



NAHB Professional
Women in Building

Who We Are >.....





PWB Mission

NAHB Professional Women in Building Council is the Voice of Women in the Building industry.



The NAHB Professional Women Building Council is the voice of women in the building industry. We are dedicated to providing the Federation with strong leaders and are a trusted partner for long range planning and strategies for NAHB goals and objectives.

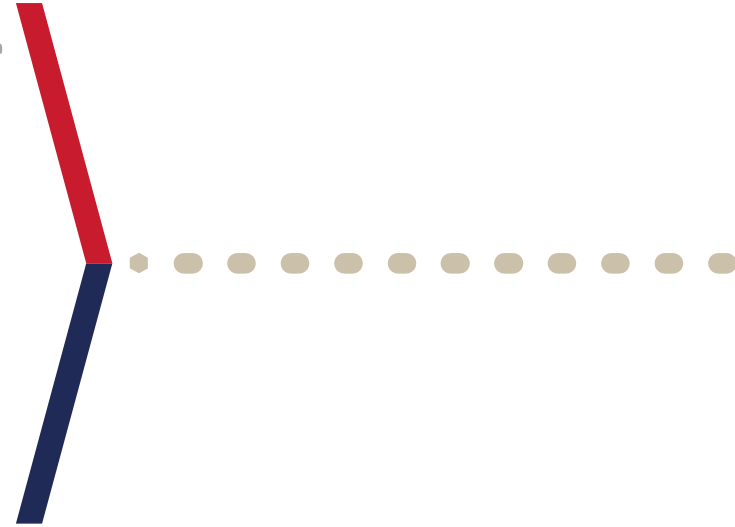
Did you know that...

- 42% of privately-held U.S. firms are Women-owned businesses¹
- 13 million women owned businesses in the U.S. generating \$1.9 trillion in revenue and employing over 9 million people¹
- The growth rate in the number of women-owned businesses between 2014-2019 increased by 68%.¹
- 23% of NAHB Associate members are women²
- 9% of NAHB Builder members are women³
- More than half of NAHB Professional Women in Building members are builder members⁴



History of Professional Women in Building

...it started with Hope Bettilyon



Building Hope for over 60 Years...

- Chartered in 1955 as NAHB Women's Auxiliary
- 1955 – Chartered 24 local PWB councils and over 1,000 members
- In 1955, collecting \$1 from each member began the tradition of the Building Hope Annual Scholarship. To date, the scholarship program extends between \$8k - \$12k annually to students
- 1989 – Council renamed to Women's Council
- 2009 – Council renamed the Professional Women in Building
- 2014 - Fully integrated into the NAHB Federation
- 2015 – Becomes NAHB's Fastest growing council
- 2016 – NAHB PWB Launches – bringing awareness to contributions and activities that promote, enhance and support housing and women in the industry



Hope Bettilyon



NAHB Professional Women in Building

NOW

60 Local & State Council

2,092 Members (As of June 30, 2019)

1/3 of PWB Members are Builders

Professional Women in Building Profile

As of Dec. 2019	All Members	Builders	Associates
# of Employees (Median)	5	4	6
# of Starts (Median)	5	5	--
Dollar Volume (Median)	\$1.9m	\$3.0m	\$1.3m
Build Age-Restricted Housing for 55+	13%	13%	--
Tenure as NAHB Member (Years)	10	16	8
Age (Median)	55	57	54
Female Share	85%	60%	92%
White Share	92%	92%	92%
Hispanic Share	5%	4%	5%
Have College/ Advanced Degree	74%	75%	73%

PWB Member Benefits

National Recognition Programs, Scholarships & Awards

- Council & Leadership Awards
- Member Recruitment Recognition
- Continuing education grants in industry-related programs
- Travel grants to the NAHB Spring Leadership Meeting
- Student scholarship opportunities
- Visit nahb.org/awards





PWB Member Benefits

Resources & Publications

- **NAHB PWB Website** - nahb.org/womeninbuilding
- **Building Women Magazine** - publication about the important role women serve in the residential construction industry.
- **We-Connect e-Newsletter** - Features powerful trailblazers, business tools, market updates, and tips for balancing work and life.
- **Toolkits** – Membership Recruitment, PWB Week, PWB Elevate, Fundraising, Scholarship Distribution

PWB Member Benefits

Networking

- National PWB Meetings and Events
- PWB Headquarters at the International Builders Show
- Monthly Leadership Outreach & Subcommittee Calls
- Online Member Directory
- Local Council Leadership Mentoring
- Facebook Group - NAHB Professional in Women Building
- LinkedIn - Official NAHB Professional Women in Building Network



Join the New NAHB
PWB Facebook Group!

PWB Member Benefits

Elevate Toolkit – Engaging Younger and Future Members

- **PWB Elevate Program** - An initiative created and sponsored by the PWB to recruit and retain young professionals (members age 40 or younger)
- **Toolkit includes:**
 - Understanding how millennials communicate
 - Using outreach mediums that resonate with this group
 - Hosting Successful under 40 events
- Learn program details including how to start Elevate at your HBA/PWB at



PWB Member Benefits

National Subcommittees

- Participate in regular subcommittees and outreach calls to connect with national and local PWB members. Get involved, exchange and share ideas.
- Annual call schedule is available at nahb.org/womeninbuilding



PWB Member Benefits

Monthly Subcommittee and Quarterly Leadership Calls

- All members are welcome to attend the following monthly calls and participate in national subcommittees as follows:

- **Awards and Recognition Subcommittee**
- **Membership Subcommittee**
- **Communications and Education Subcommittee**
- **Legislative Subcommittee**

Call #	*Schedule Subject to Change (Last 404-805)	Day	Date(s)	Time	Location	Notes
January	International Builder's Show		January 7 - 10		Orlando	No committee calls
February	NAHB PWB Leadership Team Welcome & Orientation (Chair)	Wednesday	2/15/2017	11:00	Conference Call/Adobe Connect	
	National PWB Board Members, Exec Committee and Committee Chairs	Thursday	2/22/2017	11:00	conference call	3rd Tuesdays (Feb, April, May, Sept and Nov)
	Legislative Committee	Thursday	2/23/2017	11:00	conference call	4th Tuesdays (March, April, July, August, October and Nov)
	Communications/Education Committee	Thursday	2/28/2017	11:00	conference call	5th Tuesdays (Feb, April, May, July and August)
	Awards Committee	Thursday	2/28/2017	11:00	conference call	
March	Membership Committee	Wednesday	3/1/2017	11:00	conference call	1st Wednesdays (March, May, July and August)
	Area Trustees Committee Call	Wednesday	3/8/2017	11:00	conference call	2nd Wednesdays (March, April, August, October and Nov)
	Local Council Leadership Outreach Call	Thursday	3/14/2017	11:00	conference call	Quarterly
	Communications/Education Committee	Thursday	3/23/2017	11:00	conference call	
	Executive Committee	Thursday	3/23/2017	11:00	conference call	Last Wednesdays (monthly except June, Sept and Oct)
	National Chair, Vice Chair, RT's, SPH only	Wednesday	3/30/2017	11:00	conference call	March 28 - PWB Strategies for Success App Deadline Women's History Month
April	Legislative Committee	Thursday	4/13/2017	11:00	conference call	
	Area Trustees Committee Call	Thursday	4/13/2017	11:00	conference call	
	Awards Committee	Thursday	4/20/2017	11:00	conference call	
	Executive Committee	Thursday	4/20/2017	11:00	conference call	
	National Chair, Vice Chair, RT's, SPH only	Wednesday	4/26/2017	11:00	conference call	
	Communications/Education Committee	Thursday	4/27/2017	11:00	conference call	
May	Membership Committee	Wednesday	5/3/2017	11:00	conference call	Area Trustees Reports and Midyear Subcommittee Agenda See May 1
	Legislative Committee	Thursday	5/10/2017	11:00	conference call	
	Awards Committee	Thursday	5/17/2017	11:00	conference call	
	Spring Operational Call	Thursday	5/24/2017	11:00	conference call	
	Exec Team, Board of Trustees & Committee Chairs	Wednesday	5/31/2017	11:00	conference call	Building Women Magazine Drop
	Executive Committee	Thursday	5/31/2017	11:00	conference call	
	National Chair, Vice Chair, RT's, SPH only	Wednesday	5/31/2017	11:00	conference call	
June	Local Council Leadership Outreach Call	Thursday	6/1/2017	11:00	conference call	
	Mid Year Meeting		June 13 - 17		Washington, DC	No committee calls
						PWB Awards Call for Entries Open!

- NAHB PWB also hosts quarterly local council leadership calls to help local council's structure leadership ladders, develop strategic plans, discuss membership recruitment strategies, and to share scholarship, awards and recognition information.
- Download the call schedule, available at nahb.org/womeninbuilding

PWB Member Benefits

Legislative & Political Action

Supporting building advocacy efforts at local, state and national levels of the NAHB Federation

- **NAHB BUILD-PAC** - NAHB's bipartisan political arm, helps elect pro-housing, pro-business candidates to federal office.
- **NAHB BUILDERLINK** - NAHB's national grassroots program, advances the housing industry by connecting members of Congress to the people who matter most – their constituents.

nahb.org/buildpac

nahb.org/builderlink





PWB Member Benefits

Legislative & Political Action

Elections matter. That's why it is so important for NAHB and PWB members to be engaged in the political process. Contributing to BUILD-PAC is one of the best ways to be engaged and shape political outcomes.

Money PWB raised at the national level for BUILD-PAC in the past three years.

\$87,603

PWB Member Benefits

Special Events

- **International Builders Show**
 - PWB Headquarters
(Networking events and workshops)
 - Receptions
 - PWB Awards Presentation and Office Installation
 - Local Council and National Leadership Training
- **National Meetings**
 - Legislative Forum
 - BizMix Networking Event
- **Association Sponsor, Women in Residential Construction Conference**
 - Discounted PWB member pricing



PWB Member Benefits

Hear It “First Hand from Members” Videos

- **Be a Member- Atlanta PWB** - youtube.com/watch?v=p9ezqanddiw
- **NAHB PWB** - youtube.com/watch?v=rCyoGE87iJY
- **NAHB PWB Rocks** - youtube.com/watch?v=WwRo7AWD-gk



PWB HELPS YOUR HBA/BIA

Why PWB?

- 90% of local councils responded their PWB impacts their association positively¹
- A resource for identifying leaders and helping the industry build up a diverse leadership pool
- Increases participation in community and charitable outreach activities
- Helps membership and recruitment
- Grows grassroots lobbying, advocacy and fundraising efforts



PWB HELPS YOUR HBA/BIA

Why PWB?

- Provides opportunities for broader professional development content
- Additional scholarship opportunities for students in your community
- Members receive continuing education grants and travel grants to attend NAHB leadership meetings
- Provides programs that engage younger and future HBA members



HBA/BIA Benefits

Commonly Asked Questions

How much will PWB going to cost my HBA/NIA?

Most local PWB councils are self-supporting requiring minimal resources and HBA staff time. It doesn't have to cost anything. In fact, many PWB councils impact their HBA's/ BIA's bottom line positively through increased membership, sponsorship, and participation at HBA/ BIA events.

How much staff time do we need to allocate?

Staff time varies between councils depending on what involvement the HBA/ BIA and EO chooses. The main functions needed by PWB involves the processing of applications and membership dues and circulation of correspondence and materials to members.



HBA/BIA Benefits

Commonly Asked Questions

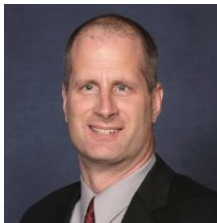
- **What benefit does PWB bring to our HBA/ BIA?**

PWB forms a supportive arm for the HBA/BIA by creating the opportunity within the HBA/ BIA for women (and men) to “Get Involved”. Local PWB councils are typically very active in the HBA/BIA events and committees. PWB contribute to student Scholarships, Advocacy, and Charitable events and so much more including an extension of your staff volunteering in HBA/BIA programs. PWB grows strong leadership, so your HBA/BIA will be more diverse and prosperous.

- **What does it cost to be a member of the PWB?**

Each HBA/BIA sets their own dues. NAHB PWB requires \$50 annually for each member; many HBA/BIA's increase their local dues for added revenue.

HBA/BIA Benefits



"PWB energizes the association's membership because of their high standards which sets the bar for other councils and committees. Our PWB gives annual scholarship which pays tremendous dividends by raising awareness and encouraging young people to pursue careers in the building industry"

- Michael Stoskopf, CEO -HBA of Southeast Michigan



"The PWB Council has been very rewarding from my perspective as these ladies have taken on most of the work themselves and continue to share their involvement with members and non-members alike."

-Tracy Butler, EO- HBA of Greater Southwest Illinois



"The PWB is an invaluable resource to NCHBA and those of our locals who have PWB chapters. They have conducted many successful projects and their enthusiasm and dedication is unmatched."

- Mike Carpenter, EVP & Counsel- North Carolina HBA

How do you get involved?



- Join PWB
- Start a PWB Council
- Become a Council Leader
- Participate in PWB subcommittee meetings
- Volunteer to be on a national PWB Subcommittee
- Apply to be a member of the PWB Board of Trustees



Four Steps to Starting a PWB Council

- **Assess the need for a council in your local association.**

Obtain a profile of your local home builders association membership or create an informal survey to determine the interest of one or more councils.

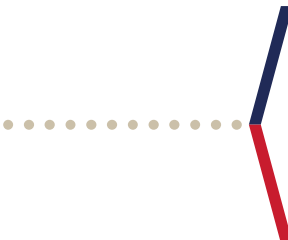
- **Examine the results of your assessment**

If you have determined that you have a core group of members interested in working toward council formation, continue to pursue chartering a council.

- **Identify council officers and founding members of the new council.**

The council chair and vice chair are responsible for guiding the council in setting goals and objectives and will be instrumental in accomplishing those goals throughout the year.

- **Submit enrollment application materials to councilsinfo@nahb.org.**



NAHB Professional Women in Building

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Connect with PWB:

nahb.org/womeninbuilding



NAHB Professional Women in Building



Official NAHB Professional Women in Building Network

THANK YOU!

*Get Women Involved & More Active
at Your Building Association*

