



Happy New Year Everyone! Hopefully you were able to spend some time with family and friends over the holiday season and are refreshed for the new year.

Last year, the HBA Board was able to participate in putting together a strategic plan with the help of NAHB. That plan includes five specific segments that align with our mission statement.

Mission Statement:

The Home Builders Association of Ft. Wayne, Inc. supports all segments of the residential building industry through advocacy, education, workforce development, networking and community involvement.

- 1) **Membership:** Membership is not only focused on new members but also on meeting the needs of current members. That said, who have you asked about membership lately. Do you have friends, people you do business with, even outside of the construction fields, that align with our mission? Ask them about membership!
- 2) **Workforce Development:** To grow our impact in the region as a resource on workforce development initiatives through coalition efforts with like-minded associations, companies and local student chapters including Garret H.S. and FWCS Career Academy at Anthis.
- 3) **Government-Regulatory Affairs:** To dedicate HBA resources towards monitoring and reviewing new building codes through our codes committee, reinvigorate our government affairs committee to have 7-10 active members and engage up to 50% of our members registering for VoterVoice/BuilderLink calls to action. Are you registered for the calls to action, if not sign up today by visiting the [HBA website](#) and clicking on Advocacy.
- 4) **Event Networking:** Increase the number of members that attend events and use social media to promote and show off the events.
- 5) **Public Relations:** Promote “Do Business with a HBA of Ft. Wayne member” to consumer and demonstrate our leadership, stewardship and impact in our community through charitable actions.

My goal in showing you this is not only to be held accountable, but to show you everything going on if you were not aware. Where do you think you could get plugged in? Maybe its just asking one prospective member a month to join and now you have five key reasons why.

Greg Gerbers
HBA President

