



Purpose and Structure for Associate Members Committee for 2012

"At 211 degrees, water is hot. At 212 degrees, it boils. And with boiling water, comes steam. And with steam, you can power a train. Just one extra degree can make all the difference." By Sam Parker

The 2012 Team is confident by doing just a little bit more in our committee work, it will result in huge gains at the local and state associations.

The number #1 priority for The National Association of Home Builders is advocacy. The Associate membership, within NAHB, is approximately two-thirds of overall members. Associates are made up of multiple disciplines with one objective in common: sales.

"If 'it' affects a builder 'it' will affect an associate."

There is no denying the meaning of that particular quote and the Associate Members "Purpose Statement" will be to assist NAHB in the protection of all members businesses.

The three main items that greatly assist with advocacy are:

- a. BUILD-PAC
- b. Legislative Conference
- c. Builder Link

Per NAHB Bylaws; The Associate Members Committee has jurisdiction over matters relating to the activities of Associate Members of the Association. *The Committee provides guidance and direction for the development of activities, materials, policies, and programs to increase associate membership and involvement within NAHB.* Representing the industry partners of NAHB's Builder Members, it works to increase Associate Member participation in industry advocacy; to provide educational opportunities for Associate Members; to encourage Associate Member leadership development; and to recognize the contributions Associate Members make to NAHB.

The Associate Members Committee Chair's responsibilities:

1. Moderator of the three standing committee meetings and scheduled conference calls.
2. Work with The National Associate Chair (NAC) to make sure that an Associate Members Report is prepared for the NAC's delivery to any meeting. Report is needed to highlight associate activities.
3. To make sure that the Associate Members Strategic Plan is being followed, clear any potential roadblocks, to assist any and all sub-committees when asked.
4. Work with various stakeholder groups to ensure that an Associate as an NAHB Senior Officer is selected from among the best qualified candidates throughout the Federation.
5. To make sure all sub committees have standing committee members assigned to work groups.
6. Develop future leaders and help members realize their potential as leaders.
7. Prepare an election for Associate NAC for 2013.

Committee Meeting Time table for 2012:

1. 2012 chairs conference call January 11th, 2012 to discuss:
 - a. Past year and revised mission statements.
 - b. IBS strategic planning session.
2. IBS Strategic Planning for 2012: Monday, January 6th, 3:00p.m. – 5:00 p.m. Orange County Convention Center, West 314 B, Level III
3. February 23rd conference call with all chairs to discuss committees' questions/concerns/successes – sub committee chairs
4. April 12th conference call – sub-committee chairs
5. May 10th, conference call – full committee and sub-committee chairs
6. June 5th to 9th Spring Board Meeting Marriott Wardman Park Washington, D.C.
7. August 9th conference call – full committee and sub-committee chairs
8. September 11th to 15th, Fall Board Meeting, Austin, Texas
9. October 11th conference call – full committee chairs
10. November 8th conference call – full committee and sub-committee chairs
11. December 13th conference call – sub-committee chairs, 2012 & 2013
12. January 20th to 24th IBS 2013 Las Vegas, NV

2012 Leadership Team

Member



**National Association
of Home Builders**

2012 NAHB Associate Leadership Team



Ann Garvey, CGA, CGP
National Associate Chair
Michigan



Monica Somerfeldt Lewis
Associate Build PAC Senior Officer
Wisconsin



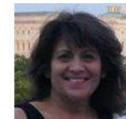
Dianne D. Beaton, CGA, CAPS
Associate Committee Chair 2012
New Hampshire



John Sizemore
1st Vice Chair
Kentucky



Aaron Crowe, CGA, CGP, CAPS
Designations and Training Chair
Arkansas



Diana Lucero, CGA, CGP, CAPS
Associate Advocacy Chair
New Mexico



Kim Hefner
2nd Vice Chair
Leadership & Recognition Chair
South Dakota



Peggy Moeller-Mead
Associate Outreach Network Chair
New Mexico



Linda Mosier-Vaundt, CGA, CGP, CAPS
Strategic Plan Monitor
Washington

Strategic Planning Charge
2012 Plan Monitor: Linda Moser-Vaundt

The Strategic Planning Chair works with associate leadership and associate related assigned NAHB staff in assigning committees, task forces and members to develop the more detailed work plan and determine a timeline for completing each plan strategy. The Strategic Planning Chair oversees the execution of the Associate Members Committee strategic plan. He/she is not charged with completing the individual tasks, rather it is a “big picture” position that requires leading all team members to ensure that the plan is a living document embedded in all activities of the association.

- ✓ Encourage all to be excited about the tasks and remind group of the end results that will be accomplished through completing all the steps along the way
- ✓ Report on the progress of the strategic plan at Fall Board meetings and through monthly updates to chairs of sub committees, copying the Associate Members Chair.
- ✓ Observe various timelines and remind individuals of key milestones and suggest adjustments to Associate Members Committee Chair as needed.
- ✓ Monitor progress of committees and other working groups and alert Associate Members Committee Chair and NAHB assigned staff of possible trouble spots and key successes

Associate Outreach Network (formerly) Advisory Council Subcommittee Charge **2012 Chair: Peggy Moller-Mead**

Developing and executing the Communication plan which:

- ✓ Needs to recruit and develop 15 area leaders who will be responsible for delivering NAHB information to their respective areas as well as identify several associate state associate leaders to help deliver NAHB initiatives to their respective states/locals. The area leader will be the, or appoint a, representative at each meeting Area Caucus to deliver associate members information.
- ✓ Brings back from the HBAs from around the country information that will be discussed during The Council Meetings.
- ✓ Create a long range plan for Social Media implementation
- ✓ Create “buzz” about IBS and why Associates should attend
- ✓ Work with the Chair, 1st Vice Chair, 2nd Vice Chair to keep members up to date about NAHB happenings.

* The Communication sub committee will provide the council’s chair with messages of industry information and needed mobilization as each instance occurs.

Area 1 - Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont

Area 2 - New Jersey and New York

Area 3 - Delaware, District of Columbia, Maryland, Pennsylvania and Virginia

Area 4 - Georgia, North Carolina and South Carolina

Area 5 - Florida and Puerto Rico

Area 6 - Kentucky, Ohio and West Virginia

Area 7 - Alabama and Tennessee

Area 8 - Arkansas, Louisiana and Mississippi

Area 9 - Illinois, Indiana and Michigan

Area10 - Iowa, Minnesota, North Dakota, South Dakota and Wisconsin

Area11 - Kansas, Missouri, Nebraska and Oklahoma

Area12 – Texas

Area13 - Arizona, Colorado, Nevada, New Mexico, Utah and Wyoming

Area14 - California and Hawaii

Area15 - Alaska, Idaho, Montana, Oregon and Washington

Designation and Training Subcommittee Charge - 2012 Chair: Aaron Crowe

The mission of the Designations & Training Subcommittee is to work with NAHB to ensure that NAHB education programs adequately address Associate members’ needs at the local, state and national level.

The sub committee will have a primary focus with:

- ✓ Will assist Leadership and Recognition with Associate Leadership Training Power Point. This power point will be delivered for overall committee viewing no later than Fall Board 2011.
- ✓ Will assist BUILD-PAC/Legislative sub committee with BUILD-PAC Fund Raising Power Point with conversion to state PAC training.
- ✓ Continued development of awareness/value of The Certified Graduate Associate designation.
- ✓ Promote the Rebounding For Success Tool Kit on the NAHB.org site
- ✓ Promote Webinar Wednesdays to Associate Members

Leadership and Recognition Subcommittee Charge 2012 Chair: Kim Hefner

The Leadership & Recognition Subcommittee exists to facilitate and oversee the development of leadership opportunities for associate members at the local, state and national levels thereby increasing the development of future associate member leaders. This committee will also be charged with ensuring that outstanding examples of associate member leadership are properly recognized with the Associate of the Year, Society of Honored Associates and Bill Polley/BUILD-PAC Awards.

Primary focus for this sub-committee:

1. Associate Members Committee will implement a new recognition program "Chairman Recognition Award" given to the most outstanding associate for the year. This award will be given by the chairman of the associate members committee each year, starting in 2012. The recipient does not have to be a member of the Associate Members Committee. The award will be presented at the Associate Awards breakfast with the traditional awards.
2. Revise the Associate of the Year criteria selection process with respect to the sponsorship activity section.
3. Promote the Leadership Power Point availability.
4. BEAM Award: Builders Engaging Associate Members. After successfully awarding the first recipient at the IBS 2012 this team will revise the application process for ease of use by all members.
5. The Associate NAHB Senior Officer position is not part of the 2012 agenda.
6. Identify and cultivate leaders in the 15 Areas of the Federation that will enable implementation of goals.
7. Provide a clearer definition of the Bill Polley/BUILD PAC award. Should it be renamed for clear relevance to state and local?
8. Define the sub-committee chair duties and responsibilities descriptions so that future leaders understand the scope of work.

Associate Advocacy - BUILD-PAC/Legislative Subcommittee Charge 2012 Chair: Michael "Mike" Gray replaced by Diana Lucero on 8/1/2012

The BUILD-PAC & Legislative Affairs Subcommittee facilitates and coordinates Associate Members Committee efforts to support BUILD-PAC fundraising efforts and coordinates communication to associate members with the aim of increasing involvement in NAHB legislative affairs efforts. This person will co-chair, with the BUILD-PAC Associate Vice Chair, the Annual Associates BUILD-PAC Drive. The sub committee will also co-ordinate efforts, through the Associate Outreach Network, for associate member mobilization and increased Associate participation in:

- a. The Legislative Conference and;
- b. Builder Link.
- c. Area Caucus Challenge
- d. In District Work Week Activities

If this person is agreeable to investing \$1000 in BUILD-PAC for that chair's year, this person will be the Associate BUILD-PAC Trustee.

Educational goal:

To have "Member 2 Member BUILD-PAC Power Point Training" distributed to each local and state association.

Investment in the 2012 Club

Work to streamline the billing process

Work closely with the Associate Build PAC Trustee Officer