



February 2020

Dear Lake Norman HBA Members

Last year was a great year for the Lake Norman Home Builders Association and it is my honor to be your 2020 HBA president, and to lead this great organization into a new decade. It was so great to see such an awesome turnout at our first General Membership meeting last month, and my hope is that we can continue to see the same engagement as the year progresses. It is only together that we can thrive as an organization to support both our builder members as well as our associate members.

As we discussed at the General Membership meeting, to help members get the most bang for their membership buck we have been working on a new partnership program that will enable our members to sign up for a yearly program revolving around three different levels of sponsorship. The idea behind this new and simplified program is to not only make it easier, but also to allow companies to get more out of the sponsorship. Many of our associate members were already sponsoring many of the same events each year and this new partnership program not only provides the same availability of sponsorships but also some enhancements - with the ease of only being contacted once a year.

We, as members of the Lake Norman Home Builders Association share common goals and priorities for the year ahead. We know that different parts of our membership have differing expectations about what they want from their HBA membership. Along with a long list of member benefits and opportunities above all else – Builders want advocacy and Associates want builders.

As builders you know that any home is only as good as it's foundation, and that foundation for Lake Norman HBA is membership – not just being a member but being an **ACTIVE** member. Same is said for the associate and affiliate membership, it doesn't work if you just tip your toes into the HBA for one or two years without getting involved in a committee or group and expect huge results. Yes, one aspect of joining an HBA as an associate is to gain access to those builder members but that cannot and must not be the only reason. An HBA depends greatly on the successful recruitment, retention, and overall growth of its membership and Lake Norman HBA is no different. We need to get involved to be better advocates, educators, problem solvers, and business partners. **Simply put – Active membership is the foundation for everything else we can do or accomplish.**

One of the shared priorities for 2020 will be builder continuing education (CE). We are in the process now of working with the NCHBA to determine the dates and times that we will be able to offer classes to help our builder members complete their required education requirements. Please stay tuned to our website and constant contact emails for further details. Also, please check out <https://lakenormanhba.com/sponsors/partnership-program/> to learn more about these new partnership programs and to sign up.

Thank you to all our members for being part of the Lake Norman HBA and for all of your time and efforts in 2019! It is with great expectation that we look to 2020 as our best year yet. Please feel free to reach out to me at any time with your thoughts, questions, or concerns. I am always open to hear your thoughts and ideas on how we can make Lake Norman HBA even better.

Sincerely,

Alan Lockcuff – 2020 Lake Norman HBA President

president@lakenormanhba.com 704-774-9753

A handwritten signature in black ink that reads "Alan Lockcuff". The signature is written in a cursive style with a large, stylized "L" and "C".