

2025 **NAHB** Association
Management Conference



BUILDING STRONGER HBAs
TOGETHER

Aug 19-21 | ATLANTA, GA #NAHBAMC



WELCOME TO THE 2025 NAHB ASSOCIATION MANAGEMENT CONFERENCE!

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

- Engage and GROW your membership.
- Become a better leader.
- Connect with your community.
- Learn new strategies to increase membership recruitment & strategies.
- Overcome challenges as a team with strategic collaboration.
- Create a stronger & more successful HBA.

Discover how to lead with confidence, achieve goals while maintaining life balance, build high-performing teams and elevate your association's value at these AMC special events:

Opening Keynote with Juanita McDowell, *Get Sticky: Achieve Success with Balance*

General Session with Tamra Gaines, *UNBREAKABLE: Cultivating Influence with Confidence*

Closing Keynote with Patrick Henry, *From Potential to Payoff: Bridging the Gap Between Value and Worth*

AMC Networking Event celebrating the 75th Anniversary of the Executive Officers Council (EOC)

THANK YOU SPONSORS

As of July 30, 2025.



NAHB SUPPORTS AMC

Home Builders Institute

NAHB BuilderBooks

NAHB BUILD-PAC

NAHB International Builders' Show®

NAHB Member Savings Program

NAHB Workforce Development

National Housing Endowment



SCHEDULE

As of July 30, 2025. For up to date information, go to: nahb.org/amc.

TUESDAY, AUGUST 19

- 7:30 AM - 5:00 PM **Registration & Information**
Registration Desk, Lower Lobby Level
Registration sponsored by Heartland
- 8:00 - 11:30 AM **Pre-Conference Workshop:
EO Introductions**
Highland III, Lobby Level
*Sponsored by Modern Signal
Registration required, complimentary.*
- 8:00 AM - 12:00 PM **Pre-Conference Workshop:
Spokesperson Training**
Buckhead Ballroom, Lower Lobby Level
Registration required, complimentary.
- 12:00 - 5:15 PM **Sponsor Connections**
Grand Ballroom Foyer, Lower Lobby Level
- 1:00 - 2:15 PM **OPENING KEYNOTE SESSION**
Get Sticky: Achieve Success with Balance
Grand Ballroom, Lower Lobby Level *Sponsored
by Lowe's Pro*
Award Highlight: EO of the Year
- 2:30 - 3:30 PM **BREAKOUT SESSIONS** *(See pages 10-11 for details)*
- 3:30 - 4:00 PM **Conversations & Connections Break**
Grand Ballroom Foyer, Lower Lobby Level



4:00 - 5:15 PM **BREAKOUT SESSIONS** (See pages 11-12 for details)

5:15 - 6:15 PM **AMC HAPPY HOUR: WELCOME TO ATLANTA**

Grand Ballroom Foyer, Lower Lobby Level

Sponsored by T-Mobile for Business

WEDNESDAY, AUGUST 20

7:00 - 8:00 AM **RISE & SHINE WORKOUT: HOTLANTA ZUMBA**

East Terrace, Garden Level (3rd Floor)

8:00 - 9:00 AM **Breakfast Bites & Networking**

Grand Ballroom Foyer, Lower Lobby Level

8:00 AM - 5:00 PM **Registration & Information**

Registration Desk, Lower Lobby Level

Registration sponsored by Heartland

8:00 AM - 5:00 PM **Sponsor Connections**

Grand Ballroom Foyer, Lower Lobby Level

9:00 - 10:30 AM **GENERAL SESSION**

**Unbreakable: Cultivating Influence
with Confidence**

Grand Ballroom, Lower Lobby Level

10:45 AM - 12:00 PM **BREAKOUT SESSIONS** (See pages 13-15 for details)

12:15 - 2:00 PM **STATE OF AFFAIRS LUNCH**

Grand Ballroom, Lower Lobby Level

Award Highlight: Career Achievement

Award Highlight: AEA-HBA Award Winners

2:00 - 2:30 PM **Conversations & Connections Break**

Grand Ballroom Foyer, Lower Lobby Level

2:30 - 3:30 PM **BREAKOUT SESSIONS** (See pages 15-17 for details)

Sponsor Demo

Presented by
Project Presenter

Wednesday, August 20
7:30 - 8:30 AM

Buckhead I, Lower Lobby
Level

Join us to discover how AI can streamline the management of your home shows and parades, transform how consumers engage with your membership, and unlock powerful new revenue streams for your chapter HBA. **All AMC attendees are welcome!**

3:30 - 4:00 PM **Conversations & Connections Break**
Grand Ballroom Foyer, Lower Lobby Level

4:00 - 5:00 PM **PEER-TO-PEER EXCHANGE BREAKOUTS**
(See page 16 for details)

6:30 - 8:30 PM **AMC NETWORKING EVENT:
CELEBRATING 75 YEARS OF THE EOC**
The Stave Room, 199 Armour Drive NE
Transportation provided. *See page 8 for details.*
Sponsored by Lowe's Pro & Dell Technologies

THURSDAY, AUGUST 21

8:30 - 9:30 AM **Breakfast Bites & Networking**
Grand Ballroom Foyer, Lower Lobby Level

8:30 - 10:30 AM **Information & Registration**
Registration Desk, Lower Lobby Level
Registration sponsored by Heartland

8:30 - 11:30 AM **Sponsor Connections**
Grand Ballroom Foyer, Lower Lobby Level

9:30 - 10:45 AM **BREAKOUT SESSIONS** *(See pages 18-19 for details)*

10:45 - 11:15 AM **Sponsor Giveaways**

11:30 AM - 1:00 PM **EOC ELECTIONS & CLOSING KEYNOTE LUNCH**
**From Potential to Payoff: Bridging the Gap
Between Value & Worth**
Grand Ballroom, Lower Lobby Level
Membership Cup Highlight
Award Highlight: Small Office Honor
Award Highlight: New EO Award



**SCAN FOR SESSION
HANDOUTS &
SPEAKER DETAILS**

EVENTS

AMC HAPPY HOUR: WELCOME TO ATLANTA



Tuesday, August 19 | 5:15 – 6:15 PM | Grand Ballroom Foyer, Lower Level
Sponsored by: T-Mobile for Business

Mingle with fellow attendees over drinks and light hors d'oeuvres as we raise a glass to kick off the 2025 AMC!



RISE & SHINE WORKOUT: HOTLANTA ZUMBA

Wednesday, August 20 | 7:00 – 8:00 AM East Terrace, Garden Level (3rd floor)

Kickoff your day with a high-energy, Atlanta music themed dance fitness class designed to get your body moving and your spirit lifted. With upbeat music and easy-to-follow routines, this class is all about having fun, feeling good and welcoming the day with good vibes. This class is designed for all fitness levels – no experience needed! Space is limited, and participants will leave with a little ATL swag to keep the energy going.





AMC NETWORKING EVENT: CELEBRATING 75 YEARS OF THE EOC

Wednesday, August 20 | 6:30 – 8:30 PM
The Stave Room | 199 Armour Dr. NE, Atlanta, GA

Sponsored by Lowe's Pro & Dell Technologies

Celebrate 75 years of the Executive Officers Council with an unforgettable night of Southern hospitality at The Stave Room - a reimaged former distillery. Enjoy Atlanta-inspired Southern fare, handcrafted cocktails, a live band, and yes - dancing!

Attire: Summer Cocktail with Sparkle

Break out the white, silver, sequins, and chrome - this is your night to shine.

Transportation: Continuous shuttle service from the Grand Hyatt (Lower Lobby Level) begins at 6:10 PM. Last shuttle departs venue at 8:30 PM.

Must be 21+ with a government-issued ID to attend.

EDUCATION SESSIONS

As of July 30, 2025. For the most up-to-date information, visit nahb.org/AMC.

TUESDAY, AUGUST 19

Pre-Conference Workshop: EO Introductions

8:00 - 11:30 AM | Highland III, Lobby Level

Registration required, complimentary

Sponsored by Modern Signal

Learn how to make the most out of your time at AMC and how to get involved with EOC committees and leadership as EOs from different sized associations share their experiences and the various challenges faced at the local and state levels. Make the most out of your connections with others on-site. Morning refreshments will be provided. Registration is required to attend, as space is limited.

Speaker: NAHB Staff and EO Leaders

Pre-Conference Workshop:

Spokesperson Training

8:00 AM – 12:00 PM | Buckhead Ballroom,

Lower Lobby Level

Registration required, complimentary

HBA leaders, prepare to represent your association as a spokesperson in various settings with nationally recognized communications and media expert, Deb Sofield. Learn how to create focused and effective messaging, regardless of the situation. Discover ways to deliver message-laden presentations, handle Q&A confidently, approach media interviews with a strategic plan and develop skills for effective communication.

Speaker: Deb Sofield, Executive Speech Coach



OPENING KEYNOTE

with Juanita McDowell

Sponsored by Lowe's Pro

1:00 – 2:15 PM | Grand Ballroom,
Lower Lobby Level

Get Sticky: Achieve Success with Balance

Kick off AMC with the humor and innate storytelling of Juanita McDowell. Juanita reveals the Get Sticky™ formula you can use to pave your path to sustainable success. Learn how to set goals, overcome obstacles, stay focused and translate your goals into actionable steps with measurable results. Discover how the Get Sticky™ formula combines focused strategies with practical tools to maintain momentum and prevent burnout.

AI: A Leader's Friend or Foe

2:30 – 3:30 PM | Highland II, Lobby Level

Unpack the AI boom of the last few years and get answers to your AI questions: Is AI a risk or a resource? A threat or a trusted teammate? Explore the “friend” and “foe” sides of AI in this interactive session with Juanita McDowell. Learn how to identify AI threats like deepfakes and phishing attempts. Understand popular AI models and how they impact your business. Gain practical prompting skills to boost team productivity. Discover AI tools through live demos you can start using right away to streamline and transform your work.

Speaker: Juanita McDowell, CEO,
InMotion Consulting, LLC

Creating an Annual Sponsorship Program for Your HBA

2:30 – 3:30 PM | Buckhead II, Lower Lobby Level

Learn how to create a game plan for an EO or HBA staff member to build an annual HBA sponsorship program. Find new ideas for your current program as you join the conversation to share and hear ideas to for your current program or launch one.

Speaker: Ruth Ann Miller, Executive Officer,
Athens Area HBA

Get Your HBA in the Government Affairs Game

2:30 – 3:30 PM | Highland III, Lobby Level

Discover the best practices and long-term strategic needs to establish and maintain a robust and relevant HBA Government Affairs program. Learn about the time, money and people necessary to build a successful program.

Speakers: Jeff Pemstein, AVP Advocacy, Western Region, State & Local Government Affairs, NAHB; Cameron Moore, Executive Officer, Wilmington-Cape Fear HBA & Garrett Wiley, VP, Government Affairs, Greater Atlanta HBA

NAHB is Officially a CAE Registered Provider with ASAE

We are committed to providing you with education that meets the Certified Association Executive (CAE) Commission's standards for helping individuals earn or maintain the CAE credential. Currently, AMC and the NAHB Area Leadership Conferences are eligible for your recertification. Visit asaecenter.org for more information on the CAE certification and renewal.

**Mission Impossible! Put Butts
in Seats at Your Events**

2:30 – 3:30 PM | Buckhead I, Lower Lobby Level

Your mission: Create strong demand and attendance, while somehow providing consistent promotions to every offering on your education calendar. Accept your mission as you learn new school marketing concepts, techniques and tools. Work in small groups to devise a multi-touch marketing plan to craft stand-out marketing messages that resonate with your members and deliver a packed house. Uncover innovative and real-world outside-the-box ideas during this 100-mph blitz through buzz-worthy event marketing.

Speaker: Craig Grant, CEO, Real Estate Technology Institute, RealEstateSpeakers.com, BettsWorks, Inc.

**Strengthening Your Membership
Committee for Maximum Impact**

2:30 – 3:30 PM | Highland IV, Lobby Level

Explore how to elevate your Membership Committee's impact by aligning efforts with strategic priorities, including recruitment, retention, events and social media to drive engagement, retention and growth in this interactive session. Discover the power of peer-to-peer connections alongside staff-driven engagement and learn best practices for turning your Membership Committee into a high-performing team. Walk away with actionable strategies to enhance collaboration and effectiveness.

Speaker: Shari Pash, Owner/Consultant/Trainer, Strategic Solutions for Growth

**Maintaining 501(c)(6) Tax Exempt
Status Compliance**

4:00 – 5:15 PM | Highland II, Lobby Level

Take an in-depth look at the critical aspects of 501(c)(6) tax compliance for trade associations so they can retain their tax-exempt status. Learn the difference between qualified and non-qualified activities, maintaining annual filing requirements and navigating unrelated business income tax to avoid IRS scrutiny and potential tax liabilities.

Speakers: Abby Adams, VP & General Counsel, NAHB & Jeff Augello, AVP, Association Counsel, NAHB

**From Solo Act to Strong Team: Knowing
When & How to Grow Your HBA Staff**

4:00 - 5:15 PM | Highland IV, Lobby Level

Hear firsthand from HBAs that have successfully navigated the process of expanding their teams as they share practical strategies for determining when to hire, gaining board approval and ensuring new hires hit the ground running. And if hiring isn't an option right now, explore time-saving tools and strategies to help you work smarter — not harder.

Speakers: Rachel MacKenzie, Director, Membership, NAHB; Adrian Cain, Executive Officer, Charleston HBA & Hilton Head Area HBA; Donna Barrett, Executive Officer, Charlotte-DeSoto Building Industry Association & Mark Freidline, Executive Officer Flathead Building Association

**Grow & Retain Membership
Through Relevance, Perceived Value
& Personal Experience**

4:00 – 5:15 PM | Buckhead II, Lower Lobby Level

Discover the evolving landscape of consumer behavior and actionable insights to help you attract and retain members effectively today and tomorrow (no matter the size of your HBA or your level of professional experience). Unpack the tools you need to navigate generational shifts, craft unique experiences and future-proof your membership strategies. Take the guesswork out of staff selling by creating the right mix of tools, techniques, strategies and people to deliver sustainable HBA membership growth. Walk away with materials to design a unique, actionable strategy appropriate for your HBA.

Speaker: Colby Goodman, Director, Membership Growth & Experience Group, Master Builders Association of King & Snohomish Counties

Talent Pipeline Solutions Roundtable

4:00 – 5:15 PM | Highland III, Lobby Level

Learn how to build community connections and further your workforce development efforts. Hear from fellow EOs, HBA Staff and NAHB Staff on topics like partnering with your local Boys & Girls Club, Career Connections and connecting with your local schools. Leave with actionable tips and strategies for furthering partnerships in your local area.

Speakers: Valerie Braverman, Education Director, Greater Atlanta HBA; Deb Frazier, Executive Officer, Treasure Coast BA; Tracy MacMaster, AVP, Industry & Academic Partnerships, HBI; Karima Simmons, Director, Development & Communications, National Housing Endowment; Sarah Weber, Senior Director, Workforce Development & Student Chapters, NAHB

Win at the NewlyMet Game! HBA Edition

4:00 – 5:15 PM | Buckhead I, Lower Lobby Level

Jump into Win at the NewlyMet Game! where every conversation counts and every interaction turns into a real, impactful connection. Learn how to lay the foundation for the success of your members, association and career as you uncover tactical networking training with world-renowned connection expert, Rita Goodroe.

Speaker: Rita Goodroe, Keynote Speaker/Emcee, Rita Goodroe, LLC

WEDNESDAY, AUGUST 20



GENERAL SESSION

with Tamra Gaines

9:00 – 10:30 AM
Grand Ballroom,
Lower Lobby Level

Unbreakable: Cultivating Influence with Confidence

Discover the vital connection between confidence and influence and explore the pivotal role clear communication and a charismatic presence has in inspiring trust. Learn how to inspire and motivate others into action with confident leadership and recognize the profound impact your strong sense of self has on others.

5 Tips to Retain & Sustain Your Staff: Building a Thriving Team for the Long Term

10:45 AM – 12:00 PM | Buckhead I,
Lower Lobby Level

Dive into practical and insightful approaches to help HBA/BIA leaders foster long-term employee loyalty and engagement. Learn how to create a sustainable work culture, invest in professional development, offer flexible and competitive compensation packages and recognize individual and team contributions. Additionally, explore how to align staff roles with the association's mission and provide opportunities for leadership growth. Walk away with actionable strategies to build a motivated, high-performing team that supports your HBA/BIA's success for longevity.

Speaker: Shari Pash, Owner/Consultant/Trainer,
Strategic Solutions for Growth

Association Management Financial Best Practices for HBAs

10:45 AM – 12:00 PM | Highland II, Lobby Level

The finance function in an association has never been more critical given elevated risks of cyber threats, staffing challenges and a host of additional complex challenges. Review and refresh your focus on elements of effective financial management. What are some key indicators of the financial health of your association? What financial statements should your association regularly prepare and present? We will consider key actions you can take to help ensure you are addressing your charge to oversee, direct and monitor the fiscal matters of your association.

Speakers: Eileen Ramage, EVP Treasurer/CFO Financial Services, NAHB & Nat Bartholomew, Principal, CliftonLarsonAllen LLP

Bridging the Workforce Gap: Labor Crisis or an Old-Fashioned Mindset?

10:45 AM – 12:00 PM | Highland III, Lobby Level

Residential builders and associates are traditionally behind when it comes to acquiring and developing young talent. Because of this, the residential industry is losing many of its young talent to the commercial sector. Uncover the common misconceptions of hiring entry level talent, how to access/retain entry level talent and create a strong internship and/or training program. Discover how to leverage your membership to fill gaps in the workforce, do's and don'ts in recruiting and utilizing workforce development initiatives to source talent.

Speakers: Myles Cardenas, Member, C.A.R.E. Talent Solutions, LLC & Charner Rodgers, PHD, Member, C.A.R.E. Talent Solutions, LLC

Leading With Empathy to Create a Positive Message

10:45 AM – 12:00 PM | Highland IV, Lobby Level

This engaging and highly interactive conversation will use a series of leadership examples from the hit television series Ted Lasso. Discover how to build trust with others and design a winning culture to empower leaders to use empathy to inspire their teams, communities and HBA members to BELIEVE in an idea. Come to understand the perspective of your local community and HBA members and how to use empathy to build these relationships.

Speaker: Mark Mohammadpour, Founder/Chief Well Being Officer, Chasing the Sun



STATE OF AFFAIRS LUNCH

with NAHB's Chief Economist, Rob Dietz & Chief Advocacy Officer, Ken Wingert

12:15 – 2:00 PM
Grand Ballroom,
Lower Lobby Level

Hear the latest on the nation's economy, an analysis of the housing sector's strengths and weaknesses and legislative and regulatory updates.

Strategies on Local Political Wins and Local BUILD-PAC Fundraising

10:45 AM – 12:00 PM

Buckhead II, Lower Lobby Level

Discover practical tools to strengthen political engagement and influence by learning how to oppose moratoriums, proven advocacy strategies and talking points you can use and tactics to boost lower-dollar PAC contributions and host successful fundraising events.

Speakers: Lily Weatherby, Director, State & Local Government Affairs, NAHB & Shannon Burke, VP, BUILD-PAC, NAHB

In addition to NAHB Staff: Austin Nicklas, Director, Government Affairs, Northeast Florida BA; Danielle Adams, Executive Officer, Frederick County BIA; Cody Miller, Director, Government Affairs, Greater Houston BA & Lauren Goodwin, Director, Political Affairs, North Carolina HBA

Building Your Leadership Pipeline for Better Succession Planning

2:30 – 3:30 PM | Buckhead I, Lower Lobby Level

Learn strategic solutions to navigate the ever-evolving landscape of the workforce, the ongoing war for talent, the retirement wave of Boomers and ways to cultivate a culture of collaboration, trust and loyalty. Explore ways to overcome the repercussions of these factors. Identify leadership pipeline essentials and develop leadership pathways and succession planning strategies to build that pipeline.

Speaker: Tamra Gaines, Speaker, Tamra Gaines & Associates

Documents You Need for Your HBA

2:30 – 3:30 PM | Buckhead II, Lower Lobby Level

Dive into your bylaws, policies, procedures and other governing documents to learn how to protect you and your HBA in the worst times with Victoria Whitehead of the West Texas HBA. Then, walk through how to change your documents when they no longer serve your needs with Aimee Bertrand of the Greater Houston BA. Create a basic framework to save your association before everything goes wrong.

Speakers: Aimee Bertrand, Executive Officer, Greater Houston Builders Association & Victoria Whitehead, Executive Officer, West Texas HBA

Leading with Purpose: Strategies for Strengthening & Aligning Your HBA Teams

2:30 – 3:30 PM | Highland IV, Lobby Level

Acquire practical, ready-to-use strategies to create a more efficient, engaged and accountable team with live tool demos, real-world examples and actionable templates you can implement immediately. Learn how to use structured systems and the right tools to align staff, prioritize work, drive engagement and effectively lead an HBA team. Leave with plug-and-play templates and a clear framework for success.

Speaker: Lindsay Brown, Executive Officer, Central Washington HBA

Shark Tank Membership Edition:

Pitch, Compete & Steal the Best Ideas!

2:30 – 3:30 PM | Highland III, Lobby Level

Think you have what it takes to craft a winning membership retention strategy? Put your ideas to the test in this high-energy, interactive workshop! Team up with fellow HBA professionals to brainstorm, develop and pitch a creative retention initiative to a panel of judges. The top proposal will be crowned “Best of the Shark Tank”— but the real prize is walking away with fresh, battle-tested ideas you can implement at your HBA. Collaborate, compete and “steal” the best strategies from your peers. Walk away with the winning pitch or the inspiration to strengthen your membership base.

Speaker: Rachel MacKenzie, Director, Membership, NAHB

Peer-to-Peer Exchanges

4:00 – 5:00 PM

Join your peers for a dynamic, peer-driven experience designed to foster meaningful discussion. This session will feature themed breakout rooms focused on key areas such as membership, governance, marketing and more each led by a moderator ready to guide open dialogue. Share real-time needs and challenges and come ready to engage, learn and walk away with actionable ideas to bring back to your HBA.

Please visit nahb.org/amc for locations.

Increase Member Engagement & HBA Fundraising: Create Idea Homes Aligned with Communities

2:30 – 3:30 PM | Highland II, Lobby Level

Explore how aligning with local, regional and national manufacturers can elevate the builder's connection with the consumer and add value to local HBAs and their builder and associate members. Learn through idea home experiences how new products, materials and building techniques can increase in-person and virtual traffic. Discover how fundraising for HBAs and local charities builds a more robust network.

Speaker: Jillian Pritchard Cooke, Founder/CEO, Wellness Within Your Walls

HBA HQ & HBA PORTAL

Grand Ballroom Foyer,
Lower Level Lobby

Visit HBA HQ to engage directly with NAHB Staff and discover ways NAHB provides HBAs with complimentary resources to improve financial positions, member services or constrained staff time. You can also check out the real-time HBA portal! HBA HQ and HBA Portal will be open during the Conversations & Connections breaks daily.

NHE/EOC Student Scholarship Fund

The NHE/EOC Student Scholarship Fund is awarded to children of EOs in pursuit of a college degree. Donations to the fund are accepted year round through the National Housing Endowment (NHE) website. The fund is also open to donations from EOs, HBA Staff and members.

THURSDAY, AUGUST 21

10 Tips to Grow your Association by 10%

9:30 - 10:45 AM | Highland II, Lobby Level

Discover 10 proven tips to grow your HBA by 10%. Learn how to work with leadership to build your local membership and learn more about NAHB tools you can use to help your HBA grow. Discover innovative and creative suggestions you can apply to future membership drives to enhance recruitment and renewal efforts.

Speaker: Donna Barrett, Executive Officer,
Charlotte-DeSoto Building Industry Association

Communication & Connection: Insights from a Hostage Negotiator

9:30 – 10:45 AM | Buckhead I, Lower Lobby Level

Be inspired and discover techniques and tactics of high-level negotiation, communication, conflict resolution and leadership for HBA staff. Uncover a flexible framework to effectively work through even the most challenging interactions, leading to better deals and more favorable outcomes in your negotiations. Leave this session ready to confidently lead teams of people from a variety of backgrounds, prepared to handle difficult conversations and situations and inspired to find success for yourself, your team and the people you serve.

Speaker: Scott Tillema, Partner,
The Negotiations Collective

HR Essentials for HBAs: Building a Strong Foundation for Success

9:30 – 10:45 AM | Highland IV, Lobby Level

Discover practical Human Resources best practices tailored for non-HR professionals leading small organizations. Uncover essential policies and procedures, effective staff management for teams under 50 employees and actionable strategies to create a compliant, supportive and high-performing workplace.

Speaker: Stacey Harris, Chief HR Officer, NAHB

Marketing That Makes You Money – Stepping Up Your Sales Success

9:30 – 10:45 AM | Buckhead II, Lower Lobby Level

Make more money and grow your association today by learning how to tap into revenue sources beyond dues and how to generate real revenue from events and sponsorships with strategic coach Jim Roman. Discover how the right approach to marketing boosts dues and non-dues revenue. Learn about supercharging your ability to sell your association by answering the 'why should someone join' question. Craft a magnetic marketing message that gets people to join, sponsor and invest in your association.

Speaker: Jim Roman, Speaker/Trainer/
Consultant, Business Owners Institute

Stop, Collaborate & Listen: Building Coalitions & Leveraging Advocacy Allies
9:30 - 10:45 AM | Highland III, Lobby Level

Discover how you can leverage informal cooperation on shared HBA goals and grow it into collaborative partnerships, leading to enhanced government relations and meaningful pro-housing policy outcomes. Learn how to think outside the box about finding coalition partners and how formalizing a partnership can amplify advocacy efforts and influence public policy. Create a list of potential coalition partners to achieve legislative goals with diverse support and discover practical approaches to building and maintaining these partnerships to achieve sustainable, equitable outcomes.

Speakers: Katie Gillis, Executive Officer, HBA of Delaware; Holly Fraccaro, Executive Officer, HBA of Durham, Orange & Chatham Counties & Ian Scott, VP of External Affairs, Government Affairs Liaison, The Chamber for a Great Carrboro, HBA of Durham, Orange & Chatham Counties



EOC ELECTIONS & CLOSING KEYNOTE LUNCHEON

with Patrick Henry

11:30 AM – 1:00 PM
Grand Ballroom,
Lower Lobby Level

**From Potential to Payoff:
Bridging the Gap Between
Value & Worth**

Uncover real-world strategies to drive member loyalty, boost revenue, build high-performing teams and elevate your association's internal value into recognized worth with Nashville songwriter and SiriusXM Radio humorist Patrick Henry.



SAVE THE DATE!

AMC 2026
August 25-27, 2026