

Membership Cup Award - 2022 Application  
1201 15th Street NW  
Washington, DC 20005  
1-800-368-5242

ID: MA15472

To be considered, Applications must be submitted online.  
This document is for reference only.  
Original version submitted on Jul 18 2022 1:59PM for the year 2021

## Membership Cup Award

### Contact Information

<i>First Name:</i>	Jessica
<i>Last Name:</i>	Verwers
<i>Title:</i>	Director of Membership
<i>Company/Organization:</i>	HBA of Greater Des Moines
<i>Address 1:</i>	6751 Corporate Drive
<i>City:</i>	Johnston
<i>State:</i>	IA
<i>Country:</i>	US
<i>Zip:</i>	50131
<i>Telephone:</i>	5152708500
<i>Email Address:</i>	jessicav@dsmhba.com

### Home Builders Association (HBA) Details

<i>Association Name:</i>	HBA of Greater Des Moines
<i>Association Number:</i>	1649
<i>Website:</i>	www.dsmhba.com

## Membership Plan

*Briefly describe how your HBA developed this membership plan. Detail who was included in the development of the plan and explain how the plan is connected to other HBA goals. (Scoring: Up to 10 points):*

The HBA of Greater Des Moines doesn't have the benefit of providing continuing education for licensing or statewide program's that drive membership, so we have to be intentional with recruitment & retention. Many of the pieces in our plan have been developed and deployed over many years but for this application, we will focus more recently.

Our President in 2020 made Recruitment & Retention her primary initiative and before any of us had heard of Covid-19, we were fine tuning the processes and policies that we will share here. Our leadership team implemented the strategies laid out in E.O.S. and transitioned to utilizing Traction as a methodology to run our Association. During this process we reviewed our Organizational Chart, our roles, we set long and short-term goals, we stopped reporting and started solving problems. Recruitment and Retention is so vital, they are listed as the number one priority for all positions within our Organizational Chart. We started to run our Association like our members run their businesses.

Our Executive Committee and our HBA team made up the working group that wrote and implemented the changes with input from the Board and Membership Committee including the formalization of the Membership Plan.

*What are the goals of the plan? Were the goals met? Please explain. If the goals were not met, please explain the efforts put forth to meet them. (Scoring: If goals met, up to 10 points. If goals not met, effort is evaluated up to 10 points.):*

We finished the 2018 year with one of the lowest retention rates of all Association's in Iowa. We created a plan and set goals based around having the highest retention rate in the state. Our goal of attaining an 89% retention rate has not yet been met but we started with a rate just over 82% and ended 2021 with a rate of 88.12%. Goals that we reset in 2020 pertaining to overall membership, annual retention, PWiB membership and RC membership have all already been reset. We started 2022 with a goal of a net increase of 12 members per quarter and adjusted that to 16 per quarter when the 2nd quarter ended. Our membership in January 2020 was 576 and as of July 1st, 2022 we are at 750. Our group was constantly confused and frustrated by the data coming from WMS due to the inherent lag. We decided to track our new memberships, retention rate and net growth in real time to overcome this issue. It created more work for us but it provided immediate clarity. We may not have met our retention rate goal but having a target and measuring the results have provided results.

*Explain how the membership plan is integrated into other association activities. (Scoring: Up to 10 points):*

Membership is at the core of what we do and who we are. We have independent goals in each Council and in each event and they all report back to our dashboard. We host an orientation (HBA 101) where our new members are invited to attend, their first paid event for free, they are personally invited by their ambassador to that event and it is an

event that they told us that they had interest in attending. We meet them prior to the event so they aren't attending "alone" and they have fellow friendly faces in the crowd. Participation in every show we host requires membership. This hurts those individual events in numbers for participation but our show's primary goal is to promote members, not to drive revenue. We have the 4th largest Remodeler's Council and 2-time PWiB of the year so we are definitely succeeding in driving members to our Council's. Our Board members all have recruitment goals, they participate in our annual membership drives and are active in the re-recruitment process.

---

*Explain how the plan encourages the involvement from all members (builders and associates; new and veteran members, etc). (Scoring: Up to 10 points):*

---

To use a military term, Membership is an "All Hands-on Deck" operation at our HBA. Each Fall we reach out to all members about serving on a committee. Every new member is invited to attend a Membership Committee meeting (which happen to follow our HBA 101 sessions) and then to serve on the Committee if they have the capacity to put in the time and fulfill the commitment. We also challenge our Board members to recruit and monthly they volunteer to help re-recruit members who are ready to leave. Each of our Council's set membership goals and actively work to re-recruit their existing members. Each month, our Board of Directors hand writes thank you notes to members for participation in events, purchasing a partnership and to new members. Our membership Committee members also hand write notes to members who are ready to renew in year one. The Association participates annually in the NAHB membership drives which included competitive teams in 2021 and finally, our HBA team makes calls to members at their six-month mark to get feedback on their membership.

---

*Describe how the plan incorporates both short-term and multi-year membership development initiatives. (Scoring: Up to 5 points):*

---

Our Membership plan is connected directly to our short term (1 year) and long term (10 year) goals. When those goals are written or modified, the plan changes with it. The perfect example occurred in April and I'll include it even though it's outside of the window of this submission. Our monthly goal of a net of 4 new members had been exceeded for 4 straight quarters so we decided to increase the goal. That change was made immediately to our monthly dashboard, to our Membership Plan and in our Board of Directors reporting. That change had also been discussed with the Membership Committee prior to the change so there is immediate buy-in with those doing the heavy lifting.

---

*Explain how the plan is balanced in its approach to both recruitment and retention initiatives. (Scoring: If yes, effort is evaluated up to 15 points. If no, circumstances evaluated up to 15 points.):*

---

Historically, we had not placed the same emphasis on retaining existing members as we did on recruiting new members. We recognized this during our culture shift and set up our new structure with a point of equal emphasis. Our Ambassadors introduce our new members to the Association, our Board & staff continue the connection and we are all active in the re-recruiting process. Every job description lists recruit and retain as

the top priority for every leadership position. Our monthly and annual retention rates and net growth / loss are reported on both our Executive Committee dashboard and on our Board meeting agenda. We even have gone so far as to question if Affiliate retention is dragging down or lifting up our overall retention number, so we track and report Affiliate retention separately and within our total rate.

---

*Explain how the plan includes and promotes the core benefits of the HBA and of the state and national membership (the 3-in-1 membership). (Scoring: Up to 5 points):*

---

The two primary goals of our HBA 101 are to explain the membership they either just invested in or are contemplating and we focus on setting expectations about what their membership can provide for them. We show them how to earn their investment back, we discuss ways to promote their businesses through events and networking and we explain how they can help improve our legislative position through lobbying. We discuss the roles of NAHB and the HBA of Iowa in this process and we go through the National, State and local affinity programs. We are located in our State Capital so our State EO is invited to each meeting to explain his role personally. We repurpose National and Statewide Social Media content on our local website to help promote and link that content to our membership and to the community. We also link all of our Affinity programs in each of our team members signature blocks to continually remind everyone of the value of membership. Every new member also receives a new members packet that explains the roles of NAHB and HBA Iowa.

---

*Describe why this plan and its implementation is worthy of winning the NAHB Cup Award for Outstanding Membership Achievement. (Scoring: Up to 10 points):*

---

The initial motivation was to stop being embarrassed by our Local retention numbers compared to other HBA's within our state. We ended with a template that any Association can implement a little at a time without a significant amount of time investment. Have your members help write thank you cards. Have them make retention calls and welcome new members to your Association. Measuring results can be a powerful motivator; it was for us. Would you watch a football game if the score wasn't being kept? Set a goal of increasing the retention rate, share that goal and work collectively to attain it. Getting new members to apply has rarely been an issue with our HBA; getting them to stay was where we failed. It seems basic but for us, writing down the processes that existed in our heads and formally creating a plan was vital. Success is contagious. Show your members how what they are doing is making a difference and they will work harder. Our volunteers are here to serve and they want to make a difference, give them the tools, provide them with clarity and empower them to succeed.

## **Supporting Documents Uploads (PDF or MS-Word Format)**

*Upload a written membership plan:*

DSMHBAMembershipPlan.pdf

---

*Supporting Document #1:*

AccountabilityChart2022.pdf

---

*Supporting Document #2:*

HBABenefits.pdf

<i>Supporting Document #3:</i>	HBA101Invite.pdf
<i>Supporting Document #4:</i>	2022MembershipCommitteeCommittmentLetter.pdf
<i>Supporting Document #5:</i>	RetentionReporting.pdf
<i>Supporting Document #6:</i>	NewMemberPacket.pdf

## Membership Plan

### Objective

To grow membership and increase retention by engaging members through event attendance, utilizing discounts and rebates, participating in a committee or council, or advocacy efforts.

### Goals

- Attain retention rate to 89%
- Net gain of 12 Builder and Associate members per quarter
- Net gain of 10 Members per year for Remodeler's Council
- Net gain of 10 Members per year for PWiB

### Target Audience

Our target audience is businesses and professionals who are related to the home building industry or who provide services to those in the industry.

Prospect sources:

- Lapsed HBA members
- Current members' subcontractors or builders that they do business with
- Companies that are new in the industry or to the area
- Member only Shows & Events
- NAHB & HBA of Iowa

### Messaging (why join)

- Networking
- NAHB Affinity programs
- HBAI Healthcare and 401K plans
- HBAI Rebate program
- HBA Local Rebate programs
- Advocacy
- Social Media Platforms
- Advertising & Partnerships

## Implementation

The Membership Plan will be carried out through day-to-day processes and activities in addition to the specific roles below.

### Membership Committee

- Engage new members by delivering their new member welcome packet and invite them to the next event
- Retain current members by calling to make sure their membership is going well, make sure they are utilizing the benefits offered, and invite them to the next event
- Attend at least 3 General Membership Meetings, 4 Networking After Hours, and 2 other events
- Hand write thank you notes monthly to renewing first year members and invite them to the next Networking After Hours
- Attend 4 of 6 HBA 101 sessions and the New Member Mixers before Networking After Hours so that new members have a familiar face when at the larger events
- Make suggestions to continuously improve upon Policies and Procedures pertaining to the membership aspects of the Association

### Board of Directors

- Responsible for recruiting 2 new members per year
- Attend at least 3 General Membership Meetings, 4 Networking After Hours, and 2 other events
- Volunteer during the HomeShowExpo, Home & Remodeling Show, and Build My Future
- Actively participate in all Membership drives
- Hand write thank you notes monthly to Partners, committee members, new members & volunteers

### HBA Staff

- Utilize the NAHB Touch Program to send automated messages and mailings to members
- Call members at their six-month anniversary and invite them to coffee or a phone call to discuss how their membership is going
  - Members being called are prioritized by first year renewals and members that are not engaged in HBA events
- Welcome new members with an email including upcoming events, MemberZone login information, and invite to HBA 101
- Personally meet new & existing members to learn about their businesses
- Include one “New Member Spotlight” in the monthly digital Blueprint magazine which is a two-page spread getting to know the new member and their business
- List all new and renewing members in the monthly digital Blueprint magazine
- Host bi-monthly HBA 101 Orientation
  - Receive feedback from each attendee on what specifically they are going to do to get engaged in the HBA – attend Networking After Hours, which committee meeting they will attend, etc. – this is then given to the Membership Committee to follow-up

**VISIONARY- PRESIDENT**

- Support and promote policies, programs and participation
- Recruit & Retain
- Set agenda and report to board on behalf of the Executive Council
- PR- Hypeperson/Spokesperson
- Lead the evaluation of the Executive Officer
- Appointments
- Finish the Executive Officer role if need arises
- Monthly message to members

- Exec Discussions**
1. President to ? E.O. Review
  2. Statement of Positions each person responsibilities to committees
- Expectation of a Liaison**
1. Attend the meetings  
\*each show has main meetings that they should be in attendance to (Re-cap, Builder, Layout, Site Meetings)
  2. Follow up with committee chair on a monthly basis
- Get It - Want It - Capacity to Do it*

**EXECUTIVE COMMITTEE**

**BOARD OF DIRECTORS**

**HBA TEAM**

**MEMBERS**

**MEMBERSHIP**

**INTEGRATOR- EXECUTIVE OFFICER**

- Day to day operations & execution of the vision of the HBA
- LMA(Leadership/Management/Accountability of HBA employees/members
- Profits/Loss
- Promoting and executing the value of the HBA to retain and grow membership
- Develop and maintain relationships at a Local, State and National level to advocate on behalf of our members

**FIRST VICE PRESIDENT**

- Recruit & Retain
- Support & Promote
- Nominating Committee
- Continue to attend each committee/council(What do you need from Exec?)
- Finish out Home & Remodeling Show

**SECOND VICE PRESIDENT**

- Recruit & Retain
- Support & Promote
- Learn the process
- Read Traction
- Meet with all Board Members and Committee Chairs
- (6) attend each committee/council (what do you need from Exec?)
- Home & Remodeling Show (August -March

**TREASURER**

- Recruit & Retain
- Support & Promote
- Oversight of finances
- Present financial position to the board
- Annual budget
- partied page creation

**SECRETARY**

- Recruit & Retain
- Support & Promote
- Take and distribute meeting minutes
- By-law update

**IMMEDIATE PAST PRESIDENT**

- Recruit & Retain
- Support & Promote
- HomeShowExpo Liaison

**BOARD LIAISON**

- Recruit & Retain
- Support & Promote
- Watch dog to the Board of Directors

**REMODELERS LIAISON**

- Recruit & Retain
- Support & Promote
- Voice of the Remodelers Council and their events

**HBA TEAM**

**DEVCO**

**ENGAGEMENT**

**HOME & REMODELING SHOW**

**BUDGET & FINANCE COLLECTIONS**

**PWB**

**HOMESHOWEXPO**

**REMODELERS COUNCIL TOUR OF REMODELED HOMES**





Home Builders Association of Des Moines

A photograph of two construction workers, a woman in a green safety vest and a man in a dark polo shirt, looking at a piece of wood on a workbench. The woman is using a power tool.


# INDUSTRY ADVOCACY

Be a part of the impact locally and nationally wide on industry regulations.

A photograph of two people, a woman and a man, engaged in a conversation. The woman is wearing a light blue shirt and the man is in a dark suit. They appear to be in a professional setting.

# MONTHLY NETWORKING

Get to talk with other HBA members and become a familiar face.

A photograph of a stethoscope resting on a desk next to a calendar. The calendar shows dates from April to July with various numbers.

# AFFORDABLE HEALTHCARE OPTIONS

Have access to healthcare options you won't find anywhere else!

## JOIN THE DSM HBA

**ADVOCACY, NETWORKING, HEALTHCARE**

and much more all to make Greater Des Moines the best community to live, to work and to raise a family.

515.270.8500 | [info@dsmhba.com](mailto:info@dsmhba.com) | [www.dsmhba.com](http://www.dsmhba.com) | #dsmhba #dmhomeshow

# WHY JOIN?

## OUR MISSION

The Greater Des Moines Home Builders Association is striving to make Greater Des Moines the best community in the world to live, to work and to raise a family.

## WHO WE ARE

Our association prides itself in being a voice for the industry. We are always fighting for regulations, rules and leaders who support our industry while also fighting against the changes that could impact our industry in a negative way.

## HOW YOU BENEFIT

**ADVOCACY** - The HBA is known on the local, state and national levels of government. Our lobbying helps limit regulations and save your company money. Your membership helps increase the impact we have.

**NETWORKING** - get the chance to attend any of our networking opportunities to talk with others in the industry, at least one each month!

**3 MEMBERSHIPS IN 1** - having a membership with the DSM HBA also gives you a membership with local (HBAI) and national (NAHB) HBAs.

**DISCOUNTS & REBATES** - vehicle or gas discounts (to name a few) can save you lots of money, paying for your membership right there!

**EXPOSURE** - get listed on our website, membership directory and social media likes, shares, comments, etc.

**MORE** - contact us to learn about even more benefits at 515.270.8500.

## GETTING INVOLVED

### COMMITTEES AND COUNCILS

Joining a committee or council that you are passionate about can help further promote your company by meeting and working with others as well as serving to promote a bigger picture. Below is a list of all our committees and councils you can be involved in.

**Councils:** Remodelers, Professional Women in Building, Developers

**Committees:** Home & Remodeling Show, HomeShowExpo, Tour of Remodeled Homes, Metro Showcase, Membership and Engagement

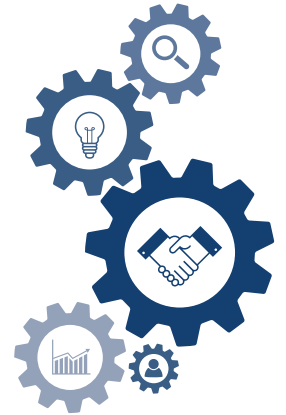
### PARTNERSHIPS

Enhance the marketing of your company by being a partner in one of our events. Your company will be in front of the top industry leaders as partners in the HBA and that will elevate your exposure over any other marketing you can do.

## BEYOND THE HBA

We know the growing concern for skilled workers is a big deal. That's why we have teamed up with Iowa Skilled Trades on many occasions to help combat this issue. We collaborate on an event called Build My Future where high school students have a hands-on opportunity to learn more about the options they have within the skilled trades.

**750+**  
**MEMBERS**



**MONTHLY**  
**NETWORKING**  
**OPPORTUNITIES**

**5**  
**TRADE**  
**SHOWS**



**LOBBYING**  
**FOR OUR**  
**INDUSTRY**

# dsM HBA 101

A SESSION FOR NEW, POTENTIAL & EXISTING MEMBERS

## COME LEARN ABOUT MEMBERSHIP BENEFITS

discounts • member zone • networking • savings  
our shows • advertising • blueprint • magazines  
committees • resources • building permits • legislation

Join our next session

Wednesday

**JULY 27**

**11:30 AM | HBA OFFICE**

6751 Corporate Drive, Johnston

RSVP BY 7.22.22 | [JESSICAV@DSMHBA.COM](mailto:JESSICAV@DSMHBA.COM) | LUNCH PROVIDED | [\$10 NO SHOW FEE]

This is our current invite, but this invite template was created in 2021.

# HBA of Greater Des Moines

## Membership Committee Commitment Agreement

I, \_\_\_\_\_, agree to serve as a member of the 2022 Membership Committee for the Home Builders Association of Greater Des Moines.

As a member of the Committee, I agree to:

- Attend all meetings unless excused by communicating with the Membership Director prior to the meeting date;
- Attend at least 3 of the 4 general membership meetings during the year;
  - HBA Holiday Party- January 2023
  - Home & Remodeling Show Member Night- Thursday, March 10, 2022
  - HomeShowExpo Member Night- Friday, July 8, 2022
  - President's Night/Roast- Thursday, November 10, 2022
- Attend at least 4 of the 9 HBA Networking After Hours during the year;
  - February 3, 2022
  - March 3, 2022
  - April 7, 2022
  - May 5, 2022
  - June 2, 2022
  - August 4, 2022
  - September 1, 2022
  - October 6, 2022
  - November 3, 2022
- Recruit at least 2 new members during the year;
- Actively make monthly calls to assist in the re-recruitment of existing members
- Meet with new members in the role of HBA Ambassador including
  - Delivering New Member packets
  - Following up on HBA 101 meeting to invite new members to events / meetings that interested them
- Represent the HBA of Greater Des Moines to the public and private sector; serve as an advocate for the HBA;
- Remain a member in good standing of the HBA of Greater Des Moines;

\_\_\_\_\_  
Committee Member Signature

\_\_\_\_\_  
Date

AutoSave Off December Retention Search (Alt+Q)

File Home Insert Page Layout Formulas Data Review View Help

Clipboard Font Alignment Number Styles Cells

	A	B	C	D	E	F
1	<b>December Batch Retention</b>		<b>GOAL</b>	<b>89%</b>		
2	<b>Anniversaries</b>	<b>Renewal</b>	<b>December Retention Rates</b>		<b>Net Gain/Loss</b>	
3	A Tech+3:36/Easy Living Store	A Tech/Easy Living Store	Associate/Builder	91.84%	3	
4	<b>ABC Electrical</b>		Affiliate	75.00%	1	
5	Akili Design & Marketing Services	Akili Design & Marketing Services	Corporate Affiliate	-	-	
6	Arnest Architecture	Arnest Architecture	Overall	90.57%	4	
7	Better Business Bureau	Better Business Bureau				
8	Bin There Dump That - Des Moines Dumpster Rentals	Bin There Dump That - Des Moines Dumpster Rentals	<b>YTD Retention Rates</b>			
9	Caliber Homes of Iowa	Caliber Homes of Iowa	Associate/Builder	87.76%	44	
10	Caruth Construction Inc	Caruth Construction Inc	Affiliate	87.50%	38	
11	City Wide Heating & Air Conditioning Inc	City Wide Heating & Air Conditioning Inc	Corporate Affiliate	100.00%	-	
12	Civil Design Advantage	Civil Design Advantage	Overall	88.12%	82	
13	Claire Zellmer Photography	Claire Zellmer Photography				
14	Coldwell Banker Mid-America - Affiliate E. Miller	Coldwell Banker Mid-America - Affiliate E. Miller				
15	Community State Bank	Community State Bank				
16	Conlin Construction Services LLC	Conlin Construction Services LLC				
17	CR Painting Inc	CR Painting Inc				
18	D&S Trailer Sales & Services LLC	D&S Trailer Sales & Services LLC				
19	Delden Garage Doors Inc.	Delden Garage Doors Inc.				
20	Dependable Glass Solutions	Dependable Glass Solutions				
21	Duer & Sons Remodeling Inc	Duer & Sons Remodeling Inc				
22	<b>Eagle Homes</b>					
23	Genesis Homes of Iowa LLC	Genesis Homes of Iowa LLC				
24	Grace Architecture & Design	Grace Architecture & Design				

Ready



July 22, 2022

Sample Membership Welcome  
6751 Corporate Drive  
Johnston, IA 50131

Dear Sample,

At the recent Board of Directors meeting, your Membership Application was approved and it is our pleasure to officially welcome you as a Member of Home Builders Association of Greater Des Moines. Congratulations!

Your Membership in the Home Builders Association of Greater Des Moines is tri-fold; you are now a member of the National Home Builders Association and the Home Builders of Iowa as well. There is a Membership Packet enclosed that contains a wealth of information regarding the benefits of your HBA memberships.

Our HBA 101 meetings are held every other month - please look in the upcoming emails for the next meeting. This is a special presentation by the Association's leadership where you will learn more about the Association, its structure, and what it can do to benefit your business and your opportunities for involvement. It is highly encouraged that you attend this meeting. When you attend, you are entered into a raffle to win the chance to be featured in our "New Member Spotlight" in our monthly digital magazine!

Each month the HBA holds a Networking After Hours and/or General Meeting for our members to network and meet in a cordial environment. We are enclosing a "Gift Certificate" for you and a guest to enjoy dinner at a General Membership Meeting within your first six months of membership.

**Member Zone**, the web-based membership system, is available for you to log-on to view your account. Information on how to set up your account will be emailed to you.

We appreciate your interest in and commitment to the building industry and hope to see you at our various meetings and functions.

Sincerely yours,

Dan Knoup  
Executive Officer

# WELCOME



## OUR MISSION

The Greater Des Moines Home Builders Association is striving to make Greater Des Moines the best community in the world to live, to work and to raise a family.

## WHO WE ARE

Our association prides itself in being a voice for the industry. We are always fighting for regulations, rules and leaders who support our industry while also fighting against the changes that could impact our industry in a negative way.

## HOW YOU BENEFIT

**ADVOCACY** - The HBA is known on the local, state and national levels of government. Our lobbying helps limit regulations and save your company money. Your membership helps increase the impact we have.

**NETWORKING** - get the chance to attend any of our networking opportunities to talk with others in the industry, at least one each month!

**3 MEMBERSHIPS IN 1** - having a membership with the DSM HBA also gives you a membership with local (HBAI) and national (NAHB) HBAs.

**DISCOUNTS & REBATES** - vehicle or gas discounts (to name a few) can save you lots of money, paying for your membership right there!

**EXPOSURE** - get listed on our website, membership directory and social media likes, shares, comments, etc.

**MORE** - contact us to learn about even more benefits at 515.270.8500.

## GETTING INVOLVED

### COMMITTEES AND COUNCILS

Joining a committee or council that you are passionate about can help further promote your company by meeting and working with others as well as serving to promote a bigger picture. Below is a list of all our committees and councils you can be involved in.

**Councils:** Remodelers, Professional Women in Building, Developers

**Committees:** Home & Remodeling Show, HomeShowExpo, Tour of Remodeled Homes, Metro Showcase, Membership and Engagement

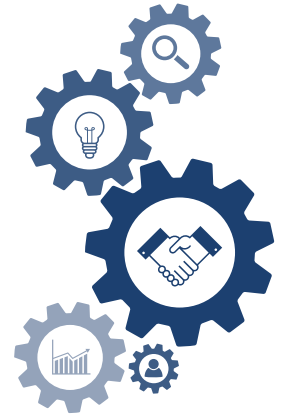
### PARTNERSHIPS

Enhance the marketing of your company by being a partner in one of our events. Your company will be in front of the top industry leaders as partners in the HBA and that will elevate your exposure over any other marketing you can do.

## BEYOND THE HBA

We know the growing concern for skilled workers is a big deal. That's why we have teamed up with Iowa Skilled Trades on many occasions to help combat this issue. We collaborate on an event called Build My Future where high school students have a hands-on opportunity to learn more about the options they have within the skilled trades.

**750+**  
**MEMBERS**







**MONTHLY**  
**NETWORKING**  
**OPPORTUNITIES**

**5**  
**TRADE**  
**SHOWS**




**LOBBYING**  
**FOR OUR**  
**INDUSTRY**




## AUTO

COMPANY	SAVINGS	PRODUCTS	INFO
 <b>GM</b>	Save \$500 per vehicle on select vehicles for retail customers. Save \$500 - \$1,000 per vehicle on select vehicles for fleet customers. Stackable with most national retail & fleet offers. NAHB Member & household family eligible.	Chevrolet, Buick, GMC	nahb.org/gm
 <b>NISSAN</b>	Save between \$2,000 - \$9,500 per vehicle. Must be purchased in member's company name. NOT stackable with most national offers. Member's company eligible.	Nissan	nahb.org/nissan
 <b>AVIS</b>	Save up to 30% off Avis PAY NOW rates when making a reservation with Avis Worldwide Discount (AWD) number G572900.	Rental Cars	avis.com/nahb 800-331-1212 AWD #G572900
 <b>BUDGET</b>	Save up to 35% off Budget PAY NOW rates when making a reservation using Budget Customer Discount (BCD) number Z536900.	Rental Cars	budget.com/nahb 800-283-4387 BCD #Z536900

## BUILDING MATERIALS

COMPANY	SAVINGS	PRODUCTS	INFO
 <b>LOWE'S</b>	5% off* in store, plus 2% statement credit with Commercial Account (LCA) or Lowe's Business Advantage (LBA). 5-10% off online orders using any payment method	Building Materials	lowes.com/nahb 877-435-2440







## SHOPPING & ENTERTAINMENT

COMPANY	SAVINGS	PRODUCTS	INFO
 <b>MEMBER DEALS</b>	Up to 50% off.	Theme Parks, Movie Tickets, Concerts, Water Parks, Gift Cards	memberdeals.com/nahb/?login=1 (877) 579-1201
 <b>SAM'S CLUB</b>	One-year membership for \$24.88.	Bulk Discount Retail	bit.ly/nahbsams (877) 579-1201
 <b>HOTELPLANNER</b>	NAHB members can save up to 65% on hotel room rates at over 800,000 properties worldwide in more than 250 countries.	Hotels	nahb.hotelplanner.com 1-800-497-2175






NAHB Members Saved  
over **\$29,000,000** last year



## BUSINESS MANAGEMENT

COMPANY	SAVINGS	PRODUCTS	INFO
 DELL Technologies	DELL Up to 40% off Dell computers, servers, electronics & accessories.	Computers & Hardware	dell.com/nahb 1-800-757-8442
 houzz PRO	HOZZZ 25% Off Houzz Pro, free help with best practices, 10% trade discount on Houzz Shop purchases.	Marketing Solutions, Building Products	houzz.com/for-pros/nahb-discounts (888) 225-3051
 OFFICE DEPOT	OFFICE DEPOT Up to 75% off in-store or the online regular prices on their Best Value List of preferred products. Plus, free shipping over \$50.	Office Supplies	officediscounts.org/nahb 855-337-6811 x2897
 UPS SHIPPING	UPS SHIPPING Flat-rate pricing. 50% discount for next day shipping, 30% for ground commercial/residential.	Business Shipping	1800members.com/nahb 1-800-MEMBERS
 YRC FREIGHT	YRC FREIGHT At least 75% off Less Than Truckload (LTL) shipping over 150lbs.	Freight Shipping	1800members.com/nahb 1-800-MEMBERS
 RINGCENTRAL	RINGCENTRAL Save 15% off monthly on a new RingCentral Office service. Receive \$50 off the list price on any RingCentral phone. Current NAHB RingCentral users are eligible for discounts by calling and re-signing a 24 month agreement.	Message. Video. Phone	ringcentral.com/nahb (800) 417 0930
 AMERICAN EXPRESS®	AMERICAN EXPRESS® Eligible NAHB members can earn 175,000 Membership Rewards® points after they spend \$30,000 on the Card in the first three months of Card Membership. Terms Apply.	Business Platinum Card®	nahb.org/amex
 HEARTLAND	HEARTLAND Reduced fees and elevated customer service for NAHB members	Payment & POS Solutions	go.heartlandpaymentsystems.com/nahb 800-613-0148
 CONSTRUCTION JOBS.COM	CONSTRUCTION JOBS.COM 20% discount on standard rates.	Job Postings	nahb.org/careers 828-251-1344

## NAHB ASSOCIATION DISCOUNTS

COMPANY	SAVINGS	PRODUCTS	INFO
 NAHB IBS	NAHB INTERNATIONAL BUILDERS' SHOW® Up to \$200 off show registration. Up to \$2.75 per sq. ft. off exhibit space.	Trade Show	buildersshow.com
 NAHB CONTRACTS	NAHB CONTRACTS Up to 30% off contract rates.	Legal	nahb.org/nahbcontracts
 HOUSINGECONOMICS	HOUSINGECONOMICS \$100 off annual subscription.	Economic & Housing Data	housingeconomics.com
 BUILDERBOOKS	BUILDERBOOKS 10% off books. Up to 45% off research.	Books	builderbooks.com
 ONLINE EDUCATION	ONLINE EDUCATION Up to 30% off webinars; Up to 50% off online courses.	Education	nahb.org/education

Discounts are of 1/1/2022 & subject to change at any time. Visit nahb.org/savings for latest deals & limited time offers.

## Home Builders Association of Greater Des Moines COMMITTEE/COUNCIL SIGN-UP SHEET

Get involved to get the most out of your membership and to help build a stronger HBA! Most committees meet monthly on the same designated day and time. This is your best opportunity to network and connect with other HBA members. The following provides the committee chair's name and a brief description of each committee's scope.

**Mail this form to: HBA, 6751 Corporate Drive, Johnston, IA 50131; Fax to 515-334-0165; or e-mail to [info@dsmhba.com](mailto:info@dsmhba.com). Our Committee Chairs will welcome your participation!**

**Name:** \_\_\_\_\_ **Company:** \_\_\_\_\_

**Office Phone:** \_\_\_\_\_ **Fax #:** \_\_\_\_\_ **E-Mail:** \_\_\_\_\_

Please check the council(s)/committee(s) that you are interested in:

- \_\_\_ **Developers Council (Kevin Johnson [kjohnson@accuratedevelopment.com](mailto:kjohnson@accuratedevelopment.com))**: Monitors regulations in all aspects of land development and provides educational programs for developers. Meets the 3<sup>rd</sup> Thursday of the month at 10 AM. *Additional dues are required for membership in this council.*
- \_\_\_ **Remodelers Council (Scott Spetman [scott@remodelingdesmoines.com](mailto:scott@remodelingdesmoines.com))**: Represents and serves the interests of its remodeling industry members. Associate and Remodeler Members network in an educational, social, and interactive network. Holds monthly informational luncheons at HBA offices. Meeting time and location varies. *Additional dues of \$95 are required for membership in this council*
- \_\_\_ **Community Service/Special Projects Committee**: Dedicated to promoting and assisting the building industry through community service and special projects throughout the year. *Membership in the Remodelers Council is required to participate in this committee*
- \_\_\_ **Tour of Remodeled Homes Committee (Monty Van Roekel [mvr.whiteyexteriors@gmail.com](mailto:mvr.whiteyexteriors@gmail.com))**: Coordinates the Tour of Remodeled Homes, which showcases the best examples of remodeling in the area for consumers and members alike. Meets the 1<sup>st</sup> Wednesday of the month at 9:30 AM. *Membership in the Remodelers Council is required to participate in this committee.*
- \_\_\_ **Engagement Committee**: Develops educational programs and classes for the entire membership and for non-members as well as social events. Plans social & networking events including holiday party, Networking After Hours, spring & fall golf tournaments, and others as needed. Meets as needed.
- \_\_\_ **Governmental Affairs**: Monitors legislative and governmental activities at all levels and makes recommendations for grassroots action. Encourages Political Action Committee (PAC) involvement.
- \_\_\_ **Home & Remodeling Show Committee (Bryon Moore [blmoore@warnersstellian.com](mailto:blmoore@warnersstellian.com))**: Coordinates all aspects of the Home & Remodeling Show, from preliminary aspects like marketing and planning to the guest and vendor experience during the show itself. Meets the 1<sup>st</sup> Thursday of the month at 8:30 AM.
- \_\_\_ **HomeShowExpo Committee (Scott Steelman [scott@scottsteelman.com](mailto:scott@scottsteelman.com))**: Coordinates the Home Show Expo, the Des Moines metro area's largest and best annual exhibition of new home construction. Also organizes pre-show Member Night and award voting. Meets the 3<sup>rd</sup> Monday of the month at 8:30 AM. *Committee responsibility runs August through August.*
- \_\_\_ **Membership Committee (Angela Veatch [angela.veatch@cbdsm.com](mailto:angela.veatch@cbdsm.com))**: Coordinates membership retention and development of membership related materials and information. Works to strengthen involvement from members. Meets the 4<sup>th</sup> Wednesday of the month at 11:30 AM (even numbered months) and after HBA 101 on odd numbered months (HBA 101 alternates at 8 AM starting in January and 11:30 AM starting in March – Membership Committee members are requested at this as well).
- \_\_\_ **Professional Women in Building (Kristin Stamp [artintbykristinllc@gmail.com](mailto:artintbykristinllc@gmail.com))**: Represents and serves the interests of its women HBA members. Women HBA Members network in an educational, social, and interactive setting. Meeting time and location varies. *Additional dues of \$100 are required for membership in this council.*

## **Home Builders Association of Greater Des Moines 2022 Building Permit Report Request Form**

One copy of the report is produced monthly by the HBA of Greater Des Moines. The fee is \$150 per year for monthly reports for an HBA member company and \$300 a year for non-member companies. If you wish to be added to the mailing list, please complete this form and return to the Home Builders Association of Greater Des Moines.

**Once received, we will invoice member companies for \$150 and non-member companies for \$300. The company will receive monthly updates February 2022 through January 2023.**

If payment is not made by the time the following monthly permit report is issued (the 15<sup>th</sup> of the month), the report will not be delivered until such payment has been received.)

**Home Builders Association of Greater Des Moines  
6751 Corporate Drive  
Johnston, IA 50131**

**FAX: 515.334.0165**

**Email: [jessicav@dsmhba.com](mailto:jessicav@dsmhba.com)**

**YES-I would like to receive this report!**

**MEMBER: \$150 \_\_\_\_\_ NON-MEMBER: \$300 \_\_\_\_\_**

**NAME \_\_\_\_\_**

**Company Name \_\_\_\_\_**

**Address \_\_\_\_\_**

**City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_**

**Phone \_\_\_\_\_**

**Companies may assign up to 3 emails to receive reports**

**Email #1 \_\_\_\_\_**

**Email #2 \_\_\_\_\_**

**Email #3 \_\_\_\_\_**



Home Builders Association of Des Moines

**Let everyone know that you're a proud member!  
Reserve your new HBA decals now!**

Decals are approximately 2 inches tall and 4 inches wide, produced of high quality materials, suitable for affixing to your company vehicles.

Decals are available for just \$5.00 or 5 for \$20.

Quantity Ordered: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

**Payment is required before decals can be sent to you.**

Payment: Check Attached: \_\_\_\_\_ Credit Card #: \_\_\_\_\_

CVC # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

\_\_\_\_\_

# MemberZone Instructions

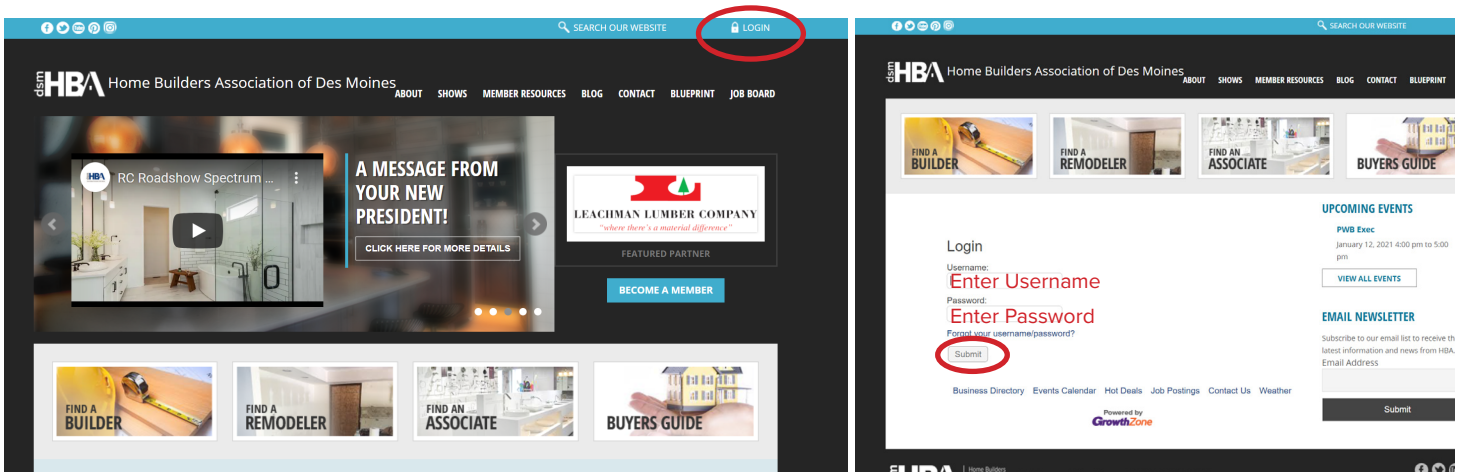
MemberZone is the way to pay bills, register for events and check your company information. This is where we pull your information for the Membership Directory and our website. It is important to keep the information up-to-date so that members and consumers can find you!

## 1. Create an Account

If you have not created an account yet, you need to reach out to the HBA so we can send you a link to set up an account. Please email us at [info@dsmhba.com](mailto:info@dsmhba.com) or call us at 515-270-8500.

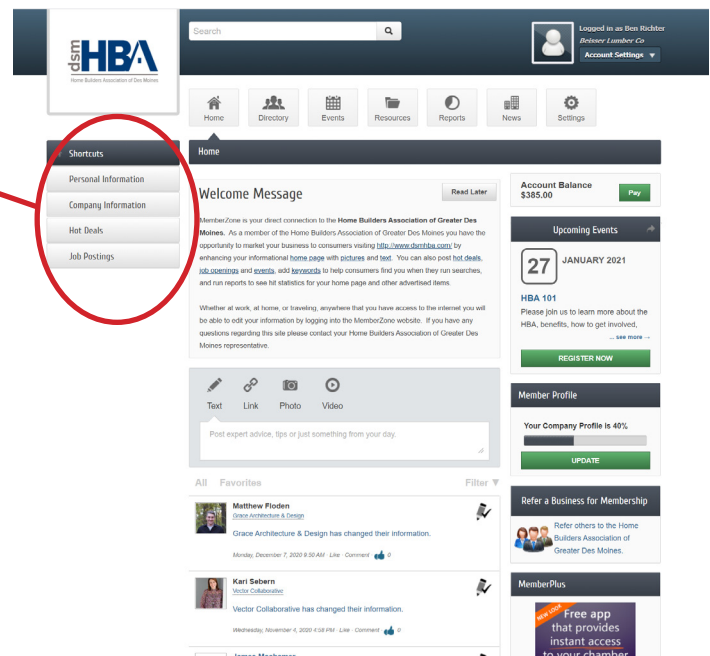
## 2. Login

To login to MemberZone, go to [www.dsmhba.com](http://www.dsmhba.com). Click on “Login” at the top right corner. Then enter your username and password.



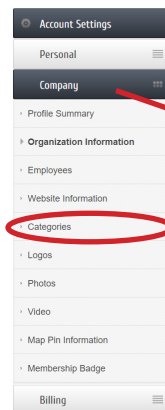
## 3. Click “Company Information”

Under company information, the member of record can change the company’s phone number, website, address, etc.



## 4. Click “Categories”

Under the categories tab, you can check which items pertain to your company. These categories are used on our website and the printed Membership Directory.



# Get in the know

## 1 Membership Directory

Scan the QR Code to view our Membership Directory. In there, you can find all the information for Builder, Associate and Affiliate Members!



## 2 Mobile App

Our mobile app allows you to see upcoming events and shows, Blueprint publications, job postings and more!

### **To Download the App:**

1. Text "DSMHBA" to 43506
2. Click the link to download the free mobile app
3. Add it to your phone's home screen!

## 3 Social Media

Follow, like and share! If you want us to share something, send it to [brandon@dsmhba.com](mailto:brandon@dsmhba.com)



#dsmhba #dmhideshow

# FUEL SAVING PROGRAMS

You've heard of the Kum & Go fuel saver, now Casey's has a program as well!  
Check them both out to see which is best for you.



**10¢**

per gallon for  
the first 90 days

**3¢**

per gallon  
for life

If you pump over 5,000 gallons/month, members get a higher benefit.

Security

Reporting

Convenience

Online Services

**SIGN ME UP**

Call the DSM HBA office at  
**(515) 270-8500**  
for more information



**5¢**

per gallon

Security

Reporting

Convenience

Online Services

**SIGN ME UP**

Call Luke Forbess at  
**(870) 814-1020**  
for more information.

# GAIN TRACTION

BY ADVERTISING WITH THE dsm **HBA**

## 20+ PARTNERSHIPS

Over 20 different types of partnerships ranging from a Platinum Partner to a half hole partner in golf outings!

## 12 BLUEPRINT ADVERTISING

Our monthly, award winning digital magazine is sent to our members as well as consumers once a month.

## 5 SHOW MAGAZINE ADVERTISING

Home & Remodeling Show, HomeShowExpo, Tour of Remodeled Homes and Metro Showcase



## E-MAIL ADVERTISING



## CUSTOM AD CREATION

We can help you create an awesome looking ad for an affordable price and know it will meet the right print requirements!

---

## LET'S GET STARTED

---

For more information on all your advertising options, pricing, guidelines and more, please contact **Jess Marean** at [jessm@dsmhba.com](mailto:jessm@dsmhba.com) or 515-270-8500.



*In appreciation of your membership, the Home Builders Association of Greater Des Moines is pleased to present*

## New Member Certificate

*Good for you and one guest to enjoy dinner at an HBA General Membership meeting within the first six months of your membership. Please RSVP to [info@dsmhba.com](mailto:info@dsmhba.com) to use this certificate.*



Home Builders Association of Des Moines

Awarded to:  
First & Last Name  
Company Name

Expires December 2022