

Local Association
Spotlight:
 Home Builders Association
 of St. Joseph Valley

Article submitted by
 HBASJV Chief Executive Officer
 Bob Penrose —

Thriving Despite the Challenges

We've all heard the expression, "When life gives you lemons, make

Despite a thick cloud of uncertainty, our leaders developed a new plan to delay the event by one month, make arrangements to welcome in-person visitors safely, and simultaneously create something we had never done before – the Virtual Home Tour Experience. Two of our newest members who specialize in media content and website development helped enhance our website to a new lev-



Above: The 2020 HBASJV Builders Showcase featured an enhanced Virtual Tour Experience at www.hbashowcase.com

teractive map and links to each participating home's page, which included descriptions, special features, floorplans, photo galleries and 3D walkthroughs. While they were there, they could plan their in-person visits, request additional information, and vote for the "People's Choice" award.

For two weekends in June, our builders welcomed record numbers of guests, and managed crowds by implementing the recommended health precautions. The Virtual Tour website welcomed nearly 7000 unique visitors and over 28 thousand page

ership to be an essential part of our lives.

Golf Outing

On the topic of overwhelming successes, our association also held its annual golf outing in July. After having to cancel all in-person events since March, the golf outing was our first large group gathering of members.

In similar fashion to our Showcase committee, our Golf Outing planning team met faithfully despite the uncertainty, hoping to create a memorable event for our members. As the last putt was sunk in the 2020 Golf Outing, the scorecard showed a 45% increase in golf team registrations, 110% sold-out sponsorships, 30% more Ball Drop Raffle tickets sold, and an unprecedented amount of positive feedback from attendees. Our members and their industry guests built upon their business relationships, laid the foundations for new ones, and celebrated their success.

Government & Regulatory Affairs

lemonade.”, and, for a lot of us, the first half of 2020 has been a bit of a lemon. However, despite the challenges facing our association, our industry, and our community, the Home Builders Association of St. Joseph Valley is determined to thrive.

Led by our forward-thinking Board of Directors and dedicated committee members, our association continues to increase member engagement and community impact by embracing new ideas.

Our most recent events highlight this positive energy and growth.

The Builders Showcase

In March, when Governor Holcomb issued his “Stay-at-Home” order for public safety, our association, like many others, was forced to cancel an extensive calendar of meetings and events. Within days of the order, our Builders Showcase planning committee, and our Board of Directors began meeting (virtually, of course!) to determine the best course of action regarding our annual parade-of-homes event, the “Builders Showcase”.

el. Our builder participants doubled their efforts to complete their homes and get them “photo-ready” in time for the new website launch.

When the website launch countdown hit zero on the eve of the Builders Showcase, visitors were greeted with an in-

views over the 10-day period. Our 2020 Showcase not only met, but exceeded its budgeted revenue-generating goals for the association. By all measures, the event was an overwhelming success, and it became clear that our community still considers home building and homeown-

Over the past year, our Outreach Regulatory Affairs Committee has opened new doors (sometimes through persistent knocking) with local government leaders and officials. They established a recurring “Builders Breakfast Series”, a small-group setting where our members can



Above: HBASJV Board Member and event Chairperson Karen Schneider kicks off the 2020 Builders Showcase in a welcome video.

meet with representatives from local agencies such as the Building Department, Health Department, Area Plan Commissions, City Development and County Engineering Offices to name a few.

Through this committee, our local HBA has an open dialogue with the offices that impact building and development in our community, who recognized our members' value as consultants, partners, and industry professionals.

Workforce Development

Our newest committee, the Workforce Development Council, will address the education, training, and labor challenges facing our local industry. By growing our established Building Trades programs, and partnering with other organizations in our community, we hope to capitalize on the "essential" nature of our industry and fulfill construction opportunities.

In the midst of 2020's challenges, we are creating a new Job Board on our

website that will provide our members with an advantage in filling needed positions.

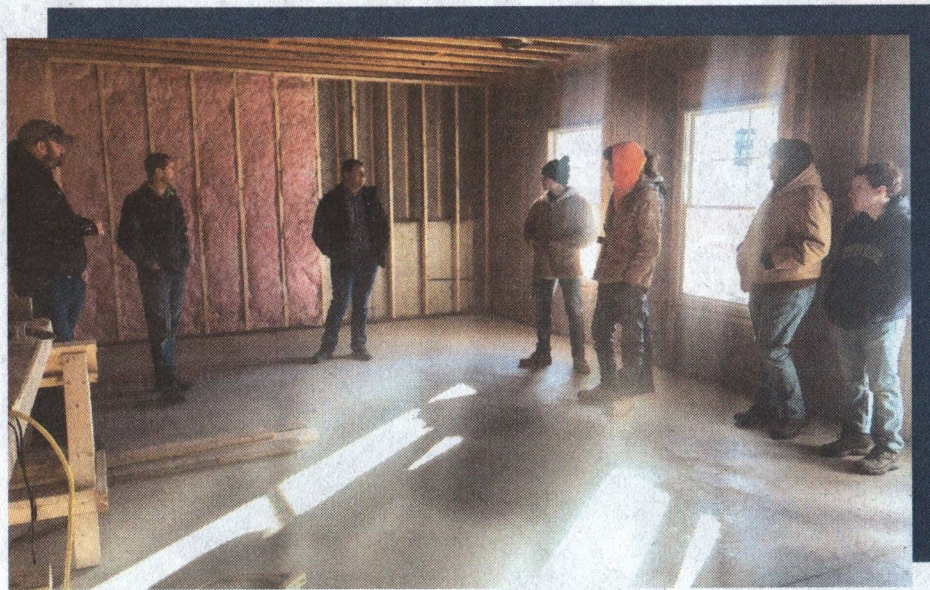
Upcoming Events

On September 9th, we will welcome NAHB Economist Robert Dietz for a Virtual Economic Outlook Event. This event will bring together other local associations in our industry (South Bend Realtors Assoc., Michiana Mortgage Bankers Assoc., and our neighbors at the Builders Association of Elkhart County). Although there are a few details to finalize, we are confident this event will be another great highlight for 2020.

October will bring with it our fourth annual Fall Showcase of Homes. The success of the Spring Showcase has energized our planning committee, who have already begun to re-imagine our Fall event. The virtual aspects implemented in the Spring Showcase have revealed new possi-



Above: HBASJV Members meet with South Bend building officials during a Builders Breakfast Series meeting.



Above: HBASJV Members meet with high school building trades students in January at their class project home build.

bilities and opportunities for growth. We plan to broaden the types of construction projects that are on display and feature more talented members than ever before.

We have all experienced the unrest and uncertainty of 2020 in our own ways. However, as the rest of the year unfolds, we may find that the first half of this year turns out to be the catalyst for a disruptive change, one that will usher in a paradigm shift that will redefine the future for our association. Who wants some more lemonade?

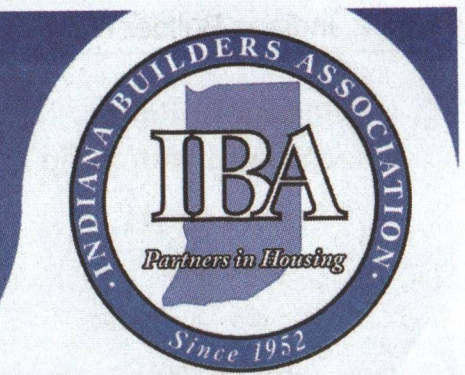
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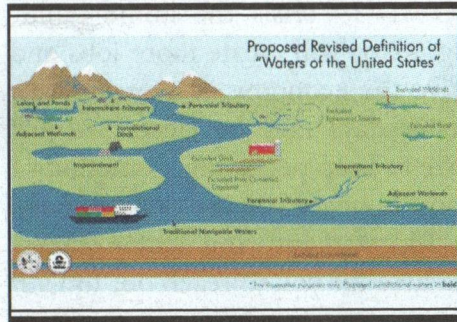
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Braun to address IBA Board of Directors

IBA'S BOARD OF DIRECTORS AND COMMITTEE MEETINGS

AUG. 31

At Embassy Suites in Noblesville, IN
13700 Conference Center Drive South Noblesville, IN 46060



Indiana Builders Association
Board of Directors & Committee Meetings
Monday, August 31, 2020

Keynote Speakers



Senator Mike Braun, represents the state of Indiana in the U.S. Senate. In the Senate, he serves on the Aging Committee, Agriculture Committee, Budget Committee, Environment & Public Works (EPW) Committee, and the Health, Education, Labor and Pensions Committee (HELP).

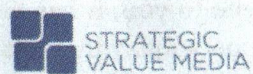
Before Braun's historic victory in 2018, he was the founder and CEO of Meyer Distributing, a company he built in his hometown of Jasper that employs hundreds of Americans across the country. Throughout the years, Mike has always looked for ways to give back to his community and serve his fellow Hoosiers, such as serving as a member of the local School Board and as a State Representative in 2014.

Meeting Location
Embassy Suites Noblesville Indianapolis Conference Center
13700 Conference Center Dr. S, Noblesville, IN 46060

Cost
Board Lunch = \$26
An additional fee of \$5 will be applied for on-site registration.

Registration
Register and pay by **August 21**. Registration can be done online on our "events" tab at www.buildindiana.org.

Event Sponsors



Schedule of Events

- Monday, August 31**
- 9:30-10:00 a.m. Registration
 - 10:00 a.m.-12:00 p.m. Board Meeting
 - 12:00 p.m.-1:00 p.m. Box Lunch
 - Housing Protection Fund Meeting
 - 1:00-2:30 p.m. Local Executive Officers' Council Meeting
 - Past Presidents' Council Meeting
 - Codes and Safety Committee Meeting
 - 2:30-4:00 p.m. Association Issues Committee Meeting
 - Land Use Committee Meeting
 - Remodelers Council Meeting
 - 4:00-7:00 p.m. Executive Committee Meeting and Dinner

IBA's Housing Protection Fund fights for housing and property rights