

BUILDINGWOMEN

Strategies and solutions for women in the building industry

2020 VOL. 2



GOOD LEADERS

The first all-female HBA Executive Board wants to be known for its achievements

A publication of NAHB

ALSO

Lessons from
Leaders: Cindy
Coletti

It Starts With
an Idea

Staying Power

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 photograph of a modern kitchen featuring white upper cabinets with glass doors, a white countertop, and dark grey lower cabinets. A white backsplash with a diamond pattern is visible. On the counter, there are two glass lanterns and a silver tray with glasses.

84

LUMBER

A circular logo with a black background and a white border. The text "KITCHENS • BATHS" is at the top, "DESIGN STUDIO" is in the middle, and "EIGHTY FOUR LUMBER" is at the bottom, all in a white sans-serif font.

KITCHENS • BATHS
DESIGN STUDIO
EIGHTY FOUR LUMBER

PROUD WOMAN OWNED BUSINESS

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Photo
by Tonya
Harvey

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(Advertorial: JB Consulting Systems)

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

Perspectives

Bringing Out the Best in Others Will Bring Out the Best in You

Has a friend, family member, or fellow team member ever asked you how they can be the best person/boss/partner/team player, etc.? Based on experiences in my life, my career, and as a female business owner, my advice is simple and complex at the same time.

Work hard and smart and practice your skills and expertise until you are fully satisfied with the results. Perfection is not necessarily what you are seeking. However, if you pay close attention to yourself, how you speak and act, and how you respond to positive and negative situations, you will learn your own comfort level with yourself!

Asking for feedback from others and really listening to what they say is important. Actually following the feedback and advice will set you apart from the crowd. Be open to criticism and ideas about your performance, whether you are conducting a meeting, being a participant, or starting a new project.

Find a mentor, group, or council like Professional Women in Building who share your enthusiasm, core values, and positive attitude. Reach out to people for feedback about you. Provide feedback for them as well.

Be part of a great team. Get to know your team members and respect them. Creating a strong alliance with outstanding and diverse people will provide a network of people that are crucial for a successful career and life.

Know your personal boundaries and when to say 'yes' and when to say 'no' to opportunities. Be honest with yourself about yourself! Take on what feels natural and be OK with saying 'no' when you need to.

Show up in life and be interesting and enthusiastic. People want to be around winners and those who hope that everyone wins, not just a few. Be consistent in your behavior and be open-minded.

Utilize your natural gifts. We all have them. The heritage of who you are is within you. Sometimes you need to dig a little deep to find your gifts, but if you do the work, you will receive the rewards.

Lastly, be a giver. Be available, willing, and excited to give to others. Giving more than you take should be a lifelong goal. Reach out your hand and heart to others and make that connection.

When you give back to others, you will be enriched with prosperity and honor for a lifetime.

"Success is neither magical nor mysterious. Success is the natural consequence of consistently applying basic fundamentals."

– Jim Rohn **BW**



Betsy L. Sheppard

Betsy Sheppard
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.

2020 NAHB Professional Women in Building Council Leadership

Chair

Betsy Sheppard, Gilbert & Sheppard Group

Vice Chair

Karen Schroeder, Mayberry Homes

Immediate Past Chair

Darylene Dennon, Solid Energy Inc.

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Joyce Duerfeldt, Nationwide Contractors' Alliance

Terri Everhart, HomeSite Services

Karen Schroeder, Mayberry Homes

Meg Thompson, CMP, CSP, Meg & Co. Real Estate Inc.

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Pacific InterWest Building

Consultants Inc.

Communications & Education

Debbie Smith, CGP

NAHB Verifier,

Two Trails Inc.

Membership

Lisa Campfield

Homeworks of Alabama

Area Trustee

Meg Thompson, CMP, CSP

Meg & Co. Real Estate Inc.

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Being a Legislative Advocate: It's Easier Than You Think!

By Stacy Beers

The NAHB Professional Women in Building Council (PWB) continues to play a critical role in advocacy and it's easier than you may think to get involved. Here are some simple steps you can take to become and remain engaged:

Support BUILD-PAC

As the bipartisan political arm that helps elect pro-housing and pro-business candidates to federal office, your contribution is critical to NAHB's success on Capitol Hill. PWB is, in fact, one of BUILD-PAC's most visible and successful advocates.

Last year, 100 percent of the NAHB PWB Board supported BUILD-PAC. Plus, PWB members contributed \$99,329.99, and at the International Builders' Show in January, PWB raised another \$31,320 in less than 20 minutes!

For more information or to contribute, visit nahb.org/buildpac.

Join Builder Link

Take part in the process that makes NAHB the "voice of the housing industry" and join Builder Link at nahb.org/builderlink. It's one of the simplest ways to stay up to date on the issues that affect our industry and to tell Congress what's important to housing.



Enrollees receive emails directly from the NAHB grassroots program when an issue arises that needs our members' attention. The email contains an easy-to-use link that provides a pre-written, pre-addressed letter to your member of Congress. It then sends the letter on your behalf.

Don't forget to track the progress of the issue through CapitolConnect™, capitolconnect.com/builderlink.

CapitolConnect™ allows you to keep up to

date on all the important issues facing NAHB and provides an easy way for you to contact your elected officials on any issues that may matter to you and your family.

Act locally and be recognized for your activism

Get involved at a state or local level. Participate in advocacy efforts through your own HBAs. Learn about the legislative process, meet with area political leaders, and participate in local political action committees. Hold your own Legislative Day. Share your stories, pictures, and successes with PWB at womeninbuilding@nahb.org. **BW**



Stacy Beers is chief financial officer for Pacific InterWest Building Consultants Inc. She is an NAHB PWB Area Trustee and the 2020 Chair of the Council's Legislative Subcommittee.

Congratulations to the 2019 PWB Legislative Council Awardees

PWB COUNCILS WITH 11-40 MEMBERS

First Place – Home Builders and Remodelers Association of Metro East (SW Illinois) PWB

The HBA of Metro East local Political Action Committee hosted a high-cost, annual government official reception fundraiser where attendees met with their local mayors, state senators and representatives, and their members of Congress. The PWB sold 50/50 raffle tickets pre-sale and at the event. Their time and effort made this event a major success.

Second Place – California Building Industry Association PWB

The California Building Industry Association PWB held a Legislative Day at the state Capitol. Council members met with state legislative members to discuss California's housing crisis, the need for high school construction trades programs, and their perspectives as women in the home building industry.

PWB COUNCILS WITH 41+ MEMBERS

First Place – Master Builders of King and Snohomish Counties HBA

The Master Builders of King and Snohomish Counties (MBAKS) PWB hosted

a luncheon, "Have an Impact: Make a Difference in Politics." The event included networking, a panel featuring two elected officials and local incoming chair, and an overview by the HBA's government affairs director of the MBAKS Evergreen Campaign Institute.

Second Place – Greater Birmingham Association of Home Builders PWB

Greater Birmingham Association of Home Builders PWB hosted a chili cook-off fundraiser to help benefit the Alabama Builders Political Action Committee (ABPAC). ABPAC supports the home building industry by shaping legislation and regulation at state and local levels.



PWB Honors Individual and Council Achievements

Each year, NAHB Professional Women in Building Council honors members and local HBA councils for their leadership, innovation, and community service. NAHB PWB also recognizes top membership recruiters and awards scholarships to local councils and students in their communities. For the 2019/20 award cycle, PWB gave \$11,200 in scholarships to high school students across the country through its annual awards and recognition competitions and programs.

Woman of the Year



From left, North Carolina Home Builders Association Executive Vice President Mike Carpenter, Asheville HBA Executive Officer Megan Carroll, 2019 NAHB PWB Woman of the Year Judy Dinelle, North Carolina HBA President Mark Martin, North Carolina HBA Associates Council Chair Alma Jacobs, and North Carolina HBA First Vice President Wes Carroll

NAHB PWB Woman of the Year is the council's most prestigious award. The recipient demonstrates dedication to her association, her profession, her community, and expertise in her field. The 2019 NAHB PWB Woman of the Year is **Judy Dinelle**, building ambassador for 84 Lumber, for her tireless work promoting the efforts of women who

contribute to and advocate for the building industry.

An NAHB member for more than 20 years, Dinelle is a dynamic and charismatic part of the Federation who is constantly making connections and looking for ways where she can help. She was the 2018 NAHB PWB Council chair; under her leadership, 10 local PWB councils were formed and national membership increased by 20 percent.

"It's always been evident that Judy has an incredible amount of passion for PWB and is eager to see women succeed in the industry," said Darylene Dennon, 2019 chair of the NAHB PWB Council. "Her enthusiasm is contagious."

With nearly 40 years of experience in the building industry, Dinelle has been involved in all three levels of the NAHB Federation. Locally, Dinelle has chaired Gold Key, Table Top, BUILD-PAC, and Legislative committees.

She is also a charter member of the Asheville (North Carolina) PWB Council and has been its vice chair and chair. Dinelle's involvement in her state HBA includes serving as PWB treasurer, secretary, vice chair, and chair.

At NAHB, she has participated in and has chaired numerous committees, has been an NAHB Director since 2008, and currently serves as the 2020 Associate Members Committee Chair.

Wells Fargo Member of the Year



Wells Fargo Home Mortgage AVP Regional Builder Sales Consultant Kelly Hayes, Wells Fargo 2019 Member of the Year Teresa Mast, and 2019 NAHB PWB Chair Darylene Dennon

Teresa Mast is the 2019 Member of the Year, an award that recognizes the achievement of a PWB member at the local and state level. Mast, a PWB Area Trustee and 2019 chair of the Manatee-Sarasota Building Industry Association PWB Council in Sarasota, Florida, led a membership drive, entitled Game

of Spikes, that gained more than 140 new members in one month! Mast is a proud owner of The Davin Group Inc., a female majority-owned construction company celebrating 27 years in business. Mast has created a niche in the luxury remodeling market, specializing in condominium, residential, and commercial construction.

National Member of the Year



2019 NAHB PWB Chair Darylene Dennon and 2019 NAHB PWB National Member of the Year Angela McKay

The National Member of the Year award is given to a PWB member with outstanding service to the industry who are not linked to a local PWB council. The 2019 National Member of the Year is **Angela McKay**, Vice President, Client Experience for ECi Software Solutions Inc. of British Columbia, Canada. Her commitment to providing relevant education to our industry is inspiring.

PWB One to Watch



2019 NAHB PWB One to Watch Winner Holly O'Malley and 2019 NAHB PWB Chair Darylene Dennon

With O'Malley's support, her sales team exceeded its 2018/2019 sales goals by more than \$1 million. She is the founding and current chair of the Southwest Montana Building Industry Association Professional Women in Building Council and has grown the council to 38 members.

The NAHB PWB One to Watch Award recognizes emerging leaders for their accomplishments and commitment to the home building industry and showcases the impact young professionals have across the Federation. The 2019 honor was awarded to **Holly O'Malley**, relationship manager for Ferguson in Bozeman, Montana.

With O'Malley's support, her

Councils of the Year



Members of the HBA of Southern Nevada PWB Council accepting the PWB Council of the Year Small Council Award and the 2019 NAHB PWB Chair Darylene Dennon

These awards recognize councils in three size categories for their overall excellence. This year's winner of the Outstanding Council of the Year award in the small category went to the **Southern Nevada HBA PWB** and its 2019 chair, **Shannon Gerrity**. The council demonstrated the ability to raise funds and create great visibility for Professional Women in Building in their community. This small, but mighty PWB Council raised more than \$10,000 at an event with 200 attendees.

The winner of the Outstanding Council of the Year award in the medium category went to the **North-east Florida Home Builders Association PWB** and its 2019 chair, **Julie Schafer**. The council has focused on workforce development

through its STEM program, which is funded by grants and donations and is facilitated by volunteers. This council shines a light on construction and construction-related careers with fourth- and fifth-grade students. In addition, its Lunch and Learn series provides educational session with experts from various professions providing best practices and individual professional growth opportunities.



Members of the HBA of Des Moines PWB Council accepting the NAHB PWB Council of the Year Large Council Award and 2019 NAHB PWB Council Chair Darylene Dennon

The Outstanding Council of the Year in the large size category went to the **Home Builders Association of Greater Des Moines PWB**, and its 2019 chair, **Steph Reed**. This council has been on a roll with innovative fundraising ideas for scholarships for college students, shining a light and providing real solutions on the

workforce development challenge in schools, and raising awareness of Professional Women in Building to the HBA's membership.

Local Council Awards of Excellence

State and local councils are recognized for outstanding programs and projects that have taken place during the year. Honored councils received cash awards from the NAHB Professional Women in Building Hope Scholarship Fund to distribute to students in their communities.

Outstanding Innovative Programs

Councils with 11-40 members

- First Place – **Southwest Montana Building Industry Association PWB**, **Holly O'Malley**, chair
- Second Place – **Builders Association of Northeast Florida PWB**, **Julie Schafer**, chair

Councils with 41+ members

- First Place – **Home Builders Association of Metro Denver PWB**, **Dawn Duhamel**, chair
- Second Place – **Home Builders Association of Greater Des Moines PWB**, **Steph Reed**, chair

Outstanding Community Outreach Programs

Councils with 1-10 members

- First Place – **Southern Nevada Home Builders Association PWB**, **Shannon Gerrity**, chair

Councils with 11-40 members

- First Place – **California Building Industry Association PWB**, **Alison Paul**, chair
- Second Place – **Northeast Florida Builders Association PWB**, **Julie Schafer**, chair

Councils with 41+ members

- First Place – **Home Builders Association of Greater Des Moines PWB**, **Steph Reed**, chair
- Second Place – **Greater Atlanta Home Builders Association PWB**, **Tangela Martin**, chair



From left, travel grant recipients Irene Hall, Anya Chrisanthon and Deb Hogstad with 2019 NAHB PWB Chair Darylene Dennon

Leadership Travel Grant Recipients

The following PWB members were awarded a stipend to pursue PWB leadership opportunities and professional development:

- **Anya Chrisanthon**, Wayne, Pennsylvania
- **Irene Hall**, Woodstock, Georgia
- **Deb Hogstad**, Grand Junction, Colorado

84 Lumber Executive Officer of the Year



2019 NAHB PWB Executive Officer of the Year surrounded by members of the California Building Industry Association.

Dan Dunmoyer

from the California Builders Industry Association is the 2019 84 Lumber Executive Officer of the Year. Known for his commitment to the advancement of home building, Dunmoyer is a vocal and passionate advocate for solving the housing crisis in the state. He

is passionate about growing the PWB Council and advocating for women in all facets of the industry. The BIA and PWB Council consider Dunmoyer a true leader, worthy of recognition for his dedication to the building industry and maintaining relationships with current HBA allies and forging relationships with non-traditional allies.

Top Member Recruiters

The NAHB PWB Council holds an annual membership competition and an annual Spike program as incentives to help its general membership, as well as to give recognition to members who have worked hard to strengthen PWB.

For Dec. 31, 2018, to Oct. 31, 2019, the top member recruiters were **Carole Jones** of the HBA of Southeastern Michigan PWB and **Norma Jean Estes** of the Home Builders and Remodelers of North-east Mississippi.

The Local Council Membership Retention Competition winners were:

- Small Council – **Builders Association of Kosciusko and Fulton Counties** (Warsaw, Indiana)
- Medium Council – **Big Country Home Builders Association** (Abilene, Texas)
- Large Council – **Home Builders & Remodelers Association of Fairfield County** (Fairfield, Connecticut)

Spike Competition

Carole Jones received the Bob Cox #1 Professional Women in

Building Spike of the Nation for recruiting the most members in the competition year.

Sallie Bradshaw of the Snake River Valley Building Contractors Association received the Rookie of the Year Award, which is given to the PWB Spike Club member with less than six total credits who recruits the most new members in the competition year.

Regional Spike Winners

Regional Spike winners received a special recognition pin and a scholarship to give to local students of their choice. Regional award winners were **Carol O'Donnell** of the Rhode Island Builders Association PWB, Region A; **Teresa Mast** from the Manatee-Sarasota BIA PWB, Region B; **Karen Schroeder** from the HBA of Greater Lansing PWB, Region C; **Marla Esser Cloos** of the Central Oklahoma HBA, Region D, and **Sallie Bradshaw** of the Snake River Valley BCA of Idaho, Region E.

PWB Life Spikes

Life Spikes, which designate at least 25 PWB Spike credits, were received by **Marla Esser Cloos**, Edmond, Oklahoma; **Jessie Gilliland**, Birmingham, Alabama; **Katherine Higgins**, Birmingham, Alabama; **Teresa Mast**, Sarasota, Florida; **Robin Nolan**, Lake Stevens, Washington; **LeArden Pike**, Vestavia, Alabama; and **Luellen Smith**, Issaquah, Washington

New Spikes

These individual became NAHB PWB Spike Club members, recognized for earning six to 24 NAHB PWB Spike credits: **Jim Anderson**, Raleigh, North Carolina; **Sallie Bradshaw** Caldwell, Idaho; **David Brockman**, Albany, New York; **Scot Clark**, Atlanta, Georgia; **Maegan Dunn**, Weaver, Alabama; **Eva Fryar**, St. Louis, Missouri; **Beth Jacob**, Fairview Heights, Illinois; **Jennifer Jenkins**, Coeur d'Alene, Idaho; **Amanda Larson**, Chelsea, Alabama; **Cassy Mathis**, Suwanee, Georgia; **Kyle Murphy** Pelham, Alabama; **David Padgett**, Swansea, Illinois; **Zakir Parpia**, Kirkland, Washington; **Stacie Riddle**, Marietta, Georgia; **Sarah Schultz**, Marquette, Michigan; **Kristin Smith**, Draper, Utah; **Tammy VanBrunt**, Coeur d'Alene, Idaho; and **Adam Zima**, Schenectady, New York

NAHB PWB 2020 Leadership Team Installed

Betsy Sheppard of Ellijay, Georgia, was installed as chair of the NAHB Professional Women in Building Council during the NAHB PWB awards luncheon at IBS. Her vice chair and Region A trustee is **Karen Schroeder** from East Lansing, Michigan; **Darylene Dennon** of Woodinville, Washington, is the immediate past chair. Past Chairs **Judy Dinelle** of Asheville, North Carolina, and **Tammie Smoot** of Cary, North Carolina, serve as advisors to the chair.

2020 Regional Trustees are **Karen Schroeder** in Region A, **Terri Everhart** in Region B, **Joyce Duerfeldt** in Region C, **Lisa Campfield** in Region D, and **Meg Thompson** in Region E.

Area Trustees are **Steph Reed** (Areas 1 and 2), **Anya Chrisanthon** (Area 3), **Carrie Roeger** (Area 4), **Debbie Smith** (Area 5), **JoAnn Kostik** (Areas 6 & 10), **Tina Haro** (Area 7), **Erin LeCorgne** (Area 8), **Barbara Burnham** (Area 9), **Stacy Beers** (Area 11), **Chris Presley** (Area 12), **Lora Vassar** (Area 13), **Emily Boyd** (Area 14), and **Sherry Schwab** (Area 15).

Members of the 2020 NAHB PWB leadership team take their oath of office at the council's annual awards luncheon at IBS.



New PWB Councils Chartered at IBS

At its annual Board of Trustees meeting at the International Builders' Show, PWB chartered seven new councils: **Interior Alaska Building Association, Snake River Valley Builders and Contractors Association (Idaho), SouthWest Suburban Homebuilders Association (Illinois), HBA of Greater Tulsa (Oklahoma), Builders Association of Central Pennsylvania (Texas), and Olympia Master Builders (Washington).**

Here are comments from a few of these new leaders:

The PWB of Snake River Valley BCA has been a breath of fresh air. There are so many wonderful women in the industry that have reached out to become a part of the charter. You can feel the great vibes in the room when we have our meetings or working as a team at events or on projects.

— **Sallie Bradshaw**, 2020 Snake River Valley Professional Women in Building Chair

Building a new PWB Council has been great for the overall membership of the Tulsa HBA. With 1,100 members, it can be intimidating or overwhelming to network and engage, especially as a female in this business. Our council attendees have said that PWB gives them a voice and an outlet to network and be involved with our HBA on a comfortable level. We are seeing attendees at our council meetings who do not attend any other HBA events.

— **Carrie DeWeese**, 2020 Tulsa Professional Women in Building Chair

Locally, we saw the need to create a council that would empower the women of the Greater Fort Worth Builders Association, not only in their day-to-day jobs, but as part of a larger community as well. From the onset, the GFWBA's PWB Council's focus has been on uniting and supporting women

in the construction industry and in the communities we serve. We genuinely appreciate the band of women from NAHB's PWB that has supported, encouraged, and inspired us all along the way. It's been an amazing journey thus far, and we are only getting started!

— **Heather Laminack**, 2020 Greater Fort Worth Professional Women in Building Chair



CENTRAL PENNSYLVANIA



OLYMPIA MASTER BUILDERS



GREATER FORT WORTH



SNAKE RIVER VALLEY



INTERIOR ALASKA



OKLAHOMA CITY

Former NAHB PWB Chair Alicia Huey to Serve as NAHB 2020 Third Vice Chair

The NAHB Nominations Committee has certified one candidate for 2020 Third Vice Chairman, **Alicia Huey** of Birmingham, Alabama, who is a member of the Association of Home Builders of Greater Birmingham. Here is her statement, which will be given at the Spring Leadership Meeting:



Alicia Huey is president of AGH Homes Inc., a custom home building company she started 18 years ago. As a female builder, people ask if she played with dolls growing up. She simply replies, "Of course, but I also played with Lincoln Logs."

Whether Lincoln Logs or a custom home, Huey was drawn to building because she enjoys the creative process and producing a beautiful home. Her attention to detail makes AGH Homes stand out among builders and contributes to company awards.

Alicia believes in giving back. She has volunteered with Habitat for Humanity for a decade and was honored as the 2011 Volunteer of the Year. She is a past president of the Association of Home Builders of Greater Birmingham, and an active member of the HBA of Alabama's Executive Board for many years. She loves building connections, whether putting a family in a Habitat home, working with clients to create a beautiful, livable home, or networking to raise money for BUILD-PAC.

Active in NAHB, Alicia served as chair of Professional Women in Building, the Membership Committee, and BUILD-PAC. She has served on several committees, including State & Local Government Affairs, Public Affairs and Association Communications, and the Executive Board.

Alicia lives in Birmingham with her husband Don, who is active in the HBA through his company, Magic City Title Insurance. In her free time, she enjoys running, traveling, wakeboarding, surfing, and cooking.

Alicia is dedicated to building a stronger association that values mentorship, networking, and giving back.



Events of Note

NAHB Professional Women in Building meetings and events, held in conjunction with NAHB's Virtual Spring Leadership Meeting
June 18-20

PWB Annual Awards Call for Entries open
July 1
nahb.org/awards

NAHB Professional Women in Building Week
Sept. 14-18
nahb.org/pwbweek

Women in Residential Construction Conference
Sept. 23-25, San Diego, California
pbprwomen.com

NAHB Professional Women in Building meetings and events held in conjunction with the NAHB's Fall Leadership Meeting
Oct. 20-22, Kansas City, Missouri

Dates are subject to change.

Minding Your Business

3 Steps to Intentional Growth

By Kerry Mulcrone and Tess Wittler

Has someone else's life change ever made *your* life change? When you pause to think about that question, you realize how powerful and true it is. It happens often. You are in a job that is completely satisfying and a change in leadership happens. That alters the culture of the workplace — and the overall enjoyment of your career.

One change that is completely out of your control can shift the course of your professional life. What do you do when this happens? You create a new plan.

Regardless of the other factors, we all should have a personal growth plan, even if you are only leading yourself to improve your career. Without a plan, you're just reacting to a chain of events in life. Before you realize it, a lot of time has passed and you are left wondering, "How did I get here?"

In his book, *The 15 Invaluable Laws of Growth*, John Maxwell notes that growth doesn't just happen and we don't simply improve by living. We must be intentional about personal growth.

Whether you are a director of many or a CEO of one, there are three steps for intentional growth: decide, design, and deliver.

1. **DECIDE: Take Inventory**

You've decided that you want a change. The first step to growth is to take inventory:

- What are your strengths and weaknesses?
- What skills, expertise, or passion do you have and what do you need to develop further?
- What do you not want to be doing anymore?

Taking stock in what you want is not something that can be rushed; it must be deliberate. Change and growth will not magically happen. Often, this step takes the longest to work through because you need cognitive space to think about the ideas you have stored away for years and access what you bring to the table.

This isn't a step where you should self-audit. Allow yourself space and time to prepare for the next step: design.

"Make the most of yourself by fanning the tiny, inner sparks of possibility into flames of achievement."
—Golda Meir

2. **DESIGN: Make a Plan**

In this step, look at all the work you did in the previous step and use it to design your growth plan.

- What do you need to be ready to achieve your goals?
- What support or guidance will help you along the way?
- What factors from your personal life do you need to consider?

For some, this step can include identifying credentials you'd like to earn, such as the Certified New Home Sales Professional or Master in Residential Marketing, to help catapult your career. For others, the plan may involve a long lead time (a year or more) to prepare financially.

"A surplus of effort could overcome a deficit of confidence."
—Sonia Sotomayor

When designing for growth around your big idea, consider how your dream will affect those who are closest to you. It *will* affect them, and if you don't have their support and buy-in, you will have a harder time achieving success.

It is equally important that during design, you also identify the limiting factors — because there will be some — in a realistic manner. Remember, while there will always be something in your life that is limiting, it doesn't mean your dream isn't possible.

3. **DELIVER: Knock Their Socks Off!**

When you've decided to do something that is going to affect your future, your career, and your family, you have to deliver. Follow through on the promises you make to others and yourself!

American author and motivational speaker Leo Buscaglia said, "Life lived for tomorrow will always be a day away from being realized." Decide that now's the time to start growing intentionally. Before too long, you'll be asking, "What's next?" **BW**

"Just try new things. Don't be afraid. Step out of your comfort zones and soar, all right?"
—Michelle Obama



Kerry Mulcrone is president of Kerry & Co. and author of *Model Home Model Store: THINK RETAIL*.



Tess Wittler is a freelance copywriter and content marketer for the building industry.

From left, Jenna
Kimberley, Amy
Kimberley,
Rachel Flint,
and Kalen
Ludwig



THE FIRST ALL-FEMALE HBA
EXECUTIVE BOARD WANTS
TO BE KNOWN FOR ITS
ACHIEVEMENTS

GOOD LEADERS

BY PAT CURRY

Rachel Flint, Kalen Ludwig, Amy Kimberley, and Jenna Kimberley are four professionals in the home building industry who excel at what they do. They're smart. They're driven. They're visionary. They're organized. They work well together and they're making a difference as the executive board at the Home Builders Association of Greater Des Moines, Iowa.

They're glad that people are interested in hearing their story as the first all-female team to lead an HBA. But they shake their heads at the thought that their gender made them national news. Why are women are still making news for being the first female *anything*?

"We want to be seen as good leaders, not just women who are leaders," says Ludwig, who is first vice president. "I work with a lot of men. I feel like it gets me leaps and bounds ahead when I'm focusing on being a great resource and helping others instead of being a woman."

Having an all-female executive board was never a goal for the HBA, says Flint, the HBA's president. The board just did what it's always done; it filled the pipeline with the best people to lead the organization into the future. They wanted people with certain skills, qualities, and backgrounds — period. Flint is vice president of Hubbell Homes, the state's largest Iowa-based home builder.

"As a large builder, I give the HBA the perspective it hasn't always had; our HBA has mostly been led by smaller builders," Flint notes. "Honestly, having an all-female ladder has been a non-event from the membership."

That may be true of the HBA members, but others certainly have noticed, and the effect has been quite positive.

"The biggest thing that has surprised me is the number of women who have come to us who say, 'It's given me inspiration,'" Flint says. "One female came to me — her father runs an insulation business and was ready to turn it over to her, but she wasn't sure she could do it. She was inspired by us and what each of us have accomplished in our careers. It gives her a support network."



The leadership ladder

Flint has been on the leadership ladder at the HBA for three years, coming on to the executive board as second vice president in 2018 at the encouragement of Adam Grubb, president of Jerry's Homes.

"Adam talked me into it, which was a good thing," Flint says. "He was on the leadership track and said, 'I want you right behind me.' He's a competitor who has become a good friend. We've had a lot of fun and brought in some new ideas."

Ludwig has been hooked on housing since she got a real estate license her senior year of college and sold her first house. She's both a Realtor with Peoples Company and a partner in Ground Breaker Homes; she's also Ground Breaker's director of sales and marketing. She's been an HBA member for about 10 years and has served on the board of directors for nearly half that time.

Second Vice President Jenna Kimberley is vice president at Kimberley Development, with a focus on land development, commercial construction, and remodeling. Her family's business, Kimberley Development, does land development; commercial, retail, and warehouse construction; remodeling; and entry-level home building.

She got involved with the HBA because she is "big on getting involved and giving back," she says. "The builders who don't get involved kind of have a little more of that cutthroat competition. Des Moines is a big small town; it's nicer to have that friendly spirit of competition the HBA gives you. If you're just doing it on your own, it's a little more isolationist."

Board secretary Amy Kimberley (Jenna Kimberley's second cousin by marriage) is a showroom consultant at Ferguson Bath Kitchen & Lighting Gallery. As an associate member, she isn't eligible for a ladder position on the board, but she's been its secretary for nine years. As such, she brings a wealth of institutional knowledge to the team. Plus, she's worked in the industry for nearly three decades.

Flint also is quick to give credit to builder Steph Reed for the work she's done with the HBA's PWB Council for developing a group of women who are committed to the housing industry.

"Steph Reed is amazing," Flint says. "She started our PWB council here. It's a strong network of women in our HBA; it's exciting to see and to have that level of camaraderie. It's been a huge thing for our HBA."



This photo with 2020 NAHB PWB Second Vice President Terri Everhart was taken just before she moderated the group in a panel discussion during the 2020 International Builders' Show.

“A whole new energy”

Looking at her leadership team, Flint says that each officer adds something unique and valuable to the dynamic.

“I’m a driver,” Flint says. “Sometimes I feel like a bit of a bull in a china shop. Kalen is contemplative, strategic, and thinks things through. Jenna used to be in the intelligence industry in D.C., and she is smarter than all of us.”

Amy Kimberley says the executive board brings “a whole new energy, which is pretty cool to watch. I think the next six years or more, with each of them following along (on the leadership ladder), is really changing things.

“Rachel is a high-volume builder, Jenna is a medium-

to high-volume, and Kalen is a smaller builder, but she is well-versed in development. It’s neat to see how they work with the city, at zoning meetings, and the different things they’re fighting locally.”

Amy Kimberley says the team members work very well together and leverage the natural abilities they each bring to the table.

“It’s interesting the way it’s going; we were all just in a room together and started playing off each other,” she says. “We all know each other and we all see ourselves as just a person doing a good job. Women think about things differently and approach things differently; they’re more detail-oriented. Rachel and Jenna are very strong personalities; I see them kicking butt and taking names. Kalen is a little more soft-spoken in her approach.”

From Jenna Kimberley’s perspective, the strength of the executive board comes from the combined expertise of its members, whose jobs keep them abreast of everything from buyer demographics and supply chain to workforce and zoning issues.

“From that standpoint, we are really well-rounded,” she says. “It makes us a little more dangerous because we have a lot more ways we can achieve our goals by the ways we use our skill sets.”

A clearly defined set of goals

The executive board’s primary focus for this year is what Flint calls R&R — that’s membership recruitment and retention, not rest and relaxation. Currently, the retention rate is at 82 percent; they want to push that to 85 percent.

Another emphasis is on “increasing our political strength and flexing our political muscle. Des Moines has passed what NAHB calls the most restrictive building code they have ever seen, and Des Moines sets the tone for other area municipalities. We’re focusing on connecting with municipalities to address affordability; restrictive codes fly in the face of affordability.”

Their third area of focus is the deficit of workers in the skilled trades, a gap that could easily be filled with women. The

HBA’s Skilled Trade Academy, co-founded with the Des Moines Public Schools, has grown from 40 students to more than 400, but only 20 of the students are female and they tend to drop out because of peer pressure, Flint says.

“We as females need to be more visible to that younger generation,” she says. “That can singlehandedly flip the switch on our skilled trade shortage.”

With the current executive board and an energized PWB Council, the HBA of Greater Des Moines is working hard to recruit more women into the industry, either working for existing companies or starting their own businesses.

“With the four of us, I think it will show women and girls out here what you can do,” Amy Kimberley says.

The key to retention is keeping the existing

**“WE ALL KNOW EACH OTHER
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members engaged, Jenna Kimberley says.

"We have almost 600 members, but we see the same 100 people at every event," she says. "How do we get the members on the fringes involved so they don't feel like a number?"

One of the HBA's major events for building the work force is the annual Build My Future event, a hands-on construction fair that draws thousands of Iowa teens with their parents and high school guidance counselors. (This year's event had to be cancelled due to the COVID-19 virus.) Jenna Kimberley says she sees the urgency of building up the labor force every day.

"I go on my jobsites and my plumbers are in their 60s," she says. "We can't keep having this aging work force; we have to get younger people in the industry. I really want to engage with women; what an untapped resource! We're half the work force. The construction industry is getting 2-7 percent, depending on what study you look at. That's a net 43-48 percent of women not even considering construction. This industry is the first or second biggest employer in our country. These jobs aren't just for men. That's an impact we can make."

An emphasis on organization

Since all the members of the team are busy people, it was important to them to make their efforts on behalf of the HBA as effective as possible. During his tenure as board president, Adam Grubb had implemented the use of Traction, the entrepreneurial operating system, which Flint and Jenna Kimberley also use at their companies.

Flint says the system has helped the HBA define its core values and what it wants to look like in one year, three years, and 10 years. It's helping them outline the roles of every member of the board and its committees so everyone has a clear understanding of what they do and why it's important.

"That's really a game changer in efficiency, in meetings, establishing targets, and monitoring progress," Jenna Kimberley says. "It's a way to measure effectiveness. This year, our goal is to really implement it."

"We're all opening our minds up, noticing everything we're doing instead of running things the way they have always been run," Ludwig says. "We're looking at the numbers, revenue streams, and

"IF THERE'S A BUILDER WE KNOW WHO HAS SOME GREAT SKILL SETS BUT ISN'T THAT ENGAGED, WE'RE WORKING TO BRING THEM INTO THE GROUP."



Kalen Ludwig is well known for her expertise in real estate development. Notably, she organizes an annual Builder and Developer Luncheon that features national economists. She's shown here at the 2020 luncheon with speakers Dr. Frank Nothaft, CoreLogic Chief Economist, and Steve Nygren, developer of the Serenbe community in Georgia.

marketing. We're looking at staff; if we lose a staff member, it's about the process, not the person. We want every committee to have a checklist of what they're in charge of and what they do annually."

Filling the leadership pipeline

The entire executive board is committed to bringing along other women leaders as they work on their leadership pipeline. Jenna Kimberley says they are trying to shift the thought process from "No one wants to serve, so the same people do it all the time" to "It's an honor to be asked."

"We make false assumptions that people are too busy," she says. "Just ask. I have a couple women engineers I work with who are just the smartest people I know. I would love to get them on the board and into the pipeline."

In addition to identifying and mentoring women, Ludwig says it's vital to find the next generation of builder leaders in the HBA.

"If there's a builder we know who has some great skill sets but isn't that engaged, we're working to bring them into the group," she says. "The associate members want the builder members there. Having them show up at events makes the world go round. We're focused on growing and retention, but really on engaging builders,

getting them into leadership roles in the HBA."

The message that the HBA of Greater Des Moines executive board has for PWB members everywhere is this: Take a seat at the table.

"I remember thinking I didn't know enough," Jenna Kimberley says. "Taking a seat at the table and taking the opportunity is how you learn. Dig your roots deep into the industry and community. That's been my big takeaway."

"I hope more people can step out on that limb and figure it out together. Just jump in." **BW**

Pat Curry is managing editor of *Building Women*.

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LESSONS FROM LEADERS

ROLLING THE DICE

FROM BUILDING HER OWN HOME TO BUILDING LAS VEGAS MANSIONS FOR SUPERSTARS, CINDY COLETTI PAVED HER OWN PATH TO SUCCESS

BY LORA VASSAR

Women have an amazing ability to persevere and thrive in tough situations. Passion runs deep, especially for things held dear and close to the heart. Las Vegas' Sun West Custom Homes founder Cindy Coletti is a testament to what can be accomplished by one individual who is determined to make a difference.

Born in Long Island, New York, in 1938, Coletti grew up in small, cramped rental units. She was 16 when her parents bought the family's first home—and her bed was no longer the couch. It took time and several life-changing events to finally launch her as the successful builder and well-loved individual that she is today. Sun West Custom Homes has built hundreds of high-end Las Vegas homes ranging from \$2 million to \$15 million, including Celine Dion's Lake Las Vegas mansion and The New American Home for NAHB.

Naturally, the first homes Coletti built were much more modest. In 1959, she and her first husband built their own home in Northern California. He had a full-time job at Lockheed Martin, so the construction management job fell to her. With no education or experience, and little knowledge besides common sense, Coletti found ways to coordinate and manage all the construction details while caring for their two young boys.

She loved and was fascinated by the entire experience and



Photo
by Tonya
Harvey



Photo courtesy of
Sun West Custom
Homes

Left: Cindy Coletti enjoys retirement in Las Vegas. Right: Coletti and her son, Daniel, work on the roof of a house they were building in Florida. Coletti was only the second woman in Florida history to earn a general contractor's license.

process. A few years later, they sold that house and built another personal home. Again, Coletti handled all the details, with even greater success and enjoyment.

In 1976, then divorced, Coletti moved cross-country with her younger son, Daniel, to the west coast of Florida where her parents had relocated. The idea of being a "real" home builder was bubbling within, despite the skepticism of her family and friends. An opportunity presented itself to buy a lot in a new subdivision north of Tampa in Pasco County; Coletti bought it and began drawing

house plans and getting permits.

However, she needed a contractor's license to build homes to sell. At the time, the only requirement was to pass an all-day exam with at least a score of 70. So, with her determination and confidence, she sat for her contractor license, as the only female in the class. Her score: 70.1 percent.

The joy and freedom that the passing grade brought was stupendous. Coletti realized that if you visualize it, believe it will be, and live as if it already is, it often produces results! She was officially a contractor — and she was only the second woman in the state's history to do so.

Within two years, her company, El Rancho West, built 22 homes. Coletti became involved in the Pasco County HBA, Parade of Home events, and was involved at NAHB. Daniel became involved in all aspects of the business; he had his own framing company at 17 while he went to college for a degree in construction technology.

Attaining a contractor license in nearby Hernando County expanded her business. She attributes much of her success to word of mouth, marketing, and building quality homes with a distinctive flair, partly attributed to her California roots.

When the market softened in Florida, Coletti again relocated, based on a friend's recommendation in 1982. She and Daniel headed west to Colorado Springs, Colorado, and continued her recipe for success: buy land and build a quality home, and get involved in the community, the building industry, the local HBA, and Parade of Homes.

By this time, Coletti had a portfolio, referrals, and numerous projects to show and Daniel was a principal in the company, as well as a designer. The local contractors were quite nice in sharing resources. Part of their openness was due to her finesse, exuberance, commonsense approach to business, and making friends everywhere.

Coletti also has a knack for turning perceived weakness into an asset. While some customers might hesitate to buy a home from a female builder, her brochure celebrated this aspect by stating, "Houses designed with a woman in mind!"

She continued to build her business and reputation in Colorado Springs for seven years. Besides the local and national HBA, Coletti was also active in the local Toastmasters organization. At the next economic downturn, she began looking for a new community closer to her older son on the West Coast.

A friend recommended Riverside, California. While the building opportunity was tremendous, the poor air quality did not appeal to Coletti. Another friend suggested Las Vegas. After assessing the opportunities, she decided to make the move. It was 1989. She finished up their projects in Colorado and closed the business while Daniel went to Las Vegas to set up the business, buy land, get his contractor's license, and begin community involvement.

At this point, the business name changed to Sun West Custom Homes to avoid confusion with another local company in Las Vegas. Af-

Right: Cindy and Daniel Coletti, founders of Sun West Custom Homes, in 2015
Below: Sun West Custom Homes was honored to build The New American Home for the International Builders' Show in 2019 and 2020.



Photo by Tonya Harvey



Photo courtesy of Jeffrey A. Davis Photography

ter building a few homes in subdivisions, the area known as Summerlin was formed, creating a great market for Sun West Custom Homes.

In 1999, Coletti was honored as the first National Association of Women Business Owners Woman of Distinction. She had won many awards, built a successful and thriving business with her son, involved herself deeply in her community, and earned her real estate license. In 2001, she retired and turned the company over to Daniel, who is its president. With many years of experience building luxury homes, the highly successful business has expanded into commercial ventures as well.

Her career accomplishments are now archived at the University of Nevada. Never one to rest, Coletti wrote her first book, *How to Build Your Own Home*, as a new retiree. Today, she enjoys her legacy and challenges each of us to pursue our own dreams with determination and finesse. **BW**



Lora Vassar owns Arch Design and Remodeling Inc., a full-service design/build remodeling firm in Albuquerque, New Mexico. She is an NAHB PWB Area Trustee.

Staying POWER



Three seasoned PWB councils share how to build and maintain momentum

Each year at the International Builders' Show, NAHB's Professional Women in Building Council (PWB) honors PWB councils across the country for their excellence in membership recruitment and retention, community service, and other programs and projects. It's no surprise that each of these three councils took home awards. The leaders at these established councils were happy to share how they keep their members active and energized.

HBA of Metro Denver PWB Council

Dawn Duhamel, director of sales and marketing at Possibilities for Design and the HBA of Metro Denver's past PWB chair, said, "The momentum we had was so incredible that from the very beginning, the PWB in Denver was the largest in the country."

Five years later, Denver still holds the title of largest PWB in the country with 230 members. The council continues to engage its member base with new, innovative programs.

To grow membership, it's important to keep building the leadership ladder and reinvigorating the board. Denver, which has 21 board members, has a two-fold process.

"We want to keep new ideas coming by way of new board members," said Duhamel. Each year, the board puts out a call for board applications and interviews the applicants. "During that time, we see where people's strengths and interests are and, based on our existing board, we



"The biggest thing you can do is get builders to be a part of your PWB right from the beginning. This helps us all connect in the industry and it made a huge difference in Denver."

Dawn Duhamel,
past chair, HBA of Metro
Denver PWB Council



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make the decision on who is added that year.”

Board members are required to be involved with one of seven committees: events, mentoring, membership, education, community outreach, communication, sponsorships, and NAHB liaison. Each committee has autonomy and presents projects and ideas to the board.

Building the leadership ladder is another piece of the puzzle. The five-member executive committee observes the board.

“Those that are passionate, willing, and able are the people that we speak to directly and ask if they have interest in being on the executive council to move up the ladder,” Duhamel said. Sometimes it’s challenging to build a good board, “not because people aren’t interested, but because it is a time commitment of sometimes three or four years.”

This year, Metro Denver won the NAHB PWB Award for Best Innovative Program for a large council with their formal mentoring program. “We’re so proud,” Duhamel said. “It’s been a big part of our PWB since its inception.”

PWB of the Greater Atlanta HBA (GAHBA)

Chartered in September 2012, PWB of Greater Atlanta is the second-largest council in the federation with 134 members and growing, and is a force to be reckoned with. In it from the start, recent chair Tangelia Martin said the council is known for its dynamic programs, networking, and social events.

“Our savvy social media strategies give us the opportunity to connect with, educate, and empower our membership,” she said.

Thinking of unique and creative ideas is essential to membership retention. Many of the founding members of the Atlanta PWB have been highly involved over the years in NAHB PWB leadership, including the current NAHB PWB Chair, Betsy Sheppard.



“Do not become stagnant. You’ve got to remain engaged, involved, and connected. Be a student of the industry. Know all the areas to be successful.”

Tangelia Martin, parliamentarian and past chair, PWB of the Greater Atlanta Home Builders Association

In seven years, the Atlanta PWB has experienced amazing growth. “We’ve seen fluctuations in membership year after year and the diversity of the membership is vital,” Martin said. “Our members range from baby boomers to millennials, and also include seasoned industry leaders who have been a part of the building industry for several years.” This diverse mix also includes men. The PWB

council also partners with other councils of their HBA to expand their reach to members.

Much like Metro Denver, GAHBA requires an interview to be on the board. But unlike Denver, Atlanta has a nomination and campaign process in which candidates may have opponents. In Martin’s current role as parliamentarian, she oversees maintaining order, adhering to the guidelines, the mission statement of the organization, and bylaws. In addition to strong leadership within their board, they have committees for programs, membership, scholarship and outreach, and communication. In total, the board has 13 members.

ADVICE FROM SEASONED COUNCILS

- Create individual committees for important aspects of your council – sponsorship, events, outreach, etc.
- Emphasize builder involvement
- Establish a mission statement and strategic plan
- Create an organizational chart/structure
- Create your plan by answering the how, when, where and why
- Create a calendar for upcoming year
- Utilize cloud-based systems to organize and archive council files, photos and videos.
- Develop an onboarding plan for incoming board members
- Create innovative programs that connect and engage with your membership
- Seek out leaders and invite them to the table
- Consider an ambassador program for membership retention
- Do exit interviews when you lose members
- Focus on a few things to begin with; don’t take on too much too soon
- Get your council recognized in the community

“We use social media and email as the engine to run our largest communications,” Martin said. “The board puts out all the communications to our membership and creates a newsletter and calendar that is published on our social media platform.”

Another important aspect of their programming is their scholarship and outreach program. The committee works with local universities to provide scholarships to students who are in the construction management program at Kennesaw State University and at Georgia Tech. “It is important to us to support the next generation,” said Martin. “To date, we’ve given over \$10,000 in scholarships.”

The scholarship program is just one of many of the council’s outreach programs. It also is involved in Magic Camp, a mentoring program for high school students to recruit, train, and retain the next generation of the female construction workforce.

Every November, the GAHBA PWB holds a two-day leadership retreat for its board. This strategic planning session is to create and discuss council goals and objectives for the upcoming year. “Each year, we choose a new theme,” Martin said. “Last year, it was Level Up and Lead. This year, it’s Innovation and Technology.”

Their leadership retreat promotes team-building as they discuss council events, committee assignments, and sponsorships for the year. “We’ve also created a playbook that is transferrable to the incoming co-chairs for the four different committees, so it helps them to understand what processes are in place,” she said.

Northeast Florida Builders Association PWB

Officially chartered June of 2018, the Northeast Florida Builders Association (NEFBA) PWB currently has 56 members and took three awards at IBS this year. They won second place for community outreach program for a mid-sized council, second place for innovative program (their Lunch and Learn series), and they won Medium-Size Council of the Year.

"Our board and our membership were blowing up as I was sending pictures back from the awards ceremony in Las Vegas!" said the council's immediate past chair, Julie Schafer. "Everyone was just so excited."

Schafer, project manager for Aurora Builders in Jacksonville Beach, got involved in leadership when the council was formed. "It's really important to the builders' association that the developers and builders are represented," Schafer said.

After the first PWB luncheon, founding chair Toria Hale invited Schafer to join the PWB as the vice chair. She didn't realize that agreeing to be the vice chair meant she would be the chair



"Find your passion and focus on it. And have fun! Nothing creates more excitement than having a fun, entertaining experience."
Julie Schafer, past chair, Northeast Florida Builders Association PWB

the following year. "(Toria) didn't tell me that until August," Schafer said. "Trial by fire, definitely!"

When Schafer first took over, she assessed the board and decided to add three new members to be more productive. Each new board member created committees to chair and work on individual programs. "I was so lucky to get some wonderful go-getters and natural leaders," said Schafer. "They took their positions very seriously. My advice to new councils would be to seek out those leaders in the building community even if they aren't yet members of PWB or even your HBA and extend an invitation."

It Starts with an IDEA

Three new councils share insights on how to begin

Every year at the International Builders' Show (IBS), Professional Women in Building (PWB) comes together to educate, inspire, and celebrate as we induct new councils into the federation.

On the heels of this annual event, the incredible leaders who energize three of these brand-new councils spoke about their beginnings. A common theme among each new PWB was supportive association executive officers. Not only did these EOs advocate for the creation of their PWBs, but they continued to support and encourage their councils.



Home Builders Association of Greater Tulsa (HBAGT) Professional Women in Building Council

The idea for starting a council began at IBS a couple of years ago when founder and council chair Carrie DeWeese heard then-NAHB PWB Chair Judy Dinelle speak. “She was talking about PWB and for some silly reason, I’d never heard of it!” DeWeese said. “Something sparked in me and I said ‘Yes! We need this!’”

When she brought the information back to HBAGT Executive Officer Jeffrey Smith, he was very supportive. Smith set up an exploratory committee and sent out an email invitation to 50 local female builders and associates.

“It really took on a life of its own,” said DeWeese. “It was so needed and wanted.”

An active member at the HBA and a Realtor, DeWeese grew up in a builder family. She understood the importance of builder involvement, and from the beginning, they had strong buy-in from five female builders in the area.

“Our local group started having focused meetings to see if there was interest in a PWB,” said DeWeese. “We formed an exploratory leadership committee of 10 to hash out projects and whittled it down to a board.”



“Our local group started having focused meetings to see if there was interest in a PWB. We formed an exploratory leadership committee of 10 to hash out projects and whittled it down to a board.”

successful event generated energy for the new PWB. One of DeWeese’s personal goals is to develop a student chapter mentoring young people interested in learning more in the industry.

While they weren’t yet able to take members until officially chartered, they hit the ground running with 21 new members upon their return from IBS. “We have a goal of 50 new members this year,” said DeWeese, “and I think we’ll blow that out of the water.”

Home Builders Association of Central Pennsylvania Professional Women in Building Council

The HBA of Central Pennsylvania PWB was initiated by its executive officer, Keri O’Shea, after attending her first state HBA board meeting. “I was able to attend a PWB meeting and was impressed by the ladies,” O’Shea said. “Betsy [Dupuis] was a member at-large, and I said, ‘Betsy we need to bring this to the Builders Association of Central PA!’ and she was totally in support of it.”

Quickly, they reached out to Tracy Dorman with Penn State University. Dorman, a meeting and event planner working with the

HBAGT leadership laid the foundation by creating a mission statement, bylaws, and a logo to begin branding while tackling their first local project, a Build My Future event with 1,800 students in attendance. This workforce development initiative program introduced high school students to the skilled trades and was a success for them even before their PWB was chartered.

“Our PWB put together an obstacle course for these kids, encouraging the girls to race the boys,” said DeWeese. This

TAKEAWAYS FROM THREE NEW COUNCILS

- Coordinate efforts with the HBA and get the executive officer involved.
- There are 4 simple steps to start a council and NAHB staff is available to help walk you through them.
- Create a kick-off event for exploration
- Invite NAHB PWB officers who can share their experiences about how PWB has impacted them professionally and personally.
- Get your board together and structured
- Set up your branding (logo)
- Work with the HBA’s executive officer to establish the council’s rules of procedures and mission statement so they are incorporated into the HBA’s bylaws.
- Establish your budget so you know how much money to raise
- Stay focused on creating timely and relevant programs to help member recruitment and retention.
- Dial up your marketing to create buzz and engage membership and include social media
- Create a PWB button, ribbon or t-shirt to help identify members at events and bring people together

Pennsylvania Housing and Research Center, eventually took on the role of the first chair of their PWB.

“As soon as Tracy was involved, the snowball started rolling,” said O’Shea.

The key to success was finding women who wanted to engage with the program and to structure the board. To create engagement with potential members, they put together a wine tasting event and invited several National PWB members, including former National PWB Chair Cindy Cepko, Area 3 Trustee Amy Martino, and 2019 Pennsylvania Builders Association President Maria Coutts, who spoke about their local and national experience within the organization.

“It was a chance for women in the business to get together and learn more about how a group like this could do social and education events, community service, all as a group of women working in the building industry,” said Dupuis, an attorney focused on land use and real estate development who is a founding board member of their council.

“Our biggest challenge right now is time,” said O’Shea. Currently, they have many initiatives they want to launch during home show season; they also want to set up a new HBA website. They had a huge response during National PWB Week when they posted about some of their members on social media and con-



“It was a chance for women in the business to get together and learn more about how a group like this could do social and education events, community service, all as a group of women working in the building industry.”

tinue to grow the anticipation and energy by setting up the groundwork for their council. "The easiest thing we had to do was the paperwork, and we had the full support of our board," said O'Shea.

They've already done community outreach to high school and university career fairs to engage students in discussion about the skilled trades. Ideas are blossoming, from panels to activity books, and getting involved from elementary through college. They are also starting a scholarship program for at least two female students in the trade fields.

Snake River Valley Building Contractors Association (SRVBCA) PWB Council Nampa, Idaho

The SRVBCA PWB Council, chartered in August of 2019, also started with the inspiration of the HBA's executive officer, Mercedes Mascarro, who approached Sallie Bradshaw, a 35-year veteran home builder and owner of Bradshaw Construction, with the idea. Bradshaw immediately said yes, and became the founder and chair of the council.

"We knew we needed to have a kick-off," Bradshaw said. "If we were going to consider doing this, we needed to know how many people would really be interested." The kick-off featured Darylene Dennon, then-chair of NAHB PWB, as speaker, and drew more than 120 women and several men.

Their first order of business was to start a Facebook page and

Their first order of business was to start a Facebook page and start a strong marketing campaign with photographs and information to get people involved.



start a strong marketing campaign with photographs and information to get people involved. Bradshaw knew she wanted the foundation of this new PWB to be about hands-on building, as well as mentoring the next generation to be more involved in the trades.

The council got to work as soon as it chartered, building bunk beds as part of the nonprofit Sleep in Heavenly Peace Build. They used social media to encourage other builders to get involved. Bradshaw said that exposure helped them quickly add almost 40 new members. Their next undertaking was a Habitat for Humanity build for veterans; council members built two sheds. Other builders showed up and Bradshaw's goal was met.

One of her overall objectives is to bring men into the equation. She has the advantage of being accepted in the building community, and specifically by the men in the industry. "They accept me as a builder because they know I can put my nail bags on and frame anything or do any aspect of the building process from concrete on up," she said. This respect allows her to pull in the male builders to get involved, see what the PWB is doing, and strengthen their position in the industry.

Bradshaw said she was happily surprised at how easily her board has come together, with women stepping into leadership roles immediately. "I don't want to sound like it was easy," she said, "but it's been nicely done." **BW**



Leah Fellows is an online sales trainer for the home building industry.



Berkshire Hathaway HomeServices executive leadership team members pause for a photo with some of the network's new-home sales leaders. Back row, left: Gino Blefari, Chairman, Berkshire Hathaway HomeServices; Teresa Palacios Smith, VP of Diversity & Inclusion, Berkshire Hathaway HomeServices; Dounia Fadi, COO, Berkshire Hathaway HomeServices Gulf Properties; Kimberly Mackey, Director of Building Relations, Berkshire Hathaway HomeServices Florida Properties Group; Lori Lane, SVP & Managing Broker, Berkshire Hathaway HomeServices Georgia Properties; Mary Lee Blaylock, President & CEO, Berkshire Hathaway HomeServices California Properties; Kathryn H. Redican, VP of Operations, Berkshire Hathaway HomeServices New England, New York and Westchester Properties; Chris Stuart, CEO, Berkshire Hathaway HomeServices. Front row, left: Rosalie Warner, SVP Network Services, Berkshire Hathaway HomeServices; Pam Hendrickson, Co-Owner, Berkshire Hathaway HomeServices South Sound Properties; Stephanie Newlands, Senior Partner and Broker, Berkshire Hathaway HomeServices Toronto Realty; Kim Bakey, CEO, Berkshire Hathaway HomeServices First Realty; Kyria Jefferies, V.P. Director of Program Development, Berkshire Hathaway HomeServices Beazley, REALTORS®

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Coast to Coast

IDAHO

Just one month after forming their charter, the **Snake River Valley Building Contractors Association PWB Council** participated in "Sleep in Heavenly Peace Bed Build Day." Sixteen new PWB members helped build 31 beds for children who don't have one. They are a strong council of 41 members. ▼



COLORADO

The **Housing and Building Association of Western Colorado PWB Council** hosted a workshop to help Girl Scouts earn their woodworking badge. They had to use a hammer, a drill, a saw, and a level and create something to take with them. Each girl built a wooden candy dispenser. ▶



OKLAHOMA

The **Central Oklahoma Home Builders Association PWB Council** recently participated in Build My Future Oklahoma City, an event designed to give high school students hands-on exposure to careers in the skilled trades. ▶

To officially launch the **HBA of Greater Tulsa PWB Council, 2020**

Chair Carrie DeWeese wanted to acknowledge strong female leaders in the Tulsa area with "Powerful Women in Building" events. At the inaugural event, the council honored local developer Sharon King Davis and Peggy Simmons from Public Service Company of Oklahoma.



IOWA

Children attending the Des Moines Home and Remodeling Show got to color and take home an activity book from the **Home Builders Association of Greater Des Moines PWB Council** that helps spread the message about the skilled trades to kids! ▼



MISSOURI

Four members of the **HBA of St. Louis & Eastern Missouri PWB Council** sponsored an etiquette luncheon for student chapter members at North Technical High School in Florissant, Missouri. Renita Jackson presented the workshop to help students develop soft skills needed in the industry. ▶



NORTH CAROLINA

The **HBA of Winston-Salem PWB Council** recently had a booth at the Construction Career Days expo for local high school students. Their booth attracted young women who have an eye for design. ◀



FLORIDA

The **Northeast Florida Builders Association PWB Council** hosted a Halloween social, raising \$400 for Girls Inc. to bring construction-related STEM programs to at-risk and underserved students. ▶



ALABAMA

The **Greater Montgomery Home Builders Association PWB Council** recently raffled a playhouse and a bed swing at its Home Building and Remodeling Expo. Money raised will go toward the 2020 PWB Scholarship. Our PWB members sold tickets during the three-day expo. ▶



◀ The **Lee County HBA PWB Council** has built and raffled three playhouses to raise funds toward trades scholarships. The council awarded Auburn High School's Construction Building Program with a scholarship and sponsored one of Tuskegee University's students at the International Builders' Show student chapter competition.



LOUISIANA

The **Home Builders Association of Greater Baton Rouge PWB Council** recently partnered with Knock Knock Children's Museum for Construction Junction month. Many builders and volunteers helped build a play house and bird houses with the kids. The goal was to help introduce young ladies to the construction industry. ▶

MISSISSIPPI

The **Home Builders & Remodelers Association of Northeast Mississippi PWB Council** celebrated Valentine's Day with a class on car maintenance. The council partnered with local auto dealer Dwayne Blackmon Chevrolet to kick off their new service/maintenance plan. ▶



New Members

Welcome to these new PWB members who joined from November 1 to February 29! Be sure to take advantage of all that NAHB Professional Women in Building offers.

- Tiffany Acree, StrucSure Home Warranty, Arlington, Texas
- Jenna Ahearn, Pioneer Title, Coeur D'Alene, Idaho
- Kim Alexander, Wells Fargo Home Mortgage, Grand Junction, Colorado
- Kim Allen, Excel Plumbing Inc., Caseyville, Illinois
- Deanna Allison, Denver Glass Interiors, Englewood, Colorado
- Stephani Alsop, Little River Capital LLC, Dallas, Georgia
- Barbara Anderson, Anderson Marketing Solutions Inc., Englewood, Colorado
- Kari Anderson, Mountain Land Design, Boise, Idaho
- Virginia Anderson, Magnolia Brick & Architectural Products LLC, Tupelo, Mississippi
- Kathryn Arthur, Beechen & Dill Homes Inc., Burr Ridge, Illinois
- Meagan Ashley, Talbert Building Supply, Durham, North Carolina
- Sarvi Assemi, Assemi Group Inc., Fresno, California
- Donna Azar, Beaverton, Oregon
- Stephanie Baird, Bliss Roofing, Clackamas, Oregon
- Payton Barta, Bender, Norwalk, Connecticut
- Jennifer Basel, HPS Management, Havre de Grace, Maryland
- Melissa Baumann, Bekins, Grand Haven, Michigan
- Cheryl Bean, B Smart Builders, Fort Worth, Texas
- Laura Beane, Suncoast Hardware LLC, Bradenton, Florida
- Gloria Beaver, North Georgia Brick, Cumming, Georgia
- Bonnie Beddall, Bonnie Beddall-RE/MAX Metro, Seattle, Washington
- Angie Beerup, Blue Springs, Missouri
- Peggy Behrens, Mountain Land Design, Boise, Idaho
- Vanida Beigy, Assemi Group Inc., Fresno, California
- Kelsey Belden, Evergreen Gas Heating & Cooling, West Linn, Oregon
- Terry Bernal, Motivtional Systems Inc. (MSI), Fresno, California
- Susan Bevard, BTC Broadband, Bixby, Oklahoma
- Christa Bilbrey, KB Home, Las Vegas, Nevada
- Roseanna Biondo, Star Construction Inc., Utica, Michigan
- Becky Bircher, McMillan Cabinetmakers, St. Louis, Missouri
- Amy Blevins, Ferguson Enterprises, Bozeman, Montana
- Megan Boden, Worlco Group Advisors, Saratoga Springs, New York
- Jessica Bowlin, Auburn City Schools, Auburn, Alabama
- Jennifer Boyle, Ferguson, Lansdale, Pennsylvania
- Ginny Brandreth, Zobel & Co. Kitchens, Glens Falls, New York
- Courtney Breen, Lennar Corp., Las Vegas, Nevada
- Lisa Breen, La Femme Home Builders, Saratoga Springs, New York
- Rachel Browning, Salvage Works, Portland, Oregon
- Nicole Burgess, Visco Transportation, Clayton, North Carolina
- Amy Burns, Expressions Home Gallery, a MORSCO Company, Fort Worth, Texas
- Shylia Burns, BMC, Coppell, Texas
- Mike Buss, Michael Buss Architects Ltd., Hickory Hills, Illinois
- Davia Bustamante, Motivtional Systems Inc. (MSI), Fresno, California
- Chelsea Byers, Mullet's Aluminum Products Inc., Sarasota, Florida
- Jenae Campanelli, First National Bank of Alaska, Fairbanks, Alaska
- Gina Carlson, Dunamis Interiors & Design Build, Lacey, Washington
- Kandice Carlson, EnviroTest, Portland, Oregon
- Tonya Cash, Tamra Wade Team of RE/MAX TRU, Buford, Georgia
- Jo Ann Ceasrine, Surface, Westport, Connecticut
- Heather Chabino, Leawood, Kansas
- Bec Chapin, NODE, Seattle, Washington
- Evelyn Chappell, Tailored Living of Greater Ft. Worth, Mansfield, Texas
- Carol Cheek, Cimarron Homes, Durham, North Carolina
- Ruth Chancellor, Chancellor Designs, Portland, Oregon
- Meredith Chitwood, Crosby Design Group Inc., Roswell, Georgia
- Anya Chrisanthone, The Gary Mercer Group at Keller Williams Realty, Wayne, Pennsylvania
- Sarah Cole, Pro Exterior Installation, Plain City, Ohio
- Mary Cool, California Closets Inc./Creative Closets, Westerly, Rhode Island
- Stacy Connery, Pacific Community Design, Portland, Oregon
- Jennifer Cooper, Oakwood Homes LLC, Colorado Springs, Colorado
- Ellen Coren, Chesapeake Public Strategies, Bethesda, Maryland
- Veronica Coy, Principal Securities, West Des Moines, Iowa
- Amanda Crane, Blossom Height Real Estate, Nampa, Idaho
- Amanda Crigar, Acoustic Design Systems, Las Vegas, Nevada
- Tashara Cronshaw, Neal Communities, Lakewood Ranch, Florida
- Tresca Crusaw, Professional Mobile Notary Services LLC, Jacksonville, Florida
- Tina Cummings, Washington Federal, Caldwell, Idaho
- Brian Curl, Flagstar Bank, Walnut Creek, California
- Kristin Damle, Elissa Grayer Interior Design, Rye, New York
- Kelsey Desmarais, Mullet's Aluminum Products Inc., Sarasota, Florida
- Carrie DeWeese, Chinoweth & Cohen Realtors, Tulsa, Oklahoma
- Andi Dirkschneider, Belmont, North Carolina
- Carrie Dixon, Wells Fargo Home Mortgage, Grand Junction, Colorado
- Jessica Dominguez, Williams Kitchen and Bath, Lansing, Michigan
- Rita Dooley, Carpets N More, Las Vegas, Nevada
- Kim Dorer, Redbox+ of Grand Rapids, Rockford, Michigan
- Tracy Dorman, Pennsylvania Housing Research Center, University Park, Pennsylvania
- Caryn Drenth, Builders Hardware Co. of East Lansing, East Lansing, Michigan



- Christy Duncan, Chronos Builders LLC, Grand Junction, Colorado
- Cooper Early, SDAJ of Oregon, Vancouver, Washington
- Mollie Elkman, Group Two Advertising, Philadelphia, Pennsylvania
- Kaitlyn Espey, Acadian House Design and Renovation, Baton Rouge, Louisiana
- Kelli Fahy, Wallick & Volk, Coeur D'Alene, Idaho
- Robin Faller, Connoisseur Media, Westport, Connecticut
- Ali Farzaneh, 1st Oklahoma Homes, Moore, Oklahoma
- Rachel Fawcett, Pennsylvania Housing Research Center, University Park, Pennsylvania
- Christy Featherston, Home Heating & A/C Inc, Kimberly, Idaho
- Lacey Ferrier, Fresh Foods Catering, Fort Worth, Texas
- Karen Fischer, Wells Fargo Home Mortgage, Grand Junction, Colorado
- Jo Fischer, BOS - Bank of Springfield, Swansea, Illinois
- Dawn Fischhaber, Kohler Company, Kohler, Wisconsin
- Leslie Forest-Everage, Leverage Construction LLC, Metairie, Louisiana
- Farrin Forsberg, Keller Williams Realty Lansing, Lansing, Michigan
- Sara Foster, Bryant Group Inc., Gaithersburg, Maryland
- Crystal Fox, Builders FirstSource, Vancouver, Washington
- Stephanie Galvis, Sherwin-Williams Company/ Duron Paints/MAB, Reading, Pennsylvania
- Maelin Gawor, North Fork Builders of Montana Inc., Bozeman, Montana
- Christal Gentile, Michael Saunders & Company, Sarasota, Florida
- Erin Gibson, Dunn Lumber Co., Seattle, Washington
- Angela Ginex, Greater Illinois Title Co., Wheaton, Illinois
- Sara Godon, SiteScapes Holding LLC, Cumberland, Rhode Island
- Cassandra Gohl, Rapp Construction Management, Hudson, New York
- Kelly Golden, Morris & Ritchie Associates Inc., Abingdon, Maryland
- Deborah Goodman, Goodman Tractor Services, Middleton, Idaho
- Maria Gormley, European Stone & Tile Design, Kirkland, Washington
- Stephanie Graham, TRI Pointe Homes, Denver, Colorado
- Cathy Green, CMA Communities, Atlanta, Georgia
- Charlotte Griffin, Berlin Patten Ebling, Lakewood Ranch, Florida
- Michelle Gueydan, Accounting Services Unlimited, Metairie, Louisiana
- Sheri Hammond, Heatherland Homes LLC, Atlanta, Georgia
- Shirley Hander, Tomlinson Sotheby's International Realty, Coeur d'Alene, Idaho
- Holly Hansen, Windermere/Coeur d'Alene Realty, Coeur d'Alene, Idaho
- Alexis Hanson, Kingstud Construction LLC, Nampa, Idaho
- Misty Haqq, Closets To Go, Portland, Oregon
- Marisa Harris, Dominion Design & Integration, Dallas, Texas
- Julie Hartsell, Weeks Hardwood Flooring, Greensboro, North Carolina
- Maggi Harwood, Heatherland Homes LLC, Atlanta, Georgia
- Sarah Mars Haugen, Stone Design, Urbandale, Iowa
- Laura Hawley, Ambiance Design, Pipersville, Pennsylvania
- Lora Healy, 22nd Century Media, Orland Park, Illinois
- Melissa Helvey, Crafted Kitchen Design, Post Falls, Idaho
- Kelsey Hendricks, Cambria USA, Vancouver, Washington
- Veronica Herndon, JLN Homes, Wilsonville, Oregon
- Andrea Hickey, Wells Fargo Home Mortgage, Grand Junction, Colorado
- Lisa Hicks, Quest Design & Fabrication, Denver, Colorado
- Cari Hill, Envision Design Services, Olympia, Washington
- Leslie Hocker, Clear Fortress Window Solutions, Rochester Hills, Michigan
- Leigh Ann Hodnett, Tile Marble & Granite Works, Inc., Fort Worth, Texas
- Rachael Holehauser, Tomlinson Sotheby's International Realty, Coeur d'Alene, Idaho
- Meegan Holman, AKC Plumbing, Moore, Oklahoma
- Chris Holt, Corporate Investors Mortgage Group, Chapel Hill, North Carolina
- Kelly Homan, Pillar To Post, Auburn, Alabama
- Kimberly Hosang, North West Patio Doors LLC, Sisters, Oregon
- Sandra Houston, Trinity Habitat For Humanity, Fort Worth, Texas
- Kelly Howard, Stephanie Rapp Interiors, Westport, Connecticut
- Mariah Hurlburt, New York Life Insurance, Troutdale, Oregon
- Makenzie Hutly, Carpet One of Topeka, Topeka, Kansas
- Kristen Iocca, Modern Builders Supply, Lansing, Michigan
- Julie Irvin, Jewel Homes LLC, St. Johns, Florida
- Stasha Jackson, Mullet's Aluminum Products Inc., Sarasota, Florida
- Jenn Jacobs, Tamarack Construction Inc., Nampa, Idaho
- James Jimison, KJS Investment Services Inc., Fresno, California
- Cora Johnston, Generation Homes, Jacksonville, Florida
- Rebecca Jones, Airmada Dry, Lincoln, Nebraska
- LeAura Kahaunaele, Motivtional Systems Inc. (MSI), Fresno, California
- Brittney Kalish, Tamra Wade Team of RE/MAX TRU, Buford, Georgia
- Sarah Kavalier, Coldwell Banker Mid-America Group, West Des Moines, Iowa
- Lois Keeler, Chronos Builders LLC, Grand Junction, Colorado
- Courtney Kelley, Chronos Builders LLC, Grand Junction, Colorado
- Micah Kelley, Nano Seal Southwest Florida, Venice, Florida
- Nichole Kellogg, Blind Appeal Inc., Meridian, Idaho
- Christine Kempa, The Kempa Group Realty Inc., Homer Glen, Illinois
- Michelle Kennedy, Northwest Gutters Inc. dba Advanced Architectural Sheet Metal, Snohomish, Washington
- Amy Kimberley, Ferguson Bath Kitchen & Lighting Gallery, Clive, Iowa
- Christy Kimbrough, Oconee Comfort Insulation, Eatonton, Georgia
- Nancy King, Seventy Acres Landscape Architecture & Design, Wilton, Connecticut
- Amanda Kinna, Lincoln Savings Bank, Ankeny, Iowa
- Jennifer Knappe, Cedar Creek Custom Homes LLC, Priest River, Idaho
- Sylwia Kozlowski, Universal Tile & Marble LLC, Newtown, Connecticut
- Amanda Kramien, George Morlan Plumbing, Portland, Oregon
- Samantha Kunkel, Armadillo Painting, Bellevue, Washington
- Morgan Laidlaw, Beaver Tile and Stone, Shelby Township, Michigan
- Heather Ferrier Laminack, Ferrier Builders Inc., Fort Worth, Texas
- Tara Lawrence, Lawrence Law Firm, Lake Oswego, Oregon
- Angela Legg, Go Live X, Stamford, Connecticut
- Shirley Legg, Phillips Burgess PLLC, Olympia, Washington
- Carol Leonard, Deford's Lumber Millwork & Windows, Duncanville, Texas
- Chloe Lewis, Westervelt Ecological Services, Centennial, Colorado
- Rachel Linde, Precision Stoneworks, Buford, Georgia
- Christine Lingenfelter, Assemi Group Inc., Fresno, California
- Amanda Lockling, Total Floors Inc., Denver, Colorado

- Shelbi Loftin, Loftin Plumbing LLC, Bradenton, Florida
- Hunter Longley, Freestyle Graphix, Oxford, Alabama
- Sarah Klinetob Lowe, Pennsylvania Housing Research Center, University Park, Pennsylvania
- Eugenia Lubrano, NOLA Real Estate Marketing, Mandeville, Louisiana
- Kalen Ludwig, Ground Breaker Homes, Clive, Iowa
- Paula Lutey, RE/MAX 1st Realty, Marquette, Michigan
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- April Meadow, A&G Construction Group, Jacksonville, Florida
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- Kathy Moorman, Highland Homes, Lakeland, Florida
- Lauren Morley, Community Preservation & Management LLC, Englewood, Colorado
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- Carolyn Morrison, Joseph Chris Partners, Kingwood, Texas
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- Deborah Moss, Windowful Interiors, Westport, Connecticut
- Emily Mueller, RG Design, Marquette, Michigan
- Sharon Munroe, North Georgia Brick, Cumming, Georgia
- Britney Murphy, Atlantis Granite & Marble LLC, Peachtree Corners, Georgia
- Sarah Musson, Modern Builders Supply, Lansing, Michigan
- Negin Naseri, Neginphotography, Cary, North Carolina
- Carmen Negron, Hexa Builders, Hightstown, New Jersey
- Helene Neufeld, Purofirst, Rockville, Maryland
- Diane Nix, Nix Door & Hardware Inc., Fort Worth, Texas
- Patricia Norton, New Home Realty Services, Benicia, California
- Monty and Trina Nostrand, Nostrand Homes Inc., Grand Junction, Colorado
- Michelle O'Donnell, CTR Homes, Grand Junction, Colorado
- Nicole O'Neill, Images Flooring Inc., Englewood, Colorado
- Amy Ward Ogrin, Griffin & Gallagher LLC, Palos Hills, Illinois
- Judi Ott, Precision Cabinets and Trim, Brentwood, California
- Amie Pace, Spokane Teachers Credit Union, Coeur d'Alene, Idaho
- Lisa Pape, CMG Financial, Edmond, Oklahoma
- Tina Paruszkiewicz, DG Design Group LLC, Chicago, Illinois
- Nikki Pauly, Arvest Bank, Tulsa, Oklahoma
- Brandi Pellerin, Indikoi, Bozeman, Montana
- Meghan Pennington, Pennington Design Group, Vancouver, Washington
- Ed Perrier, VIP Kitchens LLC, New Orleans, Louisiana
- Danielle Peterson, Blinds By Design LLC, West Linn, Oregon
- Ashley Pietsch, Integrity Insurance & Bonding Inc., Damascus, Oregon
- Renee Piszczek, Mt. McKinley Bank, Fairbanks, Alaska
- Angela Simoneaux Poirrier, Acadian House Design and Renovation, Baton Rouge, Louisiana
- Lisa Poole, Uniplex Construction LLC, Redmond, Washington
- Jen Posusta, Made in the Shade Blinds & More, Des Moines, Ankeny, Iowa
- Jenn Presley, United Roofing Solutions Inc., Olympia, Washington
- Renee Pullen, Top To Bottom Interiors, State College, Pennsylvania
- Teena Rairigh, Supplemental CEO, Vermontville, Michigan
- Meghan Ramos, KB Home, Las Vegas, Nevada
- Cherlyn Reeves, Innovative Outdoor Living & Contracting, Broken Arrow, Oklahoma
- Shana Regnerus, Bolt & Regnerus Electric Inc. DBA Custom Video & Sound, Jenison, Michigan
- Elizabeth Reynolds, Berkshire Hathaway Home Services Carolinas Realty, Winston-Salem, North Carolina
- Kristi Richard, Pahlisch Homes Inc., Portland, Oregon
- Samantha Rickman, Konkus Marble & Granite, Dublin, Ohio
- Mana Rivas, Doty Pruett Wilson, Salem, Oregon
- Alison Roberts, Windermere / Coeur d'Alene Realty, Coeur d'Alene, Idaho
- Sarah Roberts, Gothic Landscape Inc., Las Vegas, Nevada
- Ana Robison, Carpets N More, Las Vegas, Nevada
- Heather Robinson, JM Davis Custom Homes Inc., Pittsboro, North Carolina
- Stephanie Rohrdanz, Silvercreek Realty - Kimberly Freeman, Caldwell, Idaho
- Sheila Rolan, Legacy Window Fashions, Mustand, Oklahoma
- Angie Rossi, Ferguson Enterprises, Meridian, Idaho
- Margaret Ruiz, Konkus Marble & Granite, Columbus, Ohio
- Amy Ruwe, Benton Homebuilders, St. Louis, Missouri
- Carole Ruzich, Griffin & Gallagher LLC, Palatine, Illinois
- Martha Sanchez, Edgewater II Venture Management LLC, Suwanee, Georgia
- Nichole Schoonover, CMG Financial, Edmond, Oklahoma
- Amber Seilheimer, Beechen & Dill Homes Inc., Burr Ridge, Illinois
- Annisha Sellers, Real Wood Floors, Peachtree City, Georgia
- Kate Shakoory, Assemi Group Inc., Fresno, California
- Lea Shulman, Lea Shulman Interiors LLC, Darien, Connecticut
- Rachel Silverman, Tile It Inc., Hatfield, Pennsylvania
- Andrea Sims, PDI - Kitchen, Bath, & Lighting, Lawrenceville, Georgia
- Angela Slabach, Mullet's Aluminum Products Inc., Sarasota, Florida
- Jami Smith, Happy Endings LLC, Coweta, Oklahoma
- Megan Smith, Witt Construction Inc., Saratoga Springs, New York
- Pat Sommer, Fischer & Frichtel Custom Homes LLC, Chesterfield, Missouri
- Tami Snyder, Alpine Ridge Homes LLC, Mountlake Terrace, Washington
- Brenda Soucy, Truly Yours Custom Framing Inc., Burnt Hills, New York
- Kathy Spears, Nix Door & Hardware Inc., Fort Worth, Texas
- Jennifer Steiner, The Blue Book Network, Jefferson Valley, New York
- Deanne Stephens, North Idaho Title Company, Coeur d'Alene, Idaho
- Janet Stevenson, Closet City Ltd., Harleysville, Pennsylvania

- Catherine Stone, Charter Group Inc., Ridgefield, Connecticut
- Karissa Suchy, Valliance Bank, Oklahoma City, Oklahoma
- Kristy Mitchell Sullivan, Mitchell Best Homes, Rockville, Maryland
- Shannon Sutcliffe, Mullet's Aluminum Products Inc., Sarasota, Florida
- Jim Suth, Landsea Homes, San Ramon, California
- Mia Sweeney, First American Title, Olympia, Washington
- Jessica Swinton, Snap.Build DBA Mainsail Capital LLC, Ponte Vedra Beach, Florida
- April Tallman, Pella Texas Inc., North Richland Hills, Texas
- Rhonda Taylor, TRINET, Jacksonville, Florida
- Nancy Thiel, Thiel Architecture + Design, Weston, Connecticut
- Amy Thill, Warmington Apartment Communities Inc., Las Vegas, Nevada
- Emily Torres, ET3 Paint & Design LLC, Lacey, Washington
- Carrie Tullis, Insurance Collective LLC, Denver, Colorado
- Konda Tyree, Oakwood Homes LLC, Colorado Springs, Colorado
- Michele Upchurch, Saussy Burbank, Raleigh, North Carolina
- Denise Van Artsdalen, Blind Appeal Inc., Meridian, Idaho
- Darlene Van Kuren, Cascade Sotheby's International Realty, Beaverton, Oregon
- Priscilla Vasconcellos, Palette Pro Painting & Renovation Inc., West Harrison, New York
- Sharon Vickery, Edward Jones, Johnston, Iowa
- Kristin Von Till, Tomlinson Sotheby's International Realty, Coeur d'Alene, Idaho
- Jill Waash-Freeman, Brookfield Residential, Danville, California
- Heather Walter, Window Traditions of Georgia, Alpharetta, Georgia
- Carla Warner, Warners Stellan Appliance, West Des Moines, Iowa
- Lindsay Warren, Elkhorn, Nebraska
- Syreeta Welch, Saussy Burbank, Raleigh, North Carolina
- Ashley Wigglesworth, Renewal by Andersen of Alaska, Anchorage, Alaska
- Sally Williams, Colorful Concepts Interior Design, Raleigh, North Carolina
- Shannon Wilmot, Tamra Wade Team of RE/MAX TRU, Buford, Georgia
- Lisa Wehrli, Ferguson Bath, Kitchen & Lighting Gallery, Downers Grove, Illinois
- Sherry Wille, Brian Wille Construction, Lockport, Illinois
- Teena Williams, Goldstein Law Office PLLC, Olympia, Washington
- Marty Wills, Allegiance Title, Southlake, Texas
- Mary Lou Wilson, Vivax Pros, Grand Junction, Colorado
- Laurie Winkle, BSH - Bosch, Thermador, Gaggenau - Oregon Rep., Gladstone, Oregon
- Tess Wittler, Glen Allen, Virginia
- Lisa Worman, BlindQuest, Troy, Illinois

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Advertorial

Leadership is Not Gender-Specific

Be the best, not just the best woman

By Suzanne Meyers-Hubner

Juli Bacon is an entrepreneur, owner of multiple businesses, and a leader in her community, in associations, and on boards. One of the goals she's maintained throughout her personal and professional career has been to do her best in whatever she does.

"When I was a kid in school and I would come home with a grade that wasn't up to standard, my father would always ask, 'Did you do the best you could?' and I'd have to consider his question and evaluate my performance and wonder if there was anything more I could have done," Bacon says. "That philosophy has carried with me in my life, especially as it relates to my leadership roles."

Bacon learned early that being the best as a leader has nothing to do with gender. "Leadership is confidence, skills and expertise and is not gender-specific," she says. "When I walk into the room, it's about the confidence and knowledge I bring with me and the expertise I hold, not that I'm a woman or a female leader."

Historically, many women with high levels of leadership skills have been shut out of those roles due gender bias and inequality in the workplace. "I've worked in construction, which is a very male-dominated business with age-old stereotypes," Bacon

says. "There is a lot of truth to the idea that a woman has to work harder than a man to prove herself."

To be the best leader possible, you must be a person others can look up to, be available for your employees, and listen to and accept feedback. A good leader is willing to ask herself, 'How am I going to show up and lead today?' It's not about standing on a platform to be heard over the noise. Leaders observe and listen before taking action or guiding others to a resolution. A great leader will consider and weigh options, trust her gut, and make the best decision based on the facts.

"To be a strong leader, you have to be resilient, tough-minded, and have a strong ability to see issues from all sides, understanding the impact from various perspectives," Bacon says.

Leadership is about how you project confidence through your capabilities and experience in any given situation and when faced with adversity or challenges. As president and founder of JB Consulting Systems, Bacon guides business clients in 20 states through all types of challenges. She is the author of *Six-Word Lessons on HR Practices for a Productive Workforce* and a keynote speaker on the topics of leadership, human resources, and workforce engagement.

Bacon is a member of NAHB and currently chairs the Construction Safety and Health Committee. She also is a member of state and local home builders' associations and chairs other nonprofit organizations.

For more information on how JB Consulting Systems can help your business or to improve your own leadership strengths, visit jbconsultingsystems.com **BW**



Suzanne Meyers-Hubner is senior HR consultant at JB Consulting Systems.

TechnologyToolbox

Are You Updated?

Getting the most out of the new NAHB website



By Rebecca Turner

Now, more than ever, *NAHB.org* can help increase your membership benefits. The redesigned website is your tool for reaching new clients and new friends, accessing education sessions, and becoming more visible to the online community. The site features an upgraded search engine and an updated, secure e-commerce engine.

Here is what the new site has to offer:

Profile

Have you ever met someone at a meeting and wanted to connect, or wanted to know more about someone's company background? Maybe you want someone to discover your unique product and professional background.

With the new-and-improved member profile section, you can do just that. Enhancements to this section provide networking opportunities and a superior engagement experience. Be sure to check your own profile by signing into *NAHB.org*; then click 'Edit Profile'. If you

have an existing profile, your basic information was retained.

The new features include the ability to add: a short bio to introduce you professionally, your company website, social media links, and a photo. Once you have updated all your information, save it so that it can be added to the easy-to-use directory. Now, potential customers and new friends can find you. **Tip: Scroll through the directory to make sure your updated profile loaded.**

Your Dashboard

Your dashboard is your access to all NAHB benefits. Did you know that you can create an Amazon Business account and have access to the NAHB Amazon Store? The Amazon Store can tailor products to your specific industry while unlocking business savings.

Do you want to know what purchases you have made, what associations you belong to, or need to pay a bill? It is all right there for you on your dashboard, along with your all-important NAHB pin and those precious Spike points.

Professional Women in Building

With your profile and dashboard set up, it is time to get the most out of your PWB membership. By navigating to *nahb.org/womeninbuilding*, you will find access to upcoming events, articles, the latest issue of *Building Women*, available scholarships, and information about PWB sponsors. Once you have explored, make sure you are linked to all the PWB social media handles.

Did you know that more than 1,900 PWB members have their profiles listed? Let's share our experiences, show each other all our exciting chapter events, and get connected on a national level.

If you have trouble with the website or with updating any of your information, email communications@nahb.org for assistance. **BW**



Rebecca Turner is director of sales, North America, at Watergen.

Daring Greatly Explores the Power of Vulnerability

By Dawn Duhamel

For a person who enjoys books about human behavior, I somehow missed social worker and storyteller Brené Brown's *Daring Greatly*. Isn't it funny how things come into our lives at just the right moment? For me, this book confirmed thoughts about issues I'd been dealing with for years: shame, vulnerability surrounding that shame, and the ensuing climb out of the mental rubble.

Daring Greatly explores vulnerability in a way that is poetic, frank, and spot on. It paves a path toward understanding, moving us forward by exposing fears that we all think are uniquely our own. I strongly suggest listening to the audio version of this book as it's read by the author; her comfortable style makes you feel like you're listening to a friend. And that's what *Daring Greatly* will become to you — a friend.

Here's the takeaway: Being vulnerable makes us better. For those of us who grew up in the construction industry when women were a significant minority, hiding vulnerabilities was a way to demonstrate

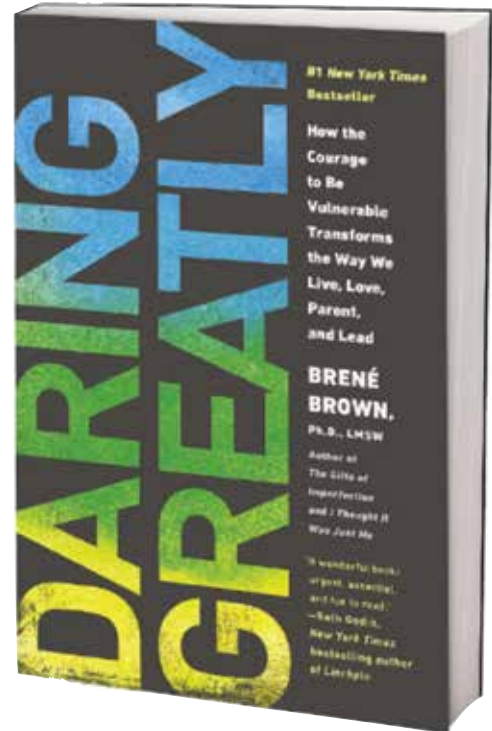
we could handle difficult situations. It was a way for us to prove to others, and sometimes ourselves, that we had what it took to be successful in an industry with few female role models.

Years of denying vulnerabilities creates an impostor syndrome that many men and women have struggled to understand. In *Daring Greatly*, the great secret is finally exposed. We are all vulnerable, and when we acknowledge and share our vulnerabilities, the world opens up in a surprisingly supportive way.

One of the best lines in the book, the one that I can't seem to forget, is this: "Vulnerability is courage in you, but inadequacy in me." In one sentence, the essence of vulnerability and shame becomes easy to understand. It's OK if someone else is having a hard time with their staff, new position, or relationship. You can be there to help them. But if you are the one struggling, or if you are the one feeling left out, you see yourself as less than.

It's ridiculous, accurate, and heavy. Yet, it's exactly this type of illuminating language that makes *Daring Greatly* one of those books that forces you to put it down simply to allow the words to sink in. If you can allow yourself to be vulnerable, and to accept vulnerability in others, it will make you laugh and cry.

The book jacket of *Daring Greatly* promises that the book "is a practice and powerful new vision for letting ourselves be seen." The compelling challenge of Brown's book is to have courage to be seen, even if it means you fail or make mistakes. In fact, precisely because you risk failing, you develop the resiliency needed to excel beyond our self-imposed limitations. To quote Teddy Roosevelt, from which the title of this book is drawn:



"It is not the critic who counts, not the man who points out how the strong man stumbles... The credit belongs to the man who is actually in the arena... who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming, but who does actually strive to do the deeds... who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly..."

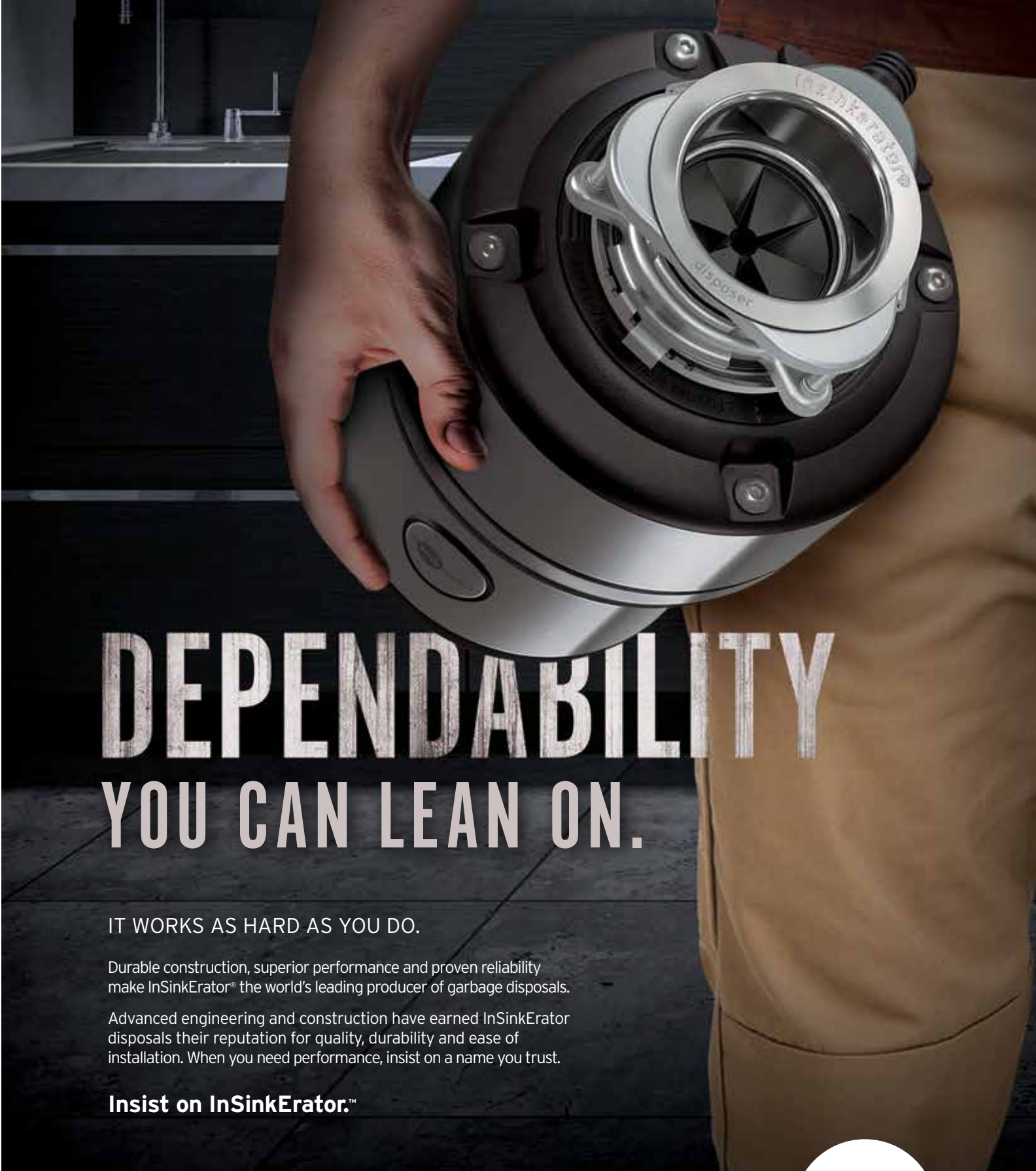
Now is the time for us to look over the precipice of our fears and shame and make the decision to jump all in with a parachute of vulnerability. As women in the construction field, we owe it to one another to create a safe place for dialogue and support around this oftentimes sensitive topic. Let's be courageous together! **BW**



Dawn Duhamel is the director of sales and marketing for Possibilities For Design, a national interior design firm specializing in clubhouses, apartments, and model homes.

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