



August 8, 2016

■ MONDAY MORNING MESSAGE FROM THE CEO Michael C. Stoskopf
GREAT NEWS: HBA IS BRINGING BACK THE SALES & MARKETING COUNCIL!

It is with great pleasure that I can announce that we are bringing back the Sales and Marketing Council (SMC) as part of our offering as an HBA.

In some manner of speaking, the SMC never actually left – it had only become inactive locally in 2009 – as the Great Recession depleted the ranks of our new home builders and their sales staffs. A handful of HBA members maintained their NAHB SMC membership and continued to receive national information and/or publications.

However, with the new home building recovery continuing to sustain, we are seeing more and more builders hiring sales associates. Now seems to be the right time to re-launch the SMC locally, with monthly meetings, educational events and even some good old fashioned networking and fun!

I am pleased to let you know that an SMC Executive Committee was formed in June and continues to meet to establish a program for the remainder of 2016 and ongoing in 2017. The HBA members of this executive committee include:

- Chair: Todd Craft, City Life Realty
- Kelly Hayes, Wells Fargo Home Mortgage
- Brenda Brosnan, Summit Funding
- Pat Jacobs, North Oakland County Board of Realtors

I hope you will pay attention to upcoming announcements for scheduled SMC events (likely beginning in late-September or October).

Better yet, I hope you will PARTICIPATE!

■ INTERNATIONAL BUILDERS' SHOW REGISTRATION IS NOW OPEN - SAVE DURING AUGUST!

Following a four-year run in Las Vegas, IBS will return to Orlando, Fla., Jan. 10-12, as part of Design & Construction Week (DCW) with the NKBA show and KBIS. The fourth annual DCW event is expected to bring together more than 80,000 design and construction professionals in the largest annual gathering of the residential design and construction industry. New for 2017, IBS and KBIS announced a strategic partnership with CEDIA, the leading trade association for the residential technology industry. The IBS show floor will now feature the CEDIA Smart Home Pavilion designated specifically for exhibitors who specialize in technology solutions for the home.



Kicking off this year's show is legendary quarterback and Super Bowl great, Peyton Manning, who will serve as the keynote speaker for the Opening Ceremonies. Another show favorite is the IBS Spike Closing Concert, where attendees will close out the week by hearing a performance from Grammy award-winning band, Little Big Town.

During August ONLY, IBS registrants can take advantage of several registration discounts. For a full list of offerings, visit: www.BuildersShow.com/fees. The Michigan hotel for 2017 is Fairfield Inn & Suites Sea World.

The NAHB International Builders' Show is not open to the general public. Building industry professionals and their affiliates are invited to register by visiting the show's website at www.BuildersShow.com.

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