professional development opportunities, including housing and building-related certifications, designations and licensing fees, travel expenses to an NAHB leadership meeting, expenses related to career development, and other building-related programs.

#### Requirements:

- Applicants must be PWB members in good standing.
  - Preference may be given to PWB members who have served in PWB leadership roles at the local and/or national levels (i.e., local council chair/vice chair, NAHB PWB subcommittee chair/vice chair, etc.).
  - If applicable, proof of course/program registration and/or attendance may be required before award disbursement.
- Learn more at [apply.nationalhousingendowment.org](http://apply.nationalhousingendowment.org)

## How to Give

The NAHB PWB scholarship fund is supported through the generosity of council members, individuals and corporations. To contribute to the fund, visit [nationalhousingendowment.org](http://nationalhousingendowment.org)

# HOT OFF THE PRESS

## 2022 NAHB BuilderBooks New Releases



### **2021 Home Builders' Jobsite Codes**

*Stephen A. Van Note*

This pocket-friendly companion to the International Residential Code discusses the impact of 2021 code changes. More than 100 detailed illustrations, useful tables, figures, and a glossary are included to facilitate your understanding of the codes.

**From BuilderBooks & ICC, 2022, 402 pp/Spiral-bound**

ISBN 9780867187878



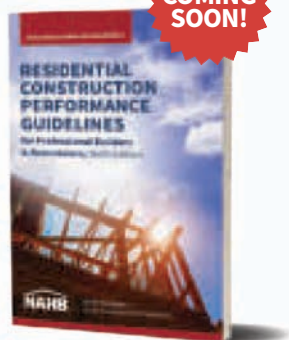
### **The Cost of Doing Business Study, 2022 Edition**

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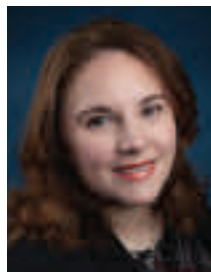
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## Building a Strong Foundation Leads to Successful PWB Councils

*HBA Executive Officers discuss benefits gained by starting a PWB council*

Successful Professional Women in Building Councils cannot happen without the support of Executive Officers (EOs). They are the foundation of a council's formation and long-term success. These four EOs shared how starting a PWB council benefited their HBAs and offered advice for others considering the move.



**Aimee Bertrand, Executive Vice President and Chief Executive Officer of the Greater Houston Builders Association (GHBA),** got the idea for starting a PWB council from members of her local HBA, who were either involved in other PWB councils or were familiar with PWB through NAHB. Those leaders told their peers on the board about the potential benefits of a PWB council, such as the opportunity to better serve a growing sector of their membership and workforce.

The GHBA board of directors voted unanimously to allow members and staff to create a council in the fall of 2021.

"Our new PWB council has already brought a ton of new enthusiasm to our membership," said Bertrand. "Women and allies of PWB are coming out of the woodwork from our member companies to attend events and join the council. We knew that this group would take on a life of its own, but it is already exceeding all expectations."

**"We knew that this group would take on a life of its own, but it is already exceeding all expectations."**

The PWB council's first event was a "Signing Day" at the HBA's office before the council officially kicked off. After describing the new council, explaining how to sign up and introducing their sponsors, there was a champagne toast and pink hard hat cookies for members to enjoy. More than 80 members signed up at the event, and the council now has more than 120 members, making it the second largest PWB council in the nation.

Bertrand's advice for other EOs and HBA staffers considering a PWB council is to meet with the leaders of other local and state

councils and the national PWB council and to do research on other construction and real estate industry groups in your area. "The members of other PWB councils and local organizations we met with were enthusiastic and supportive about our new group," said Bertrand. "They shared bylaws, marketing ideas and mentorship models to help us determine what our council needed for its inaugural year."

"I'm a big believer in creating communities among our larger HBA membership," Bertrand added. "The new PWB council gives a dynamic community in our industry a place to call home within our HBA. I hope that it will be a launchpad for those of our members who have been less involved in GHBA to find paths to greater involvement in the association."



**Mercedes Broomhall, Executive Officer of the Snake River Valley Building Contractors Association (BCA),** presented the idea of a PWB council to the BCA's board of directors with the support of its single female board member. After hearing Broomhall's presentation and the board member's experience of a PWB event she attended in another state, the BCA board agreed that they should have a

PWB council of their own.

"Giving women members a place to share experiences and enthusiasm was a huge success," said Broomhall. "Even women outside of the industry showed interest, and men are encouraging their co-workers to get involved. We gain at least three new BCA members a year from interest in PWB."

The PWB council participated in a shed build for a veteran's fundraiser, a bed building event for children in need, a Mother's Day flower box project, a humanitarian breakfast, a few mixers and a luncheon prepared and arranged by culinary students from local high schools. This year they hope to engage local

**"Giving women members a place to share experiences and enthusiasm was a huge success."**

**Interested in starting a local PWB Council?**

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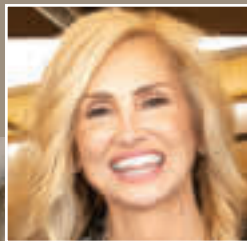
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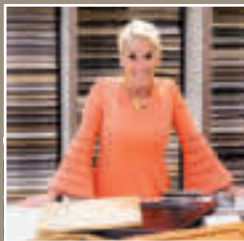
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“My advice to other EOs considering a PWB council is to go for it!” said Broomhall. “There will be some hiccups, but members will get involved; it is one of the most successful and energetic councils at our local association.”



**Danielle C. Adams, Executive Officer of the Frederick County Building Industry Association (FCBIA)**, received overwhelming support from the HBA’s board of directors when she proposed starting a PWB council. “They encouraged the women at their individual businesses to join, and each time they were in front of members they took the time to express the positive impact PWB is having on our

HBA,” said Adams. “Since our chapter started in June 2021, 43% of our HBA’s new builder, associate and affiliate members joined to be part of PWB.”

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FCBIA’s PWB council hosted its first fundraiser in October 2021 to benefit the Faith House, a local organization that helps women in crisis. They also held two social happy hours to teach non-members more about PWB. Throughout 2022, they plan to host fundraisers, networking opportunities with other women organizations, educational programming and happy hours to grow the council.

“Our PWB council is improving the social, economic and political welfare of our community,” said Adams. “Each one

of our members encourages women of all ages to pursue a career in the building industry.”

Adams’s advice for HBAs looking to start a PWB council is to seek out women members who aspire to lead as core officers. Encouraging “doers” to join the effort early on will pay off with growth and retention as these members attract new members to join.



**Jeffrey Smith, Executive Vice President and Chief Executive Officer of the Greater Tulsa Home Builders Association (HBA)**, began their PWB by inviting 50 women members to an idea session proposing the council. More than 40 showed up to the first meeting and launched the committee that would form the council within six months.

“The Greater Tulsa HBA board has been very supportive of the initiative and has embraced the culture of diversifying our board and membership,” Smith said. “Our

PWB council has seen women and men become engaged with the HBA because they found a comfortable home in the council. Our PWB is also a champion in our workforce development initiatives and operates as our workforce development committee.”

The Greater Tulsa HBA manages five councils in its jurisdiction, with the PWB council one of its most energetic. The Greater Tulsa HBA PWB council now hosts 12 annual events, including dinners, socials, a “PWB Under the Lights” golf tournament, a “Build My Future” obstacle course, and two high school visits.

“What makes me most proud of our PWB council is its development of women leaders that might not otherwise have had an opportunity to lead within our HBA,” Smith said. “When given a task they go above and beyond and are making a difference in our community. **BW**”

**“What makes me most proud of our PWB council is its development of women leaders that might not otherwise have had an opportunity to lead within our HBA.”**

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