

I feel privileged to accept the role of president of the HBA or the Grand Traverse Area (HBAGTA), and I am grateful to our 2018 President, Marcy Hurst and to our past presidents for their service and leadership. This past year, Marcy has been leading us through a unifying theme of “How can we make our HBA better in the future” and instituted the focus on what is best for OUR chapter with a plan our current board had formed. She had us especially concentrate on how to engage our members and keep value for future members.

Our HBA chapter has directed its efforts to workforce development for the upcoming year, and we are extremely excited to build on our partnership with the TBA Career Tech Center and Northwestern Michigan College. This year’s goal is to showcase our future generation with a competition between the schools. The students, with mentoring from our builder members, will be challenged to build competing structures that will be judged by the HBAGTA Workforce Development Committee. Our goal is to fuel excitement and growth in these wonderful local programs, and in-turn help our local construction economy by providing scholarships, awareness and more qualified employees and tradesman.

In an effort to support our workforce development efforts, we are excited to announce the forming of a 501c3 Foundation. This foundation will focus on education and workforce development that will continue to build for years to come. The foundation’s Board of Directors is made up of leaders from within our association and our community to drive success.

Clearly, we know that engaging our members and developing volunteer leadership opportunities is critical for sustainable growth. Our programs must not only be current and relevant, they must be accessible and provide the volunteer with a great return of value for themselves and for their employers. Knowing this, we are going to be looking for new leadership roles within our existing committees and boards. To encourage members to engage, a new Emerging Leaders Program is being initiated, with 1 of 3 classes starting in March. Interested members are encouraged to contact me right away at president@hbagta.com. The HBAGTA will benefit greatly with a continuous influx of leaders with fresh ideas.

Our HBA takes pride in being a dependable resource for talented, skilled and qualified businesses. We are devoted to keeping a competitive edge by connecting our members amongst themselves as well as with leading industry professionals. I am very excited about 2019 and grateful for the opportunity to serve the Home Builders Association of the Grand Traverse Area and help to advance the organization toward the next level of achievement.

Dean Adams
2019 HBAGTA President
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