



NEWS RELEASE

Home Builders Association of Fargo-Moorhead

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For Immediate Release

HBA of F-M first in U.S. for membership achievement

Fargo, N.D. - The National Association of Home Builders has recognized the Home Builders Association of Fargo-Moorhead with one of its top national honors, the 2010 NAHB Cup for Outstanding Membership Achievement.

The award annually recognizes the home builders association that achieves the highest combined ranking in membership growth and retention in the country. Finalists were identified from seven different membership size categories, and invited to submit their membership plan for consideration to be named the overall winner.

HBA of F-M President Tyrone Leslie, Heritage Homes, says, "Membership is an organization-wide commitment, with our staff and members constantly promoting HBA benefits to prospective and existing members. A key component to our program is a full-time membership coordinator. She is dedicated to work as a team with our committees to keep the HBA strong and growing. We are truly honored to receive this award from NAHB."

HBA of F-M earned a finalist berth with a combined score of 86.54 percent, which reflects both membership renewals and recruitment of new members. It was singled out for the top honor after judges evaluated its strategically executed and thoroughly documented membership plan that reflected a comprehensive, member service-focused approach.

These are just a few of the judges' final comments:

- "This was/is a very well thought out Membership AND RETENTION Campaign."
- "I was truly impressed with the steps they took to use Membership Recruitment and Retentions as a way to promote overall activity and involvement in the Association."
- "Leadership, members and staff share in setting the goals and therefore buy into the process."
- "Even though many of the outreach efforts have been presented at the Membership Leadership Conference over time and are now part of the Touch Program, this local pays attention to details and incorporates additional efforts to make members value membership and retain that membership."

HBA of F-M's name will be engraved on the cup, which will be displayed at upcoming NAHB board of directors meetings. The Association will receive a replica cup to display in its office.

The HBA of F-M is a non-profit trade association of over 800 members that has been in existence since 1956. Its mission is to provide quality services, benefits and education to members and the community while representing the collective interests of the home building industry. Its public events include the Spring Parade of Homes, Fall Parade of Homes, Red River Valley Home & Garden Show and the Fall Home Show.

NAHB is a Washington, D.C.-based trade association. Founded in 1942, it is a federation of more than 160,000 members and their employees. It strives to improve housing affordability, availability and choice and exists to represent the home building industry by serving its members and affiliated state and local builders associations.

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