

2023 NAHB Association
Management Conference



**BUILDING
STRONGER HBAs
TOGETHER**

August 22-24 | Cincinnati, OH #NAHBAMC



WELCOME

TO THE 2023 NAHB ASSOCIATION MANAGEMENT CONFERENCE!

We are excited you have chosen to join us and your EO and HBA staff peers for 3 days of programming, education, networking and a whole lot of fun.

This is your time to get to know other EOs, share challenges and ideas, engage with NAHB leaders and discover ways to:

- Engage and GROW your membership
- Fine-tune your leadership skills & develop future leaders within your organization
- Overcome workforce development challenges
- Form profitable partnerships & increase non-dues revenue
- Understand how to avoid legal & risk management issues
- Track legislation & demonstrate to elected officials your knowledge of fair & attainable housing
- Ensure your volunteer leaders are effectively prepared to lead & support the association

Discover how to build better relationships, prevent burnout, improve communication, learn to work with difficult people and hear about the current state of the industry at these AMC special events:

- Opening Keynote with Ross Bernstein, The Champion's Code: Building Relationships Through Life Lessons of Integrity & Accountability from the Sports World to the Business World
- General Session with Denise Ryan, Out of the Frying Pan – Diagnosing, Curing & Preventing Burnout
- State of Affairs Lunch with NAHB CEO, Jim Tobin & Chief Economist, Rob Dietz
- General Session with Karen McCullough, It's Not Personal. It's Generational!
- Closing Keynote with Summer Jelinek, How to Make Difficult People Disappear... without Breaking the Law

SUPPORTERS

As of July 31, 2023





SCHEDULE

As of July 25, 2023. For up-to-date information go to: nahb.org/AMC

TUESDAY, AUGUST 22

- 7:30 AM – 5:00 PM **Registration & Information Desk Open**
Regency Foyer, 3rd Floor
- 8:30 - 11:30 AM **EO Introductions: New EO/First-Timer Learning & Networking**
Bluegrass, 3rd Floor
- 8:30 AM – 12:00 PM **Pre-Conference Workshop: Your Executive Brand - How to Speak the Language of Leadership**
Buckeye, 3rd Floor
Registration Required. Additional Fee Applies.
- 12:00 – 5:15 PM **Sponsor Connections**
Regency Foyer, 3rd Floor
- 1:00 – 2:15 PM **Opening Keynote Session with Ross Bernstein: The Champion's Code**
Regency B, 3rd Floor
Sponsored by Lowe's Pro
Award Highlight: EO of the Year
- 2:30 – 3:30 PM **CONCURRENT BREAKOUT SESSIONS**
 - A Robot Wrote My Presentation: Leveraging Generative AI to Save You Time**
Buckeye, 3rd Floor
 - Build Your Association Through Better Decision Making**
Regency F, 3rd Floor
 - Creating an Annual Sponsorship Program for Small Sized HBAs**
Bluegrass, 3rd Floor
 - Government Affairs: How to Track Legislation & Educate Elected Officials**
Regency G, 3rd Floor
 - How to Create a High-Performance Culture of Growth, Fulfillment & Profit**
Regency E, 3rd Floor
- 3:30 – 4:00 PM **Conversations & Connections Break**
Regency Foyer, 3rd Floor
Sponsored by HomeAid America

4:00 – 5:15 PM

CONCURRENT BREAKOUT SESSIONS

- BIG Benefits for Small Associations**
Regency G, 3rd Floor
- Connecting to Community: How HBAs Can Engage & Support Their Communities After Disasters**
Bluegrass, 3rd Floor
- Elevating Engagement: Uncommon Strategies for Creating a Thriving Member Community**
Regency F, 3rd Floor
- Social Media Content Generator & Live Video Prep**
Regency E, 3rd Floor
- Wearing the C: Leadership Lessons from the Greatest Captains & Coaches in Sports**
Buckeye, 3rd Floor
- 5:15 – 6:15 PM **AMC Welcome Reception**
Sungarden, 2nd Floor
Sponsored by NAHB Workforce Development, Home Builders Institute and The National Housing Endowment

SPONSOR DEMO

Presented by Rho

Wednesday, August 23
7:30 - 8:30 AM | Bluegrass, 3rd Floor

Join Rho for breakfast, coffee and some amazing prizes, as they show you how they can help your members work smarter, operate faster, and fuel their growth with an all-in-one finance platform designed to support businesses from the ground up. *First come, first served as space allows.*

WEDNESDAY, AUGUST 23

8:30 AM – 5:00 PM

Registration & Information Desk Open
Regency Foyer, 3rd Floor

8:30 AM – 5:00 PM

Sponsor Connections
Regency Foyer, 3rd Floor

8:30 – 9:00 AM

Breakfast Bites & Networking
Regency Foyer, 3rd Floor

9:00 – 10:30 AM

General Session with Denise Ryan: Out of the Frying Pan – Diagnosing, Curing & Preventing Burnout
Regency B, 3rd Floor
Sponsored by T-Mobile For Business

10:45 AM – 12:00 PM

CONCURRENT BREAKOUT SESSIONS

Advance Your Associations Partnerships with Local Schools
Regency E, 3rd Floor

Association Law 101: What You Should Know
Bluegrass, 3rd Floor

The Power of Micro-Moments: Attracting & Engaging Members in the Age of Distractions
Regency G, 3rd Floor

Time to Recharge! Managing Your Energy Not Your Time
Regency F, 3rd Floor

YIMBY Legislation to Cull the NIMBY Herd
Buckeye, 3rd Floor

12:15 – 2:00 PM

State of Affairs Lunch with NAHB CEO, Jim Tobin and NAHB Chief Economist, Dr. Rob Dietz
Regency B, 3rd Floor
Sponsored by Propane Education & Research Council (PERC)

Award Highlight: Career Achievement

2:00 – 2:30 PM

Conversations & Connections Break
Regency Foyer, 3rd Floor
Sponsored by HomeAid America

2:30 – 3:30 PM

CONCURRENT BREAKOUT SESSIONS

Association Law 201: What Your Peers are Doing & How They are Navigating Success
Bluegrass, 3rd Floor

Benchmarking the HBA
Regency F, 3rd Floor

Control the Chaos - Renew, Reenergize & Reclaim Your Energy!
Regency G, 3rd Floor

Intentional Membership Growth Work Session
Regency E, 3rd Floor

Preventing Burnout for the EOs of Smaller HBAs
Buckeye, 3rd Floor

3:30 – 4:00 PM

Conversations & Connections Break
Regency Foyer, 3rd Floor
Sponsored by HomeAid America

4:00 – 5:00 PM

General Session with Karen McCullough: It's Not Personal. It's Generational!
Regency B, 3rd Floor

6:00 – 8:00 PM

AMC Networking Event
Newport Aquarium
Transportation Provided
See page 13 for details.



SCHEDULE

THURSDAY, AUGUST 24

8:30 – 11:30 AM

Registration & Information Desk Open

Regency Foyer, 3rd Floor

8:30 – 11:30 AM

Sponsor Connections

Regency Foyer, 3rd Floor

8:30 – 9:00 AM

Breakfast Bites & Networking

Regency Foyer, 3rd Floor

9:00 – 10:15 AM

CONCURRENT BREAKOUT SESSIONS

Finding & Securing Funds in Support of Workforce Development

Bluegrass, 3rd Floor

It's Not What You Say, but How You Say it! Cutting-Edge Techniques for Next-Level Communication

Regency G, 3rd Floor

New Year, New Leadership. Now What?

Regency E, 3rd Floor

Picture Perfect: Visualizing Data for Operational Success

Regency F, 3rd Floor

Retreat to Get Ahead

Buckeye, 3rd Floor

10:30 – 11:00 AM

AMC Cadillac Stag & Sponsor Giveaway Break

Regency Foyer, 3rd Floor

11:15 AM – 1:00 PM

**EOC Elections & Closing Keynote
Lunch with Summer Jelinek: How to Make Difficult People Disappear... Without Breaking the Law**

Regency B, 3rd Floor

Sponsored by Heartland

Membership Cup Highlight

Award Highlight: Small Office Honor

Award Highlight: New EO Award

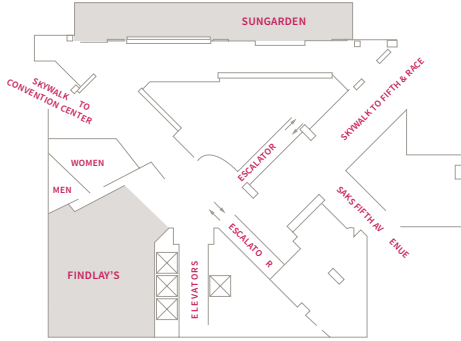
EDUCATION SESSION

Full Descriptions & Learning Outcomes

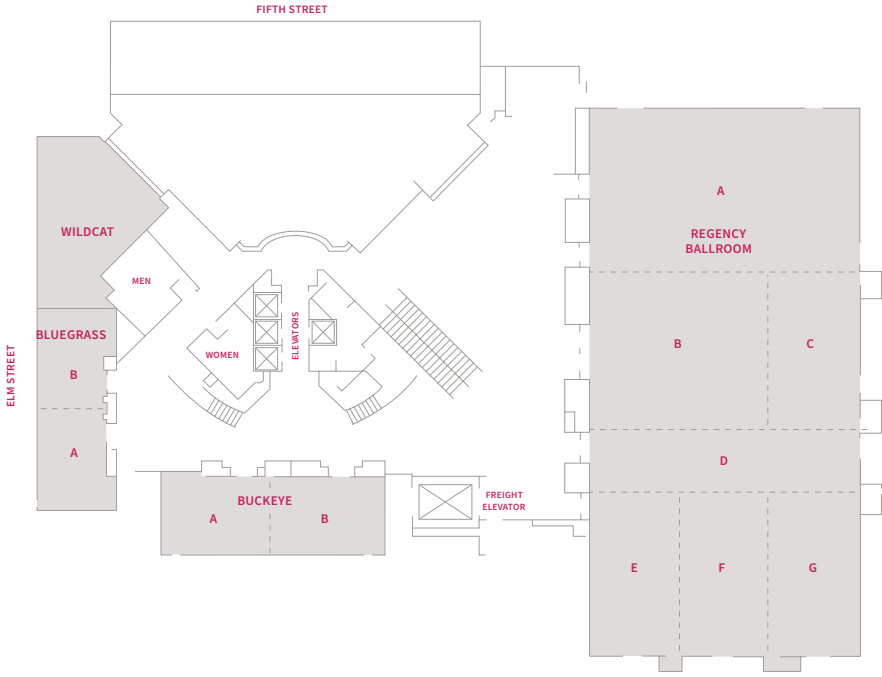


HOTEL CONFERENCE FACILITIES

SECOND FLOOR



THIRD FLOOR



**Connect to
the AMC WiFi**

Network: Hyatt Meetings

Password: AMC2023



AMC EDUCATION SESSIONS & EVENTS

TUESDAY, AUGUST 22

EO Introductions:

New EO/First-Timer Learning & Networking

8:30 – 11:30 AM | Bluegrass, 3rd Floor
Registration Required. Complimentary.

Hear EOs from different sized associations discuss how to make the most out of your time at AMC, the various challenges faced at the local and state level and learn how you can get involved with EOC Committees and leadership. This session is geared toward EOs and HBA staff who have been in their roles for three years or less.

Panel led by Board and Committee EOC Leaders and NAHB Staff

**Pre-Conference Workshop - Your Executive Brand:
How to Speak the Language of Leadership**

8:30 AM – 12:00 PM | Buckeye, 3rd Floor
Registration Required. Additional Fee Applies.

The last year has brought many leadership challenges, from economic uncertainty and industry disruption to quiet quitting and burnout. When we think of great leaders in our lives, what draws us to them isn't sales numbers or seniority or even expertise. It's their ability to communicate ideas in a three-dimensional way with logic, emotion and character. This session will cover the deceptively simple strategies to start speaking like a true leader people will follow.

Speaker: Greg Roth, The Idea Enthusiast LLC



OPENING KEYNOTE

with Ross Bernstein

Sponsored by Lowe's Pro

1:00 – 2:15 PM | Regency B, 3rd Floor

The Champion's Code: Building Relationships Through Life Lessons of Integrity & Accountability from the Sports World to the Business World

Join best-selling author and peak-performance business speaker, Ross Bernstein, who is tackling the DNA of what makes champions in sports so unique and how that relates to business.

The core of his message is the simple fact that we like to do business with people we trust, like and who just “get it” – CHAMPIONS. Through inspirational stories and poignant life lessons from the world of sports — and from some of the biggest brands in corporate America — Ross shows you how to:

- Create a culture of excellence by giving extraordinary customer service
- Generate momentum by utilizing the currency of karma
- Follow your moral compasses to win the right way, with respect, ethics and integrity
- Be better leaders and create more buy-in by embracing change and failure

Ross has been featured on CNN, “CBS This Morning,” ESPN and Fox News, as well as in the *Wall Street Journal*, *New York Times* and *USA Today*.

**A Robot Wrote My Presentation:
Leveraging Generative AI to Save You Time**

2:30 – 3:30 PM | Buckeye, 3rd Floor

Track: Technology & Website

Artificial Intelligence programs are all the rage, but do you really understand what these programs can do for your association? Learn to understand the basics of generative AI, explore different tools you can use and walk away with ways to experiment with AI to save your local association time.

Speakers: Rachel A. MacKenzie, Manager of Net Member Growth, NAHB | Mike Erdmann, EO, Home Builders Association of Marion & Polk Counties | Megan Carroll, EO, Builders Association of the Blue Ridge Mountains

**Build Your Association Through
Better Decision Making**

2:30 – 3:30 PM | Regency F, 3rd Floor

Track: General Leadership

Uncover the biggest mistakes we make when facing hard decisions and how stress and anxiety affect the decisions you make every day. Discover tips for managing your stress and anxiety before you make decisions and learn the steps you can take to protect your long-term brain health.

Speaker: Steven Howard, Association & Society Speakers Community

**Creating an Annual Sponsorship Program
for Small Sized HBAs**

2:30 – 3:30 PM | Bluegrass, 3rd Floor

Track: Fundraising, Sponsorship & Non-Dues Revenue

Launching an annual sponsorship program can help small-sized HBAs in many ways, including creating a line of income to count on throughout the year. Learn how to create annual sponsorship packages that only ask for sponsorship once a year, save time, alleviate stress and make money.

Speaker: Ruth Ann A. Miller, EO, Athens Area Home Builders Association

**Government Affairs: How to Track Legislation
& Educate Elected Officials**

2:30 – 3:30 PM | Regency G, 3rd Floor

Track: Government Affairs & Advocacy

Achieve a better understanding of government affairs so you're more comfortable engaging with members of any size HBA and government officials. Gain an inside view of how government operates from the perspective of a legislator, city council member and EO so your HBA can remain active in government affairs and legislation for the industry.

Speaker: Paul Ray, Assistant Director of Legislative Affairs, State of Utah

**How to Create a High-Performance Culture of
Growth, Fulfillment & Profit**

2:30 – 3:30 PM | Regency E, 3rd Floor

Track: General Leadership

Creating a company culture of growth, fulfillment, and profit is essential for a company to achieve both financial success and employee satisfaction. Learn ways to create a company culture where employees feel valued, supported and challenged so they are more productive, engaged and committed to the company's success.

Speaker: Chad Sanschagrin, Founder & CEO, Cannonball Moments LLC

BIG Benefits for Small Associations

4:00 – 5:15 PM | Regency G, 3rd Floor

Track: Affinity Programs

Walk through the holistic approach successful associations take when it comes to designing, building and implementing successful affinity/ member benefit programs that have lasting value and impact.

Speaker: Brian J. Haney, CEO, The Haney Company

TUESDAY, AUGUST 22 (CONTINUED)

Connecting to Community: How HBAs Can Engage & Support Their Communities After Disasters

4:00 – 5:15 PM | Bluegrass, 3rd Floor

Track: Business Planning

Learn how your HBA can use existing resources, network and knowledge base to support your community and increase your public visibility after a disaster. Explore different strategies to engage your community and hear real-world examples of how fellow EOs led innovative post-disaster efforts.

Speakers: Jonathan M. Falk, Field Specialist of Disaster Relief, NAHB | Jesse Spradley, EO, Northeast Florida Builders Association | Ted Leighty, EO, HBA of Greater Denver | Heike Wilson, EO, Grand County Builders Association

Elevating Engagement: Uncommon Strategies for Creating a Thriving Member Community

4:00 – 5:15 PM | Regency F, 3rd Floor

Track: Member Engagement

Learn how members' needs are changing and how these needs affect how they are engaging (or not engaging) with your association. Discover ways to see engagement through the eyes of your members, so you have the mindset of a Chief Experience Officer as you use uncommon strategies to create an energized and highly motivated membership, no matter the size of your HBA.

Speaker: Amanda Lea Kaiser, Speaker & Author, Kaiser Insights LLC

Social Media Content Generator & Live Video Prep

4:00 – 5:15 PM | Regency E, 3rd Floor

Track: Social Media

Live videos and purposefully posted content are fun, interactive ways to educate and connect with your members. Social media and video novice EOs and staff who are looking to engage members with thoughtfully crafted content learn tips and tricks to elevate live video and social media posts. Use interactive planning and scheduling guides and templates to gain the confidence to post your videos and other content!

Speaker: Rachel Dix, EO, South Dakota Home Builders Association

Wearing the C: Leadership Lessons from the Greatest Captains & Coaches in Sports

4:00 – 5:15 PM | Buckeye, 3rd Floor

Track: General Leadership

Focus on dozens of amazing leaders from the world of sports to see how they created "buy-in" through some very unorthodox methods. Discover many different philosophies that sales professionals and business leaders can use to develop better relationships in the workplace. Hear inspirational stories and poignant life lessons from the world of sports and some of the biggest brands in corporate America.

Speaker: Ross Bernstein, Ross Bernstein Speaking

AMC WELCOME RECEPTION

5:15 – 6:15 PM | Sungarden, 2nd Floor

Immediately following the last set of Breakout Sessions, gather with your peers to jump-start your AMC networking! Enjoy complimentary drinks and light hors d'oeuvres as we toast the start of AMC.

Sponsored by NAHB Workforce Development, Home Builders Institute and The National Housing Endowment

WEDNESDAY, AUGUST 23



GENERAL SESSION

with Denise Ryan

Sponsored by T-Mobile For Business

9:00 – 10:30 AM | Regency B, 3rd Floor

Out of the Frying Pan – Diagnosing, Curing & Preventing Burnout

As we try to get more done with fewer people in less time, burnout rates are higher than ever. People are losing their passion, pep and productivity. Quiet quitting is a thing. But not at your HBA!

Join Denise Ryan, who helps light the fires of enthusiasm so people can do great things and learn to:

- Identify burnout in yourself and others
- Gain tools to get you out of the frying pan and back on fire
- Be more effective AND put less pressure on yourself
- Help your employees (or volunteers) deal with burnout

After this session, the only thing fried at your house will be chicken!

Advance Your Associations Partnerships with Local Schools

10:45 AM – 12:00 PM | Regency E, 3rd Floor

Track: Strategic Planning & Execution

Your HBA is already partnering with local K-12 career and technical education programs. Take your workforce development strategy to the next level in this advanced session. Discover ways to scale your current programs with your member companies to support their talent pipeline with the new Ford Next Generation Learning playbook for member companies to use when partnering with schools.

Speakers: Jennifer Edge, Director, Innovation & Product Management, Ford Next Generation Learning | Cheryl Carrier, Executive Director, Ford Next Generation Learning

Association Law 101: What You Should Know

10:45 AM – 12:00 PM | Bluegrass, 3rd Floor

Track: Legal & Risk Management

Get an overview of the fundamental compliance requirements needed to be successful in managing any size association. Discover the top tips to stay out of legal trouble as an association executive, review corporate compliance (e.g., maintaining federal 501(c)(6) status and state corporate filings) and manage or update bylaws and more.

Speakers: Felicia Watson, AVP Construction Liability & Research, NAHB
James G. Rizzo, EVP Chief Legal Officer & Corporate Secretary, NAHB

WEDNESDAY, AUGUST 23 (CONTINUED)

The Power of Micro-Moments: Attracting & Engaging Members in the Age of Distractions

10:45 AM – 12:00 PM | Regency G, 3rd Floor

Track: Member Recruitment & Retention

When it comes to member engagement and recruitment, are you creating impactful content and messaging that captivates your builders and industry professionals to compel them to take action? Join an open discussion on how to make the most of every moment!

Speaker: Shari Pash, Membership & Growth Strategist, Strategic Solutions for Growth

Time to Recharge! Managing Your Energy Not Your Time

10:45 AM – 12:00 PM | Regency F, 3rd Floor

Track: General Leadership

Hear practical yet powerful, research-based strategies to increase your energy and diminish your stress. Learn how to reframe your thinking, break out of a fixed mindset, overcome obstacles and find a little humor in even the most challenging situations. Leave feeling energized, inspired and armed with practical strategies for staying personally and professionally positive and productive.

Speaker: Karen S. McCullough, Karen McCullough & Co

YIMBY Legislation to Cull the NIMBY Herd

10:45 AM – 12:00 PM | Buckeye, 3rd Floor

Track: Government Affairs & Advocacy

Join in a panel discussion with three state level home builder association lobbyists who have worked with and against each level of government to further the cause of fair and attainable housing. Learn their tactics, setbacks and successes.

Speakers: Karl J. Eckhart, VP Intergovernmental Affairs, NAHB
Dawn Crandall, EVP Government Affairs, Home Builders Association of Michigan | Austin Hackney, EVP, Home Builders Association of Georgia | Rick Wajda, CEO, Indiana Builders Association

Association Law 201: What Your Peers are Doing & How They are Navigating Success

2:30 – 3:30 PM | Bluegrass, 3rd Floor

Track: Legal & Risk Management

Building on Association Law 101, hear directly from EOs at varied experience levels as they answer your questions, discuss issues they've faced and strategies they've used to address these issues. Hear about the hot topics they're dealing with, what's keeping them up at night and what's working and what's not as you develop proactive steps to manage board and member concerns.

Speakers: Felicia Watson, AVP Construction Liability & Research, NAHB
James G. Rizzo, EVP Chief Legal Officer & Corporate Secretary, NAHB

Benchmarking the HBA

2:30 – 3:30 PM | Regency F, 3rd Floor

Track: Research, Surveys & Evaluations

See exactly how your HBA measures up to other similar HBAs across the country. Dive into the findings from key reports to discover overall membership trends, staffing levels, EO total compensation data, committee structure and governance to compare how your HBA operates against other HBAs.

Speaker: Donna Franza, Senior Consultant of Advisory Services, NAHB

Control the Chaos - Renew, Reenergize, & Reclaim Your Energy!

2:30 – 3:30 PM | Regency G, 3rd Floor

Track: General Leadership

Put down the coffee and step away from constantly feeling drained. Take a deep dive into the ways you can control the chaos in your life and manage your energy level in this energy management class.

Speaker: Summer Jelinek, Summer Speaks, LLC

STATE OF AFFAIRS LUNCH

12:15 – 2:00 PM
Regency B, 3rd Floor



Join NAHB's CEO, Jim Tobin, and Chief Economist, Rob Dietz, to hear the latest on the nation's economy, an analysis of the strengths and weaknesses of the housing sector, and updates on areas across the Federation. The NAHB Senior Officers will also discuss feedback from conversations with AMC 2023 attendees.

Sponsored by Propane Education & Research Council (PERC)

Intentional Membership Growth Work Session

2:30 – 3:30 PM | Regency E, 3rd Floor

Track: Member Recruitment & Retention

Learn how to customize tools for your association to focus on sustainable member recruitment and essential member engagement through open discussions and hands-on activities. Discover everything from strategies on targeting relevant new members and communicating value to your members and prospects to prospect list development, analysis and strategy and branding your HBA.

Speaker: Shari Pash, Membership & Growth Strategist, Strategic Solutions for Growth

Preventing Burnout for the EOs of Smaller HBAs (Staff of Two or Less)

2:30 – 3:30 PM | Buckeye, 3rd Floor

Track: General Leadership

Take a deep dive into how small HBAs with 1 to 2 staff members can prevent burnout. Discuss ways to set boundaries with your board, how to say no, and how to form strategic partnerships to leverage your time.

Speaker: Denise Ryan, FireStar Speaking



GENERAL SESSION

with Karen McCullough

4:00-5:00 PM | Regency B, 3rd Floor

It's Not Personal. It's Generational!

Join us for a humorous and insightful look at the different generations in today's workforce, from Baby Boomers to Gen Z. With insights, stories, and humor, generations expert Karen McCullough encourages you to challenge your thinking and response!

Through an interactive generational game and real-life examples, you'll learn how to navigate each generation's communication styles and use humor to build stronger relationships and improve collaboration. Whether you're a manager, team leader or coworker looking to improve your workplace dynamic, McCullough shows you how to:

- Explore the attributes and perspectives of Boomers, Gen X, Millennials and Gen Z
- Identify the motivators for every generation to get along better with others and boost employee engagement
- Understand the mindset and strengths of each generation
- Grow harmony and better collaboration in your organization

2023 AMC NETWORKING EVENT

6:00 – 8:00 PM | Newport Aquarium

Transportation provided. Meet in the hotel lobby at 5:30 PM, buses will depart at 5:45 PM. Shuttles will run between the hotel and aquarium until 8:30 PM.

Join us on an undersea adventure as we celebrate a successful AMC together! The AMC networking event, located at the Newport Aquarium, is just across the river from downtown Cincinnati. Make your way through this unique venue filled with exotic aquatic animals; the perfect place to connect and dance the night away surrounded by sharks!

THURSDAY, AUGUST 24

Finding & Securing Funds in Support of Workforce Development

9:00 – 10:15 AM | Bluegrass, 3rd Floor

Track: Fundraising, Sponsorship & Non-Dues Revenue

Find out what it takes to find funding to start or support a workforce program in your HBA. Discover the various types of funding available, where to find resources, how to identify funding sources for your workforce program and what it takes to write a winning proposal.

Speaker: Emily Price, VP of Strategic Partnerships & Development, Home Builders Institute (HBI)

It's Not What You Say, but How You Say it! Cutting-Edge Techniques for Next-Level Communication

9:00 – 10:15 AM | Regency G, 3rd Floor

Track: Developing Future Leaders

Most businesses focus on creating a positive organizational culture, building trust and having a good reputation. The key area of communication and nonverbal communication, however, is often neglected. Discover advanced communication techniques, tips and tricks of nonverbal communication and how to become a Master Communicator.

Speaker: Tim Lansford, President/CEO, Blast Seminars/Luxury Homes of Texas

New Year, New Leadership. Now What?

9:00 – 10:15 AM | Regency E, 3rd Floor

Track: Volunteer Leadership Development

Learn how to prepare your leadership to serve a fulfilling year with an outline of the skills, training and experiences that help ensure leaders are effectively prepared to lead and support the association. Hear from fellow EOs who have established leadership development programs, the obstacles they had to overcome, which programs have been most successful and the impact it's had on their associations.

Speaker: Rachel Branson, Director of Leadership Training & Development, NAHB

Picture Perfect: Visualizing Data for Operational Success

9:00 – 10:15 AM | Regency F, 3rd Floor

Track: Introduction to Data Collection & Analysis

Learn how to recognize opportunities to utilize data visualization to tell your story and review the main types of graphics and visualizations to determine when each is most effective. Identify essential elements of graphics that drive impactful communications. Hear a real-world example of how one nonprofit uses data visualization to communicate its impact and leverages community investment so you can illustrate it for your association.

Speaker: Teresa Henderson, Manager, Your Part-Time Controller, LLC

Retreat To Get Ahead

9:00 – 10:15 AM | Buckeye, 3rd Floor

Track: Board & Committee Development

Leadership retreats have value in learning, sharing and bonding as a team of HBA leaders to create a more cohesive team. Hear from EOs who prioritize annual leadership retreats and the ways retreats benefit the association to get ahead.

Speakers: Donna Franza, Senior Consultant of Advisory, NAHB Services | Jeffrey Smith, EO, Home Builders Association of Greater Tulsa

SHARE AT AMC

Join the conversation using **#NAHBAMC** and share your conference experience on social media.



EOC ELECTIONS & CLOSING KEYNOTE LUNCH

with Summer Jelinek

Sponsored by Heartland

11:15 AM – 1:00 PM | Regency B, 3rd Floor

How to Make Difficult People Disappear... without Breaking the Law

Have you ever found yourself wondering why people won't just listen to you? Or maybe you have found yourself surrounded by people that make your jaw clench...you know the people... the challenging people. EOs walk a tightrope of being strong, but not aggressive, polite, but not a pushover. It's exhausting!

Join Summer Jelinek to uncover the secrets to working with (and overcoming) challenging people derived from the decades of experience she brings from her time with companies such as Walt Disney World, H-E-B and even a dude ranch. Summer shows you how to:

- Discover the jedi mind trick of self-management
- Uncover the 4 types of difficult people
- Walk away with actionable and immediate steps to take to improve relationships with your team, your leaders and your peers



NAHB[®]
National Association
of Home Builders