NAHB Executives 2007

**Session:** Inventory, Assess, and Improve Your Association, Part 1  
**Speaker:** Bob Harris  
**Number Participating:** 64  
**Number Responding:** 54  
**Response Rate:** 84%

1. **What is your principal job activity?**  
(Number of Respondents: 53)  
All 53 respondents are Executive Officers.

2. **What did you gain from this education session?**  
(Check all that apply)  
(Number of Respondents: 49)

- Practical Techniques/Solutions: 100%
- New Trends/Information: 51%
- Networking Opportunities: 18%
- Tools to Better Serve My Customers: 69%
- Detailed Examples: 69%
- Other: 2%

Specific responses in the Other category include: Organizational structure.

**Session Ratings**  
(Responses are based on a 1-5 scale, where 5=strongly agree.)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>The session increased my knowledge of this topic.</td>
<td>4.96</td>
</tr>
<tr>
<td>I will be able to apply what I learned to my job.</td>
<td>4.98</td>
</tr>
<tr>
<td>I learned new information on this topic.</td>
<td>4.96</td>
</tr>
<tr>
<td>The topic is very important to me.</td>
<td>5.00</td>
</tr>
<tr>
<td>The A/V enhanced my understanding of the topic.</td>
<td>4.91</td>
</tr>
<tr>
<td>I would recommend this session to others.</td>
<td>5.00</td>
</tr>
<tr>
<td><strong>Overall, the session met my expectations.</strong></td>
<td>4.98</td>
</tr>
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continued: Inventory, Assess, and Improve Your Association, Part 1
Bob Harris

Speaker Ratings
(Responses are based on a 1-5 scale, where 5=excellent.)

<table>
<thead>
<tr>
<th>Speaker</th>
<th>Knowledge of Subject Rating</th>
<th>Clarity of Examples and Explanations Rating</th>
<th>Overall Rating</th>
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<td>Harris</td>
<td>5.00</td>
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Future Program and Speaker Suggestions

"More Bob Harris."

General Comments and Suggestions

“Bob Harris is great! A truly important session to help EOs understand that our organizations are businesses.”

“Excellent! A must for all EOs!” (2) “Needs to be an event standard. A nonprofit at any level can benefit.” (2) “This should be mandatory.”

“Excellent session.” (5) “Best session I have attended so far.”

“Fantastic. A whole year's plus of work to do. Wow!”

“Great, as always!” (6) “Great job!” “Every time I hear Bob Harris, it's a great seminar.”

“I love how he shows what page to be on in his handout.”

“Most important. Best speaker ever at EOC.”

“Phenomenal session! The trip to California was worth it for this session alone.”

“Should be a half to full-day session.”
1. What is your principal job activity?  
(Number of Respondents: 46)  
All 46 respondents are Executive Officers.

2. What did you gain from this education session? (Check all that apply)  
(Number of Respondents: 43)

- Specific responses in the Other category include: Scary, but I'll do better.

Session Ratings  
(Responses are based on a 1-5 scale, where 5=strongly agree.)

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</tr>
<tr>
<td>The A/V enhanced my understanding of the topic.</td>
<td>4.82</td>
</tr>
<tr>
<td>I would recommend this session to others.</td>
<td>4.98</td>
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<tr>
<td>Overall, the session met my expectations.</td>
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continued: Inventory, Assess, and Improve Your Association, Part 2
Bob Harris

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Future Program and Speaker Suggestions

"Bob Harris should be a keynote speaker." (3)

"Both times, the room was standing room only. Nice! But maybe a bigger room would be nice, and everyone should have to hear it!"

"How to 'green' the local HBA office to set examples."

General Comments and Suggestions

"Always good and essential."

"Excellent workshop. Information for all locals, large and small. Everyone should attend."

"Excellent." "Excellent. I enjoyed this the most so far." "Excellent. One of the very best programs."

"Extremely important and informative session. Every EO should attend!"

"Great information. Step-by-step process to get everything done! My job security."

"I didn't think I'd get this as my main 'take home and expedite' item, but I am now convinced that's what I owe my association. Thank you!"

"This guy is great. So smart and knowledgeable and a good speaker. Great choice. More of this at board meetings."

"Great workshop!" (4) "Wow!" "Yeah, Bob!"