



# AREA 8 LEADERSHIP CONFERENCE

## AGENDA OVERVIEW

### DAY ONE 11.18.24

#### **Keynote Session by Jim Roman 1:00p-1:50p (Iberville A)** **Being Indispensable: Driving Association Success**

Members are the lifeblood of your association. Understand what they want—and what they need—and help them get it!

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#### **2:00p-3:00p** **The 5 Layers** **of Member Engagement** **& Growth (Iberville A)** **Jim Roman**

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

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#### **Workforce Development (Iberville D)** **Leigh Hallas, Senior Marketing &** **Communications Officer (HBI)**

Workforce Development is at the forefront of challenges facing the homebuilding industry. This issue also presents a unique opportunity for associations to offer relevant engagement to their members. Hear about the workforce development wins on the national level and get ideas and insight on how to make these efforts a part of the conversation at your local HBA.

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#### **3:15p-4:30p** **Running Effective Meetings** **(Iberville A) Dave Ashley, NAHB**

This session will cover the hallmarks of effective meetings, including establishing clear ground rules, preparing proper meeting agendas and strategies to deal with difficult behaviors. Effective meetings will help leaders in board and committee meetings to create meaningful contributions to the association.

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#### **Advocacy Panel (Iberville D)**

Moderator: **Bubba Jenkins**, LHBA 3rd VP  
Panelists:

- **Lake Coulson**, NAHB SVP, Government Affairs & Chief Lobbyist
- **Jules Guidry**, NAHB State Rep & BUILD PAC Chair

• **Michelle Shirley**, LHBA Lobbyist  
Join our panelists from across Area 8 for engaging discussion on best practices for being an advocacy leader for your HBA, while also discussing current advocacy challenges and solutions with your peers.

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#### **4:40-5:00** **NAHB Political Roundup (Iberville A)**

Update on the state of the NAHB Federation post 2024 elections by **Lake Coulson**, NAHB SVP. Be sure to bring your questions for the Q & A portion of the program.





# AREA 8 LEADERSHIP CONFERENCE

*Special Events*

included with conference registration

## Monday, November 18

### NETWORKING RECEPTION

5:00 PM - 6:00 PM

Hotel Monteleone | Royal Salon

Join fellow conference attendees for a cocktail - or two - and discuss the different ways in which you can implement what you learned in your HBA!

### KREWE DE NAHB'S "BOURBON STREET BALCONY EXPERIENCE"

6:30 PM - 9:30 PM

Felix's Restaurant & Oyster Bar (Bourbon Room & Balcony)

Don your best Mardi Gras apparel, grab your beads and walk on over to Felix's Restaurant and Oyster Bar for a Bourbon Street experience like none other. A private room and a private balcony overlooking the infamous Bourbon Street await! Complete with cocktails and buffet, you're sure to "laissez les bons temps rouler!"

## Tuesday, November 19

### HEADSHOT HEADQUARTERS

7:30 AM - 1:00 PM

Hotel Monteleone | Iberville C

Top of your Leadership Conference experience with an updated headshot. All effective leaders should have a professional photo to market themselves. Stop by the Headshot Headquarters to take advantage of this offering and always "put your best face forward!"



# AREA 8 LEADERSHIP CONFERENCE

## AGENDA OVERVIEW

### DAY TWO 11.19.24

#### **LEADERSHIP BREAKFAST 8:15a-9:00a (Iberville A)**

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.

Moderator: **Carl Harris**, NAHB Board Chairman

Panelists: **Kenneth Estes**, NAC; **Adrienne Fontenot**, LHBA; **Dan Mills**, HBA GNO

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#### **9:15a-10:15a**

##### **Leadership Challenge (Iberville A)**

**Rachel Branson, NAHB**

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

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##### **Team Planning (Iberville D)**

**Donna Franza, NAHB**

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

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#### **10:30a-11:30a**

##### **Membership: Recruit, Retain & Engage (Iberville A)**

**Dave Ashley, NAHB**

Want the secrets from the top membership drives in the country? Get strategies to boost your association's membership recruitment efforts and explore the best way to welcome new members and create value that turns new members into members for life.

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##### **Team Planning, cont'd (Iberville D)**

**Donna Franza, NAHB**

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

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#### **11:45a-1:00p**

##### **Leadership Luncheon (Iberville B)**

Update on the state of the NAHB Federation by **Carl Harris**, NAHB Chairman.