



12.10.18

Re: 2019 Business Record 40 under 40 - Brandon Patterson

To the Selection Committee,

I've been part of our Local HomeBuilders Association for almost 20 years now as a contractor, committee member, Board member, Past President and now as the Executive Officer and I've never felt compelled to write a letter quite like this. I've seen members dedicate their time, place their businesses and personal lives on hold and commit at differing levels to the mission of the Association but I've never seen anyone with the passion, vision and dedication that Brandon possesses. This 40 under 40 nomination will speak to the credentials, the path that Brandon's career has taken and the influence he's had on our world dating back to 2010 when he joined our Association. The application will help you understand how those directly connected with Brandon feel about his contributions but I would sum it up this way - Brandon Patterson is quite simply the most committed and dedicated volunteer I've ever encountered.

Brandon grew up in the industry and as a 3<sup>rd</sup> generation Plumbing Contractor he chose the sales route which led him to the largest retailer in our industry - Ferguson. Recognizing his passion was more for sales in general Brandon decided to get his Real Estate license and branch away from the family background. Beyond his continuing education classes for his license, Brandon continually pursues Home Building Related certifications like the CSP, CGP and NAHB Basics of Building courses. Brandon has become a leader of our organization and he has reset the standard for what is expected. The following are just a few high points

- Local and State of Iowa Board of Directors position
- Board of Directors seat in his local Chamber of Commerce
- Chaired our Home & Remodeling Show in 2012 & 2013
- Driving force behind the creation of our YP group called the Engagement Council
- Serves on the Steering Committee for our Skilled Trades Academy
- Appointed to serve as Liaison to the Board of Directors on our Executive Committee
- Recently asked to serve on the leadership ladder at the HBA of Iowa
- 2017 HBA Associate of the Year and 2013 & 2017 HBA Member of the Year

Beyond these accolades, Brandon saw the need to increase the level of awareness of the Trades gap and had the vision for our Skilled Trades Event in which we bridged the industry and educational gap. <https://youtu.be/Ne-qgc9WUKU> Tirelessly, he poured himself, his passion, his energy and his own resources into the event easily eclipsing the 1000 hour mark in this one event alone. At each step in the planning process we learned that he'd not only had a vision of what it would look like, he had already started working ahead of the group. As we questioned what was too much to bite off, he continually pushed us to what was significantly beyond our comfort zone

**Home Builders Association of Greater Des Moines**

6751 Corporate Drive, Johnston Iowa 50131

Phone: 515-270-8500 Fax: 515-334-0135 Email: [info@dsmhba.com](mailto:info@dsmhba.com)

but he was absolutely correct about where we needed to go. This was no ordinary membership meeting, in my opinion; this event was the most significant Skills Gap event that the NAHB or an HBA have ever hosted. Not only did he have the vision and passion, this event would not have occurred without Brandon.

Brandon is continually our resource for big ideas, innovation and leadership concerning Skilled Trades initiatives. His newest passion is an event called Build my Future which we are hosting at the State Fairgrounds on April 17<sup>th</sup>. This video link was filmed at the original event held in Springfield, MO. <https://www.youtube.com/watch?v=BhHRsAXtjSU> Brandon is currently leading the charge to bring local events to 4 separate locations in Iowa to ensure that the message is reaching students from West to East. He is also our local expert on Social Media even giving his own personal time to teach other members and our team how to proceed and set up their platforms. He clearly understands the way that the next generation wants to communicate and consume information and is helping our HBA blaze its path towards giving them what they want and need.

His leadership and dedication are traits that I know I can always count on and those traits extend beyond his professional side to his personal life. Brandon is a dedicated husband and father of 2 young sons. Having a young family is a commitment and I don't know how he finds the time to dedicate in the manner that he does but I am truly thankful for every minute he is able to give to us. Even in his time "away" from our world, he still gravitates towards the industry. He and his wife Jill's last weekend getaway was to go on a tour of Frank Lloyd Wright projects in SW Wisconsin.

I recognize that Des Moines is full of great leaders at all ages but it is without hesitation that I can state that there are none more worthy of consideration for your 2019 40 under 40 group than Brandon Patterson. I can be reached for more information or clarity of our application at [dank@dsmhba.com](mailto:dank@dsmhba.com) or at 515.270.8500.

Respectfully Submitted,

Daniel E. Knoup  
Executive Officer  
Greater Des Moines Home Builders Association

**Home Builders Association of Greater Des Moines**

6751 Corporate Drive, Johnston Iowa 50131

Phone: 515-270-8500 Fax: 515-334-0135 Email: [info@dsmhba.com](mailto:info@dsmhba.com)