



January 30, 2018

RE: A Message from the President

Dear HBAR Members –

It is with great humility that I address you as the 2018 Home Builder's Association of Richmond's President. It is truly an honor to serve our membership in this role.

As a teenager and early in my professional career I worked for my family's business, James River Exteriors, a long-standing member of HBAR. I attended various HBAR events since I was 15 years old and I have been actively involved in our association since my early 20s. As an Associate Member I quickly learned the many benefits of this organization. My experience at HBAR evolved to serve on the Board of Directors as both an Associate Member and Builder Member. This dual experience within HBAR, coupled with my long-time experience within our field, makes me uniquely suited to offer a valuable perspective to both our HBAR leadership team as well as the members we serve.

Since HBAR's inception in 1946, the home building industry has seen tremendous times and the association is entering 2018 at a high point. I attribute much of our recent success to the steady hand of 2017 President, John Waters of Biringer Builders. John, along with the Executive Committee, Board of Directors and our Trustees, successfully navigated the association through a milestone staff change. Our former HBAR staff served the association so well they were promoted to the Home Building Association of Virginia where they now work on our behalf in a statewide capacity. They are the front-line fighters at the Virginia General Assembly for the affordability of our homes. The change was one of pride and uncertainty but through this evolution HBAR hired its next generation. Danna Markland serves as our CEO, Mercer May as our Director of Government Affairs, and Shannon Amerson as our Director of Membership and Operations.

We have a robust, growing and engaged membership, a solid balance sheet, and continue to see our legislative efforts rewarded.

As I look ahead, I am excited for our members. We have an improving economy and an opportunity to do some really special things as an organization. The Board of Directors recently completed a video for the association called *The Spirit of HBAR*. If you have not seen it [watch it now](#) – this captures the true spirit of our efforts.

The ability of our members to cast aside their personal egos and initiatives to do what is in the best interest of our collective membership is nothing short of phenomenal. Through that same spirit of cooperation, I hope you will work with me on the following initiatives:

1. HAVE FUN

Our organization is led by an amazing group of volunteers. As a group, we provide one of the most basic human necessities: shelter. That does not mean we have to take ourselves so seriously; we can do serious work and still have loads of fun at the same time.

2. MEMBER ENGAGEMENT

Active involvement by all stake holders is key to the continued improvement of our association and industry. Every stakeholder should have a voice in the activities and governance of the association. That's why the Board of Directors stood up ideas@hbar.org where you can submit your ideas directly to leadership.

3. CONTINUED IMPROVEMENT

In today's fast-paced digital world, organizations like ours are dying off. We must continue to evolve and push the envelope for our association to stay relevant and meaningful to the public at large, but also to our membership.

4. LEGISLATIVE SUCCESS

Although we have experienced legislative success we must refocus our efforts here. The political climate is constantly changing. There is always going to be work to do and we need the efforts of our members. Whether it be time in front of local Board of Supervisors, feedback from the field, or donations to our Political Action Committee, we must come together to protect and promote affordable housing. As individuals our voice is soft; collectively our voice is loud and it is a voice that is not only heard, but must also be responded to.

5. CHARITY AND SERVICE

A unifying force for our members is involvement with The Ask Childhood Cancer Foundation. We must continue to serve something greater than ourselves. I challenge the entire membership to donate your time, money, and services to our initiatives tied to ASK. The generosity of our members takes shape in a very tangible form with this cause. We literally help save lives right here in our community.

In closing I want you to know to say that I am committed to serving our members. To serve in the footsteps of men like Bill Croxton, Mike Dumont, Donald Allen, Rich Napier and so many others is truly humbling and it is not a responsibility that I take lightly. I hope to have your partnership on the five initiatives I laid out. While we honor the past, we must also look toward the future and continue to find new ways to make our HBAR successful.

Wishing you an amazing 2018,
Shane Burnette
2018 HBAR President