

# Vision for The Future - Governance and Leadership Strategy



May 26, 2021

# Welcome & Introductions

- Welcome
- Today's Presentation
  - History
  - Case for Change
  - The Planning Process
  - New Proposed Governance Structure

# Welcome & Introductions

- Next Steps
  - Phase 1 - Governance Changes
  - Phase 2 - Strategic Plan
  - Phase 3 - Implementation

**TODAY - Phase 1**

# Welcome & Introductions

- Today's Presenters
  - Scott Thistle, Halen Homes
  - David Roembke, Victory Companies
  - Andrea Tjader, Cosentino
  - Kathy Raab, MBA

# History

- Organization has been slow to change
- Efforts to refresh the governance and leadership structure were not embraced
- In short, we weren't ready

# Leadership Challenges

Large board = Tough to make decisions

Multiple boards = Tough to deliberate,  
discuss & achieve unity

Redundant meetings = Tough to manage  
time and keep enthusiasm high

# Case For Change

- The Big Picture
  - Engagement
  - Relevancy
  - Resistance to Change
  - Our Future

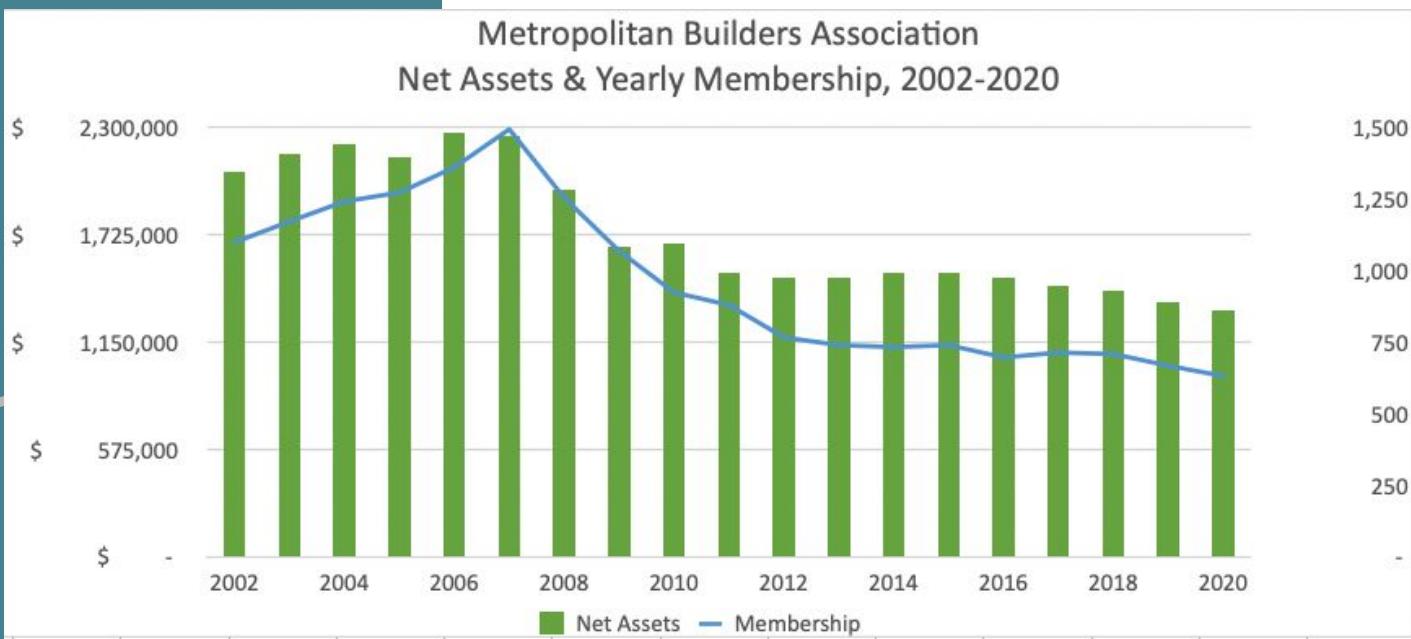
# Case For Change

- Net Assets are Dropping



# Case For Change

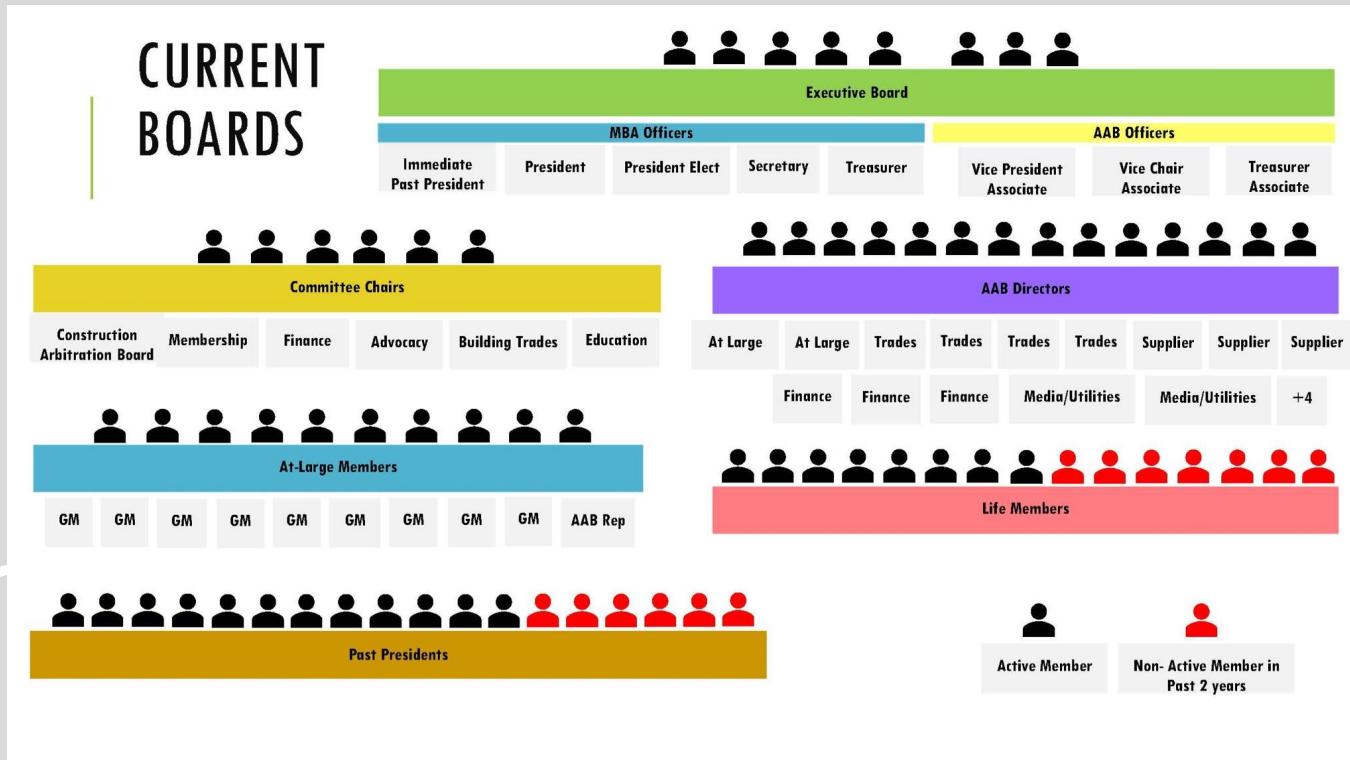
- Membership is Dropping



# Case For Change

- Engagement is Dropping
  - Members feel their contributions are not impactful
  - Leadership track is too long & closed to associates
  - Struggle with relevancy

# Agility is Near Impossible



# Case For Change

- The Time is Now to Reimagine the MBA
  - Legacy behaviors must go!
  - Building sale & reduced O/H
  - Rethinking programs & people

# Case For Change

- Covid as a “Case Study for What Works”
  - Smaller Board - Fast and Agile Decisions
  - Combined Executive, AAB & BOD meetings
  - Use of Technology & Zoom
  - Thinking Differently

# Case For Change

- The following are symptoms of a large ineffective BOD
  - Poor financial performance
  - Lack of engagement
  - Lack of volunteers
  - Inability to change
  - Lack relevancy
  - No planning for the future

# The Process

- Thoughtful, strategic process
- Backstory
  - Focus Groups
  - Board Meeting Discussions
- Governance Strategy Sessions

# 7 Hours

## Day 1 Agenda:

Welcome & Introductions

Large Group Discussion

Small Group Activities

Presentations

Group Discussion

Action Plans

## Day 2 Agenda:

Recap

Presentation of the Model

Discussion

Weighing the Options

Model Revisions

Consensus

# 27 Leaders

John Atlee, Water Doctors

Shelly Basso, Aspen Homes

Mike Bauman, Joseph Douglas  
Homes

David Belman, Belman Homes

Brad Dagen, Dagen Law Office

Steve DeCleene, Neumann  
Developments

Jim Doering, Homes by  
Towne/Towne Realty

Wayne Foster, Foster Group

Dean Frederick, Thompson  
Companies

Linda Heipp, Hallmark  
Building Supplies

Brad Herda, FocalPoint  
Business Coaching

Joe Meyer, Ubuildit Custom  
Homes & Renovations

Dave Mihalovich, Digitek

Don Miller, Brehmer Agency

Heather Noel, Ampersand

Tim O'Brien, Tim O'Brien  
Homes

Daryl Prusow, Espire  
Homes/Renovations Group

# 27 Leaders

Kathy Raab, MBA

Dave Roembke, Victory  
Companies

Matt Seitz, R&R Insurance  
Services

John Siepmann, Siepmann  
Realty Corp/Ascent

John Stoker, Victory  
Companies

Steve Styza, Harmony  
Homes/Land & Home

Scott Thistle, Halen Homes

Andrea Tjader, Cosentino

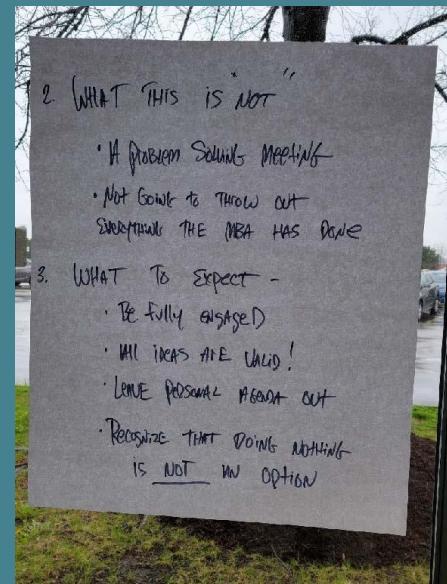
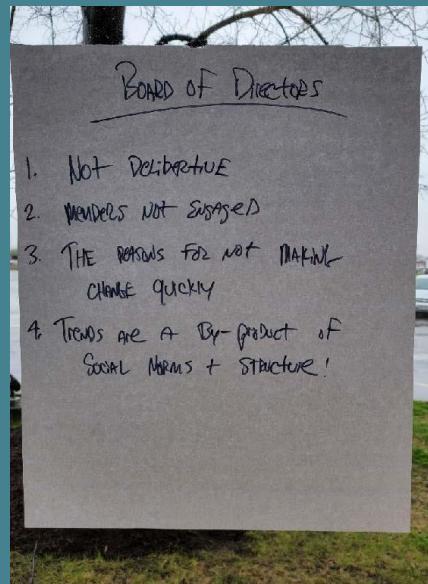
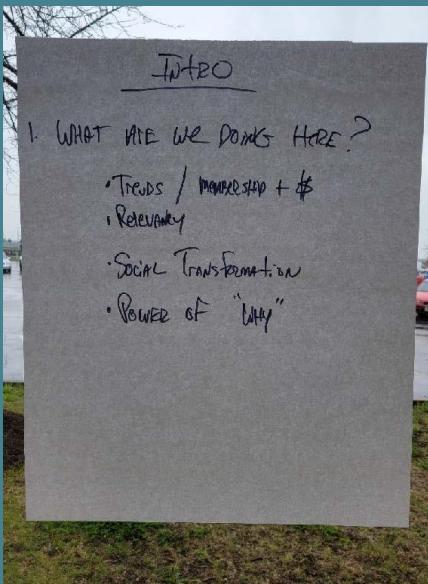
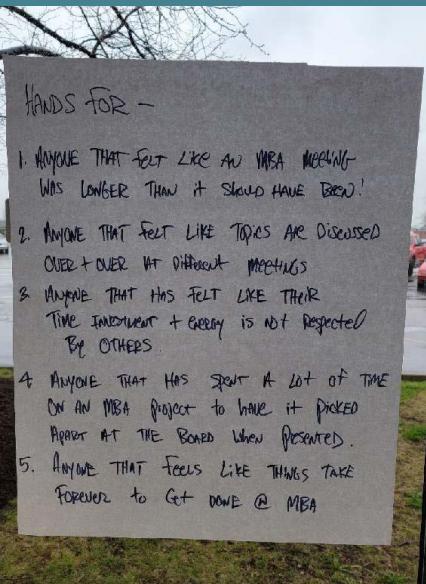
Toby Van Sistine, MBA

Bill Zach, Zach Building  
Company

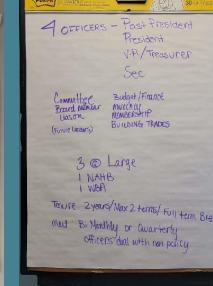
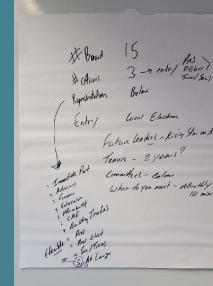
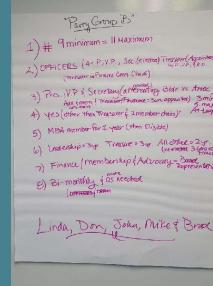
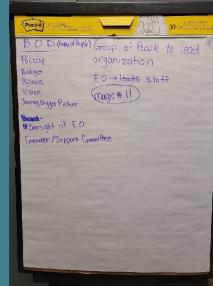
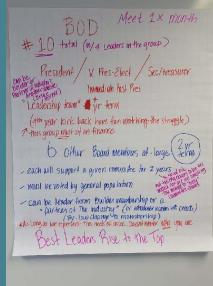
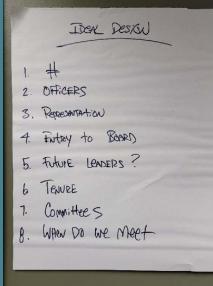
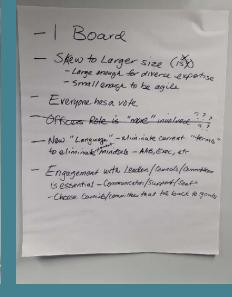
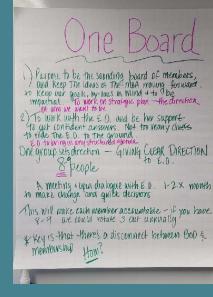
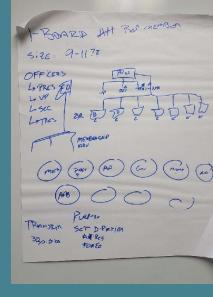
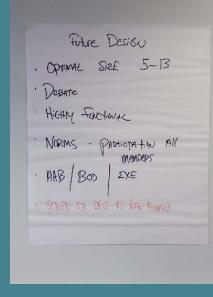
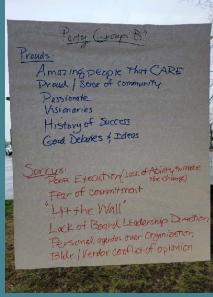
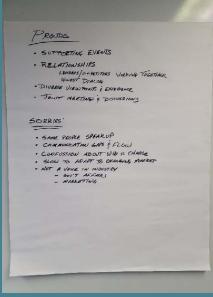
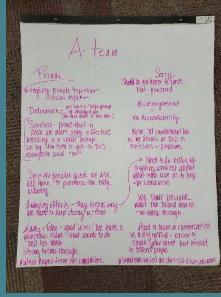
**Almost 500  
Years MBA  
Membership  
Experience!**

**Over 175 Mental  
Hours Invested  
in Change!**

# 18 Flipcharts



# 18 Flipcharts



# 1 Mission

Bring together diverse participants with varying opinions while leveraging the one thing we have in common...

A passion for the organization and the future of the Association!

# The Process

## Session 1

- Large Group
  - Introduction and Case for Change
- Breakouts
  - Format
    - Small group discussion - Specific topics
    - Flip Chart documentation
    - 5 Minute report to large group
  - 1. Prouds & Sorrys
    - What are you most pleased with re: the MBA BOD
    - What are the biggest disappointments
  - 2. Ideal Design - Part 1
    - Purpose of BOD
    - Purpose of Exec Committee
    - Board Size
    - Makeup of BOD
  - 3. Ideal Design - Part 2
    - Number of people
    - Officers/Roles
    - Representation (Builder/associate/etc.)
    - Entry to BOD
    - Future leaders
    - Tenure
    - Committee/Chairs
    - When to Meet/How Often
- Large Group
  - Discussions & General Consensus
  - Action Plan & Reconvening Promptly

# The Process

## Session 2

- Presentation of Proposed Structure
- Line by line review and discussion
  - Officers/Leadership Track
  - Committee Chairs
  - At Large Members
  - Representative Members - NAHB/WBA
- Consensus
- Casting a Vision to Membership

# Proposed Governance Structure

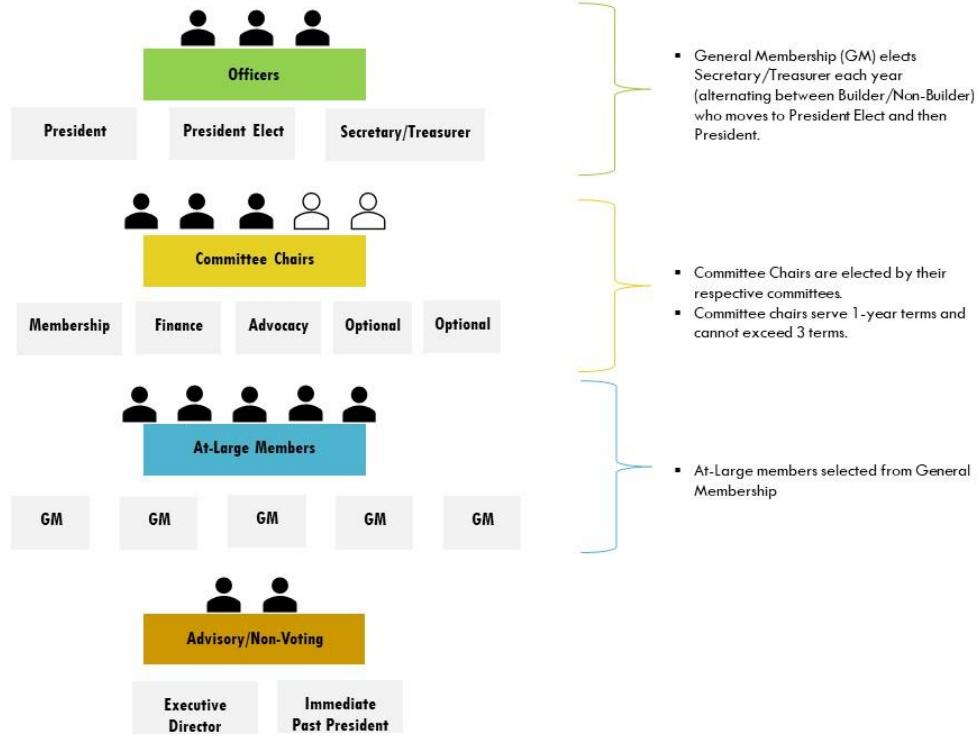
- Single Board Model
  - One Voice
  - No “Exec Board” Distinction
  - Focus on Strategic Direction
  - Builder/Associate Equal Opportunity to Serve on Board and as Officers

# Proposed Board Makeup

## 11-13 BOARD OF DIRECTORS

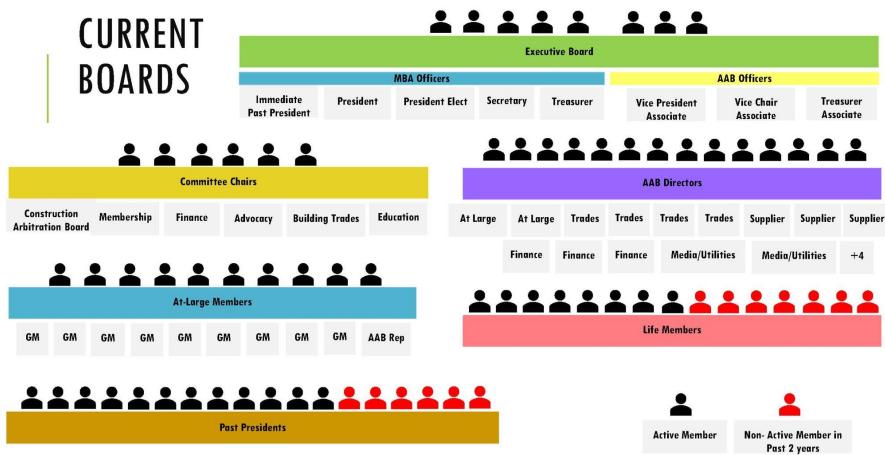
Officers      Committee Chairs  
At-Large      Advisory

**Frequency:** Meet 6 times annually.  
May meet virtually during busy  
periods; ability to call special  
meeting if needed.



# Proposed Board Makeup

## CURRENT BOARDS



## 11-13 BOARD OF DIRECTORS

Officers      Committee Chairs

At-Large      Advisory

**Frequency:** Meet 6 times annually. May meet virtually during busy periods; ability to call special meeting if needed.



- General Membership (GM) elects Secretary/Treasurer each year (alternating between Builder/Non-Builder) who moves to President Elect and then President.

- Committee Chairs are elected by their respective committees.
- Committee chairs serve 1-year terms and cannot exceed 3 terms.

- At-Large members selected from General Membership

# Proposed Governance Structure

- Tenure
  - Can serve two consecutive 2 year terms, with 1 year off to rerun for third
- Meeting format
  - Bi Monthly or as Needed
  - Live or Virtual Meetings
- Miscellaneous
  - NAHB/WBA Delegates Removed from BOD
  - 3 Initial Committees with Room to Flex if Needed
  - Fiscal Responsibility - Officers to be active on Finance Committee

# Next Steps

**Today:** Presentation to Members

- Check your email for:
  - Link to Recorded Presentation
  - The Proposal For Change Document
  - Presentation Slides
  - Bylaw Revisions
  - Proxy Form
  - Notice of the voting meeting at Noon on June 16th 2021

For review prior to the June 16th Vote

# Next Steps

- **June 16** - Vote Day
  - In-Person
  - by Proxy, **Due by Noon**
- **Phase 2** - Strategic Planning Q3 2021
- **Phase 3** - Implementation begins Q4 2021

# Next Steps

- Nominating Committee will meet to prepare the 2022 Slate of Candidates
- 2022 Officers
  - President - Mike Bauman
  - President Elect - Dave Roembke
  - Secretary/Treasurer will be an Associate Nominee
- 5 At-Large Directors
- 3 Committee Chairs Eligible to Continue
- Past President - Bill Zach

# In Conclusion...

Resistance to Change -> Embracing Change

Big & Redundant Boards -> Smaller, Focused, Single group of Leaders

Builders vs. Associates -> Equal Leadership Opportunities

Cumbersome & Slow -> Agile & Relevant

# Q & A

## Contact Information

MBA President | Bill Zach  
[billzach@live.com](mailto:billzach@live.com)

Associate Advisory Board | Andrea Tjader  
[andreat@cosentino.com](mailto:andreat@cosentino.com)