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# RRHBA Association Evolution

## Upcoming Changes

The Roanoke Regional Home Builders Association (RRHBA) has been in a state of transition for more than a year. Members; you now have *a new team* who is here to support you. Although we are not all new to the Association, we are looking ahead from the prospective of a new beginning.

With respect and appreciation for the rich history and past Association leadership, your RRHBA office staff is paving a new and more efficient way of supporting our members and conducting the business of the Association.

One way we are moving forward is through improvement of office efficiencies. More efficient office operations will position the Association to dedicate additional resources for networking and fellowship events, enhancing the local membership experience.



Whenever possible, we will host "free" events for your enjoyment. These new events will be less formal and provide additional opportunities for members to casually get to know one another. Increasing opportunities to support the industry that binds us and paves the way for business development opportunities for member firms.



**New Office Hours:** A notable part of RRHBA's plan to increase office operation efficiency includes changes to our hours of operation and expansion of Holiday schedule. Starting July 12 new schedule includes,

- ◊ Office Hours Monday through Thursday are 8:30 a.m. to 5 p.m.
- ◊ Office Hours on Friday 8:30 a.m. to 12 p.m.
- ◊ Offices closed July 3 through 7 in observance of Fourth of July holiday
- ◊ Offices closed December 25 through 29 in observance of Christmas holiday



**Streamlining Communication:** In addition to streamlining office operations, we are in the process of standardizing our communication with membership. We want to keep you in the loop, but not communicate so frequently that our messages lose impact or meaning. The following outlines our plan for membership communication for the

remainder of 2017:

## Daily Communication

- ◊ An increased presence on social media will provide opportunities to increase public visibility and awareness of RRHBA's events and member presence in the communities we serve.
- ◊ Daily updates about events and Association ongoings will be published through RRHBA Facebook page (<https://www.facebook.com/rrhba>).

## Monthly Communication

- ◊ The Nail Keg will be delivered in 2 mediums, eNewsletter and Printed.
- ◊ Starting immediately the eNewsletter version of The Nail Keg will be sent out via Constant Contact on the second Tuesday of each month.
- ◊ The eNewsletter version of The Nail Keg will also be available on RRHBA's Facebook page (<https://www.facebook.com/rrhba>) and on the Association's website, [www.rrhba.com](http://www.rrhba.com) or <http://wp.me/P6ozJo-2x>.

## Quarterly Communication

- ◊ The Nail Keg Quarterly, a printed newsletter, will be produced and mailed out to the full membership during the second month of each quarter.

Communication to RRHBA general membership, committee members, council members, exhibitors, etc. will be evaluated, with changes and improvements occurring as needed. We look forward to continued growth and exciting networking opportunities in the coming months. Please let us know how we can help you make the connections that are important to you; our members. Make your membership count.

Nancy Kelderhouse, Executive Officer



# Thank You Business Links Hosts

Thank you Bank of the James for hosting RRHBAs first Business Links of 2017 on May 11 and S.J. Neathawk Window & Door Gallery for hosting the June Business Links on June 8. Great evenings of fellowship, food and fun. To see photo's from the event visit <http://bit.ly/2pslr1b>.



## Annual Golf Classic Achieves Double Eagle In Attendance & Sponsorships

Annual Golf Classic hosted 102 attendee's and over \$11,000 raised to support the Association. To see photo's from the event visit <http://bit.ly/2sLf2x0>. Thanks to everyone who participated and supported our Annual Golf Classic. Hope to see you again next year.



# Upcoming Events

Missed our May or June Business Links? Catch us at another 2017 event.

August 10 ~ Business Links Hosted by Trustpoint Insurance

August 17 ~ Bowling Bash at AMF Hilltop Lanes

September 14 ~ Business Links Hosted by Boxely

October 11 ~ KATZ Roadshow

October 20 ~ Sporting Clay Shoot

November 14 ~ Annual Membership Meeting

December 7 ~ Membership Meeting, Toys for Tots

You're Invited

Thursday, August 10 ~ 5 p.m. to 7 p.m.



**Business Links Networking Event**

Hosted By

**TRUSTPOINT**  
INSURANCE

Go to [www.rrhba.com](http://www.rrhba.com) to make reservations.

# 2017 Bowling Bash Sponsorship Opportunities

Which team will roll a strike and win the RRHBA Bowling Bash? How about you? As a Bowling Bash Sponsor roll a double (strike that is) by showing the 60+ attendee's who you are and how you support RRHBA.

The Bowling Bash is designed to be an evening of friendly competition with participants being treated to a dinner prior to showing their skills in a 3-game tournament. Your sponsorship allows us to continue to host activities like the Bowling Bash where fellowship and fun help us build a stronger Association.

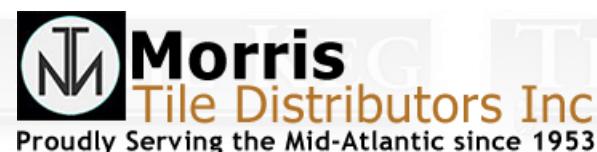
If you are interested in sponsoring the Bowling Bash or any other RRHBA event, contact Rena DeBerry ([rdeberry@rrhba.com](mailto:rdeberry@rrhba.com)). Complete list of Bowling Bash Sponsorship opportunities are below and on the next page. Don't forget to make plans to join us on August 17 at AMF Hilltop Lanes for Bowling Bash.

## Premier Sponsor ~ Exclusive Sponsorship ~ Available to 1 Firm Only

- ◊ Cost: \$600
- ◊ Includes 4 player team and meals.
- ◊ Company signage as provided by Sponsor displayed at registration area and throughout event.
- ◊ Display table for promotional material.
- ◊ Pre-event recognition.

## General Event Sponsorship ~ 5 Remaining

- ◊ Cost: \$100 minimum with maximum determined by Sponsor.
- ◊ Company signage provided by Sponsor displayed throughout the event.
- ◊ Pre-event recognition.



# 2017 Bowling Bash Sponsorship Opportunities Cont.

**Pre Event Recognition:** All sponsorships include recognition on all promotional materials relating to Bowling Bash including but not limited to RRHBA website, event flyers, social media, and The Nail Keg. All sponsorships include verbal recognition during awards ceremony.

## **Lane Sponsorship ~ 2 Remaining**



- ◊ Cost: \$100
- ◊ Company signage provided by RRHBA on lane monitor.
- ◊ Pre-event recognition.

## **Grand Prize Sponsor ~ Exclusive Sponsorship ~ Available to 1 Firm Only**

- ◊ Cost: \$100
- ◊ Company signage as provided by RRHBA displayed on Awards table.
- ◊ Company signage as provided by Sponsor displayed around awards table.
- ◊ Verbal recognition during awards ceremony as Awards sponsor.
- ◊ Pre-event recognition.

## **Door Prizes**

- ◊ RRHBA is looking for donated items such as gift cards, etc. to giveaway as door prizes at the Bowling Bash. Any items donated will be accepted and appreciated.
- ◊ Any donation will receive pre-event recognition as noted above.

# June 22 to 24 ~ 2017 HBAV Annual Convention & Installation of Officers

2017 HBAV Annual Convention and Installation of Officers will be held June 22 through 25 at the Greenbrier Resort. Additional activities, such as Golf and Bunker Tours, are available. Complete and mail the Registration Form with payment to HBAV.



Local member Shawn Callahan of Metwood Building Solutions will be installed as HBAV President during the 2017 HBAV Annual Convention. If you would like to support Shawn by attending just the Installation of Officers ceremony, complete and mail the Installation Only Registration Form with payment to HBAV.

## *Installation of Officers Ceremony*

## **Thank You Membership Drive Recruiters**

Thank you to our May Membership Drive recruiters. Your efforts yielded 11 new Members. Special recognition to Dennis Elliott of Berglund Commercial Sales who was our top recruiter in May. Our other recruiters include,

- ◊ Brett Bennett of Roanoke Gas Company
- ◊ Merle Heckman of David James Homes
- ◊ Andy Kelderhouse of Fralin & Waldron, Inc.
- ◊ John Hopkins of Ferguson Bath, Kitchen & Lighting Gallery
- ◊ Peter Fields of Fields Construction, Inc.
- ◊ Shawn Callahan of Metwood Building Solutions

## **EI Group Educational Course Offerings**



EI Group offers a wide range of educational courses. Below are the May offerings. Full listing of May and June courses can be found at [www.rrhba.com](http://www.rrhba.com). To register for any of the courses below, go to <http://www.ei1.com/>.

### **June Offerings:**

- Lead Renovate, Repair and Paint Refresher in AM ~ June 16
- Lead Renovate, Repair and Paint Refresher in PM ~ June 16



Home Builders Association of Virginia  
REGISTRATION FORM

2017 Annual Conference & Installation of Officers  
The Greenbrier Resort, Casino, Golf Club & Spa  
White Sulpher Springs, WV  
Thursday, June 22 – Sunday, June 25, 2017



***Complete this form if you will be attending BOTH  
the Annual Conference AND the Installation of Officers***

Name: \_\_\_\_\_ \$ \_\_\_\_\_

Spouse/Guest: \_\_\_\_\_ \$ \_\_\_\_\_

Children: \_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

Golf: Friday, June 23<sup>rd</sup> - Meadows Course Shotgun Start at 11:30 A.M. (\$150) \$ \_\_\_\_\_

Bunker Tour: Friday and Saturday afternoon – 25 people each day (\$35) \$ \_\_\_\_\_ (Fri\_\_\_\_) or (Sat\_\_\_\_)

TOTAL \$ \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ Fax: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Local Association: \_\_\_\_\_ Builder Associate Other

**Price through June 1, 2017**

Member \$450

Spouse/Guest \$350

Children (12 & under) \$125

**Price AFTER June 1, 2017**

Member \$550

Spouse/Guest \$450

Children \$250

Payment: Check enclosed VISA MasterCard Amount Paid: \$ \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

**NO HBAV REGISTRATION REFUNDS AFTER JUNE 1, 2017**

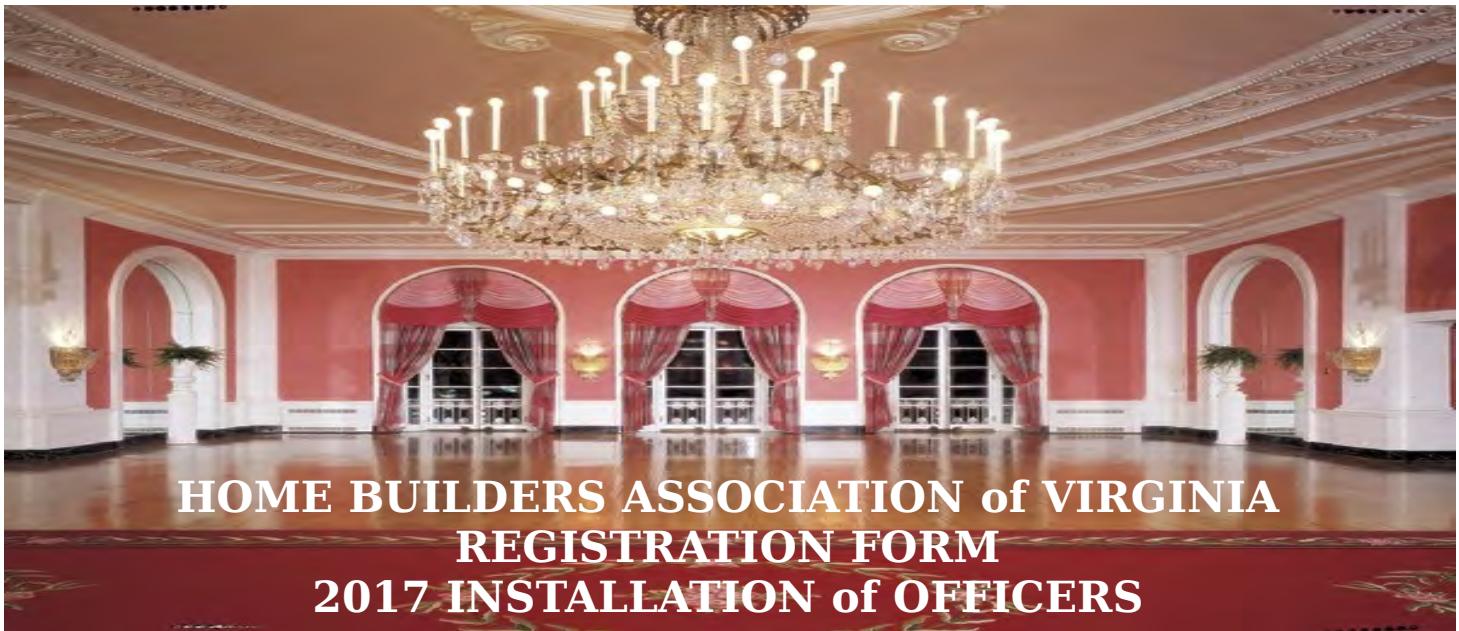
Return this form with payment to: HBAV, 707 East Franklin Street, Richmond, VA 23219 or Fax to (804) 780-2482  
(For information, contact HBAV at (804) 643-2797)

**Hotel Reservations—May be made by calling 800-453-4858 before June 1, 2017**

Group: Home Builders Association of Virginia for June 22-25, 2017

Single/Double: \$239.00

*(Room rates are offered three days pre and post the convention, based upon availability.)*



**HOME BUILDERS ASSOCIATION of VIRGINIA  
REGISTRATION FORM  
2017 INSTALLATION of OFFICERS**

**The Greenbrier Resort, Casino, Golf Club & Spa  
White Sulpher Springs, WV - Saturday June 24, 2017**

***Complete this form if you will ONLY be attending the Installation of Officers honoring the new HBAV Leadership and are UNABLE to attend the Annual Conference***

**Installation Reservations Must Be Made by June 1<sup>st</sup> - No Refunds After June 1, 2017**

Name \_\_\_\_\_

Guest/Spouse Name \_\_\_\_\_

Company \_\_\_\_\_

Company Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

Local Association \_\_\_\_\_

Builder Member      Associate Member      *~Dress is Black Tie Optional~*

Yes, I/We will attend the Installation of Officers Reception & Banquet at \$125.00 per person on Saturday, June 24, 2017. TOTAL Number of people attending: \_\_\_\_\_ x \$125.00 = \$ \_\_\_\_\_

Payment:    Check enclosed

VISA

Mastercard

Amount Paid: \$

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

**Return this form with payment to:** HBAV, 707 East Franklin Street, Richmond, VA 23219  
or Fax to (804) 780-2482 (For information, contact HBAV at (804) 643-2797)

**Hotel Reservations—May be made by calling 800-453-4858 before June 1, 2017**  
**Group: Home Builders Association of Virginia for June 22 - 25, 2017**  
**Single/Double: \$239.00**

***(Room rates are offered three days pre and post the convention, based upon availability.)***

# KATZ Roadshow ~ Master Your Craft Coming October 11

The perfect storm is hitting our industry. We're suffering from the first damaging waves. Jobsite apprenticeship programs have long disappeared, public schools rarely teach courses in the manual arts, and the permanent loss of valuable construction skills is at risk. Profit margins suffer more and more from errors in material ordering, incorrect installation practices, and callbacks. Poor building practices undermine the respect our profession demands.

Simultaneously, new technologies continue to create revolutionary products in the construction industry, often requiring specialized installation tools and techniques: new building materials create an even greater urgency for education. We can no longer rely on tradition for training. The shortage of serious hands-on educational programs erodes the reputation of our industry.

The Katz Roadshow is a unique, strategic partnership of leading manufacturers and installation specialists. They provide hands-on training clinics for professionals at lumberyards across America, encouraging tradespeople to take their craft and profession seriously.

Watch this short video (<https://youtu.be/1iHGlxA6gIM>) and hear directly from Gary Katz about why he started the program and what an event entails. Then mark your calendar to attend the RRHBA hosted roadshow on October 11. Cost to attend is free. We ask you to register in advance. Breakfast and lunch is provided. Registration will open in July.



# Stop By & See Home Show Gazebo

## Thank You Students From Burton Center for Arts & Technology

On Wednesday, May 3, the students from Burton Center for Arts & Technology delivered a Home Show gazebo to the Association office. The gazebo was built by the students with materials donated by Yellowwood; Builders FirstSource; S.J. Neathawk Window & Door Gallery; and Bohon Construction. Stop by and take a photo at the gazebo. The Association would enjoy having you.



**Contact RRHBA  
(540) 389-7135 ~ [www.rrhba.com](http://www.rrhba.com)**

Marketing, Education, KATZ Roadshow, or Sponsorship Opportunities contact Rena DeBerry at [rdeberry@rrhba.com](mailto:rdeberry@rrhba.com)

Trade Shows, Spring Home Show or Fall Home Show, Associate Advisory Council, or Accounting contact Carolyn MacLeod at [cmacleod@rrhba.com](mailto:cmacleod@rrhba.com).

Governmental Affairs, SUBPAC, Membership, or General Inquiry contact Nancy Kelderhouse at [nkelderhouse@rrhba.com](mailto:nkelderhouse@rrhba.com).



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