NAHB Leadership Development

2026 Area 9 November 12-13 Leadership Conference

DAY 1

12:00 – 1:30 PM

OPENING KEYNOTE LUNCHEON

Leveling up Your Leadership

Great leaders are key to an association's culture and its ability to achieve its vision. In this talk, Strategic Coach Jim Roman shares how to level up so you can grow into the great leader your association needs. Jim will also offer tips on communicating between generations. You will come away with the tools and techniques you need to be a truly great leader, and the ability to help others become great leaders, too. *Jim Roman, Strategic Coach*

1:45 – 2:45 PM

TRACK 1

The Power of Clear Communication: How to Influence, Inspire, and Motivate Action

Great leaders inspire action by making people feel seen, heard, and understood. In this engaging session, Rob Hughes shares a storytelling-based communication framework that helps leaders communicate with clarity, build trust, strengthen engagement, and motivate others to act. Attendees will gain practical tools to deliver messages that are memorable, impactful, and effective.
Rob Hughes, CEO of Hughes Integrated

TRACK 2

Membership: Recruit, Retain, Engage

Want the secrets from the top membership drives in the country? Get strategies to boost your association's membership recruitment efforts and explore the best way to welcome new members and create value that turns new members into members for life.
Topher McLarty, NAHB Senior Director of Membership

3 – 4 PM

TRACK 1

Running Effective Meetings

Running effective meetings plays a critical role in the overall operation of your business and when volunteering within an association. As leaders you are responsible for the content, interaction and structure of your meeting. This session will cover the hallmarks of effective meetings, including establishing clear ground rules, preparing proper meeting agendas and strategies to deal with difficult behaviors.
Donna Franza, NAHB Senior Consultant of Advisory Services

TRACK 2

Advocating for the Home Building Industry: Best Practices and Current Challenges

Advocacy is essential to protecting and advancing the home building industry at every level—national, state, and local. This session brings together advocacy leaders from Area 9 to share proven strategies for strengthening your HBA's voice and influence. Explore practical approaches to effective advocacy, hear insights on navigating current challenges, and collaborate with peers to identify actionable solutions that make a real impact in your community.

4:15 – 5:15 PM

Crafting the Message that Converts: A Hands-On Blueprint

You've heard why story-driven marketing works—now let's build yours. In this interactive session, Rob Hughes walks participants through the creation of a StoryBranded message using a practical worksheet and live coaching. Attendees will walk away with a ready-to-use message framework and a clear path to implementation. *Rob Hughes, CEO of Hughes Integrated*

5:30 – 6:30 PM

Networking Reception

HBRAI HOME BUILDERS AND REMODELERS ASSOCIATION OF ILLINOIS

INDIANA BUILDERS ASSOCIATION IBA Partners in Housing Since 1952

HBA HOME BUILDERS ASSOCIATION OF MICHIGAN

NAHB Leadership Development

NAHB National Association of Home Builders

DAY 2

8 – 9 AM

LEADERSHIP BREAKFAST

Building the Workforce Pipeline

The residential construction industry continues to face workforce challenges that impact housing affordability and growth. This session will introduce NAHB's Workforce Development Advisory Council (WDAC) and highlight how HBAs can help attract talent, support training, and strengthen career pathways. Through real-world examples, attendees will learn practical, scalable strategies to build sustainable talent pipelines and develop the next generation of industry leaders and entrepreneurs.

Moderator: Bill Owens, NAHB Chairman

Panelists: Rob Balfanz, Progressive Foam Technologies Inc.; Matthew Nance, Indiana Construction Roundtable Foundation; Mike Tribble, HBA of Michigan

9:15 – 10:30 AM

TRACK 1

Personalities in the Boardroom

Discover how understanding personality types can transform how your team works together. In this hands-on, high-energy session, you'll explore the Myers-Briggs Type Indicator through interactive activities designed to boost self-awareness, improve communication, and strengthen collaboration. Walk away with practical insights you can immediately use to lead more effectively and bring out the best in your team—and yourself.

Click here to complete the 16 Personalities assessment, prior to arrival to receive information about your type for this session.
Donna Franza, NAHB Senior Consultant of Advisory Services

TRACK 2

Association Shop Talks

Join the conversation in these interactive, peer-driven discussions designed to tackle real-world challenges and uncover fresh ideas. Choose the breakout topic that aligns with your interests, exchange insights with fellow association leaders, and collaborate on practical solutions to issues shaping the future of the home building industry. Leave with new perspectives, actionable takeaways, and valuable connections you can put to work right away.
Rachel Branson, NAHB Director of Leadership Training & Development; Cooper Hoffmeyer, NAHB Manager of Leadership Training and Development

10:45 – 11:45 AM

Supercharge Your member Engagement

Members who show up, volunteer, serve on committees and even move into leadership aren't unicorns. Learn how to cultivate them from Day 1. Jim Roman is here to help you level up your membership engagement so that your association has the kind of active, invested members it needs to grow and thrive. Spoiler alert: Growing engaged members grows future leaders, too! You will come away with tools and techniques you can implement today to drive your association to success. *Jim Roman, Strategic Coach*

11:45 AM – 12:15 PM

NAHB Update

NAHB will share the latest on the state of the Federation, including key economic indicators and advocacy efforts. Come prepared for a dynamic Q&A discussion. *Jim Tobin, NAHB President & CEO*

12:15 PM

Closing Comments