

Promote Your Business

HBASE Membership Directory

All members receive one copy of the HBASE annual membership directory. Additional directory copies can be purchased at the HBASE office. Members are encouraged to use the directory on a regular basis to "Do Business with a Member!" The directory also includes a "Classified" section which breaks down the membership by specialty (roofing, siding, interior design, etc.). Each fall, members receive a mailing to update and verify directory information for the next publication.

Advertising

Advertising space is available in local, state and national association publications. Members may also place ads in special event publications (Home Ideas Magazine). A breakdown of the advertising costs for the newsletter and website can be found in the appendices. For more information about the publications, the rate sheet in the Appendices of this book.

Member Highlights

Each monthly HBA Newsletter features two HBASE members for the Member Highlights. Members are selected on a first come, first serve basis. Contact the HBASE Public Relations Director for details.

Sponsorships

Throughout the year, members are offered the opportunity to further support the HBASE and increase their company exposure by sponsoring an event. Sponsorships, at varying levels, offer a variety of benefits. Contact the HBASE office for a complete list of sponsorship opportunities.

Membership Database

Market your company to the entire membership by purchasing a database of member contact information. Mailing labels are also available for purchase. Customize them to meet your marketing needs.

HBASE Website (www.hbasiouxempire.com)

As an HBASE member, your name, address and phone number are automatically listed on the HBASE website. A link to your website is also provided at no cost. This benefit allows you to reach a variety of people 24 hours a day. Banner ads can also be purchased on the HBASE website (see appendices for rates). All members are encouraged to link their company website to the HBASE website.

Member-to-Member Discount Program

The membership committee created a program to help members promote their businesses while offering a member service. Participating companies offer a discount to HBASE members. For a small fee, the HBASE will promote the participating companies and their discount to the membership. Benefits include mailing information, website listing, membership meeting exposure, and newsletter listing.

Repair Affair™

Since 1993, the HBASE has been remodeling homes for no cost to meet the accessibility needs of homeowners who are permanently disabled or are at least 65 years old.

Over the years, HBA member volunteers donated their time and made accessibility improvements to over 150 homes. Each year, over 80 HBASE member volunteers do projects focused on lighting, grab bars, handrails, raising toilets and wheelchair ramps. All funds for Repair Affair are provided by the Community Development Foundation grant and the Sioux Empire Home Builders Care Foundation.



Serving at The Banquet

Led by the HBASE's Public Relations Committee, once during the spring and again during the fall, volunteers from the HBASE will prepare and serve a warm meal at The Banquet for those less fortunate. Watch the HBA Newsletter and weekly emails for volunteer details.



Remodeling Council Projects

On occasion, the Remodeling Council of the Sioux Empire will lead a special community service project. In 2011 the group gathered donations from various members to build a wheelchair ramp for a foster family. While the father was away serving in the military, the mother worked with the Remodeling Council to make the project happen. Because of the generous volunteers from the Remodeling Council this local foster family can now welcome handicapped children into their home.

