



# AREA 8 LEADERSHIP CONFERENCE

## AGENDA OVERVIEW

DAY ONE 9.12.24

### Keynote Session by Jim Roman 1:00-1:50

#### Being Indispensable: Driving Association Success

Members are the lifeblood of your association. Understand what they want—and what they need—and help them get it

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### 2:00-3:00

#### The 5 Layers of Member Engagement & Growth

Jim Roman

Growing engaged members starts on Day One. Cultivate active and dedicated volunteers, committee members and leaders.

#### Advocacy Panel

Moderator: Bubba Jenkins, LHBA 3rd VP

Panelists:

- Lake Coulson, NAHB SVP, Government Affairs & Chief Lobbyist
- Jules Guidry, NAHB State Rep
- Michelle Shirley, LHBA Lobbyist

Join our panelists from across Area 8 for engaging discussion on best practices for being an advocacy leader for your HBA, while also discussing current advocacy challenges and solutions with your peers.

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### 3:15-4:30

#### Running Effective Meetings

Donna Franza, NAHB

This session will cover the hallmarks of effective meetings, including establishing clear ground rules, preparing proper meeting agendas and strategies to deal with difficult behaviors. Effective meetings will help leaders in board and committee meetings to create meaningful contributions to the association.

#### Workforce Development

Emily Price, SVP of Development and Partnership Engagement

Workforce Development is at the forefront of challenges facing the homebuilding industry. This issue also presents a unique opportunity for associations to offer relevant engagement to their members. Hear about the workforce development wins on the national level and get ideas and insight on how to make these efforts a part of the conversation at your local HBA.

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### 4:40-5:00

#### NAHB Political Roundup

Update on the state of the NAHB Federation by Lake Coulson, NAHB SVP. Be sure to bring your questions for the Q & A portion of the program.



# AREA 8 LEADERSHIP CONFERENCE

*Special Events*

included with conference registration

**Thursday, September 12**

**5:00 PM - 6:00 PM**

## NETWORKING RECEPTION

**Hotel Monteleone | Exchange Place Reception Room**

*Join fellow conference attendees for a cocktail - or two - and discuss the different ways in which you can implement what you learned in your HBA!*

**6:30 PM - 9:30 PM**

## "KREWE DE NAHB'S BOURBON STREET BALCONY EXPERIENCE"

**Felix's Restaurant & Oyster Bar | Bourbon Room & Balcony**

*Don your best Mardi Gras apparel, grab your beads and walk on over to Felix's Restaurant and Oyster Bar for a Bourbon Street experience like none other. A private room and a private balcony overlooking the infamous Bourbon Street await! Complete with cocktails and buffet, you're sure to "laissez les bons temps rouler!"*



# AREA 8 LEADERSHIP CONFERENCE

## AGENDA OVERVIEW

DAY TWO 9.13.24

### LEADERSHIP BREAKFAST 8:15-9:00

Keeping members up-to-date on local, state and NAHB benefits can help ensure all members understand the value of the 3-in-1 membership.

**Moderator:** Carl Harris

**Panelists:** Kenneth Estes NAC, Adrienne Fontenot LAHBA EVP, Dan Mills Local EO

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### 9:15-10:15

#### Leadership Challenge

Rachel Branson, NAHB

This session explores the five practices of exemplary leadership from best-seller, *The Leadership Challenge*, by Kouzes & Posner. Participants complete a Leadership Practices Inventory instrument and find out their leadership strength area. Lively discussion and activities take place around each of the five practices

#### Team Planning

Donna Franza, NAHB

Designed specifically for the Executive Officer and the incoming HBA officer team, this session helps build a solid foundation for an effective, communicative partnerships among the Senior Officer and EO

### 10:30-11:30

#### Membership:

#### Recruit, Retain, Engage

Dave Ashley, NAHB

Want the secrets from the top membership drives in the country? Get strategies to boost your association's membership recruitment efforts and explore the best way to welcome new members and create value that turns new members into members for life.

#### Team Planning (continued)

Donna Franza, NAHB

Designed specifically for the Executive Officer and the incoming HBA officer team, this session helps build a solid foundation for an effective, communicative partnerships among the Senior Officer and EO

### 11:45-1:00

#### Leadership Luncheon

Update on the state of the NAHB Federation by Carl Harris, NAHB Chairman. Be sure to bring your questions for the Q & A portion of the program.