

THE
LITTLE BLACK BOOK
OF
HBA BENEFITS



THREE IN ONE MEMBERSHIP

Your dues to the HBAGTA also pay your dues to the Home Builders Association of Michigan (HBAM) and the National Association of Home Builders (NAHB).



NAHB strives to protect the American Dream of housing opportunities for all, while working to achieve professional success for its members who build communities, create jobs and strengthen our economy.



hbaofmichigan.com

The HBA of Michigan works to positively promote the building industry and impact the legislative, regulatory and legal issues affecting housing affordability (attainability).



OUR MISSION: To be a high-quality resource for building industry professionals who provide outstanding service to our community.

LEADERSHIP

Your 2024 HBAGTA Board of Directors

President, Heidi Flake

Insight Professional Services

First Vice President

Ben Maurer

Paul W. Maurer General Contracting

Second Vice President

Secretary

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MAC Custom Homes

Treasurer

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Platinum Construction & Design TC

Past President

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Daniel S. Paulson Builder

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Dan Goodchild

Northwestern Michigan College

Rene Hills

Real Estate One

Dane Englert

The Ferraro Group

Matt Waligorski

Highstreet Peterson
McGregor Insurance

Terry Peach

Kingsley Lumber

Brian Terhune

Terhune Construction

Emerging Leaders Program

Designed to educate and foster the future leaders of the HBAGTA; taught and mentored by the past and current leaders.

BENEFITS

KNOWLEDGE

Educational offerings and current industry news members need to expand their business and achieve personal success.

NETWORKING

Creates opportunities within a community of home building professionals for members to build key relationships to increase their profitability.

ADVOCACY

Improves the business environment on Capitol Hill, the State Capitol and in local communities by eliminating excessive regulations.

WORKFORCE DEVELOPMENT

Develops programs and awareness of sustainable careers in the skilled trades creating pathways to work for the future of our industry.

REPUTATION

The reputation of an established, respected 50+ year old professional trade association, over 400 members strong.

SAVINGS

Saves members money through advocacy efforts, exclusive services and products, and National, State, and Local discount programs.

KNOWLEDGE

Education is one of the foundations of HBAGTA, we offer a variety of opportunities and venues for professional development and learning.

The logo for the 'Build A Better House Series' is contained within a dark blue square. The text 'BUILD A BETTER HOUSE' is stacked vertically in white, bold, sans-serif capital letters. Below this, the word 'SERIES' is written in a smaller white font. To the right of 'SERIES' is a small red and white icon of a house with a roofline.

BUILD A BETTER HOUSE SERIES

BUILD A BETTER HOUSE SERIES

In partnership with NMC and Northern Building Supply, the HBAGTA offers a unique opportunity to see the latest in building products direct and have a hands-on demonstration alongside students in NMC's Construction Technology program.



NAHB VIRTUAL CLASSES

Classes are held via ZOOM in real-time allowing you to interact with your instructor and industry professionals from across the country.

CONTINUING COMPETENCY FOR LICENSED BUILDERS

HBAGTA offers continuing education (CE) courses to stay up to date on building codes, safety, and construction and business management laws annually. As well as courses for those builders who have been licensed for less than 6 years and require 21 hours of CE.

NETWORKING

GENERAL MEMBERSHIP MEETINGS

GMM's provide members with an opportunity to get up to speed with what is happening at the HBAGTA, discuss industry related information, garner new ideas and reconnect with colleagues and fellow members. And as an added bonus, they're FUN!

GMM's are held the 2nd Monday of each month, September through May in the Greater Grand Traverse Area; regularly scheduled meetings in other communities are being planned.

JOIN A COMMITTEE

The HBAGTA has professional staff to manage day-to-day functions, but our success is a direct result of our member's support and involvement. As a volunteer-driven organization, our many committees help guide events and activities throughout the year.

COMMITTEES:

Codes & Legislative

Golf Tournament

Home EXPO

Membership

Parade of Homes

Foundation Events

Workforce Development

Education

COMMITTEE CHAIR:

Caleb Norris, Norris Design Productions

Nick Del Rose, Tradesmen International

Karla Shappee, MSUFCU &

Rene Hills, Real Estate One

Matt Waligorski, Peterson McGreggor
Insurance

Jennifer Bard, Platinum Construction &
Design TC

Dan Goodchild, NMC

Daniel Paulson, Daniel S. Paulson Builder

Brian Terhune, Terhune Construction

ADVOCACY



In 2019, the HBAGTA announced the creation of a public charity foundation with tax-exempt status.. **Its mission, to advance sustainable careers in the skilled trades through fund raising, charitable donations, and workforce development.**



A strategic partnership with the Builders Exchange of Northwest Michigan and Northwestern Michigan College, working together to change the narrative about careers in the skilled trades and to build the pipeline of tomorrow's construction trades workforce.



The NAHB Student Chapters program is dedicated to enriching the educational experience of students by offering them firsthand exposure to the real world of the building industry through NAHB membership, educational programming, and networking opportunities.



Our state association keeps current on issues affecting all members. It aims to advocate for the industry position on issues and stay involved in a proactive way. They can help you with issues such as zoning, MDOT, business taxes, code issues, federal and state agencies, and more.

EVENTS



Home EXPO

The Home EXPO features exhibit booths, product demonstrations, and seminars from members and industry professionals and attracts potential customers from the community.



Foundation Golf Challenge

Hosted at the Interlochen Golf Club, this outing supports workforce development efforts.



Parade of Homes

The Parade of Homes provides Builder Members an opportunity to share the latest trends in construction and building design while showcasing their talent and craftsmanship.



HBAGTA Golf Tournament

Hosted at Crystal Mountain Resort on two champion courses, a day of fun and competition.



Foundation Scholarship Dinner

Focused on the skilled trades as a career choice, while raising and awarding funds to students actively in accredited programs.

MARKETING

HBAGTA offers several member exclusive marketing opportunities:

Tuesday Toolbox

HBAGTA's bimonthly e-newsletter, delivered to over 625 unique email addresses, offers ad placement and articles.

E-Blasts

Have an upcoming event or new product/service to announce? Send your message out to a targeted group or the entire membership.

Member Directory

A categorized listing of all members, printed annually and maintained in real-time digitally. Ads placed in the print version are also available in the digital copy.

Parade of Homes Tour Guide

A tradition that stands up against the test of time, these books are professionally printed and kept by parade goers for years to come. Place an ad and/or submit an article.

Host or Sponsor a General Membership Meeting

The 2nd Monday of the month, September through May, host the membership at your location or sponsor the meeting or a portion of the meeting to promote your business.

Event Sponsorships

Sponsor one of our five events for exposure and promotion to the membership and general public.

Educational & Workforce Development Programs

Sponsor or attend one of our many continuing education, workforce development, product demonstration, or business development classes.

NAHB SAVINGS

Through NAHB, members receive great discounts on products and services. Members that take advantage of these discounts report that they recoup their dues investment in a year with the savings they receive.

Travel and access discounts to NAHB Spring and Fall Leadership Conferences and the International Builders Show in Las Vegas, NV.

2024 Available NAHB Discounts:

- Lowe's Pro
- Nissan
- Dell Technologies
- Hotel Planner
- AVIS
- Budget
- Heartland
- Farmers Insurance
- RingCentral
- Sam's Club
- BMW
- T-Mobile for Business
- UPS
- Goodyear Tire
- ODP Business Solutions
- Member Deals (travel & entertainment)
- TForce Freight
- Voyager
- Active & Fit Direct
- Rho Business World Elite

For more information, visit:

www.nahb.org/nahb-community/member-benefits/savings

HBAM SAVINGS

HBAM will send builders and remodelers a check in the mail every quarter when you buy from companies participating in their rebate program. Associate members who supply or install any of the 50+ Manufacturers brands can be listed in the Associate Member Directory. Explore available brands at: www.HBArebates.com

2024 Available HBAM Discounts:

- Property & Casualty and Worker's Compensation Insurance
- Free Business Diagnostics & Plan of Action (DPA) through Small Business Growth Partners
- Builders Health Benefit Trust (allows small business in similar industries to pool their healthcare needs)
- Meijer Discount Card - 10% off general merchandise
- 7/11 & Speedway Commercial Fleet MasterCard
- Discounted Work Gear - shop Get'z online
- Discounted Prescription Card
- Ultimate-Builder.net - discounted website design & hosting
- Davenport University
- Member Rebate Program

Visit: <https://hbaofmichigan.com/benefits> for info and links



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