



## William Laplante to Receive Legend of the Industry Award

The Home Builders & Remodelers Association of Western Mass (HBRAWM) is pleased to announce that William (Bill) Laplante, President of Laplante Construction in East Longmeadow, MA has been nominated as its State “*Legend of the Industry*” recipient for the 2022 Fiscal Year.

Bill joined the family business, founded by his father in 1964, when he was in high school. He worked weekends, school vacations and summers as a laborer, mason tender, and carpenter while earning his bachelor’s degree in economics at Trinity College. Upon graduating in 1992, Bill joined the company’s framing crew and spent the next five years in the field learning the business from the ground up before entering into management of the company in 1997. He became President of Laplante Construction Inc. in 2003.

In 2020, Bill expanded the company’s reach beyond western MA by opening a satellite office in Orleans on the Cape. The company provides custom home building, remodeling, and light commercial services.

The Laplante firm has been a member of the Western MA association since 1969 and has had a stellar reputation for quality of workmanship and developing trusted relationships with its clients for over 50 years. The firm and its reputation are known throughout western Mass, northern Connecticut, and now Cape Cod. The longevity and reach of this outstanding reputation have helped to create a positive impression about the homebuilding industry in Massachusetts. Bill Laplante has extended his company's reputation to the public through advertising and marketing. Over the past ten years, Bill has guided his company's marketing efforts strategically, creating a brand and image that reflects the quality and client dedication that is emblematic of the firm. Laplante's website, advertising, and social media marketing are literally the talk-of-the industry - other firms and marketing companies look to Laplante Construction for marketing best practices. This highly visible image of excellence that Laplante Construction has established further enhances the public's perception of the home building industry in Massachusetts.

Although the firm has been a member of the home builders since 1969, Bill joined the association in 1992 and has served the HBRAWM as President in 2001-2002 and has served on a multitude of committees including the Western MA Home Show and education committee.

Active in both civic and community service undertakings, Bill has fought to curtail local and state regulation over-reach and has helped to develop streamlined permitting processes for various municipalities. Bill has participated in the Pan Mass Challenge for 10 years raising in excess of \$250,000 in support of childhood cancer research. Additionally, Bill is an avid supporter of the Make-A-Wish Foundation, as well as Pathlight which provides opportunities for individuals with disabilities, and the Longmeadow Veterans Memorial.

Bill resides in East Longmeadow with his wife of 28 years, Tamara, and their daughter Jaclyn who is currently attending Bates College. Bill and Tamara’s second daughter, Brielle, passed away in 2012 at the age of 13. Bill is the second person in the family to receive this prestigious “*Legends of the Industry*” award from the State Association. Raymond Laplante, Bill’s father, was awarded this distinction in 2009.

Mr. Laplante will be presented this award at the HBRA of Massachusetts Annual Installation Dinner on Wednesday, November 2 at The Barn at Gibbet Hill in Groton, MA. To attend this event, please contact the HBRAMA at 617-773-3305, or visit their website at [www.hbrama.com](http://www.hbrama.com).