



# HOUSE PLAN

Marketing Association

*Embracing ethics, education and excellence!*

**Welcome!**

To Our Webinar Meeting

August 25, 2009



## Getting Started

- This will be an official meeting of the Board of Directors
- Simple majority of board members present constitute a quorum
- Ask questions, participation is required!
- Presentation will be available on the web site along with the minutes of the meeting for download

## Agenda

- 1. Welcome**
- 2. Roll Call**
- 3. Agenda Approval**
- 4. Committee Reports**
- 5. Unfinished Business**
  - Web Site Launch
- 6. New Business**
  - Focus for Our Future
  - Member Communications
  - Lifetime Honorary Membership
  - Committee Members
- 7. Adjournment**

# Committee Reports

8/24/2009

Financial and  
Membership Committee  
**Tim Bakke**



Income Statement 7/1/08 to 6/30/09  
7/1/2008 through 6/30/2009 (Cash Basis)

Category Description	7/1/2008- 6/30/2009
<b>INCOME</b>	
Code Compliance Network	200.00
Membership Dues	6,800.00
<b>TOTAL INCOME</b>	<b>7,000.00</b>
<b>EXPENSES</b>	
Advertising and Marketing	200.00
Awards	77.42
Business Director	4,098.25
Insurance	
Director & Officers	738.00
<b>TOTAL Insurance</b>	<b>738.00</b>
Meeting Expense	782.68
Misc	50.00
Phone Expense	234.68
Postage and Delivery	36.71
Supplies, Bus	327.29
Tax	
State	300.00
<b>TOTAL Tax</b>	<b>300.00</b>
Web Service Provider	1,998.15
<b>TOTAL EXPENSES</b>	<b>8,843.18</b>
<b>OVERALL TOTAL</b>	<b>-1,843.18</b>



Balance Sheet - As of 6/30/2009  
As of 6/30/2009 (Cash Basis)

Financial and  
Membership Committee  
**Tim Bakke**

Account	6/30/2009 Balance	
<b>ASSETS</b>		
Cash and Bank Accounts		
HPMA Cchecking	28,390.52	
<b>TOTAL Cash and Bank Accounts</b>	<b>28,390.52</b>	
<b>TOTAL ASSETS</b>		<b>28,390.52</b>
<b>LIABILITIES &amp; EQUITY</b>		
<b>LIABILITIES</b>		<b>0.00</b>
<b>EQUITY</b>		<b>28,390.52</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>		<b>28,390.52</b>

# Committee Reports

## 09/10 Budget

Financial and  
Membership Committee  
**Tim Bakke**

FISCAL 2010 INCOME	#	\$	TOTAL
ASSOCIATION MEMBERS	19	400	7,600
ASSOCIATION MEMBERS (forecasted)	8	400	3,200
CODE COMPLIANCE (forecasted)	3	200	600
<b>TOTAL INCOME</b>			<b>11,400</b>

FISCAL 2009 EXPENSES	#	\$	TOTAL
NEW WEBSITE (VMC)		3,325	(3,325)
DOMAIN (\$75 + \$30/MO)	12	30	(435)
INSURANCE		800	(800)
AWARDS		100	(100)
ADMIN FEE	20 hrs	25/hr	(5,000)
ADVERTISING & MARKETING		200	(200)
AIBD MEETING EXPENSES		1,000	(1,000)
IBS MEETING ROOM	1	500	(500)
MISC POSTAGE		50	(50)
PHONE EXPENSES	PER MO.	24	(288)
OFFICE EXPENSES		400	(400)
TAX (STATE CT)	PER YR.	75	(75)
WEBINAR MEETINGS	PER MO.	100	(200)
MISC		500	(500)
<b>TOTAL EXPENSES</b>			<b>(12,873)</b>



FISCAL 2009 BALANCE	TOTAL
CARRYOVER FROM 2008	28,390
SHORTFALL IN 2009	(1,473)
<b>TOTAL PROJECTED BALANCE</b>	<b>26,917</b>

## Committee Reports

Marketing Committee- **Stephen Mathis**

- Industry Guidelines- **Jim Wright**

- Education Committee- **Chair needed**

- Code Compliance Network Committee- **Lynn Pitts**

## Unfinished Business

New HPMA web site launch- **Margaret Pitts**

• [www.theHPMA.com](http://www.theHPMA.com)



The screenshot shows the HPMA website homepage. At the top left is the HPMA logo. To its right is a navigation menu with buttons for HOME, NEWS, CODE COMPLIANCE, INDUSTRY INFO, MEMBERS, and MEMBER LOGIN. Below the navigation is a blue bar with a 'Contact Us' link. The main content area features a large image of a house on the left. To the right of the image is a text block titled 'We are the House Plan Marketing Association' with a paragraph of text. Below this is a 'Become a member' section with a paragraph and two buttons: 'Apply for Membership' and 'Download Application'. At the bottom left is a 'News & Events' section with a sub-header and a paragraph. At the bottom right is a section titled 'Look for our symbols of excellence in nationwide publications and websites.' with a paragraph.

**HOUSE PLAN**  
Marketing Association  
*Embracing ethics, education and excellence!*

HOME NEWS CODE COMPLIANCE INDUSTRY INFO MEMBERS MEMBER LOGIN

Contact Us

**We are the House Plan Marketing Association**

We are the nation's leading companies associated with marketing the best pre-drawn plan to you! We are professionals embracing Excellence, Education and Ethics in the home plan pre-drawn industry. We are the designers, architects, publishers, building material manufacturers, home centers, photographers, printers and marketers.

**Become a member**

Your membership in this association is testament to your desire to achieve the highest standard for the pre-drawn home plans industry. This association was established to address the concerns of the pre-drawn home plans market.

Apply for Membership

Download Application

**News & Events**

HPMA business meeting information, the when, what and where, can be found under this tab. Also included

**Look for our symbols of excellence in nationwide publications and websites.**

We embrace **Excellence** by offering the best products and services to help you build the home of your dreams.

## **New Business**

### **HPMA: Focus for the Future**

**Original intent of the organization fulfilled:**

1. Copyright education and consistent message
2. Standard license procedure/forms for member products
3. Creation of an arbitration system for internal member use
4. Creation of a system for designers to pursue copyright litigation.

## Strategic Focus Points:

1. Copyright **Education** with a consistent message to designers, builders and our consumers (**Ethics**)
  - a. Reinforce the idea of “use license” not “sale”
  - b. Education of copy shops and online resale venues
  - c. Industry std. release/license forms from designers signed before shipments
  - d. Consistent use of our Red Stamp, develop electronic version?
  - e. Access to legal council that thoroughly understands our industry

## 2. Industry Guidelines and product consistency

- a. Continued use of “Reproducibles” license?
- b. Guidelines for PDF use and format
- c. Standardized formats for plan submittals to publishers
- d. Standardized Data sheets and license forms, etc.
- e. Standardize information required and quality level of plans to be submitted to publishers (**Excellence**)
- f. HPMA position on unlimited usage licenses
  - does that license allow resale of plan?
- g. Updated HPMA literature reflecting current market issues



3. Market Research Information-trends and needs assessment
  - a. Consumer Research
  - b. Builder research
  - c. Pre Designed Home Plan Designer and Architect research
  - d. How to fund this effort?

## New Business

- Member Communications – Electronic Newsletter
- Lifetime Honorary Membership-David Bennett
- Committee Members Needed
- January Meeting (IBS is January 19-22, 2010)
- Other?





**Thank you for participating!**

