

# The power of positive thinking

Written by David Newham, IBA Associates Committee chairman

Here I am at the BIA of Northwest Indiana's Parade of Homes and I am witnessing a beautiful site. There are 11 wonderfully decorated homes. That means that 11 builders, hundreds of associates and suppliers, and a great group of volunteers believed that even in a slow economy you have to think positively.

They could have sat back and said, "We cannot do this; no builders will participate; no one will show up, etc." But instead, they believed! This is what it takes to lead an association on to bigger and better things.

BIA of Northwest Indiana Executive Officer Sharon Carlotta and I talked about retention and her concerns for the next few years. I reassured her that it is events like the Parade that will bring in new members and give meaning to the existing members.

I attended the VIP Party and watched people networking, laughing and all working for a common goal. On the first day of the Parade, they had over 1,000 people come through the gate.

Even battling the storms on Sunday, people were still showing up to see the ven-

dors and tour the homes. There were even more families touring the homes than on Saturday.

I was overcome with pride when an associate vendor came up to me with excitement in his eyes as he talked about how great the Parade was and how he was talking to a lot of future clients. That same associate informed me that his business is



up 10 percent over last year.

Why do I feel it is so important to share this success story? Because I am tired of hearing all the negative talk. Negativity will breed negativity.

Believe it or not, I actually saw a builder/developer advertising on yard signs that the housing market "stinks." Why would any builder or developer do that? After a few months, I think his friends got him to change his signs as they finally say "great" instead of "stinks."

As your associate committee chairman, I feel it is more important now than ever to be positive. Support your friends, associates and builders. Just as negativity breeds negativity, positive thinking breeds positive results.

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