



**HOME BUILDERS  
ASSOCIATION OF  
CONNECTICUT, INC.**

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**2009-2011 Leadership**

**George LaCava**

Chairman of the Board  
and President

**Liz Verna**

First VP & Gov't Affairs  
Committee Chair

**Barry Rosa**

VP & Treasurer

**Bill Ferrigno**

Immediate Past  
Chairman & President

**Staff**

**Bill Ethier, CAE**, Chief  
Executive Officer

**George Rafael, AICP**,  
Director, LGA & Member  
Services

**Lisa Kidder**, Director,  
Public Relations &  
Communications

**Joanne Hoerrner**,  
Administrative & Events  
Coordinator

**MEMBERS CAN HELP!**

Do you have a good relationship with a local reporter or editor? Would you be willing to talk with reporters about industry issues? Are you interested in serving on the PR Committee? Are you active in social media, like Linked-In, Facebook, Twitter, etc.? If you answered yes to any of these questions, please contact Lisa Kidder at 860-521-1905 or [lkidder@hbact.org](mailto:lkidder@hbact.org).

# Public Relations & Communications

## The Importance of Public Relations

- The HBACT's Public Relations and Communication program was launched in 2007 primarily to promote and generate support for the home building industry's state and local government affairs policies and positions.
- Our PR program strives to position the HBACT, local associations and our members as the premier providers of information & expertise on the state's residential construction industry.
- All our communications are designed to improve the public image of the association and of HBACT members. A positive image of the association and it's members is critical to legislators' and policy makers' receptivity to our government affairs messages.

## What Does the HBACT Do?

**The HBACT develops and maintains relationships with media outlets** and reporters across the state, informing them on HBA positions on state legislation, local regulations and industry issues. Many reporters now contact PR & Communications Director Lisa Kidder when looking for local experts on home building issues or quotes and comments on sales and permit numbers, builder confidence reports, and industry trends. Establishing HBACT officers and members as resources for reporters is an ongoing effort and an important part of building the HBA's reputation in the media and with consumers as a premier source for information on the residential construction industry. Check the "News" section of the website to view recent coverage.

**Member communications** is a key component of HBACT's PR & Communications program. In addition to the monthly E-Update (the association's online newsletter), the HBACT's website, [www.hbact.org](http://www.hbact.org), is constantly updated with news and information members can use in building their businesses. Information is also shared with local HBAs for use in local newsletters, websites and meetings, as well as shared directly with members in the HBACT Annual Report and our Connecticut Builder magazine.

**Promoting important HBACT events** like the HOBİ Awards, Home Building Industry Day at the Capitol, CT Career Construction Days and local members' charitable activity creates positive press about HBA members and the association. These types of events contribute to the positive image of the industry and, therefore, receptivity to our government affairs messages.

**Social media** is a new frontier and evolving for the HBACT, and another area where working with local HBAs will be key to determining what social media strategies will add the most value for members.

Lisa Kidder works with local HBAs to promote events whenever possible, especially events with PR value beyond the local area and events that support broader HBACT goals of improving the industry image among key audiences. The partnership between state and local HBAs is critical to building media relationships and to carrying consistent messages about the association's positions on issues to all corners of the state.