



# Home Builders & Remodelers Association of New Hampshire

*"Building New Hampshire's Future"*

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To: The NAHB Family

This letter is intended to convey how impressed this association has been with **E&M Consulting, Inc.** and their work done to partner with us on our recent **2007 New Hampshire Parade of Homes.**

To our knowledge this is the first Parade ever to take place in New England and to say that the folks at **E&M** went above and beyond to make this happen for us would be an understatement.

We had several major obstacles to overcome:

- We had to educate the association members concerning what a Parade is and convince the builders that it was worth entering. (Remember, this is New England and we don't like anything "new"!)
- We had to convince the sponsors and advertisers that their money would be well spent.
- We had to determine a media plan that would cover the entire state.
- And....we had to pull all this off in one of the most depressed housing markets in years!

The incredible energy, innovation, and quick thinking of the staff at **E&M** made all this happen and this small association would never have pulled this off without them.

We look forward to year two of our Parade and urge other HBAs to talk to the folks at **E&M Consulting** if you wish to start a Parade or boost up your existing one.

Please free to contact me to discuss any questions that you might have.

Sincerely yours,

Kendall L. Buck, CAE  
Executive Vice President

