




WE ARE TOWN BUILDERS LEARNING FROM ONE ANOTHER.



Franklin Street, NC - source: visit.chapelhill.org



Durham, NC - source: planning-next.com

Growing Stronger Amidst the Pandemic

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COMMUNICATION

ROUNDTABLE
NOW SPRING 2021

GROWING OUR
STAFF

CALLING ALL
LEADERS

I hope you're doing well and finding ways to flourish even in these uncertain times. Like every organization or movement, the NTBA has seen an exciting ride through mid-year 2020, but we are encouraged by the resilience of our members and the elevated need for thoughtful adaptation in how we shape the built environment. Through the midyear, I'm pleased to say that the NTBA is strong. Membership is solid, our finances are healthy, and we are continuing to execute our mission through this pandemic season.

We've started some new endeavors in the NTBA this year:

- This past spring, we began to offer "Member Chats" which have been well received by many. These take place every third Tuesday at 8 PM, Eastern Time.
- The NTBA is now in the podcast business! Five podcasts stocked with relevant info have been produced, ranging from finance, development, sales, and marketing. Aaron Lubeck, NTBA Board Member, has led the charge on this project and deserves a big pat on the back.
- Due to COVID-19, we elected to postpone the Fall Roundtable. Instead, the NTBA will offer a one-day digital roundtable on Friday, October 2nd. This event will be available exclusively to NTBA Members. We're working to put together a rich, content-packed schedule for this event, so stay tuned for more information and event registration.
- After 7 years of excellent service, Monica Johnson has stepped down from the Executive Director position. We appreciate her so much. As she transitions to the next season of life, we're excited to welcome Mary Vinson as the NTBA Interim Director. Also, Sarah Tunnell has stepped up to handle the marketing and social media needs of the NTBA. Welcome aboard, Mary and Sarah!
- The Board of Directors will have some seats open up at the end of year. If you're interested, please email me directly. We'd love to have your leadership and expertise represented on the NTBA Board.

I want to say THANK YOU again for your membership and partnership with the NTBA. It is because of you, our members, that our organization has continued to grow and flourish in these times. I am excited about the days to come for the NTBA. We have a great staff and a solid Board of Directors. We're heading into a great next chapter for this organization. Read on for more details!

GRANT HUMPHREYS, NTBA PRESIDENT



Turning up Communication



Bob Chapman



Korkut Onaran, Ph.D

MEMBER CHATS

Our Member Chats Series was born out of a desire to stay in touch with our members through out this pandemic while continuing to provide valuable information to aid in our mission to create great places.

This month, our 'chat' continues on August 18th with Bob Chapman, one of the pioneers of new urbanism as he presents "Developers' Rules for Survival."

On September 1st, Korkut Onaran, Ph.D will discuss topics surrounding "Coding for resilience: Learning from the vernacular." **Member Chats begin at 8 PM EST** and Zoom meeting credentials are sent to all members in advance via email. We hope you'll join us!



Aaron Lubeck

PODCAST SERIES

The NTBA is excited to announce its newest initiative – the production of Town Builder Podcasts. One of the most exciting things about the NTBA is the ability to learn from each other and capitalize on the successes and trials of the many years of our members' development experiences.

Each podcast features a practiced member who generously shares their knowledge and experiences with developing new urban real estate projects. The first of the NTBA Town Builder Podcasts include:

101 Rob Parker, Pinewood Forest – Leadership through Townbuilding, Project Management During a Pandemic

102 Grant Humphreys, Carlton Landing – Market Outlook, Uncertainty, Sustainability of Urbanism

103 Andres Duany, DPZ – What to do with Existing Cities, Pandemic Receiving Areas, Stabilization, Compounds

104 Monica Johnson, New Urban Connections – Marketing Traditional Neighborhoods

105 Lou Marquet, Leyland Alliance – Weathering Downturns / Treating People Right

Our sincerest gratitude to NTBA Board Member, Aaron Lubeck, for leading this initiative and to one of the NTBA's biggest supporters, [James Hardie](#), for underwriting two of the podcasts so we may share our members' collective knowledge with others who are committed to creating great places.

Be sure to follow us for ongoing updates!





Roundtable now 2021 in Durham, NC

After much thought and deliberation by both the local committee and the Board, we have elected to postpone our Fall RT in Durham/Chapel Hill. At this time, we felt there was too much uncertainty with venues being open and the availability of some of the speakers critical to the program.

We do plan on providing some of our planned programming virtually, so please continue to hold **Friday, October 2nd** on your calendar. We will meet virtually that day and discuss topics that are relevant to the times we find ourselves in. There will be lots of interaction, information, and we always have fun!

This meeting will also be our annual membership meeting, so please plan to join us. More information to come soon on that!

As we look to 2021, we will plan to be in Durham and Chapel Hill in the spring and Ft. Worth in the fall. (dates coming soon). As mentioned, we will continue with our bi-weekly Member Chats on Tuesday nights at 8 PM. If you have not joined us for those presentations, please do. The next one is Tuesday, August 18th with Bob Chapman. The topic will be "Rules for Survival".



Share your success stories with us! We'd love to celebrate with you and share what works with others. Email info@ntba.net or tag us on social media!



Monica Johnson



Mary Vinson



Sarah Tunnell

Here to Serve

NTBA STAFF IS GROWING

We're both happy and sad to see our friend Monica Johnson depart the NTBA - she's been our director and an integral part of the association for over seven years. Monica began attending the NTBA Roundtables back in 2001 in her role as Vice President of Sales and Marketing for developer Leyland Alliance. Over the years she helped guide many of our members' sales and marketing initiatives under her consulting firm, New Urban Connections. Now, Monica departs to pursue her art (www.monicavandykejohnson.com) and other projects dear to her heart. Travel and spending time with her husband and family is a priority. We wish her well.

Keeping the NTBA moving on its upward trajectory is Mary Vinson, who will serve as Interim Director. You may have met Mary when she joined us for three of our Roundtables: Asheville, Miami and Denver. Mary worked with Monica to handle our Roundtable logistics. Mary's experience includes years in senior management in corporate America with Verizon in Virginia, then as an executive director of a non-profit organization.

Her consulting firm, Leave It to Mary, oversees national event management projects for non-profit and higher education clients. Mary lives in the heralded community of East Beach in Norfolk, Virginia.

Increasing the NTBA's presence on social media is Sarah Tunnell. Sarah comes to the NTBA via her association with Carlton Landing where she oversees marketing and communication initiatives. Sarah and her husband are indoctrinated in new urbanism, both as past residents and huge fans of Carlton Landing and through Austin's design-build company which specializes in structural masonry and new urban infill projects.

Rounding out the NTBA team are Jaimee and Jim Reinertsen who develop and manage the NTBA website through their branding company, Sparkfire Branding.

Look for great things to come! If needed, Mary can be reached at info@ntba.net and (808) 371-9500.

Will You Step Up to Lead?

In the coming months, we will be looking for a couple of members to step forward and serve on the NTBA Board of Directors. Terms are 2 years each and the Board is the place where exciting things happen in the NTBA. If you are interested in serving on the Board, please contact grant@carltonlanding.com.

We appreciate your willingness to lead the NTBA into the next chapter.