

BUILDINGWOMEN

Strategies and solutions for women in the building industry

2020 VOL. 1



READY FOR WHAT'S NEXT

For real estate veteran Betsy Sheppard, becoming the NAHB PWB 2020 Chair is the next open door in her career.

A publication of NAHB

ALSO

Points of
Connection

Created to be Great

Keep Showing Up

Power of PWB

A circular logo with a black background and a white border. The number "84" is written in a large, bold, white sans-serif font.A wide banner image showing a modern kitchen with white upper cabinets, dark lower cabinets, a white countertop, and a white subway tile backsplash. On the counter are two lanterns and a glass pitcher. The "84 LUMBER" logo is overlaid on the left, and a circular logo for "DESIGN STUDIO" is on the right.

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Join our discussion on Facebook and LinkedIn.com
Search for the group "Official NAHB Professional Women in Building Network"

Perspectives

The Value of Networking and Connecting

Life has an interesting way of connecting us to each other. In ancient times, the only way people had to communicate was through pictures and hand signs. Still, they managed to connect, despite the odds. Today, we have so many ways to network with people, whether personally, electronically, structurally, emotionally, visually, musically, or in an array of other ways.

People who are the most connected are often the most successful, investing in relationships both professionally and personally. Connections help us stay on top of the latest trends in our industry, keep us up on current events, and develop and improve our skill sets. Networking helps to foster careers; introduces us to prospective mentors, partners, and clients; and helps us gain access to necessary resources.

Connections create a synergy of opportunities. Networking is the ultimate tool to seek support from other people or businesses. Building relationships with people, the community, within your company, and with outside organizations can bring a collaboration that you wouldn't have otherwise.

If you just don't feel comfortable with networking situations, then I encourage you to learn how to get out of your comfort zone. Let others help you. The connections you need are waiting to meet you and help build that team you always wanted. It is about finding people you want to learn from and help support you on your endeavors. It is a win-win situation when done with integrity and authenticity.

Build relationships with positive people who are motivating influencers. You will be more likely to succeed and potentially bring your company or business along with you.

The value of networking and connecting is building relationships and trust, not just exchanging information. It is about establishing new connections and strengthening existing ones. This also increases your trust in others, their trust in you, and

provides a way to support each other. It will increase your confidence and success in life.

"Networking is not about just connecting people. It's about connecting people with people, people with ideas, and people with opportunities." – Michele Jennae **BW**



Darylene Dennon

Darylene Dennon
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.

2019 NAHB Professional Women in Building Leadership

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Publisher

Claudia Richards
Director, NAHB Professional
Women in Building
crichards@nahb.org

Managing Editor

Pat Curry
patscurry@gmail.com

Design & Production

Weswen Design
wendy@weswendesign.com

Advertising Sales

Don Berey, dberey@nahb.org

Send address changes to: womeninbuilding@nahb.org

If You Can Send an Email, You Can Be an Advocate for Housing

NAHB's BuilderLink makes it easy to make an impact



Do you know about BuilderLink? If not, you are not alone. Many NAHB members don't know about this powerful advocacy tool.

BuilderLink has one purpose: to give us a voice with members of Congress on the decisions they make about our industry. It is the easiest and most effective way to speak up for housing and make an impact at the grassroots level.

"I am surprised at how few people use this program and even more surprised at how few have even heard of it," said Steph Reed, owner of Partners By Design Homes Inc. and chair of Professional Women in Building – Des Moines.

You might think, "I don't like politics!" or "I avoid politics because I don't know where to begin!" Getting started is easy just follow the steps to the right.

Once enrolled, if an issue arises that needs attention, you will receive emails from NAHB Grassroots Programs. When you receive these emails, click on the "Take Action" button; a prewritten letter about the issue is already addressed to your member of Congress. Just hit "Submit/confirm".

"In my experience using BuilderLink, I have received email replies from my congressmen and congresswomen saying thank you, along with a plan of how they are addressing the issue," Reed said. "I find this program extremely easy and I love that I can be current on the issues that surround the housing industry."

For more information, contact Lauren Goodwin at (202) 266-8542 or lgoodwin@nahb.org.

3 Easy Steps to Becoming a Housing Advocate

1. Go to <https://www.nahb.org/builderlink>
2. Click on BuilderLink in **bold**.
3. Fill out the enrollment form and click on "Submit".

You are now signed up to help make a difference!



PWB Members Belong at the International Builders' Show

Registration is now open for the 76th annual NAHB International Builders' Show® (IBS), the largest annual, light-construction trade show in the world. Following a stellar anniversary year, the show will return to Las Vegas Jan. 21-23, 2020.

As part of the seventh annual Design and Construction Week®, IBS attendees will also have exhibit floor access to the National Kitchen & Bath Association's Kitchen & Bath Industry Show®. This co-location offers attendees the opportunity to explore a combined total of 2,000 exhibitors covering more than 1 million square feet of exhibit space at the Las Vegas Convention Center. NAHB members can explore it all with a full registration package.

"It's our goal for the NAHB International Builders' Show to be the event of the year for our members and industry professionals," said NAHB Chairman Greg Ugalde, a home builder and developer from Torrington, Connecticut. "Nowhere else will you find top-level education sessions, a variety of networking opportunities, special events, and an exhibit hall full of innovative products all in one place. This is truly an event you can't miss."

During IBS, the Professional Women in Building Council hosts the PWB Headquarters: Where Powerful Leaders Meet. Tuesday's theme is Harnessing Your Personal Power, Wednesday's sessions will help you fill your leadership tool box, and Thursday is all about the PWB Experience as member, a council leader, or even an advocate of PWB. Visit the headquarters and build relationships with the PWB community.

Here's a preview of some of the PWB Headquarters workshops and events:



"The Power of a Tribe". This session covers the science behind social connection and the importance of creating and maintaining meaningful relationships. Our speaker, Holly Fraccaro, CEO of the HBA of Durham, Orange and Chatham Counties, will share an inspiring presentation on why we need a tribe and how to build or strengthen yours!



The Power of Goal Setting to Reach for Something Big. Dreaming big is only one step to achieving your goals. The true test becomes what you do to make it happen. In this session, past National PWB Council Chair Juli Bacon shares her experiences with how she used pain, competition, and strategic thinking to banish obstacles and turn her dreams into reality. We'll discuss

thoughtful decision-making; approaching steps with strategic intention; and breaking through negative self-talk and self-doubt, fear, and

skill gaps that can crush your spirit and prevent you from moving ahead. Learn how to identify and leverage your strengths and overcome your weaknesses so you can achieve your dream with a more thoughtful and persistent approach.



Leadership Chat: Sheryl Palmer, CEO of Taylor Morrison. Informal leadership discussion with Sheryl Palmer, chairman and chief executive officer of Taylor Morrison Home Corp., a leading national home builder and developer based in Scottsdale, Arizona.

SoundBytes: LeadHership. Three thought-provoking talks will focus on mentorship and sponsorship, personal branding, and career growth.

Daily facilitated networking sessions as we harness The Power of Three, Five, and Seven. Calling all first-timers, national PWB members, and all supporters of PWB to maximize your experience at IBS by joining PWB every morning to get recommendations for:

1. Three things to do today
2. Meeting five fellow members and exchanging business cards
3. Seven things you should know about IBS

Every day will have a special twist and you never know who you might meet!

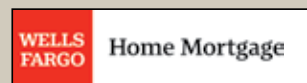
Strategies for PWB Local Council Membership Recruitment and Retention. Attend this roundtable discussion to share ideas and learn what local PWB Councils are doing to recruit engage and retain members.

The PWB Experience. Did you know the PWB membership is 85 percent female and 15 percent male? PWB members are known for their leadership in the workplace and in their community. This session is for current and potential members to learn about resources and programs available through the Council. Experts will be available to answer questions, share ideas, and inspire you to stay connected.

Additional 30-minute workshops

Fearless – Women in Leadership

Learn the story of this next generation of leaders, how they got started in the industry, who influenced them, and who inspires them today. Although our event, sponsored by Wells Fargo, is focused on understanding women's roles in home building, attendance is encouraged and open to all members of our industry.



PWB Educational Content

Diversifying the Construction Workforce: Resources That Create Access & Opportunity

In this session, a panel of building industry experts will share strategies, programs, and global marketing techniques to help diversify skilled labor talent. Specifically, the panel will address industry-related outreach and recruitment; elementary versus post-secondary awareness; vocational, technical, and pre-apprenticeship programs; diversity training; and other inclusion techniques.

Attendees will:

- Explore resources that encourage under-represented populations in the building industry to pursue careers in engineering, skilled trades, and other professions.
- Discuss recruitment and marketing strategies that support growing and sustaining a more diverse skilled labor force.
- Examine why women and minorities don't represent a higher percentage of construction-related jobs.
- Learn tactics for integrating social media into your recruitment methods.

PWB Special Events at IBS

NAHB PWB Awards Luncheon

Wednesday, Jan. 22, 12-2 p.m.

Westgate Hotel Pavilion 9, Lobby Level

Enjoy a light lunch and celebrate this year's local councils and members who have made significant contributions to housing. Awards include councils with innovations programs, legislative and outreach initiatives, and individuals who demonstrate excellence and commitment to their community and the home building industry. The 2020 NAHB Professional Women in Building officers will also be installed during this event. Tickets are required and must be purchased by Jan. 13. Cost is \$65 per ticket; register at buildersshow.com/pwb.



NAHB PWB Spike Reception, sponsored by InSinkErator

Wednesday, Jan. 22, 6-8:30 p.m.

Heart of OMNIA Night Club at Caesars Palace

Party like the PWB rock star you are as we honor and celebrate PWB members who have been instrumental in council recruitment and retention. This event is complimentary to PWB members, who may bring a guest. An RSVP is required at buildersshow.com/pwb.



Schedule at a Glance

LAS VEGAS CONVENTION CENTER

Sunday, Jan. 19

8:15-9 a.m.

NAHB PWB Awards and Recognition Subcommittee

9:15-10 a.m.

NAHB PWB Membership Subcommittee

10:15-10:45 a.m.

NAHB PWB Legislative Subcommittee

11 a.m.-Noon

NAHB PWB Communications and Education Subcommittee

1-2:30 p.m.

NAHB PWB Area Trustees Subcommittee

Monday, Jan. 20

7:30-10 a.m.

NAHB PWB Board of Trustees

10:30 a.m.-Noon

PWB Local Council Leadership Orientation and Training



NAHB PWB Board Meeting and Local Council Leadership Orientation at IBS

Are you coming to the International Builders' Show for the first time? Are you considering PWB as a path to discovering your leadership potential. Did you recently become a leader of a PWB Council? Come in a day or two early and attend national PWB subcommittee meetings, the board of trustees meeting, and local council leadership training. PWB meetings and leadership training will be held at the Las Vegas Convention Center.



Professional Women in Building Week Wrap-Up

NAHB's annual Professional Women in Building Week, Sept. 16-20, sparked a federation-wide focus on the contributions of women in industry as HBAs around the country celebrated this special week. Thanks to the exclusive sponsorship of Lowe's Pro Services, PWB was able to have a banner week.

Here are just a few of the local and national activities:

Blanca Stokes, an associate member from Kenco Home Improvement in Wilson, North Carolina, won a \$100 gift certificate in a drawing from Lowe's Pro Services. Congratulations, Blanca!

The Greater Atlanta HBA PWB Council celebrated the 2019 PWB Week schedule in various ways each day. They started with networking events for Mentoring Monday and followed that by spotlighting women in trades with articles on social media on Tradeswoman Tuesday. On Wednesday, they celebrated PWB members who are high-powered women business owners, who each shared a secret to success.

For Technology Thursday, the council posted articles on Facebook about tech initiatives that are impacting the building industry. They closed the week with Care Day and brought women in the building industry together with HomeAid Atlanta to assist Jerusalem House, Atlanta's oldest and largest provider of permanent housing for low-income and homeless individuals affected by HIV/AIDS.

Two national webcasts also helped recognize the achievements of women in the home building industry. In "PWB from the Male's Perspective: It's More Than Your Women's Auxiliary Council," male advocates of PWB celebrated the female PWB

leaders and members in their communities. PWB Executive Officer Liaison Holly Fracarro moderated a spirited discussion with a panel of men, who shared tips to engage more women in HBAs and PWBs and the benefits they have seen in their HBAs by diversifying the membership. Shout-out to the PWB male members and advocates!

In the second webcast, titled "Five Solutions to Address the Workforce Shortage," NAHB Assistant Vice President of Workforce Development Greg Zick led a discussion about what members can do now to turn the tide of the industry-wide workforce

shortage. The panel had representatives from the NAHB PWB membership, association, and federal sectors. To watch the session, visit nahb.org/pwbweek19.

Professional Women in Building 2019 Chair Darylene Dennon was quoted in the *USA Today*

insert, "Women in Skilled Trades," which launched on Sept. 20. Dennon offered advice to tradeswomen entering the workforce: "Stand tall. Don't worry about being scrutinized; don't worry about making mistakes," she said.

Turn to The Power of PWB on page 24 for more news on how PWB Councils across the country celebrated the 2019 PWB Week! And mark your calendars for the 2020 PWB Week, Sept. 14-18, to join in the national celebration of the vital role that women play in our industry.



Women in Residential Construction 2019 is in the Books

By Angela McKay

This year's Women in Residential Construction Conference was fun, educational, and simply a fantastic way to connect with others in construction.

The conference started off by having everyone introduce themselves. (I'm fairly certain I was the only one hailing from Canada.) We learned that a lot of women named Stephanie were in attendance, along with a whole department of women from Pulte. It was one of the best ways to kick off the two-day conference, plus it made it easier to mix and mingle during the event.

Among the highlights for me were the two keynotes, Amy Sandler from Radical Candor and Leyah Valgardson of Leader's Voice. Presentations also were given by PWB members and industry experts including Carol Morgan, Rachel Brown, and Mollie Elkman, female leaders who shared stories and inspiration. What I walked away with was that we all have stories that have shaped us and we are all continuing to grow and can learn from each other. The sisterhood is powerful!

The many events and shows in home building all serve their purpose. This one serves the soul all about empowering women, encouraging them, helping them lead and gain confidence. Women currently make up about 10 percent of the construction industry. Events like this will help that number rise.

Next year, the conference moves to the Loews Coronado Bay Resort in San Diego. The dates are Sept. 23-25, 2020. Let me be the first to say, "Sign me up!"

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JANUARY 21-23
LAS VEGAS

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\$100 for NAHB members

\$175 for non-members



PROFESSIONAL WOMEN IN BUILDING HEADQUARTERS AT IBS

The 2020 **NAHB International Builders' Show® (IBS)** is your opportunity to discover the hottest new product trends, experience the industry's best education and access real business solutions. Join us in the **NAHB Professional Women in Building (PWB) Headquarters** to learn and connect with talented women in residential construction. Don't miss these incredible events!

NAHB PWB Awards

Wednesday, January 22 | 12-2 PM

NAHB PWB Spike Reception

Wednesday, January 22 | 6-8:30 PM

REGISTER NOW
BUILDERSSHOW.COM/PWB

Minding Your Business

Maintaining High Employee Morale

It's all about making connections and feeling appreciated

By Melissa Kahl

At Caruso Homes, where I work, employee satisfaction has always been part of company culture. Our first two corporate values are a “we care attitude” and “same team concept.” The company strives to keep open communication, celebrate successes, and make employees feel like family. However, earlier this year, it was evident that for an unknown reason, morale had dipped.

Realizing there was a problem, our president asked for help to make things right. First, we pulled together a small group of associates to focus on increasing company morale. This group determined that maintaining high morale is not difficult and doesn't have to be expensive. We found and implemented:

1. Good morale starts at the top.

Encouraging positive interaction starts with the leadership. To this end, we made sure our executive team was on board and participating in all morale-building activities. We incorporated specific ways for the executives to connect with employees through events such as an impromptu snack break with the CEO scooping Italian ice for employees.

2. **Show appreciation.** It's important to say thank you and recognize employees for a job well done, but how often does this really happen? One of the first things we implemented was a gratitude board in the lobby. Seen by all staff and visitors, it's a place where employees can post messages to recognize the little things that coworkers do to help one another every day.

3. **Have fun.** Having fun breeds positivity and helps everyone get to know each other on another level. Activities such as a baby photo contest and cubicle-decorating contests encouraged interaction between departments. We also started “Friday Funday,” with a different



The Gratitude Board in the lobby of Caruso Homes celebrates large and small ways employees help one another achieve success.

theme each week, such as Hawaiian Shirt Day, 80s Day, Wacky Socks Day, etc. It may sound silly, but it's amazing how connected everyone feels when laughing over fun outfits.

4. **Communication is key.** As a home builder with multiple regions, one of the challenges we face is encouraging interaction between office staff and associates in the field. One way we have overcome this is by using GroupMe, an app designed to communicate easily via cell phone. This app provides quick access for all employees to share good news, photos, and comments.

5. **Supporting causes brings people together.** Companies that support charitable efforts are not only helping the community, they also are helping bring employees together. At Caruso Homes, we support a variety of causes, such as Toys for Tots, training as a team for a 10K charity run, and renovating homes for families in need. It gives everyone a sense of pride to know that “Caruso Cares.”

Creating a standout company culture requires effort and is just as important as any other initiative that contributes to your bottom line.

Employee morale has a huge impact on the success of any company. Organizations with upbeat morale benefit from increased productivity, more effective communication, and lower turnover. However, creating a standout company culture requires effort and is just as important as any other initiative that contributes to your bottom line.

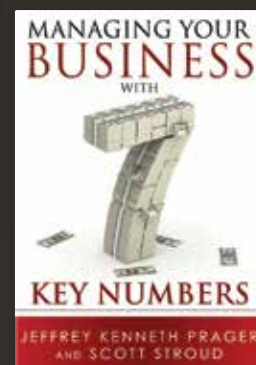
Getting our office back on course just required a little extra effort and some fresh ideas to generate positive energy around the office. For us, it was all about making connections and feeling appreciated. **BW**

Melissa Kahl is the marketing manager at Crofton, Maryland-based Caruso Homes.



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READY FOR WHAT'S NEXT

For real estate veteran Betsy Sheppard, becoming the NAHB PWB 2020 Chair is the next open door in her career. She's eager to walk in and plans to bring all of us along with her.

When Betsy Sheppard walks into a room, you can expect a smile, a handshake, or a hug within seconds. Sheppard has leveraged a sunny disposition with a passion for communication and a fascination with housing to build a stellar career and reputation.

In recent years, Sheppard has given and gained a great deal as she made her way through the ranks of PWB. As she prepares to take over as chair of NAHB Professional Women in Building, Sheppard is grateful for the opportunity to serve and grow in her new role.



caption TK

Walking the Dirt

Born in Rome, Georgia, Sheppard was a busy, curious child. She recalls accompanying her father on visits to the construction site of homes the family built over the years.

“We moved several times, and with each move we built a new house. After the crew would leave for the day, Dad and I would head out to check the progress,” she recalls. “I loved the smell of the dirt and sawdust and watched in awe as sticks took on the shape of a house.”

Sheppard attended Georgia Southern University where she majored in public relations and learned the value of strong, focused messaging. During an internship with a PR firm on Hilton Head Island, South Carolina, Sheppard worked on the account of a real estate developer, who hired her after graduation.

“I learned how a development starts from ground zero and what it takes to create a concept that will work today, and for decades to come,” she says. “That fascination with the process continues. When we get a call from a developer looking for help with a new project, it’s just as exciting as the first time.”

After moving to Atlanta in 1984, Sheppard worked for a real

estate marketing agency before joining Northside Realty as vice president of marketing. The firm was owned by then-State Senator, now former U.S. Senator, Johnny Isakson, who became a close colleague, friend, and mentor.

“Johnny and I worked well together,” Sheppard says. “I don’t like to be micromanaged, and that’s not his style either. He’s a great man who became like a second father to me.”

After eight productive years at Northside, Sheppard was ready for a new challenge. She had always been aware of an entrepreneurial instinct, and she went for it in 1999, opening a real estate marketing firm under the name B. Sheppard Consulting.

It was an exciting time as Sheppard supported many of the area’s leading builders and developers. She joined forces with creative director Kerrie Gilbert, whom she had met on Hilton Head. Gilbert handled the creative side of the business, while Sheppard concentrated on strategic business

development. Their business flourished and was later rebranded as Gilbert & Sheppard, eventually moving out of Atlanta to a new location in Ellijay, about an hour north of Atlanta.

The award-winning firm continues to offer strategic consult-

Whether she’s assembling a team for a client project or volunteers for a charity event, Sheppard has always been a connector of people, ideas, and resources.

Bottom: Current and former Atlanta PWB Chairs Tangela Martin, Sheppard, Donna Mathis, Irene Hall, Meg Thompson. Right: Sheppard receives the 2018 PWB Woman of the Year Award.



ing, site planning, branding, traditional and digital advertising, and lead conversion for creators of active adult communities. Last year, Gilbert & Sheppard became a division of Immersion Active, which uses digital marketing to reach mature consumers. Gilbert & Sheppard maintains offices in Georgia and in Frederick, Maryland, where Immersion Active is headquartered.

PWB: The Magic of Connection

Whether she's assembling a team for a client project or volunteers for a charity event, Sheppard has always been a connector of people, ideas, and resources. Getting involved in PWB was an ideal outlet for her energy and leadership skills.

Asked by an industry colleague to join the inaugural board of directors for the Atlanta PWB council, Sheppard went on to serve as vice-chair and chair of the group. Her involvement soon extended beyond Georgia as a National PWB Area Trustee, Regional Trustee, and Vice Chair. Sheppard

was also the 2018 NAHB PWB Woman of the Year.

She has served in numerous NAHB leadership posts, including the NAHB 55+ Industry Housing Board of Trustees and as 55+ Council Membership Chair. Currently, Sheppard is a member of the Board of Directors of the Atlanta 55+ Housing Council and was invited this year to join the Urban Land Institute's Lifestyle Residential Development Council.

"The learning and growth that have come from my involvement in PWB and NAHB are a true blessing," says Sheppard. "And they are equaled by the friendship and personal connection with amazing women and men in our industry. I'm pretty much a walking billboard for PWB and encourage everyone, especially our emerging professionals, to get involved."

This year, as NAHB PWB Chair, Sheppard envisions a continued focus on growth and connectivity. She also plans to use technology (online meetings, social media, etc.) to advance mentorship. PWB's



Betsy Sheppard shares a close moment with three of her "PWB peeps," Lisa Campfield, Karen Schroeder, and Terri Everhart.

2020 initiatives will emphasize professional development and establishing pathways for members who wish to deepen their involvement as leaders.

Sheppard also looks forward to growing the local PWB Council model, using the national committee structure. National committee calls, which are open to all members, are an excellent way to learn and be inspired by achievements in membership, charitable fundraising, member recognition, mentoring, and legislative outreach. Sheppard encourages members to reach out professionally to PWB and NAHB colleagues, and to get involved with efforts such as BUILD-PAC, NAHB's nonpartisan political action arm.

"Building, in all its facets, is the ultimate team sport and we are stronger and more effective when we collaborate," Sheppard adds. "That's our strength and our value proposition."

Reaching Out

Sheppard's passion for giving back extends to her adopted community of Gilmer County. She is a volunteer and leader in organizations that support business, arts and culture, children at risk, and other charitable causes.

Asked for advice she would offer colleagues, Sheppard urges women and men in building to "be honest and authentic about your abilities. Identify those with whom you can share your talents and, in areas where you need help, find a mentor."

She also stresses the importance of delivering on your promise. "That means delivering on your brand promise in a professional context. But it also means delivering on your promise as a person of integrity. Prepare more for a meeting. Arrive earlier to the job site. Work harder and give more than you promised."

As the incoming chair of NAHB PWB, that's exactly what Sheppard plans to do. **BW**



Kerrie Gilbert and Sheppard review a site plan for a development with a client.



Sheppard at one of her many volunteer activities in Gilmer County, Georgia.



The NAHB PWB leadership team paused for a group photo at the 2019 fall board meeting.

Panasonic



The moisture factor

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LESSONS FROM LEADERS

CREATED TO BE GREAT

EXECUTIVE COACH CHAD SANSCHAGRIN HELPS
OTHERS REWRITE THEIR STORIES AND ACHIEVE THE
SUCCESS THEY DESERVE

BY DEBBIE SMITH

Chad Sanschagrin still remembers his first days of onboarding at Richmond American Homes. He had come to home building from the hotel industry and knew nothing about building or selling houses. What he did know was how to create a great experience for a customer, and he was eager to apply that to the biggest purchase of a person's life – a home.

The director of construction came in and explained to the group of new sales associates that the company was one of the first in the state to build with 2X6's. The other sales associates nodded knowingly and agreed that this was a differentiator. After about 20 minutes, Sanschagrin raised his hand.

"I don't want to sound crazy," he said, "but can you explain what a 2X6 is? Why is this important?"

The person next to him leaned over and said he wasn't going to last long. He went on to be Richmond American's top salesperson in the country that year because instead of being driven by an ambition to make sales, he was passionate about wanting to be involved in someone's life.

"I was raised by a single mother," he said. "Her first house was a run-down duplex. It wasn't very nice, but it was hers and I remember her pride and joy in it. Now I could play a part in that for someone. That's what made me so customer-centric and empathetic. It's



not enough to have a mission statement. You have to be on a mission, and that was my mission."

Sanschagrin went on to become director of sales for Richmond American and then began a career as an international trainer and keynote speaker for Forrest Performance Group. Today, he is chief executive officer of Cannonball Moments LLC, a firm that offers executive coaching to C-level executives, as well as sales training, mystery shopping, speaking, and writing.

Asked how he decided he was qualified to be an executive coach, Sanschagrin said, "I just decided. I think everyone is qualified to contribute. Everybody has experiences. Your whole life is a platform to contribute.

"Most people diminish what they have to contribute," he explained. "They think they need a four-year degree. These qualifications were created by someone who has those qualifications. I wrote my own playbook.

"I graduated high school with a 1.9 GPA," he said. "It wasn't that I wasn't smart; I didn't have the right mindset or the right story. I have a very strong faith. I was created to be great, but you forget that over time. Everybody is born with this ability. I just decided that I'm going to contribute my story, my knowledge. If it resonates, awesome. If not, that's OK. I coach people who own billion-dollar companies and middle school students. Everyone has something worth contributing."

Rewrite your story

His primary tool in helping individuals and companies achieve success is getting people to rewrite the stories in their heads that are holding them back and to believe they're worthy of the success they want.

"If you can tap into that, they'll run through walls to get what they want," he said. "Companies will say they want profit, sales, and return on investment. Trainers can teach the fundamentals and the tactics of sales and closing, but the employees have to want to contribute.

"The greatest sales tool we have will not be taught by me. It is your own intrinsic desire to want to contribute to someone else. We can help unleash it and bring it to the surface, but only the person can decide they want to contribute. Until that story is rewritten in their heads, the 1, 2, 3's of training will not work."

Helping people rewrite their stories can make a huge difference in a company's performance, Sanschagrín said, because today, companies don't get accolades for having a great product; that's expected. People want to know why a company does what it does. The same goes for its employees, and most training doesn't tap into the employee's "why".

"If (managers) don't ask that, they don't send the right people to the front lines," he said. "If your mission isn't to contribute to the person walking into the model, you're misaligned."

He called his company Cannonball Moments because that type of moment is "a place where purpose meets a new path," according to his website. "It's understanding the 'why' that drives everything we do. Life takes on a new meaning, and our purpose becomes crystal clear. It is a moment that inspires fulfillment in all areas of your life. It is a moment that changes your future by asking you to be fully present."

Sanschagrín will have a cannonball moment of his own in Las Vegas on Jan. 23, 2020, when he fulfills a long-time goal of speaking at the International Builders' Show. Joined by Ronda Conger of CBH Homes, Alyssa Titus of Schell Brothers, and Chris Hartley of Trendmaker Homes, Sanschagrín will be speaking on "The Seven Secrets of Creating an Award-Winning Company Culture."

"We have these moments in our lives every day that we don't really stop and appreciate," he said. "We're so busy trying to achieve the next thing, we don't have gratitude for the moments we have... What we teach is there's an effect to doing all this hard work. If you don't appreciate that, what's the point?" **BW**



Debbie Smith is chief executive officer and co-founder of Two Trails Inc., a sustainable consulting firm specializing in green certifications, energy audits, and commissioning for residential, commercial, and development projects nationwide.

THANK YOU

To all of our members and Councils for your hard work during the 2019 NAHB Professional Women in Building membership competition.

The winners are:

Member Recruitment from Dec. 31, 2018, to Oct. 31, 2019

Carole Jones, CGP, CGB, CAP, and Norma Jean Estes

Councils with the Highest Membership Retention Rate from Dec. 31, 2018, to Oct. 31, 2019

Small Council (1-10 members) - Builders Association of Kosciusko-Fulton Counties (Warsaw, Indiana)

Medium Council (11-40 members) - Big Country Home Builders Association (Abilene, Texas)

Large Council (41+ members) - Home Builders & Remodelers Association of Fairfield County (Fairfield, Connecticut)

Congratulations on this outstanding achievement!

SHOWING THE WAY

Most women have never had a formal mentor. PWB councils are filling the gap.

BY WHITNEY RICHARDSON



Mentoring can have a significant impact on career success, whether it's someone with whom to exchange ideas, guidance on challenging situations, or a champion supporting a career step or milestone. According to a survey by Development Dimensions International (DDI), however, 63 percent of women have never had a formal mentor. Outlets such as the Professional Women in Building Council can be such a powerful resource for women because of this, even if mentorship is more of an informal practice.

"[PWB] allows me to interact with so many amazing women in the building industry and to spread the word to other women who may not realize the opportunities available to them," said Kristi Allen, vice chair of the PWB Council for the Salt Lake City Home Builders Association. "The women I've met at the local and national level of PWB inspire and uplift me. I feel truly connected to them as we work together to strengthen and improve this great home building industry."

Making important connections such as this can help further relationships and career opportunities, as can simply exploring the opportunities that are available to help make informed career choices. PWB councils can help foster these connections through mentorship programs. Here are two examples of how to make mentorship programs work:

Formal Mentorship

The Home Builders Association of Metro Denver established a formal mentorship program in 2015 to help pair members with others in the industry who could help provide guidance and bring a fresh perspective to their careers and businesses. The program was established by Cheryl Schuette, who was inspired by Metro Denver PWB founder, Chris Presley. Presley, founder and president of Epic

Homes, wanted and believed in a committee dedicated to a formal and informal mentoring program.

Schuette, who also handles builder and contractor outreach for the Colorado Homebuilding Academy and owns her own consulting company, explained, "I jumped at the chance, because mentoring was a key component to a successful career."

Her company had done formal mentoring in the past and she knew it worked. "With the right organization support, we could do something pretty impressive," Schuette said.

Forming the foundation for the formal mentoring program was built on three easy principles:

- Leadership commitment,
- A structure, including a guidebook to help establish that structure, and
- A committee to recruit mentors and mentees and be thoughtful in their pairings.

This all needs to be wrapped up in ongoing follow-up to ensure success.

Metro Denver's six-month program — which just got its most recent session underway — begins with a detailed 10-question survey for both the mentees and mentors to help the Mentorship Committee match each pair based on their goals and skills. Mentees pay \$150 to participate. The committee then sets the parameters for mentorship engagement and checks in periodically to see how the mentoring is going.

As the program comes to a close, the committee connects with the mentors and mentees to hear the results of the mentoring, which provide valuable feedback and highlight the successes of the program. "When the mentors, volunteering their time, are impacted by their partnership experience and sign up for a second round of mentoring, and

mentees volunteer to be a mentor on a later round, it speaks volumes of the benefits, successes, and opportunities of our program,” noted Neneh Biffinger, current chair of the HBA’s Mentoring Committee.

To help engage both mentors and mentees, the committee partners with the HBA’s Young Leaders Council and encourages participation across the HBA. The ratio often varies with each session, but on average, 30 percent to 40 percent of the mentors are male.

“PWB isn’t exclusively just an organization for women,” shared Leah Fellows, a Mentorship Committee member who has previously been a mentee and started her first session as a mentor last fall. “We welcome everyone to come in and see what we’re doing. It’s great when we see men involved.”

Informal Mentorship

The coaching/mentoring program for the HBA of Metropolitan Portland’s PWB Council has been in place for two years, and uses a variety of events throughout the year to provide a format for members to get together and discuss topics. The events occur roughly bi-monthly or quarterly, and use a mix of online and in-person sessions to make it easier for members from across the metro area to attend.

A mentorship committee helps plan these one-hour events throughout the year and utilizes different tools — including industry shop talks by HBA members, NAHB webinars, and online educational videos, such as TEDTalks — for its programming. The council provides these events for free to members; a small monthly hosting fee for Zoom Conferencing for online events and a reasonable small food and beverage budget for in-person events help keep costs down.

The long-term goal is to create an in-depth coaching/mentoring program within the HBA across all councils, in part to help better engage and retain millennial members, who are twice as likely to stay within an organization for more than five years if they have a mentor. Such mentorship can take on a variety of forms, including co-mentoring, micro-mentoring, or group mentoring, so start with a few basics to see what fits for your organization.

“Start connecting the members in small groups instead of one-on-one to begin with,” recommended Carol Eisenlohr, vice president/treasurer of the HBA of Metropolitan Portland. “Call it coaching, because mentoring is a big, scary word and sounds like a big commitment. Start out small to foster relationships that may turn into mentoring down the road.”

Other ideas for informal mentoring events include speed mentoring sessions and quarterly “coffee and conversation” setups (where members are paired at random to get together and chat), which the HBA of Metro Denver offers in addition to its formal mentoring program.

“I would love to see PWB Councils across the country set up these mentoring programs,” Fellows said. “It’s such a great support network and makes you feel like you’re not alone in the industry. More women are entering the industry in every role imaginable. It’s great to see people get involved to help others grow and see the possibilities.” **BW**



Whitney Richardson is manager of industry communications for the National Association of Home Builders.

BEST PRACTICES TO KICK-START A MENTORSHIP PROGRAM

How can your PWB council help women reach their highest level of achievement? Here are five best practices for getting a successful mentorship program off the ground:

1. Decide whether you want to host an informal or formal mentorship program.

Formal mentoring, in which a mentee is paired with a mentor for an established length of time, can provide the structure needed to help get your mentorship program off the ground. Informal mentoring, whether in groups or pairs, can make the program feel more accessible for members. Each type of program can be a valuable addition to your programming, so evaluate what your membership needs are and decide what will work best for you.

2. Research guides to help frame your program.

Established mentorship programs are a great tool to help formulate what will work best for your association. Search online for examples that you may be able to download (free or paid).

3. Establish a committee to help plan events.

Events can take on numerous forms and frequency, depending on the type of program you have. A dedicated committee can help ensure that these events are occurring on a consistent

basis, and provide appropriate follow-up and outreach as needed. Examples include:

- **Coffee and Connection.** Have attendees place business cards in a bowl, and pick them at random to pair people up for offsite meetups.
- **Virtual coaching sessions.** Stream education material online, then use an online platform such as Zoom Conferencing for guided discussion among attendees.

4. Utilize existing resources.

Whether it’s an NAHB webinar, a keynote speech from a leader in your area, or a TEDTalk on YouTube, a wealth of resources is already available to construct a quality educational event. Check out NAHB’s education section to see what’s available.

5. Connect with top leaders for support.

This includes not only top leaders within the council, who should be actively involved in the program, but also busy executives who can serve as great mentors in your program. Personal outreach is often more effective to remind these leaders of the value mentorship has had in their own careers.

KEEP SHOWING UP

Through ongoing involvement in PWB, members create connections that go beyond business

BY LEAH FELLOWS



Personal and professional relationships are a natural outgrowth of being passionate about an industry and the professional organizations that support that industry. Professional Women in Building provides that fertile ground where builders and associates can come together to support a common cause and build genuine connections.

Betsy Sheppard, president and CEO of Gilbert & Sheppard Group and incoming chair of NAHB PWB, is no stranger to this concept of creating connections while giving back to the industry. While she has always been a strong advocate of finding your seat at the table, one of the most important tidbits she likes to impart to women in the industry is to get involved.

“Join the NAHB, local HBA/BIA, and the Professional Women in Building Council – and be an active member,” she emphasizes. If you give more than you take, you will be thrilled with the benefits you gain.”

Over the years, Sheppard has trusted her instincts and associated with the most talented people in the industry.

“I believe you are only as good as the people you surround yourself with,” Sheppard says, and that belief has guided her to recruit talented team members, vendors, and clients who work hard to earn their buyers’ respect and loyalty.

Karen Schroeder, vice president of Mayberry Homes in East Lansing, Michigan, has a similar philosophy. “Over the years, I have attended a number of seminars and classes through the Michigan Home Builders Association, as well as the National Association of Home Builders,” Schroeder says. “When we started our company, we reached out to the top designers, architects, and consultants in the industry.”

About five years ago, Schroeder became involved with PWB. Before going into her first national board meeting, she had been told to not sit at the table since she was not a board member. So, she sat against the wall, ready to observe.

“I was immediately instructed to come to the table,” Schroeder remembers. “I was welcomed and I felt like I belonged.”

While having worked in the building industry for four decades, she had never felt the genuine warmth that she received instantly at the PWB.

“It’s a sisterhood to me,” she says.

Schroeder volunteers on various committees and councils, where she not only absorbs new knowledge, she continues building relationships and gives back. Fast forward five years from her initial interaction with PWB and now Schroeder is on the leadership ladder, poised to be chair of NAHB PWB in 2021.

Building real rapport takes time

One of the most important points in creating connectivity is that whether you are a sponsor or an associate, it’s not about pitching your products and services. It’s about creating authentic relationships based on common ideas, passions, and projects.

“It all starts with conversations,” Sheppard explains.

Sheppard and Schroeder’s conversations began after they connected through PWB. Even though Sheppard was from Georgia, and Schroeder was from Michigan, a state Sheppard had never visited, they realized almost immediately that they had a similar sense of humor. They found common ground, which was the foundation of a strong friendship that eventually led to doing business together.

Sheppard and Schroeder emphasize the need for more and more women to come in to the industry, take a seat at the table, and get involved. “As a dynamic group of women, not only will we accomplish great things as we continue to create change in the building industry, it has such a wonderful power to it in a really positive way,” says Sheppard.

Veterans of the industry want to provide mentorship and encouragement to the next generation of women entering the building industry, and this can be accomplished through involvement and connectivity. “We’d like to get people off the bench, get them off the wall, get them to come to the table,” Sheppard says. “Have an opinion and give us some of your talent, be as much as you want to be, and give as much as you want to give.”

“It’s an epic group of huge proportion,” says Schroeder. She explains that whether she needs to talk with someone about management, construction, marketing, or sales, “the resources are all there [at PWB].” Whether you end up doing business with someone directly or not, it doesn’t matter. Either way, you can create true, authentic friendships that go beyond business.

Sheppard and Schroeder encourage women to continue to engage and become involved.

“We need to continually bring fresh ideas and we can help build something great,” says Sheppard. “It really comes full circle.”

For Schroeder, the importance of professional organizations goes well beyond the networking and educational opportunities they offer.

“My connection with Professional Women in Building and Women in Residential Construction has become invaluable,” she says. “I’ve not only obtained information to better myself and my company, but I’ve also found new friendships that will last my lifetime.” **BW**

**“IT’S AN EPIC GROUP OF
HUGE PROPORTION.”
—KAREN SCHROEDER**



Leah Fellows owns Blue Gypsy, a marketing and consulting company to new home builders, brokers, real estate professionals, and related businesses.

Relationship Marketing to Build Her Business

Introverted business owners need an alternative to networking

By Suzanne Meyers-Hubner

The term “networking” used to describe the tremendous effort you put forth to build your business. It covered activities such as attending networking events, delivering a catchy “elevator” speech to everyone you met, passing out an endless supply of business cards, and in return, collecting more than you distributed. And once back in your office, it was a constant stream of LinkedIn or Facebook page invites, email follow-ups, and coffee meetings to “see how you could help each other” discussions.

That may work for some people, but for introverted business owners and entrepreneurs, it can make you break out in a cold sweat.

When Juli Bacon, president of JB Consulting Systems and several other companies, started her consulting business in 2001, she was the mother of a young boy and pregnant with her second child. A self-proclaimed — and Myers-Briggs confirmed — introvert, Bacon knew she had to network differently.

“Walking into a room full of strangers is one of my worst nightmares,” she said. “I break out into cold sweats; I get lightheaded and anxious. Although I’d performed in theater productions and sang in front of thousands, facilitated training workshops, and was a regular public speaker, stepping into a room with people I didn’t know would cause an internal melt down.”

Refusing to let that inner turmoil interfere with the benefits of “networking,” she redefined it for herself as *relationship marketing*.

“I focused those individual connections I’d created through relationships and committee volunteerism that used my skills,” Bacon said. “When I first started my business, I had lots of time on my hands. I joined my local home building association, Master Builders of King and Snohomish Counties, my local chamber, and a business club in Seattle.”

“I attended any event I could, which was really hard for my inner introvert, but my goal was

always to *meet one new person with whom I could have a meaningful conversation*,” she said. “I often left my business cards at home and instead asked questions to get to know that person rather than what they did for a living.”

Once Bacon made that first connection, it became easier to make others, especially when she saw those she’d met previously and they introduced her to other “like-minded” individuals.

“I made it a game to see how long I could go in a conversation before I or the other person asked, ‘So what do you do?’” Bacon said. “If I like the person, then I want to know what they do. If I

like them, I am more willing to give them my business or refer someone to them. But I can only determine that if I get to know them, not just learn what they do.”

As Bacon looks back since starting her first business, she credits the connections she’s made through the activity of relationship marketing, which has led to the growth of her original business, to the start and success of her other businesses, and culminating in the publishing of her first book with her team, *Six-Word Lessons on HR Practices for a Productive Workforce*.

“My consulting business does very little advertising,” Bacon said. “We focus on

building relationships with our clients, and I focus on maximizing the relationships I built through my work in various organizations. Ninety-five percent of our business is referral business from existing clients or connections I’ve made through work, volunteering, and friends. Connections have led to amazing opportunities for me and my businesses. It was only through one of those connections that I met the publisher of Pacelli Publishing, who I worked with to write and publish my book for their *Six-Word Lessons* series.” **BW**



Tips for the Introvert on Maximizing Relationships

1. Focus on meeting one new person per event and really get to know them.
2. Ask open-ended questions that are not business-related.
3. Once you build that relationship and find out what their business is, try to make referrals to them.
4. Volunteer on committees to use the skills you have. It makes it easier to get involved when you have something to give.
5. Volunteer on philanthropic projects.
6. Before you walk into a room, breathe and tell yourself that you have something to offer the people in the room.
7. Look people in the eye, give them your first and last name, and shake their hand.
8. Some of the best leaders and business minds in the world are Introverts. You are not alone. It does eventually get easier.



Suzanne Meyers-Hubner is an HR consultant with JB Consulting Systems.



Advertorial

Advocacy is a Cornerstone of Building Businesses

Juli Bacon, entrepreneur and owner of multiple businesses in the construction industry, is passionate about women engaging in advocacy.

"If I don't get involved or don't voice my opinion, how will I be able to make a difference?" Bacon said. "What if the way I describe a consequence of a potential bill to my business, or the passion with which I fight for or against a bill, is the key to passing or defeating that bill?"

As a member of NAHB, Bacon has participated in several visits to Capitol Hill in Washington, DC. Bacon feels a responsibility to be involved with legislation to the industry that supports her and her family.

Advocacy comes in many forms, from helping in a local political race or donating money to a PAC or individual candidates to writing letters or meeting with state or national elected officials about legislation.

"Women can ill afford to sit on the sidelines," Bacon said. "We are business owners, mothers, daughters, sisters, and employees who have a voice that matters and must be heard. I've spoken with women who say they don't want to get involved in politics because it is too negative, but I say that we have to get involved if we want change to happen. We need to use our talents for negotiation and empathy. Yes, empathy.

"I think women have a strong ability to see issues from all sides and understand the impacts from various perspectives," she said. "If we are able to apply that unique skill into the political arena, imagine the impact we'd have on building consensus and support without tearing each other down?"

Bacon is a member of the Master Builders Association of King and Snohomish Counties and a member of the Affordable Housing Council. She has participated in candidate interviews and discussions on the housing crisis in her area.

"We have to do something before the American Dream is only a dream for a select few," she said.

Bacon recently participated in the 2019 NAHB Hill Day visits and was excited to have her son, Sergeant James Bacon with the United States Marines, attend with her while he was on leave. They were part of a contingency from Washington to visit with Sen. Maria Cantwell and policy advisors for Sen. Patty Murray.

As Vice Chair of NAHB's Construction Safety and Health Com-

mittee, Bacon met with Loren Sweatt, Deputy Assistant Secretary of Labor for Occupational Safety and Health. Bacon conveyed the committee's concern for NAHB members' safety and the negative impact on construction that certain well-meaning regulations have had on the industry. She also advocated that NAHB be a bigger part of the discussion when new rules are being considered. A partnership with OSHA would be more beneficial.

"I can't tell you how excited I was to share what I do with my son," Bacon said. "He shares my interest in politics and enjoyed being a part of the process. I was pleased that we were able to show that we are concerned for the safety of our members, but explain that not all safety regulations have the desired impact on safety even if they have good intentions and that they can cost too much when a simpler fix would work."

US Small Business Administration Office of Advocacy representatives spoke at the Construction Safety and Health meeting, providing education on their role in advocating for small businesses. Bacon said she looks forward to participating in future small business round tables.

Bacon works with other small businesses through the work provided by two of her companies, JB Consulting Systems and JJ BizWorks, and has found her clients have increasingly difficult times navigating new legislation, as well as employment and finance laws.

"It's my job to stay up on employment law and new regulations, which can feel like a full-time job in itself," she said. "I can't even imagine how hard it is for a small business owner who doesn't specialize in it."

Simply stated, Bacon feels that it is her right and her responsibility to advocate for her business, her employees, and the industry in which she works. "Advocacy has to be a part of my everyday life," she said. "I want to make a difference, and if my voice or my actions can make an impact, I am going to find a way to be heard." **BW**



Juli Bacon is president and founder of JB Consulting Systems, a Washington State-based boutique human resources and business consulting firm working in more than 20 states. For more information, visit jbconsultingsystems.com.



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kellyann.zuccarelli@wellsfargo.com



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Coast to Coast

CALIFORNIA ▶

The **BIA Bay Area PWB** and Lennar hosted 45 high school students. They visited the Lennar job site to learn about disciplines in the home building industry; 1,200 people are involved in every home built on the job site. A big thank you to Lennar, WHA Architects, H & S Structural Engineering, Simpson Strong Tie, Black Diamond Electrical, and Villara Building Systems for presenting to the students!



MONTANA

HBA of Southwest Montana PWB Council hosted a panel promoting women in the building industry. The panelists were amazing women throughout the industry, including Bozeman Mayor Cyndy Andrus and JLM Construction owner and PWB member Jessi McCloud. ▼



COLORADO

The **Housing and Building Association of Western Colorado** celebrated PWB Week by sharing photos of their members on the job. They thanked PWB sponsor Wells Fargo Home Mortgage in Grand Junction, Colorado, for its support locally and nationally. ▼



KANSAS ▶

The **Topeka HBA Professional Women in Building Council** gave back to the community during Professional Women in Building Week 2019. The members repaired and repainted walls and cabinetry, plus cooked freezable meals for families at the local Ronald McDonald House.



LOUISIANA

The **Home Builders Association of Greater New Orleans and the PWB Council of Greater New Orleans** ▶

moderated the panel for "Women in Construction Convening: The Power of Connectivity" for the Urban League of Louisiana.

The council welcomed PWB members from across the country when the national fall leadership meeting was held in New Orleans.



MICHIGAN

The **HBA of Southeastern Michigan** ▶ launched a new construction industry podcast. "Construction Buzz" tackles serious issues facing the industry with commentary and real-world ideas for solutions, all with a bit of humor. The podcast is cohosted by 2019 Southeastern Michigan PWB Chair Erika Harper and NAWIC NCR Regional Leader Rita Brown.



NORTH CAROLINA ▶

The **HBA of Winston-Salem PWB Council** collected donations of garden items and sold raffle tickets at the Triad Home & Garden Show for a "winner takes all" garden bonanza. Proceeds fund the Lewis & Wanda Wilson Scholarship fund. This year's recipient received a \$1,000 scholarship.



FLORIDA

The **Northeast Florida Builders Association PWB Council** ▶ is bringing housing-related STEM projects to the Girls Inc. early release after-school program. They hope to introduce young girls to our industry as they learn about real-life job opportunities.



ALABAMA

The **AHB of Greater Birmingham PWB** was recognized with an award at the fall meeting of the Home Builders Association of Alabama. The PWB members collected backpacks, school supplies, and more for their community service project; they provided backpacks and school supplies for King's Home, a nonprofit organization serving women, children, and youth in crisis.

MISSISSIPPI ▶

The **Home Builders and Remodelers Association of Northeast Mississippi Professional Women in Building** hosted PWB Pink Hammers at its Golf Tournament. They had a tent with all the HBA's information and distributed items to players. They also held a Mardi Gras night; several speakers provided tips and tools to benefit their personal and professional lives. They are excited to be the first PWB In Mississippi!



New Members

Welcome to these new PWB members who joined between July 1 to September 30! Be sure to take advantage of all that NAHB Professional Women in Building offers.

- Wendy Anderson, Wallick & Volk, Coeur d'Alene, Idaho
- Rachel Auerbach, CMM Custom Homes Inc., Avon By the Sea, New Jersey
- Rachel Baldwin, Jax Bargain Cabinets & Flooring, Jacksonville, Florida
- Charlene Bates, Shea Homes, Lone Tree, Colorado
- Melissa Baumann, Bekins Audio/Video & Appliances, Grand Rapids, Michigan
- April Becquet, Acadiana Builder, Lafayette, Louisiana
- Lauren Bonenberger-Malatest, W.B. Homes Inc., North Wales, Pennsylvania
- Kerie Boshka, Boshka Interiors, Westport, Connecticut
- Renee Boulet, New American Funding, Greenwood Village, Colorado
- Gina Bourasa, Canyon County Habitat for Humanity, Nampa, Idaho
- Sallie Bradshaw, Bradshaw Construction DBA Bradshaw Homes LLC, Caldwell, Idaho
- Wendy Brant, Homeowner Management Services, Alpharetta, Georgia
- Karen Brill, Lennar Corp., Las Vegas, Nevada
- Phyllis Britton-Davis, Design2Sell, Atlanta, Georgia
- Freya Bromwich, Center for EcoTechnology, Florence, Massachusetts
- Valerie Broom, Dunn's Heating, Cooling & Plumbing, Weaver, Alabama
- Tiffany Brown, Elite Floor Coverings Inc., Auburn, Washington
- Melanie Burruss, Jim Chapman Homes, LLC, Atlanta, Georgia
- Diana Cabanova, Lennar Homes, San Ramon, California
- Lori Cady, DTJ Design Inc., Boulder, Colorado
- Brandy Callaghan, Area Floors, Clackamas, Oregon
- Deisy Cano, Vandertoolen Associates, Napa, California
- Aimee Carpenter, Solterra Solar, Seattle, Washington
- Nicole Caskey, Alliant Insurance Services Inc., Fresno, California
- Julie Chaisson, Andrus Boudreaux Landry & Coussan, APLC, Lafayette, Louisiana
- Lauren Cheney, FirstBank, Highlands Ranch, Colorado
- Chasity Cooper, Home Worx, Edmond, Oklahoma
- Reba Curtis, Trustmark Bank, Montgomery, Alabama
- Janie Cypret, Silvercreek Realty Group, Nampa, Idaho
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'Her Energy is Amazing'

NAHB honors HBA of Upper Michigan EO Sarah Schultz

Geri Nelson was in the middle of completing paperwork to form a PWB Council for the Home Builders Association of the Upper Peninsula in Michigan when the HBA hired Sarah Schultz as its new executive officer in July 2015. With all the issues that would demand the new executive officer's attention, Nelson worried the application would get put on a back burner.

"I was afraid the new PWB council might not happen," Nelson said in her letter nominating Schultz for recognition in NAHB's 2018 Association Excellence Awards. Nelson was delighted when Schultz immediately jumped in and helped. Within a month, the necessary paperwork was finished and submitted to NAHB Professional Women in Building. The council received its charter at that year's fall board meeting.

Schultz remains a huge supporter of the HBA's PWB Council, Nelson said.

"Whenever I need something for PWB in our newsletter, a flyer created, tickets printed, help in locating a room for an event, door prizes, or other needs, she is there to help us out," Nelson said.

Schultz, who is the association's sole staff member, knows how to complete tasks on time and how to organize successful events, Nelson said.

"Her work ethic is addicting and she is very well respected by her Board of Directors and members," Nelson said. "She often comes in early or stays late to finish a task to make sure things get accomplished on time. She is not afraid to take on new leadership roles and has done this as NAHB Ambassador and NAHB EO Liaison for the Education Committee."

Past board president David Martin agreed wholeheartedly.

"I can truthfully say that we have never had an EO like Sarah," he wrote in his letter



"She often comes in early or stays late to finish a task to make sure things get accomplished on time. She is not afraid to take on new leadership roles and has done this as NAHB Ambassador and NAHB EO Liaison for the Education Committee."

of recommendation. "Her energy is amazing and she is dedicated to recruiting and retaining members."

Schultz is active in the community through and outside the HBA. She started the HBA winter coat drive, started a Toys for Tots campaign at the HBA's annual Christmas party, oversees the HBA's Adopt-A-Highway program, volunteers on events at the Women's Center of Marquette, and administers a charity called Helping Hands Across the UP that gives clothing, school supplies, household items, and Christmas gifts to families in need.

HBA board member Matt Greer said in his letter of recommendation that Schultz "constantly pushes the members of our organization to be active and passionately involved not only in our local HBA, but also within the community by raising funds for local charities and scholarships."

"She is driven to lead by example and has

funded two annual scholarships for building trades students with her own money," he wrote. "These qualities are invaluable to the success of the Home Builders Association of the Upper Peninsula, and we are very fortunate to have Sarah as the heart of ours."

Nelson told the judges in the awards program that she believed Schultz was very deserving of recognition "as she has stepped up to the plate many times and is constantly thinking outside the box to come up with new events, and new ideas for the HBA of the Upper Peninsula."

The judges agreed, selecting Schultz for the Small Office Honor Award, which is traditionally presented to an executive officer from a small association who is judged to have made exceptional accomplishments in spite of limited resources.

NAHB PWB Council congratulations Sarah Schultz for this well-deserved honor! **BW**

TechnologyToolbox

Aim Higher

Using drones can take residential construction marketing to a new level

By Angela McKay

Drone photography has become one of the “shiny new things” in new home sales and marketing. Buyers get the high-quality imagery they demand and sellers can showcase a community and its surroundings with unique and impressive videos.

In new home sales, most drone images are used for marketing purposes. Builders have struggled over the years to capture the development of a community in an elegant way, and drone photography and video coverage simply makes it more interesting. The ability to include aerial shots gives prospective home buyers a much better way to understand the ‘lay of the land’ and provides a 360-degree view of a home. Drone images can also be used extensively during surveying and acquisition of land.

The Illinois Home Builders & Remodelers Metro East Association (HB&R) recently used drones to generate interest for the Metro East Dream Homes event. Attracting people to the event has been a challenge, so Tracy Butler, the executive officer for the HB&R, hired a local production company to create videos that included both aerial and interior footage.

The videos far surpassed what could have been done with a standard hand-held camera. The drone footage captured a 360-degree view of the exterior of the homes and fly-ins to showcase the interiors.

“The bottom line is prospective home buyers could see the attractive new homes from the convenience of their smartphone,” Butler said.

Butler’s creative approach, along with sponsorship of the Dream Homes event, made this an affordable venture for builders. This resulted in increased sales.



“Attendance has wavered in recent years, plus it’s not always easy for our builders to keep the homes manned with sales agents,” Butler said. “With the creation of these videos, we essentially brought the Parade of Homes to the buyers. It truly was a win-win for everyone.”

Leave it to the professionals

Photography and video require both technical skill and a creative flare; in the case of drone photography, it also requires insurance and Remote Pilot Airman Certification from the Federal Aviation

Administration. FAA regulations and local ordinances may limit where and at what altitude they can be flown.

Considering using a drone for your next project? As Butler says, “the big takeaway for me is to not be afraid to try something. The production company I worked with was able to create a sample video to show our members so they could easily buy into the program.”

Butler also encourages flexibility and the ability to pivot. Her team initially created 1- to 2-minute videos with more detail than consumers needed; 30-second videos proved to be the right length for social media, local HGTV ads, and other digital marketing campaigns.

“People just want to see the beautiful features of the community and both the exterior and interior of the home,” she said. “We couldn’t have done this without the use of drones.”

To view the videos that Butler’s association created, visit <http://hbrmea.org/dream-homes>. **BW**



Angela McKay is vice president for customer experience at ECI Software Solutions.

Taking Charge

The philosophy of digital minimalism offers an opportunity to find true connections

By Dawn Duhamel

In a world where our attention is constantly targeted by external and internal dialogue, every free moment has become filled with digital interaction.

When we wait for anything, we reach for that addictive piece of technology that gives us something to do, happily swiping and smiling. We post sweet updates about our children's accomplishments or our amazing vacation to Venice, then respond to comments and well-wishers. We feel a secret sense of happiness when our likes are high and comments are many. We don't realize how much time we are spending in techno-interface.

What did we do with our time before the onslaught of digital overload? Cal Newport's book, *Digital Minimalism: Choosing a Focused Life in a Noisy World*, walks the reader through a brief history of the shaping of our digital world and specifically how it was expertly designed to keep us attached, attentive, and addicted. He provides thoughtful discourse on human interaction, solo mind time, the preservation of leisure, and ideas on how to incorporate technology in meaningful, fulfilling ways.

Digital minimalism, as proposed by Newport, is a philosophy of technology use: You interact only with activities that strongly support your values and "happily miss out on all the rest." Three principles are in the construct of digital minimalism:

- First, clutter is costly. The time and attention consumed by digital technologies can create a cumulative negative effect.
- Second, optimization is important. After carefully curating your specific choices of

technology consumption based on your values, the important question that follows is how you will use it.

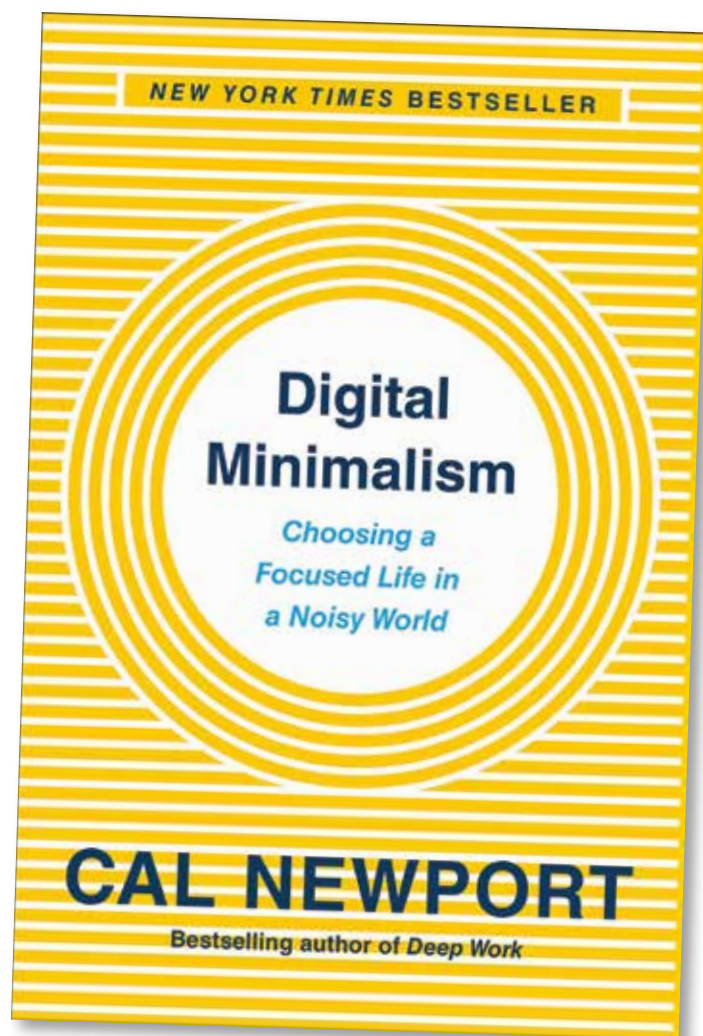
As I waited to exit the plane, however, which took roughly 10 minutes, I noticed I checked my phone about five times. I'd already spent a few minutes answering emails and texts; what was so important that I had to look at my phone that often in that timeframe? It hit me: NOTHING.

- Third, intentionality is satisfying. This final principle is often the highest source of satisfaction for digital minimalists because they come to quickly realize that they haven't been consuming technology; technology has been consuming them.

After I read the three principles of digital minimalism, I was intrigued. Newport encourages a 30-day digital reset that starts with removing social media apps from our phones. I read the book on a plane and when it landed, I thought, "No time like the present," and deleted the apps from my phone. It was so easy! I was on my way to

proving that it wouldn't have that big of an impact on me.

As I waited to exit the plane, however, which took roughly 10 minutes, I noticed I checked my phone about five times. I'd already spent a few minutes answering emails and texts; what was so important that I had to look at my phone that often in that timeframe? It hit me: NOTHING. But if I didn't have new emails, I could open Instagram. If I swiped through until I was bored, I could switch to Facebook and hit a bunch of likes, which somehow



FuelYourMind

made me feel “connected.” It gave me something to do, but I wasn’t doing anything important.

I’m personally a fan of minimalism: I don’t like a ton of toppings on my pizza, I’ve never collected anything, and I can wear my favorite jewelry every day for weeks. I found myself falling in love with the idea of decluttering my mind of — as Newport notes — “other people’s thoughts.” It’s what came next in the book that had the biggest impact on me. Now that I wasn’t looking at my phone, what would I be doing?

Newport maps out ideas for our new-found time. Using logic, mental health expertise, and our desire for true intellectual stimulation as a fulcrum, he encourages a launch into personal engagement. The most surprising of his recommendations is to spend some time alone. Through stories of Abraham Lincoln and Martin Luther King Jr., who both regularly sequestered themselves for quality thought, we’re reminded that without time alone, we are simply reacting to the world around us at lightning speed, disabling reflective thought.

I began to chronicle times when I had done my best thinking. It was, without,



exception, when I was alone processing ideas, behaviors, and words. In fact, air travel functioned as my best opportunity to get lost in thought as I gazed across landscapes, thinking about strategic initiatives, or simply thinking about my next vacation. Now that I have access to 50 channels on the seat in front of my face, or can look down at my phone and stream

House of Cards, I was struck by how much time I had spent interacting with a screen instead of my own thoughts. Reading *Digital Minimalism* revealed my blind spot.

Beyond spending time alone, Newport encourages a maker’s movement in us all, no matter how small the “make” is. Just make something, anything. Feel the surge of accomplishment that physical labor instills.

He finishes by proposing we join the “Attention Resistance” by changing the rate at which we consume media (slow it down), dumbing down our smartphones, and (are

He issues a challenge to resist hitting “Like” on Facebook. Instead, he asserts, engage in meaningful face-to-face moments with the people who are actually your most-valued friends.

you ready?) leaving our phones at home on occasion.

I’ve implemented all of Newport’s suggestions, and am happy to report that I’m as happy as he promised. I’ve noticed an increased engagement with the world around me, not to mention with myself. I embrace the words on page 57, which I have dog-eared and referenced daily since reading:

“The sugar high of convenience and the sting of missing out dulls rapidly, but the meaningful glow that comes from taking charge of what claims your time and attention persists.” **BW**



Dawn Duhamel is director of sales and marketing at Denver-based Possibilities for Design.

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