

**FOR IMMEDIATE RELEASE:**

**CONTACT:**

Brian Miller  
Vice President of Communications  
Home Builders Association of Louisville  
502.429.6000  
cell: 502.376.8776

**HBA of Louisville Awarded National Recruiting Award**

Louisville, KY, February 27, 2008 ----- The HBA of Louisville is a Nationwide Winner in the 2007 Membership Drive season. Louisville is the **Local Association with the Highest Numerical Increase** in the two-day statewide *DIRECTDrive*<sup>™</sup>, October 31 and November 1, 2007.

HBA of Louisville recruited 313 new Member Companies during Kentucky's successful membership drive. This was a 13% growth for Louisville.

The *DIRECTDrive*<sup>™</sup> is an intense two-day membership drive created and produced by The Oliver Group LLC, Wenatchee, WA. Rob Oliver, The Oliver Group, says the HBA of Louisville's drive is a success story inspiring Local Home Builder Associations around the country.

Kentucky's membership drive recruited 601 new member companies into five participating Local Associations, yielding an overall 13% total growth for these Associations.

In 2007, 158 Local Builder Associations from 19 states added a combined total of 13,482 new member companies to their Associations through the *DIRECTDrive*<sup>™</sup> process. This was Kentucky's first *DIRECTDrive*<sup>™</sup>.

Founded in 1946, the Home Builders Association of Louisville is committed to continuous improvement by providing excellence in programs and services to meet the members' diversified needs in order to provide quality housing for all citizens within our community. For additional information about the HBA of Louisville, contact Brian Miller, 502.429.6000, or visit [www.hbal.com](http://www.hbal.com).

###