

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

ID: MA15467

To be considered, Applications must be submitted online.
This document is for reference only.
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Membership Cup Award

Contact Information

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Home Builders Association (HBA) Details

<i>Association Name:</i>	Westside HBA
<i>Association Number:</i>	1158
<i>Website:</i>	www.westsidehba.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):

We reinstated core goals such as Membership Retention & Doing Business with Members all while promoting our organization as a Leader for up and coming new builders. We started a program called the "ASK" program. "All You Have To Do Is "ASK." This program encourages our members to just "Ask" your Sub-contractors, Suppliers & Service Providers to become members. Robbie Robinson (a Life Director), Blake Hudson, (our current President) & Blake Wilson, (our Past President) have been diligent in securing new members. We also instituted a Membership Committee Team chaired by Sandra Harvey. This Committee has been tremendously helpful with following up with the applicants that our Builders/Associates have contacted. By setting up this support team for our Builders & Associates - it no longer seems like a "chore" for any member to recruit a new member. The Builder or Associate Member make the first contact & our Membership Committee does the rest. We have also asked our Builder members to give our Membership Committee a written list with phone numbers of the Sub-contractors, Suppliers & Service Providers they contacted. This creates a second "fail safe" that prevents any potential new member from slipping through the cracks.

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.):

When I first become EO, our goal was to increase our membership from 20 to 50. We obviously surpassed that goal and continue to grow. We are currently at 77.

Mr. Robbie Robinson is a great influence to everyone in our organization. He has brought more new members to our organization than any one else.

Another goal was to give FREE Advertising to every member. This was accomplished through our new website design. We have a "Meet Our Builders" page and "Meet Our Associates" page. Each member has a "Learn More" button under their name. This button takes potential clients directly to their business website. Our members tell us that this has given their businesses a legitimacy that has influenced a lot of new customers for them.

We were able to reach our original goal by working together. Networking has become an important part of our organization. Through leadership and communication we have been able to see our organization bloom.

Our Membership Committee is committed to double our membership by April 2023 & I believe they will do it.

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

As EO I place signs at every meeting that details our "ASK" program - reminding our members to "ASK". I also made up fliers titled "Why" You Should Join - Membership Benefits". These fliers have been an excellent tool for our members to use to attract new members.

I found out very early on that most of our members did not even know all the benefits of being a member. So, we use this flyer to give a very convincing overview of the tangible reasons being a member is advantageous.

We also completely revised our website and gave it a new fresh look. We made it very easy to navigate and anything you want to know is at your fingertips.

By giving these tools to our membership we have allowed each member to feel knowledgeable and supported by Westside HBA, HBAG and NAHB.

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

The tools we have created and implemented into our organization make it very easy for any member to feel comfortable contacting others to become members. Our health care plan alone has brought us numerous new members.

We have made everything accessible and informative. Our members now feel confident in asking new people to join.

All of this was accomplished through communication... Taking the time to answer the questions, address the concerns, and restoring a sense of community to Westside HBA.

Also by putting in place platforms that create an easy step by step process for membership retention. We now have a large retention rate.

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

Our current platform encourages both new members and incentivizes our current members to renew their membership.

Our Member Benefits are our greatest tool. Once a potential new member understands all the benefits that WHBA, HBAG & NAHB offers.....they are sold on becoming part of our organization.

Our Healthcare Plan has been the determining factor time and time again for so many of our new members. When they realize the money they can save and the coverage that is provided for their families - they are sold.

Our website explains in great detail all these benefits and provides links to complete information.

We have found that the tangible benefits are very important to everyone considering a membership.

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.):

We have educated our Members with our "ASK" (All You Have To Do Is "Ask") program and our "WHY" ("Why Should You Join - Member Benefits") program.

We spend time at each month's General Membership Meeting to reiterate these 2 programs. Through repetition, our members have become aware of how easy it is to recruit new members.

We have also spent time educating our members with regard to our new website and all the tools it provides for them.

We have educated our membership on the value of our Healthcare Program, which has absolutely been a huge game changer and sold many many people on becoming a member.

So what has happened is that current members now have a really clear picture of why it is important to renew annually and new members get excited to join.

Retention is just a natural consequence of our programs.

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):

We have concentrated on promoting "Doing Business With A Member".

We have also dedicated a page on our website that explains all of the 3-in-1 membership benefits.

With our "ASK" and "WHY" programs combined with our new website, and our Healthcare Program, we have been able to accomplish our initial Membership Drive Goal and plan to accomplish our goal of doubling our current Membership by April 2023.

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

With considerable encouragement and hard work WHBA and it's members have brought our organization back to life. We now concentrate on helping each other, communicating with each other, doing business with each other, and the pride of being a member is now palatable at our meetings. We all love the home building industry and we are proud to be a part of Westside Home Builders Association. We enjoy seeing each other thrive and become the best we can be.

When you can take an organization from 20 members to over 70. it really makes you

proud.

Our members are some of the most generous and kind people I have had the pleasure of knowing.

Leadership and having a plan that is what WHBA is all about. We are grateful for the programs and materials that HBAG and NAHB has as a resource for all their locals. However, when it comes down to it....you have to just get in there and work with your members and do what works best for them. God Bless WHBA and God Bless America!

Supporting Documents Uploads (PDF or MS-Word Format)

<i>Upload a written membership plan:</i>	MembershipPlanWHBA2021.pdf
<i>Supporting Document #1:</i>	ASKProgramWHBA.pdf
<i>Supporting Document #2:</i>	WHYShouldYouJoinWHBA.pdf
<i>Supporting Document #3:</i>	WHBAHomepageandBecomeAMemberPage.pdf
<i>Supporting Document #4:</i>	WHBAMemberBenefitsPage.pdf
<i>Supporting Document #5:</i>	WHBAHealthcareProgram.pdf
<i>Supporting Document #6:</i>	WHBAMeetOurBuildersMeetOurAssociates.pdf

Westside HBA Membership Plan - 2021



GOALS:

- 1) Increase membership from approximately 20 to at least 50.
- 2) Give every member FREE Advertising for the duration of their membership.
- 3) Offer affordable Healthcare to our membership.
- 4) Make every member aware of the benefits at their fingertips from WHBA, HBAG & NAHB.
- 5) Bring back a sense of family and community, which fosters pride in our organization.
- 6) Get back to doing business with members. - Make it a PRIORITY!

PLAN TO ACCOMPLISH GOALS:


- 1) Update our website.
 - a) Make User Friendly – so easy to use that it is essentially “dummy proof”.
 - b) Provide direct links to all information and programs from HBAG and NAHB.
 - c) Provide FREE direct links for each member to their personal businesses website.
 - d) Include calendar of events on home page – 3 months out - Keeping everyone informed.
 - e) Provide advertising space that can be purchased at very affordable rates.
- 2) Create Programs that are easy to implement - increase membership and retention rates.
 - a) “ASK” Program – All You Have To Do Is Ask
 - b) “WHY SHOULD YOU JOIN” Program - Easy glance of Member Benefits
- 3) Create a Membership Committee
 - a) Incorporate a Committee Chair Person that is highly motivated.
 - b) Recruit at least 3 other individuals to serve on this committee.
 - c) Require monthly meetings and reports of membership prospects.
- 4) Accountability
 - a) As EO, I expect for each member to use these tools to:
 - 1) Avail themselves of all the programs and discounts available from WHBA, HBAG, & NAHB.
 - 2) Use the tools provided to recruit and retain members.
 - 3) Remember we are a family of 5 counties – we do businesses with members!

All you have to do is "ASK"....

Invite 2 or more of your Subcontractors,
Suppliers or Service Providers to
become Members & attend the next
WHBA General Membership Meeting...
Who are your...

Accountants, Appraisers, Attorneys, Lumber Supplier, Cabinet Co.,
Plumbing Supplier, Concrete Co., Granite/Marble/Tile Supplier, Dry Wall
Co., Framing Contractor, Electrical Contractor, Banker/Mortgage Broker,
HVAC Co., Insulation Contractor, Landscaping Co., Masonry Contractor,
Paint Co., Real Estate Company, Roofing Contractor, Security Systems
Provider, Grading Co., Windows/Doors Supplier, Trim Carpenters,
Decking Company.....

DO
BUSINESS
WITH AN
NAHB
MEMBER.


Westside HBA
Carroll Douglas Haralson Paulding Polk



WHY SHOULD YOU JOIN?

Membership Benefits:

- SAVE \$100 per house for DET/Blower Door Testing
- Health Care Program - Up to 60% more affordable than traditional health insurance
- All required Continuing Education Hours (CEU) can be obtained simply by attending membership meetings
- HBAG Member Rebate Program - Average SAVINGS of \$1,366/year
- Over 50 leading Manufacturer Rebate Programs
- NAHB Discount Programs from Lowe's, Office Depot, Dell, General Motors, GEICO, Hertz, 2-10 Home Buyers Warranty, UPS, Ram....just to name a few



Westside Home Builders Association

[Home](#) [Meet Our Builders](#) [Meet Our Associates](#) [Become A Member](#) [More](#) ∨

(770) 652-6162

Westside Home Builders Association Serving 5 Counties
in Georgia, USA

Carroll, Douglas, Haralson, Paulding & Polk

[BECOME A MEMBER](#)

Westside Home Builders Association

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Three Memberships For The Price Of One

Your membership begins at the local level, Westside Home Builders Association, (WHBA). By joining locally, you automatically become a member of our State Association, Home Builders Association of Georgia, (HBAG) & the National Association of Home Builders, (NAHB).

[Become A Member](#)

Westside Home Builders Association

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MEMBERSHIP BENEFITS

- Networking Events
- Promotional listing on WHBA's Website
- Sponsorship Opportunities
- Business Resources
- Continuing Education Credit for Builders (CEU)
- Westside HBA Healthcare Program provided through SALA
 - Up to 60% cheaper than traditional Health Insurance
- Member Rebate Program
- NAHB Member Discount Program
- \$100/per house DISCOUNT - (DET)

Westside Home Builders Association

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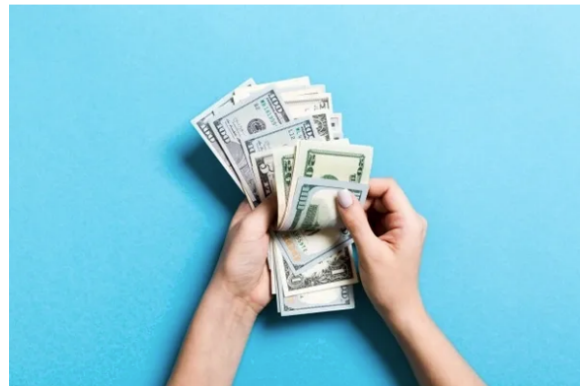
HBAG MEMBER REBATE PROGRAM 50+ Manufacturers & Growing

The Member Rebate Program is a free member benefit of the State Home Builders Association that is available to all active Builder and Remodeler Members.

We Find Rebates For you!

No receipts are necessary to process the rebates as we utilize the addresses of your builds and manufacturer salespersons to verify the information through their distribution. This method makes the paperwork simple and requires minimal time on your part.

Over 70% of participants received more than their annual dues to their association last year!



[HBAG's Member Rebate Program](#)



LEARN ABOUT OUR HEALTHCARE PROGRAM

- SALA Healthcare program is a proven insurance alternative for members to consider for their healthcare. The program has several components to choose from to customize your healthcare. When each component is brought together, the result is a comprehensive and affordable option for healthcare. Call 888-994-4979
 - We simplify what has become so complex
 - Choice of affordable healthcare options
 - Lower healthcare costs by as much as 60%

[Learn more](#)

SALA HEALTHCARE PROGRAM

91% of those recently surveyed are either very satisfied or extremely satisfied with the SALA Healthcare Program

The healthcare is the same I have always had but half the price. Thank you so much!

Customer service has been responsive and extremely helpful with my needs. I also like the second opinion service. I couldn't be happier.

You definitely have the right idea and the program is well thought out. Thanks for all you do! This has been an incredible health care option.

[Learn more](#)



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Arbor Design Group

Corey Lord

[Learn more](#)

ARTIFEX, LLC

Blake Wilson

[Learn more](#)

Benchmark Homes, Inc.

Larry B. Boggs

[Learn more](#)

Camdur Building Group

Jeff Camp

Contractors of West Georgia, LLC

Frank Irons

DKB Homes

Bill Lindsay

<https://westsidehba.com/meet-our-associates>

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Meet Our Associates

CLICK "LEARN MORE" FOR WEBSITE & DETAILED INFORMATION

84 Lumber

Scott Ponder

C R A, Inc.

Carlton Rackestraw

Certified Air Care, Inc.

Mark Alan Brown