



"My circle of influence is very big. I'm always looking for ways to help others."

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"Diane is organized and energetic. She is also enthusiastic about whatever task she has at hand and if she does not have an answer to your question she will find it for you. She is very dependable and an asset to any team she is on as well as an extremely good motivator." November 8, 2007

Carl Chretien

Owner

Chretien Construction Inc

"I've worked with Dianne on the HBRANH Sales & Marketing Council and the Cornerstone Committee and she never failed to amaze me with her drive and energy! Her winning manner and problem-solving skills always succeeded in getting the job done. Definitely a dynamic leader!" November 7, 2007

Sandy White

Marketing & Sales Coordinator

G.M. Roth Design Remodeling

"I have had the pleasure of working with Dianne, when she was with Secondwind and also serving on the board of the Home Builders and Remodelers Assoc. of NH and can tell you she takes on projects with enthusiasm and dedication. I would recommend Dianne to anyone that wants results." November 7, 2007

Trudy Sutherland

Senior Account Executive & Special Project Coordinator

New Hampshire Business Review

"Dianne Beaton is a seasoned marketing professional. She believes in developing and maintaining positive business relationships and she practices what she preaches. Dianne's networking success is an example that everyone can learn from. We have accomplished much in our business associations, together."

Samuel Triola

Dealer Development Manager/District Manager

Kinetico Incorporated

"Dianne is always well informed and detailed... You will always benefit from associating and working with Dianne. She's the best!"

Maxine Kitos Goodhue

Broker Associate

RE/MAX Omega Group

"Dianne has a unique way of motivating colleagues to work together as a team and stimulate success." June 18, 2009

Dwayne Biehl, CGA, CGP, CGD

Territory Manager
BFRich Windows & Doors

"Dianne is a dedicated professional in the building industry. Her outgoing personality and enthusiasm for life makes her clients and peers have much admiration for her. She is always willing to step up to the plate to get the job done, no matter the task!" March 12, 2009

Kathy Craven-Snodgrass CGA, AA

Residential Sales Representative
Piedmont Natural Gas

"Dianne Beaton has worked with me, as a volunteer, within the associates committee at the National Association of Home Builders. Her enthusiasm, dedication and passion for the home building industry is second to none. Dianne is always thinking, always thought provoking and never veers off course or lets obstacles stop progress. Now, I mentioned I worked with Dianne as a fellow volunteer in the beginning. The reason I talk about her attributes as a volunteer? I can only imagine her passion and dedication when working with clients. Dianne is, in every detail, a true and valued professional who I am honored to call a friend." January 24, 2009

Michael Kurpiel C.G.A., C.G.P.

Market Development Manager
ProBuild

"I have had the pleasure of working with Dianne in several business relationships, but most recently as a student in one of her classes. Dianne is well spoken, detailed and energetic and is a pleasure to work with. Her various roles, including those in marketing, show Dianne's desire to constantly strive to be the best. I would recommend Dianne any day of the week." April 22, 2008

Brett Cusick, CGP

Director of Operations
Cedar Mill Group, Inc.

"Dianne worked at Secondwind Water Systems for ten years as Marketing Manager. She is high energy, multi-tasking, and results oriented. She is a fantastic networker and maintains a web of contacts across the state. She was instrumental in Secondwind doubling in size and becoming a well recognized and often recommended company. She put us on the map." April 22, 2008

Christine Fletcher,

Owner
Secondwind Water Systems

“I just feel that if you can't have fun along the way, then you're doing the wrong thing.”

Family members also provide a source of support and a sounding board for ideas for Beaton, especially her husband. “Bill is the one who has given me free reign to do what I do,” says Beaton. “And before giving a presentation or volunteering an idea, I always ask him, ‘what do you think?’”

Good causes

Beaton chaired the 2003 Designer Home project for her state association, overseeing the construction of a 3,000-square-foot home with 60 percent of its items, and much of the building labor, donated by NAHB New Hampshire members. Beaton helped keep the project on track and organized volunteers. The proceeds from the sale of the home went to education programs and a portion went to Jen's House of Hope Cancer Research Fund of New Hampshire. She was also instrumental in bringing the Easy Living Home program to the state. The program encourages builders to construct homes that are more accessible to those with physical challenges.

With her involvement in the Remodelers' Council, Beaton donates time to building camps and making homes accessible to physically challenged residents. “The first build I did, I thought, ‘Wow, you can swing a hammer for a living or work in mortgages or self-water treatments, but when you donate your time to make sure someone has accessibility just like you do—it makes you feel good.’”

It's that personal element that brings it all together for Beaton. “She believes at the end of the day what makes business work and what makes life work are the human connections,” says Fletcher.

Where does Beaton see herself in the future? “That's the \$64,000 question,” she says. “I see myself more involved with NAHB as an



instructor. That's where I like to keep honing my skills—being out there teaching or imparting experience to others.”

Overall, she wants to continue being a bright spot in others' lives while living in her own joy. “I just feel that if you can't have fun along the way, then you're doing the wrong thing,” says Beaton. “Plus, when you're the Energizer Bunny, there's no time to get old!” ☐

Donna Kozak provides marketing and writing services to companies. Reach her at www.donnakozak.com.

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NAHB WOMEN'S COUNCIL MEMBERSHIP APPLICATION

Individuals affiliated with NAHB (either as a member, an employee of a member, or a family member of an NAHB member) whose local home builders associations do not include local Women's Councils are welcome as members at large of the National Women's Council and should use this application to apply for membership.

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Title: _____

Company: _____

Street Address: _____

City/State/Zip: _____

Telephone: _____ E-mail: _____

How do I designate my membership?

YES, I want to be a Women's Council member at large! **\$35** (2005-2006)
Note: Local council dues vary. Please check with your local homebuilder's association.

YES, I'd like a subscription to *Building Women* only! **\$40** (2005-2006)

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Check (Make check payable to the NAHB Women's Council)

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Visa/MasterCard/Amex # _____ Exp. Date _____

Name on Card: _____

Signature: _____

If paying by credit card, application must be faxed to 303-555-6442, or mail to:
NAHB Women's Council, P.O. Box 531734, Baltimore, MD 21263-1734

years ago, she and her husband started a home inspection business where Beaton again found herself helping customers understand one of the more intricate parts of a real-estate transaction. They sold the business several years ago and soon after she came to work for Secondwind.

Making a difference

"Part of what makes Dianne Dianne is intangible," says Fletcher. "She makes a difference in my company because she speaks her mind. She has the energy that makes you think and talk about things. There's a strength of conviction with Dianne, so you may not always agree with her. And that's okay because I can respect the fact she believes in what she believes in and is willing to go fight for it."

Beaton has a vast array of business management experience. Besides being an associate member of the NAHB, she is also a 15-year member of the New Hampshire Association of Realtors and sits on many boards including the BBB of New Hampshire, Women's Council of Realtors, Greater Manchester Home Builders and Nashua Area Home Builders. In addition, she is the vice president of associates of the Home Builders and Remodelers Association of New Hampshire, where Kendall Buck serves an executive vice president.

"Dianne brings enthusiasm, commitment and a can-do attitude," says Buck. "She has been instrumental in her position and in expanding on programs to benefit associate members." Buck notes that Beaton was a vital link in creating the Construction Institute of New Hampshire, an umbrella organization for educational programs.

"She's very well respected throughout the entire state and in all our local associations," says Buck. "She's such a large proponent of education—and there's nothing more important than education and professional development in any industry." Beaton was honored at the International Builders Show in January for being enthusiastic about education and bringing NAHB's education programs back to local and state associations. She's also a certified instructor with NAHB University of Housing. "I am very enthusiastic about education and getting members involved in process," says Beaton. "It sets you apart from non-members in the industry."

"The NAHB gives anyone an opportunity—for me it has been overwhelming and humbling at the same time," says Beaton. "It doesn't matter if you're the person building a house or marketing—it gives you the ability to grow and reach for the stars if you want. It opens the door to opportunities—if you just want to walk through the door."

Drawing inspiration

After being hired by Secondwind, Beaton worked to build relationships with those in the homebuilder's and other industries. She belongs to the New Hampshire association of the NAHB and sits on the Women's Council Board of Directors. "I'm as active as I can be with all the other hats I wear," she says. "The Women's Council gives you an opportunity to talk with and share ideas with women in the industry. There are so many women who are in this industry but somehow get lost or don't feel like they're strong enough to be in the other councils or higher up. This gives them the confidence to move up the ladder and maybe serve as president of a local group or do something else for the association."

Out of many who have positively influenced her, Beaton singles out three members of the NAHB who have made a significant difference in her life. First is Michael Choucalan, CGA, from Texas. "When I attended my first association committee members' meeting at National, he laid out a challenge for members of the audience to get a CGA designation," says Beaton. "He was so passionate about it, and he inspired me to do just that."

She also cites certified instructor Beverly Cohen of Texas as someone to emulate. "I would love to be an instructor like her," says Beaton. "She's so passionate, energetic and knowledgeable—I really admire her because she wants to make sure everyone understands the module she is presenting, whatever it is."

Beaton says she looks to Robin Newhouse of Virginia as an inspiration. "I thought I had an endless amount of energy—that woman beats me," laughs Beaton. "I admire her for her professionalism. When she was leading us at our Associate Members Committee meetings, she was always enthusiastic and encouraging people to get involved and also help subcommittee chairs to grow and become more active."



"I am as active as I can be with all the other hats I wear."

Dianne Beaton

Dynamic

and

dedicated

**THIS "CAN-DO" NAHB ASSOCIATE MEMBER FINDS A PERSONAL—
and satisfying—calling to educate and inspire clients,
customers and builders.**

By Donna Kozik Dianne Beaton is a big believer in education—no matter the field or specialty. Since a lifetime of learning is what has helped this well-respected dynamo get where she is, it's no wonder she passes on its value to others. But there's more to Beaton than simply being a proponent of education—she's also an organizational wonder who cheerfully takes on many projects for her company and member organizations. Beaton's work and dedication to helping others has garnered her respect nationwide among her peers.

By day, Beaton is responsible for all marketing, business development and service development for Secondwind Water Systems in Manchester, NH. She has more than 20 years of experience in marketing and business management and is the creative arm of the company. But the woman has much more than a day job. She's also a member or leader of many building-related associations, and an active associate of the National Home Builders Association (NAHB), where she's earned the coveted Certified Graduate Associate (CGA) designation.

A way of life

"Education and training and helping people has become a way of life for me," says Beaton. "My goal is to show people how they can be their best at whatever they're doing. I really want to help people get through the knothole and to the other side."

"With Secondwind, it's been helping my colleagues to better understand how important it is to educate our customers and potential customers about our product and services, and water treatment in general," she says. "That also overflows for me to the homebuilder world—how can I help get the message out and help others? My circle of influence is very big. I'm always looking for ways to help others."

Christine Fletcher, owner and president of Secondwind, agrees that Beaton is a terrific networker. "You can't go anywhere with Dianne without having someone recognize her," says Fletcher. "She works at it and goes out of her way to do things to keep in touch with people she's met along the way."

"She's considered the company's 'Energetic Bunny,'" continues Fletcher. Not only does Beaton keep going and going and going, "she is definitely someone who gets energized by doing things with people. She loves to get things organized. Give her a golf tourney to run or someone's farewell party, and she's all over it," says Fletcher. "She has a way of pulling details together, making it happen and getting people excited about things."

Secondwind provides water users with technically sound and environmentally sensitive water treatment solutions. "We help customers solve problems from aesthetic issues, such as iron in the water staining tubs or simply smelling bad, to serious health issues caused by water contaminants," says Beaton. More than just giving a diagnosis, Secondwind strives to inform customers, too. "We give an honest evaluation while educating customers," says Beaton.

In fact, education could be considered a life-theme of Beaton's. After high school, she got her skills in training and motivating people working in the manufacturing industry for GTE Sykaria for 13 years. She moved through several promotions there, and the company—knowing a person with management potential when it saw one—paid for her college education and promoted her to production supervisor.

Eventually she left the company and went to ManPower, where she got more training in customer service and technology. "For the last 30 years I've always been learning to educate myself and help others. I feel that's where my path has led me," says Beaton. Several

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