



MEMBERSHIP CONFERENCE SPARKS IDEAS

by Jane Witt, WBA Director of Membership Services

A large contingent of 26 members of the Wisconsin Builders Association® attended the National Membership Conference in Des Moines, IA on October 3-5. Membership staff, committee chairs and Executive Officers representing 14 locals attended to learn about recruitment, retention and share best practices with their colleagues from around the country. Wisconsin had the 2nd biggest group of members - only the host state Iowa had more. To assist with expenses the WBA offered car pooling reimbursement of \$150 to the drivers willing to share their vehicle with other members around the state. Our dedicated and enthusiastic group included: Membership Vice Chair, Pam Jewell – Golden Sands, CVHBA - Monica Somerfeldt Lewis, Jon and Dawn Schwieters, Jin Davis, Tami Miller and spouse; South Central WI - Doug Scott, Jay Saxe & Todd Bogner; Madison Area - Angie Kieta & Kathryn Sundquist; St Croix Valley- Jim and Chris Mikla; Lakeland - Grace Hirte & Rosemary Alewine; Metro - Frank Madden; Winnebago - Amy Montgomery; Sheboygan County - Julie Meyer; Heart of the North - Terry Koleski; Central WI - Brenda Newby; Wausau Area - Christopher Briquet; Valley - Debbie Lederhaus; La Crosse Area - Vicki Markussen and from WBA - Bill Wendle & Jane Witt.

In order to get the best exposure to all the great educational offerings, we split up our group to attend as many of

the sessions as possible. Upon their return, I asked each attendee to submit five things they learned so everyone could benefit from the knowledge they gained. A contact name for each block of ideas is included so you know whom to contact if you would like to know more.

Vicki Markussen, La Crosse Area

1. **Be proactive rather than reactive to your members needs:** the “if you build it they will come” concept. Example given: not having a remodeler’s council because we don’t have remodelers. NAHB’s response: perhaps the fact that you don’t have one is why you don’t have remodeler members.
2. **There are key points in a membership:** first 6 months are vital. 1st year: 60% of new members are retained. They remain at a high risk of dropping within first 2 years. From year 3-5 they are moderate risk of dropping. After 5 years, 80% will stay a member.
3. **Multiple touch points is the key to new member retention:** 3 successful associations have the same model: A) call new members within their first month; B) Call them again at 6 months and C) call them before they are invoiced

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4. **Every member believes at the time they join that the association has promised to deliver a service to them.** As opposed to that they have to work to receive services.
5. **Service is vital now:** Consider not making money on some things you used to. If members see you as serving them now, the association will be rewarded when times are good again. Examples included reduction of Parade entry fee, getting media to agree to discounted rates for sales of homes, website created to sell housing inventory, etc.

Amy Montgomery, Winnebago

1. Include a member interest survey with application.
2. Send a "We've missed you" postcard, personal note or make a phone call to inactive members.
3. Include testimonials from current members in renewal notice or discount buck slips.
4. Highlight new member, Spike and Builder of Month in newsletter.
5. Assign a Host/mentor to meet w/new member at meeting and other events and introduce to others.
6. Have a new Member badge they wear to meetings for 12 months.
7. Builders require their subs to join.

Jim Mikla- St Croix Valley HBA

1. Develop and/or promote Spike Clubs at local level
2. Provide Spike training for new spikes to super charge their enthusiasm and polish their skills
3. Put higher value on recognition at locals
4. No membership contests unless everyone can win. Design a tiered reward program with different levels of achievement. If this is not possible, eliminate the contest.
5. Focus energy on new members. Touch them early and often.

Chris Mikla, St Croix Valley HBA

1. Fire up your membership committee volunteers with internal committee drawings or rewards for their participation and completion of assigned tasks.
2. Acknowledge both new members and their sponsors by taking pictures of them and posting them to your local association's website or newspaper. Get the local association familiar with the new member's face before their first general membership meeting.
3. Provide a new member orientation that includes a presentation of the local, state and national membership benefits

4. Conduct an exit interview asking very specific questions including "What was one thing we could have done to keep your membership."
5. Monitor the new member's frequently through the first year of membership via monthly phone calls to encourage member involvement.

**Pam Jewell, Golden Sands Home Builders,
North Area VP-Builder, Vice Chair WBA
Membership Committee**

1. New program possibilities at state level to encourage "I did business with an Association Builder Member." Every time they do business with a Builder member, they send a voucher into State with the Builders name. At the end of the year, a drawing is held for a prize. Program funded from Associate fees.
2. Membership drives can be a WIN-WIN. Goals are set by a predetermined amount. For instance a 4-member goal in a 4 month drive. Every member who attains this goal gets the same prize. So even if you have teams, a great producing member can win for his efforts.
3. Networking training is a crucial tool for all members of the Association and can be a draw for sales of member benefits package. Ideas: don't sit at the same table if you're from the same company, create an Ambassador and a Mentor Club. "Speed Meetings"—put Builders at a table and give Associates 3 minutes to create an impression- learn to use the 10-Second Commercial.
4. Value the active Spikes who have brought in members in the last few years. Have a Spike of the Month column in your newsletter. Put in pictures of your current Spikes. Contact Spikes who are only a few away from the next level and spur them on, have a Spike Party that they earn their way in. Get active Spikes any cold call prospects and set them to work.
5. Create a Retention Committee as a sub-committee of your Membership. This is a separate issue and starts where the Membership drive leaves off. Work actively on retention all year-round.
6. Involve the Board in member recruitment and retention.

Grace Hirte: Lakeland HBA

1. Have postcards prepared at Membership meeting for sending out hand-written notes to new members.
2. Require committee members to complete their assignments by the day before the next committee meeting to receive incentives.

3. Use unclaimed spikes as incentives on membership committee
4. Leadership – you need the right attitude. Are you spreading anything people want to catch?
5. Check recent housing starts, find out who's building, if they aren't members, pursue them for membership.

Deb Lederhaus Director of Education/Member Services Valley Home Builders Association

1. Create an annual Membership Committee Calendar for committee members' handy reminder to get involved with their favorite project.
2. Trying to recruit Spikes? Ask a member if they would like to be famous – and then step-up your member recognition with lots of pictures and press releases – so other

members recognize there is value to being involved.

3. The top six motives for buying include: a) desire for gain b) fear of loss c) comfort and convenience d) security and protection e) pride of ownership f) satisfaction of an emotion.
4. 4-6 weeks after a member joins, request a 50-word Member Profile to promote their business in your HBA newsletter or on your website or both. It's an additional marketing tool for members, helps us get to know them better and encourages members to do business with members.

To improve builder attendance at GMM's, put all builder names in a drawing for \$100. If that builder is not in attendance when his name is drawn, that \$100 goes back into the pot for next month – increasing to \$200, etc. and creating more of an attraction for builders to attend GMM's.



KNOCK, KNOCK WHO IS HOME?

by Kate Easton, Director of Political Affairs

Throughout this election year, members have asked WBA if there are ways to get engaged in the elections other than a dollar contribution. The answer to that is yes!

A simple but powerful way for us to keep a constant statewide presence in important races is for us to connect members with the areas that need help. To do so, it is imperative for WBA to have the home addresses of members. It is nearly impossible to match members with their Assembly person or Senator without knowing the residence that member declares at the ballot box.

For the purpose of sweat equity on campaigns such as literature drops, knocking on doors or putting up yard signs, WBA staff needs to know where to locate members for the purpose of volunteering.

On the policy side, knowing home addresses helps us de-

liver needed housing messages to legislators from their constituents. When we have a bill in front of a Senate or Assembly Committee, it would be helpful to know constituents of the committee members to either make a direct contact into the legislator's office or testify on behalf of important housing legislation.



So please add your home address information to your local's record in addition to your business address. They both serve important, but distinct functions in helping us contact you and work for you. Thank you all for your inquiries and we look forward to progress with this important on-going project.

Government Affairs Audit

You may remember that WBA recently contracted to have an "audit" of our government affairs and political efforts. With recent staff changes and many new faces on the Government Affairs (GA) team it was a natural time to partake in a critical review.

The results of this audit are now available and a briefing will be given at the upcoming GA Committee meeting

starting at 10:30 am on October 23, 2008 at the Ho-Chunk Convention Center room Upper Dells C. This meeting is open to any WBA member would who like to attend

The auditors Mike Wittenwyler and Mike Theo will provide an overview of the audit findings and will be on hand to answer any questions members may have. Any members interested in the results of the audit are encouraged to attend this upcoming meeting.

OSHA Unveils New Web Page on Fall Prevention in Construction

Preventing Fatal Falls in Construction (www.osha.gov/doc/falls/preventingfalls.html) is a new resource on OSHA's Web site for employers and employees in the construction industry. This new Web page is a central repository of resources targeting ways employers and employees can prevent construction-related falls.