

AREA 4

Leadership Conference

Join us for a day of leadership development designed for member leaders and HBA staff in the Area 4 states.



Topic Highlights

- Value of 3-in-1 Membership
- Team Planning
- Member Engagement & Growth
- NAHB Update with Jim Tobin
- Luncheon with Leadership Expert Jim Roman

Cost & Registration Info

- **\$150 before November 1, \$200 after**

Register: <https://bit.ly/area4registration>
Registration includes all conference materials and keynote lunch by Jim Roman on Thursday.

- **Hotel Reservations**

Embassy Suites Concord - \$179/night
Book your room: <https://bit.ly/Area4HotelBlock>



SAVE THE DATE

NOVEMBER 14, 2024



EMBASSY SUITES CONCORD

5400 JOHN Q. HAMMONS DR. NW
CONCORD, NC 28027



SCHEDULE

8:00 am - 8:30 am - **Event Check-in and Continental Breakfast**

8:30 am - **Welcome & The Value of 3-in-1 Membership Panel**

Jim Tobin NAHB CEO, Cody Byrd NCHBA President, Brandon Edwards Area 4 NAC, Natalie Fryer 2024 NAHB EOC President

Keeping members up-to-date on local, state and NAHB benefits can help ensure all members understand the value of the 3-in-1 membership. Let's kickoff our conference with some facts about our association and our industry that you can share at your next local HBA event.

9:30 am - **Breakout Sessions**

Track One

Five Generations at Work

Rachel MacKenzie, NAHB Manager, Net Member Growth

Today's working environment may be the first to include five different generations collaborating side by side toward a shared vision with a common goal. Each generation has a different viewpoint and expectations for their work environment, which can lead to team misunderstandings and time-consuming conflict, which can be expensive and time-consuming. In this session, we will explore motivational tips to maximize the impact each generation can make toward mission fulfillment.

Track Two

Team Planning

Donna Franza, NAHB Senior Consultant, Advisory Services

Designed specifically for the Executive Officer and the incoming HBA officer team, this session helps build a solid foundation for an effective, communicative partnerships among the Senior Officer and EO.

10:45 am - **Breakout Sessions**

Track One

Leadership Challenge

Rachel Branson, NAHB Director of Leadership Training & Development

This session explores the five practices of exemplary leadership from the Business Week best-seller, The Leadership Challenge, by Kouzes and Posner. Participants complete a Leadership Practices Inventory (LPI) instrument and find out their leadership strength area(s). Lively discussion and activities take place around each of the five practices.

Track Two

Team Planning (continued)

Donna Franza, NAHB Senior Consultant, Advisory Services

Designed specifically for the Executive Officer and the incoming HBA officer team, this session helps build a solid foundation for an effective, communicative partnerships among the Senior Officer and EO.



12:00 pm - **Luncheon**

Being Indispensable: Driving Association Success

Jim Roman, Leadership Expert

It's Jim Roman's mission to help association leaders and small business owners build better organizations so that they can have better lives for themselves, their families, and their communities. Our keynote will feature ideas to grow engagement across the association because members are the lifeblood of your association. You will walk away from this session with a deeper understanding of what members want, need and how to position the HBA to help them get it.

1:30 pm - **Breakout Sessions**

Track One

The 5 Layers of Member Engagement and Growth

Jim Roman, Leadership Expert

Growing engaged members starts on Day 1. Cultivate active and dedicated volunteers, committee members and leaders.

Track Two

Brave Leadership

Donna Franza, NAHB Senior Consultant, Advisory Services

In times of uncertainty, brave leadership requires the courage to show up and take action when the outcome is out of your control. It means making hard choices to do what is right rather than what is easy. Brave leadership inspires others to rally together toward a noble cause. This session will cover actionable principles of leading with courage based on the research of Dr. Brene Brown.

2:45 pm - **NAHB Update**

Jim Tobin, NAHB CEO

Post-election update on the state of the NAHB Federation with NAHB CEO Jim Tobin, be sure to bring your questions for the Q & A portion of the program.

3:30 pm - **Event Concludes**