



# Bobbie Flory

EXECUTIVE DIRECTOR  
LAWRENCE HOME BUILDERS ASSOCIATION

## What is your organization's most important commodity or service?

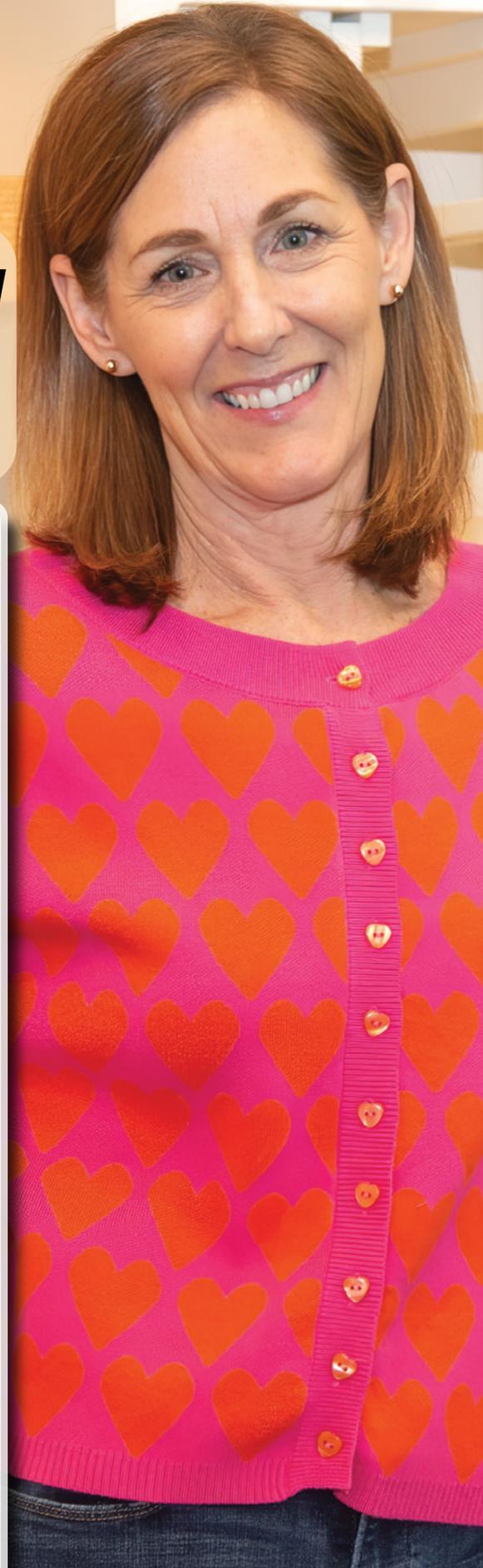
The Lawrence Home Builders Association's (LHBA) most important service is advocacy paired with connection. LHBA exists to represent and support the residential construction industry while serving as a bridge between builders, city leadership, policymakers and the broader community. We provide our members with education, resources and a unified voice, while also creating opportunities for collaboration that ultimately benefit Lawrence and Douglas County as a whole. At its core, LHBA helps ensure that housing remains a priority and that those building our community have a seat at the table.

## What is your organization's most important priority?

Our most important priority is supporting a healthy, sustainable housing market in Lawrence and Douglas County. This includes advocating for policies that allow housing to be built efficiently and at a variety of price points, addressing barriers that drive up costs and working collaboratively with the city to plan for growth. Housing affordability, availability and predictability in the development process are critical not only for our members but for the long-term economic health of the community.

## How many people does LHBA employ, serve and interact with daily, and how many is it responsible to?

I have been the sole employee for nearly 30 years with a nine-member board of directors. Despite being a small professional staff, LHBA serves a large and diverse membership that includes builders, remodelers, subcontractors, suppliers and industry partners. On a regular basis, LHBA interacts not only with our membership but also with city departments, elected officials, regional organizations and community stakeholders. While we are directly responsible to our membership, the work we do has a broader impact on housing availability, workforce development and the overall growth of Lawrence.





## VISIT OUR NEWEST LOCATION

Sigler Pharmacy Downtown Lawrence  
1046 Vermont Street



*Trust in Your Hometown Pharmacy*

# SIGLER

PHARMACY **Rx**

### OUR LOCATIONS

Downtown Location | 1046 Vermont Street | Lawrence | 785-843-4160  
6th Street Location | 4525 W 6th Street | Lawrence | 785-842-1225  
18th Street Location | 4951 W 18th Street | Lawrence | 785-749-6740  
Advent Health Lenexa | 23351 Prairie Star Pkwy A115 | Lenexa | 913-768-6000

[SiglerPharmacy.com](http://SiglerPharmacy.com)

We know it **costs**  
to be the **boss.**

*We're here to help!* Truity Credit Union  
has been helping businesses grow for over 85 years.

- High Yield Business Savings
- Real Estate & Construction Loans
- Commercial Lending Team



Scan to  
get started!



**Gabe Gutierrez**  
VP, Commercial Lending

FEDERALLY  
INSURED  
BY NCUA

**TRUITY**  
A Better Way to Bank

## **What have been some of the most important aspects of your success?**

Relationship-building has been central to my success with LHBA. Maintaining open lines of communication with our members, city staff, elected officials and community partners helps me to be proactive rather than reactive. My willingness to engage in complex or sometimes uncomfortable conversations, while remaining professional and solutions-oriented, has helped establish LHBA as a trusted and respected organization.

## **How do you and your organization make a positive impact on the community?**

LHBA makes a positive impact by advocating for attainable housing, supporting industry education and promoting high standards within the building community. Through events such as the Lawrence Home Show, the Parade of Homes, workforce initiatives and educational programming, we help connect residents with trusted professionals and resources. Additionally, our advocacy with city and county leadership helps shape policies that support responsible growth while maintaining the character and livability of Lawrence and Douglas County. I further extend my reach into the community by serving as board chair of the Economic Development Corp. of Lawrence and Douglas County (EDC) as well as vice chair of The Dwayne Peaslee Technical Training Center (Peaslee Tech). LHBA, the EDC and Peaslee Tech are all organizations that strive to improve the quality of lives for our residents.

## **What do you see as your personal responsibility and your organization's responsibility to the community?**

I believe my responsibility is to clearly understand that every dollar spent on a house impacts a potential buyer's ability to purchase a home, and that becoming a homeowner is critical to reaching long-term financial stability and equity. This was imparted to me long before I began working for the LHBA. My father, Dwight Perry, a longtime local builder and developer, spent his career building entry-level housing. That segment of housing, a critical part of the spectrum, is most directly impacted by policy changes and cost increases. My advocacy has been grounded in this understanding. As an organization, LHBA has a responsibility to be constructive, forward-thinking and a dependable resource on matters that impact housing. By advocating firmly for our industry, LHBA contributes positively to the long-term health and success of the community.

## **What would you change about doing business (or working with businesses) in Lawrence?**

Greater predictability and efficiency in the development and permitting process would significantly improve the business climate. Clear expectations and consistent timelines with a collaborative problem-solving approach would allow businesses to plan and invest with confidence.

## **What is the biggest challenge you feel LHBA faces?**

One of the biggest challenges LHBA faces is navigating increasing regulations and rising costs while still advocating for attainable housing. Balancing community goals with economic realities can be difficult, particularly as housing demand continues to grow. Ensuring that the voice of the building industry is heard and understood—without being perceived as adversarial—is an ongoing challenge that requires thoughtful engagement.

## **What do you foresee as being the biggest challenge for the future of LHBA? And how are you addressing or preparing for it?**

Looking ahead, the biggest challenge for LHBA and our members is delivering safe, high-quality and affordable housing in an environment of economic, regulatory and workforce pressures. LHBA will respond to this challenge by supporting its members with resources, advocacy and education that help them navigate rising costs, labor shortages and regulatory complexities. LHBA will continue to be a strong voice in the community for safe, decent and attainable housing. ▲

# 150 YEARS

*One customer at a time.*

For a century and a half, we've grown with you, our small business customers, the economic heart of our communities. We're only here to celebrate thanks to you, and by daily refreshing our tradition of service.

**So, how can we help you *today*?**

**150**  
YEARS of Tradition for Today

 **INTRUST**  
Bank®

Member FDIC | © 2026 INTRUST Bank