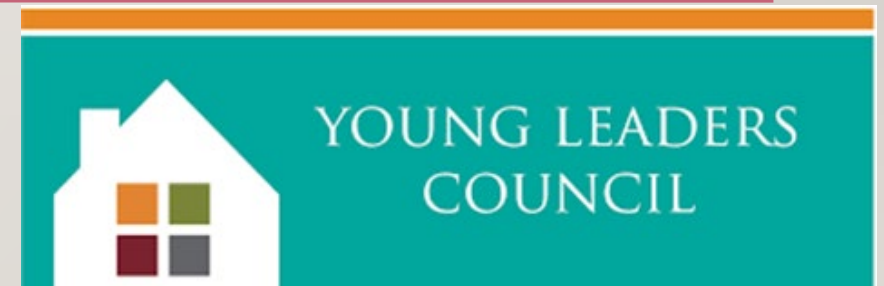


# 2019 “ROUND TWO” PWB & YLC FORMAL MENTORING PROGRAM

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*TAKE A LOOK AT THIS SESSION’S LINE UP OF  
HOUSING INDUSTRY PROFESSIONALS WHO ARE  
COMMITTED TO ENGAGING IN A PROFESSIONAL  
MENTORING RELATIONSHIP BEGINNING  
AUGUST 2019!*



# JOIN OUR MENTEE INTEREST LIST TODAY!

## PWB & YLC PRESENTS 2019 MENTORS!

ALISA PONCHER, DIRECTOR OF TRAINING AND IMPLEMENTATION –  
WILLIAM LYON

DIANA ELLIS, OWNER - ELLIS DESIGN STUDIO

JORDYN CROOM, ROTATIONAL ASSOCIATE IN THE ACCELERATED  
LEADERSHIP PROGRAM – OAKWOOD HOMES

KEVIN ROHRBOUGH, PROJECT MANAGER – CORE CONSULTANTS

LEAH FELLOWS, NATIONAL ONLINE SALES TRAINER AND OWNER – BLUE  
GYPSY INC.

LITA DIRKS, CEO - LITA DIRKS & COMPANY

NATE GRAF, PRESIDENT – GRAF ENGINEERING, LLC

SARAH MCDANIEL, RAINMAKER – BUILDER APPLIANCE CENTER -  
FERGUSON



PROFESSIONAL  
*Women in Building*



YOUNG LEADERS  
COUNCIL





## ALISA PONCHER DIRECTOR OF TRAINING AND IMPLEMENTATION WILLIAM LYON HOMES

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- Alisa Poncher has spent 21 years in the housing industry and for the past 3 years has been the Corporate Director of Training and Implementation at William Lyon Homes.
- With a BS in Business administration, graduate of Kaplan Real Estate School and many designations including Certified New Home Sales Professional (CSP), Certified Negotiation Expert (CNE) and Masters in Residential Marketing (MIRM), she has also been a speaker at IBS and has been a part of the Jeff Shore National Sales Leadership Roundtable.
- Throughout her years of experience she had great mentors and would like to give back and continue to help others in their quest for knowledge and success in the building industry.
- Sales training, marketing, leadership, core competencies of the sales process and management are some of the areas where Alisa can provide great insights and growth for a mentee. Her passion, desire to continue learning, along with the strong mentors she's had in her career have been the keys to her success.
- Imparting the importance of loving what you do, and the ability to be a positive role model for others will help mentees improve in their personal and professional goals.
- Alisa has been a mentor in the past and always finds it rewarding. She loves the opportunity to help someone else see their full potential.

To learn more about my company, visit: <https://lyonhomes.com>

# DIANA ELLIS (MENTOR ALUMNI) OWNER ELLIS DESIGN STUDIO

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- Diana Ellis has been making an impact on the homebuilding industry for 30 years as an innovative interior designer, and for 11 years she has owned Ellis Design Studio where she works with owners and home builders to create beautiful environments.
- Throughout the years Diana and her firm have specialized in model home merchandising, residential design, and staging throughout the country. They have beautifully executed designs that tie entire themes together between model home and sales centers for builders that keep their clients coming back.
- Staying on top of new trends and products helps keep her designs fresh and she and her firm have been described as consummate pros. From private homes to multiple model homes for builders Diana is a great listener and holds herself to a very high standard with the work she delivers.
- With her experience in the industry she looks forward to helping a mentee learn more about project management, interior design, and industry knowledge along with the art of diplomacy and time management skills.
- Her keys to success that have helped her grow in her industry include being highly motivated, unafraid to ask for help when needed, and being a self-starter.
- In her free time Diana loves travel and movies.



To learn more about my company, visit: <https://ellisds.com/>





## JORDYN CROOM (*MENTEE ALUMNI*) ROTATIONAL ASSOCIATE IN THE ACCELERATED LEADERSHIP PROGRAM – OAKWOOD HOMES

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- Jordyn Croom is an up and coming force in the home building industry with her Bachelor of Science in Business Administration in Real Estate and The Built Environment. She has been a strong NAHB member and University of Denver competition team member.
- Working in the field alongside subcontractors doing finish work on properties at Chelsea Properties Group, assisting construction operations teams at Thrive Home Builder on various special projects, and backend analysis of housing data and demographics with Metro Study she knows many aspects of the building industry.
- Her current accelerated leadership role with Oakwood homes allows her to gain a wholistic understanding of operations within each department at Oakwood Homes while working with many mentors.
- Jordyn's greatest strengths include adaptability and a willingness to accept and facilitate change in a positive manner in the ever-changing building industry environment.
- She has had the incredible opportunity to get to know many leaders in her company and the industry at large and can provide a mentee with a greater understanding of how to cultivate these crucial relationships with leadership and how the different facets of the industry come together.
- Jordyn is a past mentee in the program and looks forward to giving back.
- In her free time, she is outdoors with her husband and two dogs and is getting ready to welcome her first child and add the responsibilities of New Mom to her resume.

To learn more about my company, visit: <https://oakwoodhomesco.com/>

## KEVIN ROHRBOUGH (*MENTEE ALUMNI*)

### PROJECT MANAGER

### CORE CONSULTANTS

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- Kevin Rohrbough has worked in the housing industry for 15 years. As an experienced project manager in the land development side of the building industry throughout the United States, including Master Planned Communities, Urban Infill, Transportation and Construction Management he has a lot of expertise and insight into the industry.
- He has a strong knowledge and understanding of the land development process from land acquisition, discretionary approvals and entitlements, to construction documents, scheduling, cost estimation, and permitting. Kevin has spent the last 5 years as a Civil Engineering Project Manager at CORE Consultants.
- With his years of experience and diverse background Kevin is well positioned to provide understanding and guidance to future professionals in the home building industry. He has strong leadership skills and motivation which drives him to be successful in the business. Kevin also connects and communicates well with people, an invaluable skill in this industry.
- Keys to success for Kevin are the ability to ask question to learn from coworkers and experienced managers, work hard, and work well with teams. Understanding different personalities and working with them for a successful outcome can be a fine art.
- Mentees can learn from his years of experience and he can impart knowledge about overcoming obstacles and dealing with struggles and challenges in order to create career advancements and opportunities.
- Serving as a previous Mentee Kevin looks forward to giving back to others as a mentor.
- In his free time Kevin enjoys spending time with his family, golf, skiing, fishing and hiking.



To learn more about my company, visit: <http://www.corecivil.com/>





## LEAH KAIZ FELLOWS (MENTEE ALUMNI) NATIONAL ONLINE SALES TRAINER AND OWNER BLUE GYPSY INC.

- Leah Kaiz Fellows, has been working in the building industry for over 13 years from onsite sales to online sales working both in and out of a builders office. She started her own company in 2010 focusing on online sales for builders.
- Her road to entrepreneurship was a winding journey since her degree in communication from Boston University. She traveled the world for 13 years, as a backpacker, a dive instructor and sailboat captain before working in new home sales.
- As a National Trainer, she works with builders around the country to develop their Online Sales Programs and hire and train their OSC's. Her strengths are sales and organization, overturning objections, and helping increase ROI through prospect and system analysis.
- Leah is a strong advocate of mentorship and helping others achieve their goals – whether it be following entrepreneurial pursuits and all the elements it takes to make them successful, or helping others develop prospecting and follow-up systems as a sales and business developer for their company, she can provide insight.
- With incredible inspirational role models in her life, she believes in the power of abundance and paying it forward to help others succeed.
- As a former mentee for the program Leah looks forward to giving back.
- In her free time, she loves world travel and scuba diving, volunteering at the Denver Aquarium as a diver, and working with dog rescue.
- She and her husband have a full house of rescued animals including 2 labs and 3 cats.

To learn more about my company, visit: [www.stapletondenver.com](http://www.stapletondenver.com)

# LITA DIRKS (*MENTOR ALUMNI*)

## CEO

### LITA DIRKS & COMPANY

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- As her team's "fearless leader," Lita's unending enthusiasm, talent and professionalism have led her to be one of the most successful interior merchandisers in the country. Her mentoring skills and inspirational outlook have helped numerous staff members embrace interior merchandising as a career.
- “Successful interior design and merchandising is about highlighting great architectural elements and emphasizing livability. It’s about having your property standout from the rest, evoking a positive feeling with potential residents and creating a deep desire to live there.” This is what LD&Co has been doing successfully for more than 20 years. “Although we have earned numerous awards and accolades, our biggest reward is helping our clients make sales that enhance their bottom line.”
- Lita can be found at numerous industry events nationwide inspiring others with her presentations on latest innovations and design trends for the housing industry. She has earned all of the following credentials and has led and encouraged others to do the same: MIRM, CAASH, IIDA
- Recipient of the 2015 Denver SMC MAME Industry Legends Award and most recently inducted into NAHB’s 2017 BALA Hall of Fame.
- Lita has been a past mentor with the program and has enjoyed helping other in the building industry



To learn more about my company, visit: [www.litadirks.com](http://www.litadirks.com)





## NATE GRAF PRESIDENT GRAF ENGINEERING, LLC

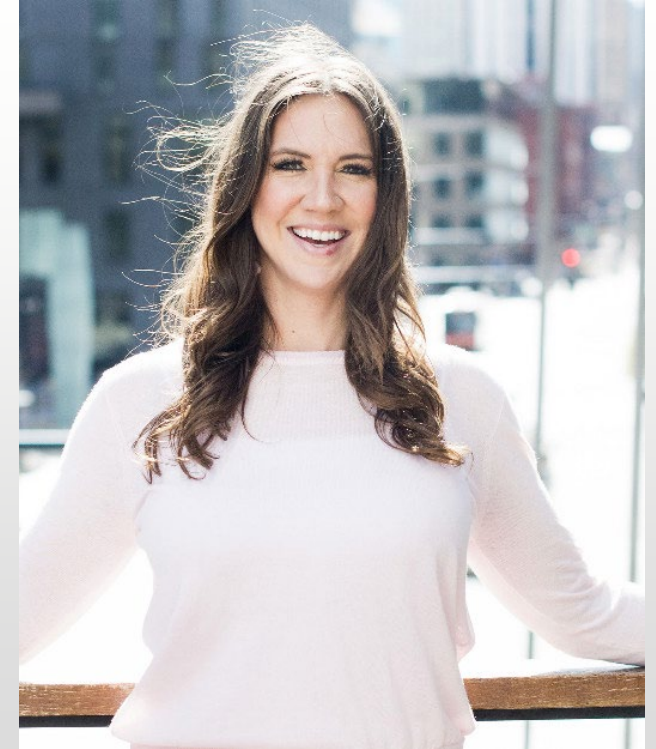
- Nate Graf has spent 20 years in the building industry and has been the President and Owner of Graf Engineering since 2015. His decades of knowledge coupled with a desire to give back to the betterment of society are key ingredients of a great mentor.
- No stranger to giving back, Nate has been mentoring youth as a scoutmaster and likes to take the opportunity to give back wherever he can.
- Not only does Nate possess unique industry experience, he also can help mentees with empathy and compassion, personal relationships, navigating engineering to manager transition, conflict resolution, and general engineering and business owner competencies. His wide array of skills and experiential learning will be helpful to the growth of any mentee.
- His keys to success include patient perseverance, a willingness to learn, change and grow, and understanding of acceptance of who you are, your abilities and your limitations. Nate can impart the importance of self-worth, self-care and work-life balance as just some of the many learning outcomes he offers.
- In his free time Nate likes to camp, hike and be outdoors. He believes in Scouting and has been actively engaged for the last 12 years. He loves watching people grow!

To learn more about my company, visit: <http://www.grafengineering.com/>

## SARAH MCDANIEL (MENTOR & MENTEE ALUMNI) RAINMAKER BUILDER APPLIANCE CENTER - FERGUSON

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- Sarah McDaniel is the Rainmaker for BAC Appliance Center, a Ferguson Enterprise. She joined BAC in 2012 to create, develop and maintain strong professional relationships with BAC customers and partners. Sarah utilizes relationship marketing techniques to drive revenue, build goodwill and influence in the industry.
- Shortly after receiving her Bachelor of Arts, Cum Laude, from Mesa State University she moved to Denver and sold residential real estate for Coldwell Banker for six years.
- In 2010, she put her professional career on hold, moved to Broken Arrow, Oklahoma and attended Rhema Bible College, Evangelism Studies. This experience amplified her desire to be in the “people” business.
- Sarah strong involvement in the HBA includes serving as a board member of the PWB since its formation in January 2015 and was honored to be the 2017 recipient of the NAHB PWB’s, “One to Watch” award. Since it’s relaunch Sarah has served as the Chair of the Denver Metro HBA’s Custom Builder Remodelers Council and is passionate about serving the Custom Builder, Remodeler and 55+ segments of the HBA. She also serves on the board of the Young Leaders Council at the HBA.
- Serving both as a past mentor and mentee as well as a mentor committee member, Sarah believes in the importance of strong mentors to reinforce career goals.
- When she isn’t working, Sarah enjoys getting “lost” on the mountain’s back bowls with her snowboard, hiking and exploring the outdoors and experiencing other countries and cultures with her fiancé and friends. She is also the proud parent of three Old English Bulldogs.



To learn more about my company, visit: <https://www.4bac.com/index.html>



# PWB FORMAL MENTORING PROGRAM

## MENTORING EXPECTATIONS

### Time Requirements:

- This is a 6 month program. You and your mentoring partner will decide how often to get together and how long you will meet at a time, but here are our recommendations:
- Meet a minimum of 1 – 2 times per month
- Meetings can occur in person, on the phone, or via Skype
- We recommend at least 1 in person meeting per month
- Initial pairings will require a coffee meet up / introduction.
- There will be an organized kick-off event and a closing event.

### Program Cost:

- **\$150 per PWB and/or YLC member Mentee – (No Cost to Mentor) or \$199 for HBA member Mentee (fee will include discounted membership to PWB or YLC)**
- Includes: A workbook for both the mentor and mentees
- Kick-off Training Event registration
- Mid-point Check In Event
- Closing event registration

### Mentors are:

Expected To:	Not Expected To:
Accept or decline the invitations you receive within two (2) business days	Drive the relationship
Have reasonable expectations of the learner	Do the work for the learner
Be a resource	Manage the learners as their supervisors
Provide feedback	Be an expert in every area
Allocate time and energy	Provide personal counseling
Help learner develop appropriate plans	
Follow through on commitments or renegotiate appropriately	

### Mentees are:

Expected To:	Not Expected To:
Identify initial learning goals	Be an expert
Take responsibility for making first contact with mentoring partner and scheduling meetings	Know all the questions they should ask
Seek feedback	Get things right the first time
Take an active role in their own learning	Fit all learning or development goals into one mentoring relationship
Allocate time and energy	Look to mentors for all answers about their work
Follow through on commitments	Request personal counseling from mentors

# HOW TO ENGAGE (IMPORTANT DATES)

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- Fill Out The Mentee Application Form – Deadline August 9th 2019
- Select 1<sup>st</sup> 2<sup>nd</sup> 3<sup>rd</sup> Mentor Choices
- Return your Application and your top Mentor Choices via the Google Doc Link
- Available Mentors will connect with you for an interview
- Once both Mentor and Mentee confirm the 'match' you will be invoiced for the program
- There will be a “kick-off” event and training for all 2019 Mentoring Participants on Tuesday, August 27<sup>th</sup> from 3-5 PM
- A Mid-Point Check-in will be held on Wednesday, November 20<sup>th</sup> (Luncheon)
- Program wrap up will be at the end of 6 months – approximately February 27<sup>th</sup>, details to follow.

