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THE BIG BOOK of ASSOCIATION IDEAS

CONSTRUCTION TRADES &
BUILDING ASSOCIATIONS EDITION

7 Award-Winning Program and Event
Ideas from the Association Momentum
Awards Competition

THE BIG BOOK *of* ASSOCIATION IDEAS

CONSTRUCTION TRADES & BUILDING ASSOCIATIONS EDITION

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THE DETAILS

GrowthZone AMS is proud to sponsor the Inaugural Association Momentum Awards Competition. The competition is about celebrating and showcasing enterprising construction trades and building associations.

Entries were judged on Creativity, Industry Impact, Value to Association, Value to Members, and Replicability. This year's judging panel brought a wealth of industry expertise to the competition. Judges included association pro Mary Byers, AMS industry expert Ashwin Tutak, as well as GrowthZone AMS Senior VP of Marketing, John Cook.

The \$1500 Grand Prize was not dependent on association size. Entries from national, regional, and local organizations were considered. Additionally, there were three \$500 prizes awarded to the first-place winner in each of the following categories: Small Association (200 members or fewer), Medium Association (201 – 700 members), and Large Association (over 700 members).

The number of outstanding submissions resulted in Honorable Mention recognition of three additional programs.

GrowthZone AMS is honored to showcase these programs, events, and ideas that challenge the status quo.



GRAND PRIZE

IDEA:
Annual Playhouse Showdown

ASSOCIATION:
Asheville Home Builders Association

LOCATION:
Swannanoa, NC

STATS:
2-5 employees | 701+ members



**Asheville
Home Builders
Association**

ANNUAL PLAYHOUSE SHOWDOWN

The Asheville Home Builders Association is committed to building a strong workforce in western North Carolina.

With a high demand for home building in the area, coupled with a lack of skilled craftsmen, the construction industry workforce shortage is one of the biggest challenges facing their members.

To encourage students to explore and pursue career paths in the construction trades industry, the association launched the AHBA Annual Playhouse Showdown competition. This collaborative, hands-on building project provides real-world experience for local high school students.

Each of the participating schools forms a team comprised of students studying drafting, carpentry, interior design, and marketing. Working within specified parameters over a 5-month period, each team builds a themed, 6' x 8' playhouse.

AHBA members proudly donate all building materials as well as provide mentorship and guidance throughout the competition.

The finished playhomes are displayed at the annual AHBA Build and Remodel Expo. They are judged by a panel of licensed builders who select the "Best in Show" award winner. There is also a "Viewer's Choice" Award, voted on by the public.

Raffle tickets are sold for a chance to win one of the custom playhouses. Each school receives a portion of the

raffle ticket proceeds to utilize within their construction classrooms. The remaining proceeds directly benefit the county's Career Technical Education Program & future AHBA workforce initiative programs. Together, the participating schools have raised over \$16,000 for their respective Career & Technical Education Courses since the start of the Playhouse Showdown in 2012.

As AHBA's most successful workforce initiative program, The Playhouse Showdown has advanced construction career awareness, contributed to a stronger, skilled workforce, and provided an opportunity for their members to tap into community partnerships, all while supporting local education and training programs.

"This collaborative, hands-on building project provides a real world experience to advance the learning experience for our local high school classrooms. It spotlights the rewarding career pathways in the construction industry resulting in a tangible product that members of our community can enjoy for years to come."

CHRISTI STOKES

EXECUTIVE OFFICER | Asheville Home Builders Association



[WWW.BUILDANDREMODELASHEVILLE.COM/
PLAYHOUSESHOWDOWN](http://WWW.BUILDANDREMODELASHEVILLE.COM/PLAYHOUSESHOWDOWN)



1ST PRIZE LARGE ASSOCIATION

IDEA:

PBA Membership Video

ASSOCIATION:

Pennsylvania Builders Association (PBA)

LOCATION:

Harrisburg, PA

STATS:

6-10 employees | 701+ members



PBA MEMBERSHIP VIDEO

The Pennsylvania Builders Association (PBA) Communications Committee was searching for something fresh and new to grow their membership. Many of the 34 local builder associations that comprise PBA were also asking for help in demonstrating the value of membership to prospects.

After thorough research, PBA determined that with the incredible growth and success of video in marketing, producing a recruitment video would provide a beneficial and affordable tool for PBA and its member organizations.

The resulting video delivered an articulate and entertaining message using graphics, statistics, music, and professional narration. It has a wide range of uses including email marketing, social media channels, digital advertising, website positioning, and more.

With professional credibility, the video successfully communicates the benefits offered and advocacy provided by PBA. Its overarching message is that PBA membership is a valuable and practical way for Pennsylvania builders and remodelers to grow their business.

The video is a compelling recruitment communication tool. By using it to grow membership on the local, state, and national levels, PBA is strengthening the construction trades industry. A stronger industry provides a solid foundation which builds consumer trust and increases confidence in the construction industry as a whole.

"Our video continues to be an essential tool for our members and local builder associations to recruit, enroll, and retain potential new members throughout Pennsylvania."

KERT SLOAN

2018 PRESIDENT | Pennsylvania Builders Association



WWW.PABUILDERS.ORG



1ST PRIZE

MEDIUM ASSOCIATION

IDEA:

Meet the Trades

ASSOCIATION:

Tidewater Builders Association

LOCATION:

Chesapeake, VA

STATS:

6-10 employees | 201-700 members



Tidewater Builders Association

MEET THE TRADES

The Tidewater Builders Association's new "Meet the Trades" event was designed to match builders and remodelers with skilled workers and construction subcontractors.

Skilled workers and subcontractors from a variety of trades (such as painting, carpentry, site cleaning, etc.) were invited to participate in the event. Both members and non-members were included.

The participating skilled workers and subcontractors contacted the association to reserve tables. Members received a table for free, and non-members were charged \$150/table. If a non-member joined within 30 days after the event, the \$150 was deducted from their dues.

Builders, remodelers, and other contractors were invited to meet the prospective subcontractors and skilled laborers. The registration cost for member attendees was a \$35-\$50 per company (depending on registration date) and \$100 per company for non-members. If a non-member attendee joined within 30 days after the event, they also received a discount on dues. The price included hors-d'oeuvres and one drink ticket.

Event details were advertised about three months in advance. It was marketed through the TBA website and weekly bulletins, the local Inside Business magazine, distribution of flyers and posters, word of mouth, and more. The Association even researched relevant BBB categories for potential participants.

The event was held at the centrally-located Chesapeake Conference Center. TBA also sold sponsorships (e.g., event, food, name tag, expo booth, etc.)

In its first year, the event garnered 35 table participants, and 52 companies attended. The association was able to generate substantial non-dues revenue and gained five new members from the event.

Overall, "Meet the Trades" was very well received from both the tabletop registrants as well as the attendees. The post-event surveys overwhelmingly indicated a desire to have the event on an annual basis.

"'Meet the Trades' brought a variety of trades together in one room, making it easy for builders to find new subs and for subs to make new builder contacts – a win-win for everyone! Plus, TBA gained several new members through the event."

COLBIE RAYMOND

COMMITTEE CHAIR | TBA NextGen

TBAONLINE.ORG



business.tbaonline.org/events/details/2018-meet-the-trades-1756



1ST PRIZE SMALL ASSOCIATION

IDEA:
Construction Connections

ASSOCIATION:
U of C Construction Student Association

LOCATION:
Cincinnati, OH

STATS:
1 employee | Less than 200 members



CONSTRUCTION CONNECTIONS

Construction Connections is a semi-annual networking event conducted by the University of Cincinnati's Construction Student Association.

A "speed dating"-style interview format is used to introduce 250+ Civil Engineering, Architectural Engineering, and Construction Management students to over 30 of the most sought-after employers in the construction industry.

The event is divided into 20 time slots of eight minutes each; providing each company with 20 interviews per sponsored table. Some companies choose to purchase two tables for a total of 40 interviews. Students interview for seven minutes and then there is a one-minute break to allow for changing seats. Students schedule their time slots with employers in advance, but the association also provides a walk-in option in the event there are no-shows.

Employers receive students' resumes in advance of the event and sponsors provide raffle prizes for students who attend. The venue is always held at a professional space – either the university's football stadium pavilion or the nearby Marriott conference center.

The student association launched the program in 2013. Although the university hosts a campus-wide career fair, the organization felt that there was also a need for a construction-focused recruiting event. The event has grown significantly since then, and many industry employers now choose the Construction Connections over the career fair, as it provides them with a better return on investment.

The proceeds from the event are used for initiatives that grow the association and better serve the members.

The Construction Connections event provides an opportunity for companies to meet students who are passionate about the construction industry. It positively impacts the industry by pairing candidates with the most sought-after employers as well as bridging the communication gap between the academic setting and the professional world.

"The University of Cincinnati Construction Student Association's Construction Connections event has been a fantastic opportunity for our leadership team to meet talented students. In just a couple of hours, we were able to meet 40 students who are interested in our industry. We hired several of those students as soon as they graduated, we landed several co-ops, and connected with many more who may be a fit for us in the future. I can't think of a more efficient and effective way to connect growing organizations with talented students!"

ANDY SONTAG

HUMAN RESOURCES MANAGER | Fischer Homes



 tribunal.uc.edu/construction_connections



HONORABLE MENTION

IDEA:

BUILD with the BIA

ASSOCIATION:

BIA of Okaloosa-Walton Counties, Inc.

LOCATION:

Fort Walton Beach, FL

STATS:

2-5 employees | 201-700 members



**THE BUILDING INDUSTRY ASSOCIATION
OF OKALOOSA & WALTON COUNTIES, INC.**

BUILD WITH THE BIA

“BUILD with the BIA” is a weekly online show produced by the Building Industry Association of Okaloosa-Walton Counties. First launched in February 2018, each episode spotlights association events and updates, and features both an associate member and a builder member.

The show has proved to be an excellent way to provide value to associate members by providing a fresh approach for marketing their services. Additionally, “BUILD with the BIA” demonstrates to all members the BIA’s commitment to improve and grow the industry.

Available exclusively on Facebook, the first “Build with the BIA” episode had 1,800 views. The program has since gained momentum, and the latest episode had over 9,000 views. After the first three months of programming, the association received an annual sponsorship for the series, allowing them to produce the show at no cost.

Recent episodes have spotlighted their Parade of Homes entries. The result? A viewer from Atlanta made a special trip to see a property featured in the show and purchased the home in cash.

The goal of “Build with the BIA” is not only to market the BIA and its members, but also to serve as a marketing tool for consumers. Upcoming episodes will be geared toward consumer education. Topics will include: how to choose a contractor, steps to verify if a contractor is licensed, the do’s and don’ts when signing a contract, and more.

The success of the show has resulted in an increased social media following, growing consumer awareness, and demonstrated value to members.

“The implementation of our “BUILD with the BIA” online video series has not only allowed us to reach our local community, but it offers a unique and beneficial marketing opportunity for the members of the Building Industry Association of Okaloosa and Walton Counties.”

JENNIFER FLEMING

DIRECTOR OF MARKETING AND COMMUNICATIONS

Building Industry Association of Okaloosa-Walton Counties, Inc.



BIAOW.ORG



HONORABLE MENTION

IDEA:

P.A.L.M. Program

ASSOCIATION:

Charlotte DeSoto Building Industry Association

LOCATION:

Port Charlotte, FL

STATS:

2-5 employees | 201-700 members



P.A.L.M. HOME

The Charlotte-DeSoto Building Industry Association (CDBIA) has stepped forward in a big way to ensure the future of the construction industry in Charlotte and DeSoto counties.

Their goal? To provide on-the-job training to local students through their soon-to-be-launched P.A.L.M. program. P.A.L.M. (Professionals Actively Leading and Mentoring) is a cooperative effort supported by NAHB, Florida HBA, The Future Builders of America, Charlotte Technical College (CTC), the Charlotte County Building Department, and dozens of construction business owners.

Through the P.A.L.M. program, students taking construction courses will work with contractors to learn the ins and outs of the industry by building a top-notch, custom home from the ground up.

Truly a showcase of local craftsmanship, the home will be listed for sale when completed. The Charlotte-DeSoto BIA will receive the proceeds, donating a portion to the Florida Future Builders of America as well as the local Future Builder of America chapter at Charlotte Technical College.

The program will give leaders in the construction industry the opportunity to mentor while giving on-the-job training to students, preparing them for the workforce. The students will have the chance to network while working

side-by-side with potential employers. Both the students and the mentors will be able to give back directly to the future of the community and make a real difference in their own backyard.

"It should be the joyful responsibility of today's leaders to encourage, challenge, and teach our next generation. Our industry has the resilient strength of steel running through our veins and together we will build back our workforce."

BETH CANTIN-BROWN

P.A.L.M HOME CHAIR

"The P.A.L.M. Home gives our community the opportunity to have our skilled contractors give one-on-one training to the future of the construction industry. Additionally, it provides a huge revenue to help further assist students as well as the mission of the Charlotte-DeSoto Building Industry Association."

JOHN KAPPER

PRESIDENT | CDBIA & Kapper Contracting

WWW.CDBIAPALM.COM



HONORABLE MENTION

IDEA:
Monthly Legislative Forum

ASSOCIATION:
Desert Valleys Builders Association

LOCATION:
Palm Desert, CA

STATS:
2-5 employees | Less than 200 members



MONTHLY LEGISLATIVE FORUM

The Desert Valleys Builders Association Monthly Legislative Forum is a “one-stop” forum for the association’s nine cities, area elected officials, utility companies’ representatives, and other interested stakeholders. The Forum was designed as a means for a diverse, cross-section of area representatives to convey the latest “inside” news about each of their respective agencies.

The topics are wide-ranging and affect all levels of the construction and development communities.

Each area representative is given time to inform those present about any number of topics occurring within their jurisdiction. There are no official minutes taken, votes, or similar actions during the informal meetings.

Topics can range from cannabis industry issues (California is now heavily into this industry) to local building fees, to short-term vacation rental issues, to updates on what’s happening on the local political scene. For many attendees, the meeting is the only regular, direct engagement they have with their peers and counterparts from other agencies. The discussion is always lively and engaging.

As the host of the forum, DVBA can provide direct input to the agencies on behalf of the industry stakeholders regarding issues and challenges impacting members, as well as potential solutions they can provide.

The Forum program often provides the first look at what

is upcoming within an agency, or what an elected official may be considering for a new legislative bill. Additionally, it’s a great way for members to engage directly with various decision makers in an informal setting.

The program began nearly 20 years ago and has grown to nearly three dozen monthly participants and attendees. It occurs at 7:30 AM on the first Thursday of each month and takes approximately 90 minutes. The cost to the association is nominal (i.e., just the cost of donuts and fruit each month).

“The DVBA Monthly Legislative Forum provides a much needed (and streamlined for time management) opportunity for our agencies & members to meet for that important exchange of ideas & agency updates. The added benefit is that it is only one, yes just “1”, meeting to go to which works great for today’s busy work schedules.”

GRETCHEN GUTIERREZ

CEO | Desert Valleys Builders Association

THEDVBA.ORG/LEGISLATIVE-AFFAIRS



THANK YOU

The GrowthZone AMS Inaugural Association Momentum Awards Competition for Construction Trades and Building Associations yielded extraordinary results, with entrants submitting details of their most inventive and forward-thinking programs.

Thank you to all of the organizations that responded to the call for creativity and resourcefulness. Participating organizations have raised the bar, bringing fresh, imaginative ideas to the forefront of the association industry.

Before heading back to the drawing board to develop your next event or program, review these ideas to find something that helps your organization make a bigger impact.

ABOUT GROWTHZONE AMS

Growthzone: The Association Success Platform Built for Builder and Construction Trade Associations

GrowthZone is the first Association Management Software fully integrated with sales funnel management. It's a smarter solution designed for efficiency and growth. The cloud-based system is powerful, easy to use, and designed to manage all the day-to-day operations of your organization. Guaranteed.

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