



SMC Network

A bi-monthly publication of the Sales & Marketing Council of the HBA serving Portage & Summit Counties

SALES AND MARKETING COUNCIL

The SMC promotes skill and professionalism in sales and marketing for HBA members to help builders sell their homes. The objective of the Council is to serve the building industry through: educational services, awards programs that showcase examples of sales and marketing excellence, and sales and marketing support to HBA members and committees. If you know someone who could benefit from the SMC, call the HBA for membership information or contact a committee member below.



"NATIONALS" GOLD AWARD WINNER!

"BEST SMC UNDER 350 MEMBERS"

2009 STEERING COMMITTEE

Chairperson

Julie Brandle

juliebrandle@neo.rr.com

Awards:

position available

Programs:

Pam Keenan

pkeen@landam.com

Membership and Education:

Elaine Tuttle

Elaine.Tuttle@AndersenWindows.com

Make-A-Wish:

Hannah Taylor

hannaht.bsi@sbcglobal.net

Join a committee today

August Lunch & Learn Highlights

Last month SMC sponsored its quarterly Lunch & Learn featuring Michael D. Jones, with the Ruby Group. Mike presented "Time for a Business Makeover. 10 Benchmarks of Today's Winners." His message was powerfully uplifting and positive; just what the doctor ordered in these changing times.

For those unable to attend we wanted to share with you those benchmarks.

Vision - Set your vision, what do you want to accomplish? Set your vision with time deadlines.

What is your vision in 18 months, 3 years?

Strategy - Write down your vision, what do you need to get there? Skills, Structure?

Initiative - What do you already know to accomplish your vision? Do what you normally wouldn't, don't be reactive!

Compass- Success - Behaviors=Results. Who do you need to talk to to help you accomplish your vision?

Knowledge - Keep learning! Read a business book a month. Make your service all about the customer and they will ask about YOU!

Guts - You must have courage to be a success. You will fail, speed through it, learn from it and MOVE ON!

Growth - Be growth-oriented. Seek growth, don't be complacent!

Image - Nail it down! What does your image say about you? Think about the roles you play in your life. What are you with out them? Believe in yourself and you will have success in and out of your life's roles.

Leverage - Find the Gap. Use your critical thinking skills. What questions can you ask? Did you provide value with your service? Did you establish and/or build trust?

Compassion - You are obligated to show and give compassion. Be helpful. Besides products and services what other value do you provide? Be self-less.

BONUS – Fear - Don't let anyone ever tell you -YOU CAN'T! Believe in your convictions!

The final Lunch & Learn for 2009 is scheduled on Thursday, November 12 and features HBA President-Elect, Lance Schmidt with "What does being GREEN mean? Practical Applications: Putting Green into Practice." This program is geared toward anyone involved in the building, selling and/or marketing of green products and services.



IN THIS ISSUE:

- MAKE-A-WISH FOUNDATION UPDATE
- HBASMC NETWORKING NITE - NEW LOCATION!
- UPCOMING EVENTS & ACTIVITIES

www.akronhba.com/consumer/SAMcouncil.htm



HBA General Membership - Networking Nite

Thursday, September 24, 2009
Magic City Lanes

193 Wooster Rd N Ste 7, Barberton, OH
5:30-8:00 pm • \$20 per person
price includes food, 1 drink ticket
and unlimited bowling*!



brought to you by the Sales and Marketing Council of the HBA...

Let's Bowl!



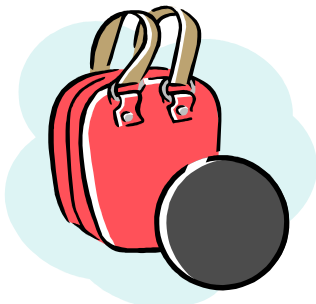
Please join us at our Fall Member Mixer at an exciting new venue in Barberton complete with great food, drinks, friends, bowling* and karaoke!

Networking events help you to make connections and reinforce friendships in order to grow and strengthen your business - plus fun and fellowship!

**For those who don't want to bowl, that's OK....Please plan to attend and enjoy the food and networking opportunities!*

Lane sponsorships are available for only \$30! Your company name will be posted on the electronic scoreboard all evening and on special event signage.

Proceeds will benefit Rebuilding Together and help fund HBA's 2010 home



**Please RSVP by
September 21**



Please make reservations* by September 21 to 330.869.6800 or fax to 330.869.5506
Include payment (\$20 each) and make checks payable to HBA and mail to:
799 White Pond Dr., Akron, OH 44320 OR Register online at www.AkronHBA.com

Name of Company _____ Phone: _____

Name(s) Attending _____

Name(s) Attending _____

MasterCard/Visa/DISC # _____ Exp. Date _____ crv#/billing zip _____

Cardholder's Name _____ Signature _____

USE THIS AS YOUR INVOICE TO: Take advantage of our PRE-PAY Discounts!
Save \$2 with cash or check OR \$1 with credit card by paying on or before 9/21/09

*After 9/22/09 all un-cancelled reservations will be billed.

September 24, 2009 Member Mixer

Make-A-Wish Foundation - Share the Power of a Wish

The latest fund-raising effort by the SMC Make-A-Wish Committee was a success with \$415 raised through the Bridgestone Invitational "Birdies for Charity". This is an increase of almost \$100 from 2008's efforts.



This program let golf fans put their guessing skills to the test while raising money for local charities.

Operated by Northern Ohio Golf Charities, pledges were collected as either as a dollar amount per birdie made during the 4 rounds or as a fixed amount.

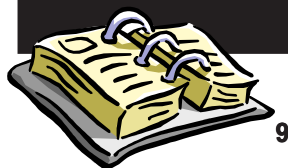
A total of 874 Birdies were shot and prizes for guessing the correct amount included: \$5,000, a flat screen TV, golf clubs and Bridgestone tires.



There is still 4 months left for the committee to reach their goal of \$2,000 and the total amount raised to date is \$1,350.

Watch for Make-A-Wish fund-raising efforts at future HBA and SMC events or call Hannah Taylor, committee chairperson, at 440-735-1444 with donations or to suggest a fund-raising idea.

2009 Calendar of Events & Activities



9 **September**
SMC Steering Committee
 9:00 - 10:00 am • HBA office
 Open to all SMC members to attend and learn more about the Council and to share ideas and suggestions.

23 **Architect CEU course**
 8:30 am - 4:00 am • HBA office
 Morning or Afternoon: \$35 HBA members/\$55 non-members
 All 6 sessions: \$50 HBA members/\$70 non-members
 Opportunity for Architects to earn up to 6 AIA/CES approved credits in one day. Morning or afternoon session available for 3 credits each or full day for all 6 credits. Continental breakfast and lunch provided.

24 **HBA General Membership Networking Night sponsored by Sales & Marketing Council**
 5:30-8:00 pm • Magic City Lanes in Barberton
 \$20 per person (take advantage of pre-pay discounts! Save \$2 with cash/check or \$1 with credit card before 9/21/09)
 Please join us a new venue complete with great food, drinks, bowling, karaoke, fun and fellowship!

October

7 **PRC Networking Night (professional remodelers council)**
 5:30-8:00 pm • The River - Brasserie & Bar (formerly LeFever's)
 \$17 per person • includes networking, appetizers & cash bar.

14 **SMC Steering Committee - Committee Elections**
 9:00 - 10:00 am • HBA office
 Open to all SMC members to attend and learn more about the Council and to share ideas and suggestions. If you are interested in serving on a committee or being a committee chairperson, please attend this meeting!

17 **October (continued)**
HBA Vegas Night V - Halloween in Vegas
 6:30-10:30 pm • 1 Park West Blvd. (across from HBA)
 \$75 donation per person or 2 for \$100
 Early Bird = \$75 per couple - if paid by September 11.
 Enjoy the thrill of Vegas in Akron with friends, drinks, gaming, music and auction items (*gaming for recreation only*)

November

11 **SMC Steering Committee**
 9:00 - 10:00 am • HBA office
 Open to all SMC members to attend and learn more about the Council and to share ideas and suggestions.

12 **SMC Lunch & Learn - "What Does being GREEN mean? Practical Applications: Putting Green into Practice"**
 11:30 am- 1:00 pm • HBA office, 799 White Pond Dr.
 \$7 SMC Members/ \$12 Non-SMC Members
 Save \$2 with cash/check or \$1 with credit card by 11/9/09

14 **HBA Fun(d) Night**
 6:00-10:00 pm • Guy's Party Center • \$100 per couple
 Includes food, drinks and 1 chance to win big!

December

5 **HBA Annual Banquet and Installation Ceremonies**
 6:00-10:00 pm • \$110 per couple • location TBD
 Annual event for member recognition and awards and the Installation of 2010 Board of Trustees and President Lance Schmidt of F.G. Ayers Inc.

10 **SMC Holiday Gathering**
 5:30-8:00 pm • location and pricing to be determined



Sales & Marketing Council
 HBA serving Portage & Summit Counties
 799 White Pond Drive
 Akron, OH 44320
 (330) 869-6800 *phone*
 (330) 869-5506 *fax*
www.akronhba.com/consumer/SAMcouncil.htm

Thank you to 2009 SMC Program Partners...



Did you know SMC Network is now online? Check out the latest issue on the member home page of www.AkronHBA.com

Thank You for Renewing!

- Bill Kremer, CSP - Kremer Realty
- Joanne Owen - Howard Hanna Smythe Cramer
- Angie Palazzo, CSP, RMM - CUTLER Real Estate
- Merle Stutzman - Weaver Custom Homes
- Elaine Tuttle, CGP - Andersen Windows

SMC – "You'd Be 'Fuelish' Not To Join"

Recruit new members this year and receive a \$15 Speedway gas card for each member - Plus earn 1/2 spike credit from National! For info call the HBA at 330.869.6800 or contact any Steering Committee member for details. Help your Council grow!



NAHB is offering **double spike credits** for recruiting council members through the end of the year. Encourage colleagues to realize the benefits of SMC including: Discounts on education, networking events and awards programs, membership into National SMC and subscription to *Sales & Marketing Ideas* magazine.