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FOR IMMEDIATE RELEASE

Home Builders Association Reports 12 Percent Increase During Membership Drive

MAITLAND, FL (Wednesday, November 18, 2009) - The Home Builders Association of Metro Orlando (HBA) held an intensive, two-day membership drive last week, resulting in eighty new members, an increase of twelve percent. Over seventy HBA volunteers participated in the recruitment event, making hundreds of phone calls in an effort to boost membership in the trade organization and urge former participants to renew.

Effects of the housing downturn have been felt by associations across the country, and Metro Orlando is no exception. The HBA has had a significant drop in membership since 2008, reporting the lowest numbers in over twenty years.

“We are thrilled and encouraged with the results of last week’s recruitment drive, not only by the response from new members, but also the commitment of our volunteers,” said HBA President Jim Cooper of Cooper Development. “I am happy to welcome eighty new members to the association and am grateful to all of the volunteers and staff who worked so hard to make the drive such a success. We expect the HBA to continue to regain members as the housing market recovers and this was a great kickoff to what we believe will be a steady increase over the next twelve months.”

The football themed drive was kicked off by a tailgate party and pep rally at the HBA headquarters in Maitland. The volunteers were divided in teams of ten, working in two-hour increments over the next day and a half to make phone calls to their suppliers, subcontractors and business associates, touting the benefits of membership and encouraging them to join the association. The two-day event culminated with a wrap up party, declaring the results, recognizing top recruiters and welcoming new members to the association.

Top HBA recruiters were Charlie Clayton, Charles Clayton Construction; George Glance, KB Home; and Jim McNeil, Akerman Senterfitt & Eidson PA.

ABOUT THE HBA: Established in 1953, the Home Builders Association of Metro Orlando (HBA) is a professional trade organization comprised of approximately seven-hundred-fifty member businesses throughout Orange, Osceola and Seminole Counties. The HBA provides legislative advocacy on behalf of its members and presents continuing education programs, services and networking events. The Mid-Florida Home Builders Foundation, the charitable arm of the HBA, is dedicated to raising funds for organizations that help children and families in need and is responsible for donations of over \$1 million to youth-related charities across Central Florida. Visit the HBA on the web at www.HBAofMetroOrlando.com.

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