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April 20, 2020

Hello NTBA Friends:

I hope you're doing well and finding ways to redeem these difficult times.

We're all busy, but here are just 3 things that I hope you can take a few minutes to consider. In the end, there's also an **important announcement** – a gift that you'll be happy to receive.

1. Lead Well.

You are in a leadership role with people relying on you to lead well. This means that you have to roll with the punches and learn to adapt. It means that you can find the balance of boosting your team's morale while still acknowledging the hard realities and being honest. The role of leadership you have requires wisdom. In my experience, as I look for wisdom, I have to look beyond myself and be willing to learn from others. So where are you drawing wisdom from in this season? And who are you allowing into your world, enough that they can have a voice or offer advice to the situations you encounter? Be wise. Lead well.

2. Be Encouraged.

Recently, I've been challenged and encouraged by the NTBA Member Chats on Tuesday evenings. Through those sessions, I've been reminded of the importance of innovative thinking, careful execution, constant communication, and humble leadership. It's a great way to invest one hour and grow in understanding. Folks on the NTBA Member Chats show candor, offer encouragement, and appreciate the solidarity. I hope you will join us!

3. Stay Connected.

Through the NTBA, we've connected our shared experiences. We've grown in expertise and wisdom. We've realized the responsibility of those who shape the built environment. And now, we're going through a difficult season together. Being a member of the NTBA is one of the few places where I can find relevant and practical information about development and place-making. It's also one of the few places where you'll find members who are willing to stay connected and share ideas with honesty and humility, a rare find in any industry.

IMPORTANT ANNOUNCEMENT:

In light of the coronavirus pandemic, the NTBA Board has decided to cut the 2020 membership dues to just \$300 per person, including a 50% reduction for all Town Builder and Affiliated Professional Memberships. This offer is valid through June 30,

2020. For anyone who has already paid the full membership for 2020, we will issue a credit of any membership fee paid in excess of \$300 that you can use toward 2021 membership dues. It's just one way of saying **THANK YOU** for being part of the NTBA.

We value your continued participation! I invite you to renew your 2020 membership today.

These challenging times will not last forever. We will get through it. But I invite you to work through it **with us** and not try to do it on your own. Stay connected. Join NTBA today!

Grant Humphreys
NTBA President