

MEMBER SPOTLIGHT

Capital Region Builders Association (CRBA)



DIANE BAUM | Education CEU Committee Chair
Baum Environmental Group

What company do you work for and what is your job description?

I am the CEO and Environmental Director at Baum Environmental Group Inc.

How long have you been a CRBA member and why did you choose to become one?

I've been a member for 11 to 12 years and I became one, because I wanted to be able to be "in the know." Education is what brought me, but the mentorship, advocacy and connections made me stay.

What makes CRBA important to you?

You feel you're always kept knowledgeable about what's "new" in the industry. Trends and support through members and staff keep me up-to-date. It's a very important association for my business.

How has CRBA aided in the way you do business?

I have gained the capability to grow my business. Being in a builder support industry, my trade has expanded with extensive knowledge and expertise in unique operations. It has helped to know the pain points for builders since you are updated on all aspects of the residential trade and I have used that to help solve problems, which has led to an accelerated growth in my business. There are many services we provide now that I would have never known about if it were not for CRBA and its membership.

How have you been able to impact the community as a CRBA member?

By being a member I feel we educate the community on the impacts our industry has to the economy and their day-to-day life. At the end of the day we all pull up to our "home" and relax. It's the one thing that all of us value as a community. By being able to support and assist the building industry means I support everybody's "home" and help their capability to enjoy the American Dream.

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Why do you believe it is important for other businesses to join CRBA?

Being a member will pay itself back in many dividends. I can name at least three important ones. Number one is the knowledge you gain from other members and associates. It's like having a directory listing of experts there to help. Secondly, it's the education and knowledge you gain about knowing what's around the corner. By knowing the updated codes, regulations and trends you get the knowledge that outsiders would never know. When outsiders do eventually find out it's too late and you have captured that way ahead of time to your competitive advantage. Thirdly, it's the advocacy they provide. Regulations working against the industry can kill your business. CRBA along with the state and national organization support, help and fight legislation locally and nationally that assist your business all the time. They always look out for your bottom line and it's like having personal lobbyist.

What is your most notable memory while being involved with CRBA?

I have a lot of good memories and fun social events all the time with CRBA. Being able to be certified as a Green Residential Verifier, I felt that intertwined my environmental background with the residential process. Additionally, being placed on the Board of Directors. I really enjoy seeing the leadership from the national down to the local and seeing how I can support the industry and its members in each direction. Being on the Board of Directors, you really appreciate the time and devotion the leadership team has into making this organization great.

While being a member, what has been one thing you have learned and been able to apply to your job?

Taking an environmental consulting and turning into a full spectrum residential building consulting that is in a niche all by itself. This niche has helped me not to compete with other environmental consultants, because I have created that knowledge base that comes from being in the industry. To be good at what you do, you have to live, work and interact with others in the industry you are consulting. You have to be in the circle instead of looking in from the outside.

What is your favorite tip for someone working in the same industry?

Ask questions and always learn new things. Expand your knowledge so that your clients and/customers know you keep updated on an ever changing industry.

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What has your CRBA membership meant to you both personally and professionally?

Friendships beyond the professional life and people I can call for advice. I don't feel there is any competitive jealousy or animosity, simply just a willingness to help all the time. CRBA is a close group that always tries to make everybody feel welcomed and become involved. With a women-owned business, sometimes you feel disenfranchised, but with CRBA it has always been open doors and I always felt respected from day one.

Have you received any awards or recognition? If so, tell us all about it!

Not yet, but working towards it! Hopefully. I am working on some "plans" to help the industry.

What is your favorite show to binge watch?

Game of Thrones and LIVE PD.

What is your favorite holiday and why?

All the holidays. It's time off from work!

What are your hobbies outside of work?

Spending time with my three dogs, friends and family along with eating out and gardening.

What is a typical day like for you?

Work, work and work. Oh, I forgot... More work!

What are the top three things on your bucket list?

Just three things? Getting some of my projects off the ground that are in the experimental stage and seeing them grow, traveling around the world and making some impact on animal welfare.

What motivates you?

Personal goals! Just doing what I enjoy and feel I do a good job at.
