



# BLUEPRINTS

*A monthly publication of the Asheville Home Builders Association*

**JANUARY**

## Annual Meeting

The Hilton  
Biltmore Park Town Square

**January 20**

**5:30 pm - Networking**

**6:30 pm - Meeting**

Join us as we induct our new  
Board of Directors, announce our  
Foundation Club Members and  
release exciting plans for 2011!

\* sponsored by Progress Energy



## Upcoming Events

**January 18**

**New Member Orientation**

AHBA Office

3:30 pm

RSVP to the AHBA Office.

**February 17**

**Parade of Homes**

**Preview Event**

\*sponsored by

Westall Chandley

Doubletree, Biltmore Village

5:30 pm - 7:30 pm

RSVP to the AHBA Office.

## Rounding the Corner into 2011

**An Annual Message from our Executive Officer, Caroline Sutton**

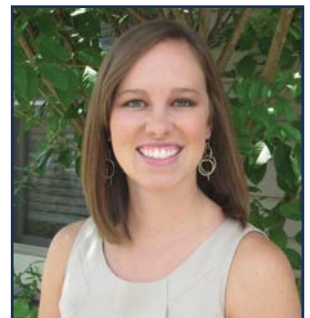
The Asheville Home Builders Association is proud to wrap up 2010 as a leading resource within the construction industry in western North Carolina. The past year proved to be a rough road for many associations and their members alike. Here at the Asheville HBA we have remained 650 members strong with 233 Builders, 362 Associates and 55 Affiliate Members. We have continued to raise the level of professionalism within our association as consumers are turning to us more and more as a resource! Much of the success of our association can be attributed to the hard work and participation of our members.

This year has opened new doors for the AHBA and its members. Through our activities and events we have created greater awareness for consumers on the professionals that make up our association. Our Home & Garden Expo proved to be a warm welcome in our area. With a huge need for an industry specific show catering to those looking to build, buy or remodel, we made a grand entrance with great success. The AHBA Home & Garden Expo has been nearly 5 years in the making and it is such a great feeling to know that we accomplished this goal and provided a much needed resource to our community and membership. Throughout 2010 we held events that created a networking atmosphere where members could interact with one another promoting the AHBA motto of "Do Business with a Member." All members were reminded of this motto throughout the year as it became more important than ever to pull together and to help each other succeed. I am truly impressed by the caliber of members we have within our association. Those who are so dedicated to the industry and so passionate about what they do. Members who support one another and are consistently there to lend a helping hand. Each one of you makes up our ASSOCIATION and it is your contributions that continue to make us the 4th largest association in North Carolina and the 61st largest association in the country!

As we look out into 2011 we see a year of being "cautiously optimistic." As an organization we need to continue to rely on one another and build strong relationships that will stand the test of time. We need to continue to be involved and aware of what is going on both within our industry and our country. As the National Association of Home Builders continues to fight on our behalf we must be ready to assist when needed. Whether a Call to Action on a housing tax credit or standing up against a push to remove the mortgage interest tax deduction – we have to be aware and involved in 2011. To make a difference and see a change we all need to step up to the plate.

The New Year will be one in which the AHBA will work even harder to make your membership count. We will continue to offer outstanding benefits and resources that help you in your everyday business. You have asked for increased networking and we are providing this next year through AHBA Networking Nights. These events will be held on the traditional third Thursday of the month and they will be held on location at member's offices/showrooms! Additionally, we will be offering more FREE education! We will do this through webinars on various topics and AHBA Builder Breakfasts – just for builders once per quarter where we will cover info that is relevant to your profession and what's going on in the workplace, a great time to meet other builders and build your network. In 2011 we look forward to increased opportunities for recognition. We will enhance our annual awards by wrapping in a new awards program – stay tuned for details!

We have lots of excitement already coming in 2011! We've listened to your feedback and made some exciting changes to really focus in on our events that are successful while phasing out some that don't fit the needs of our association. We encourage you to come to our events and network with your peers. On behalf of the staff at the AHBA we simply want to say "Thank You" for all you have done in 2010 and all we know you will continue to do in 2011! Happy NEW Year – let's see what's ahead!



# Calendar

## Meetings

### Professional Women in Building

Tuesday, January 4 @ 8:30 am  
AHBA Office

Tuesday, February 1 @ 8:30 am  
AHBA Office

### Board of Directors Retreat

Thursday, January 27 @ 9:00 am

### Parade of Homes Committee

Wednesday, January 26 @ 3:30 pm

## Events

### Annual Meeting

January 20  
5:30 pm - Networking  
6:30 pm - Meeting  
The Hilton, Biltmore Park Town Square

### Region X Meeting

January 31  
10 am - 3 pm  
Biltmore Estate, Lioncrest

### New Member Orientation

January 18  
3:30 pm  
AHBA Office

### Parade of Homes Preview Event

February 17  
5:30 pm - 7:30 pm  
Doubletree Hotel, Biltmore Village

## Education

### International Builders Show Educational Opportunities

January 10- 15  
Orlando, Florida

*If you are an AHBA member and have a topic you are interested in presenting for an educational seminar in 2011, please call the AHBA office at 828-299-7001 or email us at [info@ashevillehba.com](mailto:info@ashevillehba.com)*

# JANUARY

## 2011 AHBA Board of Directors

**Skip Brewer, President**  
*C. Skip Brewer AMB, CGP, Custom Builder*

**Richard Soderquist, Immediate Past President**  
*Soderquist Construction Company*

**James Bound, 1st Vice President**  
*Greencraft, Inc.*

**Steve Wallin, 2nd Vice President**  
*The Western Carolina Home Place dba Custom Homes of Asheville*

**Robi Eckley, Associate Vice President**  
*Ferguson Enterprises, Inc.*

**Jill Jones, Treasurer**  
*Westall Chandley*

**Bob Duffy, Biltmore Farms Homes**

**Christopher Fox, Christopher Fox Builders**

**Steve Royster, Bass & Royster Builders**

**Renee Maxwell, Progress Energy**

**Chris Brock, Brock Builders**

**Jennifer Duvall, Asheville Savings Bank**

**Chuck Cloninger, McGuire, Wood & Bissette Construction Law Team**

**Thomas McClain, Home Sweet Home Land Management**

## AHBA Staff

### Executive Officer

Caroline Purcell Sutton  
[caroline@ashevillehba.com](mailto:caroline@ashevillehba.com)

### Director of Marketing & Communications

KC Hart  
[kc@ashevillehba.com](mailto:kc@ashevillehba.com)

### Director of Member Services & Special Events

Christi Stokes  
[office@ashevillehba.com](mailto:office@ashevillehba.com)

## Office Hours

**Monday - Friday, 9:00am - 5:00pm**

Phone: 828-299-7001

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Email: [info@ashevillehba.com](mailto:info@ashevillehba.com)

[www.AshevilleHBA.com](http://www.AshevilleHBA.com)

## Q & A With the WNC Green Building Council

### What makes a green building green? ENERGY

Energy takes center stage and is often considered one of the most important components of green building. When considering new or existing residential construction energy efficiency can be improved through proper attention to building envelope, comfort systems, appliances, lighting, and the incorporation of renewable energy systems.

First, the building envelope must be appropriately and thoroughly constructed or retrofitted. Thorough air sealing, advanced framing and properly installed insulation are the most important steps to create an efficient and secure envelope. Proper installation and framing for windows and doors is also important. Second, the comfort systems of the house must be addressed. The comfort systems within a house are both passive and mechanical. During planning and design, consider passive heating and cooling strategies such as properly placed windows, overhangs and ceiling fans. During construction make sure that the mechanical systems are sized and installed properly with efficiency in mind. Next, appliances and lighting need to be as efficient as possible, keep an eye out for ENERGY STAR® products to reduce home energy use in this category. Finally, incorporating appropriate renewable energy systems into the house can be an excellent way to make the energy impact of the building less significant and initial costs can often be returned in a short period resulting in significantly lower energy bills or in some cases a monthly check from your local utility provider and tax credits.





## Greetings and Welcome to the New Year President's Message by Skip Brewer AMB, CGP

Greetings and welcome to the New Year. Your Asheville Home Builders Association Staff, Board of Directors and Committee Members are poised and continuing to make 2011 another progressive year for our Members and our Community. A sincere "THANK YOU" to all of our AHBA Members, Foundation Club Sponsors, and Member Volunteers for their participation in the AHBA. Your contributions; whether of time, treasure or talents; are catalysts for the stability and success of our organization.

Our Membership levels remain consistent and strong while so many HBAs across the nation have seen double digit declines. While there is no question our industry has been challenged and that those challenges have affected all of us in some way; your AHBA is succeeding in this environment. You may ask yourself: How? The answer is that you, our Members, continue to be involved in the organization and experience the value of that involvement, exposure

and support as evidenced by our consistent Membership levels.

2011 holds the most promise so far for our industry to turn the corner. We have all had to change in some form or fashion to still be here today. Change can be chosen or forced. One thing is certain: just because one may not have an interest in changing, doesn't mean that another's changes will not have an effect on the former. As one of several AHBA Member panelists at the recent Asheville Land Development Conference in Asheville, we spoke of change and its role in remaining competitive. One theme was common: Don't be afraid to evaluate your situation and consider change in your business if needed. You might consider a business model or delivery system that perhaps you would have discounted previously. Your AHBA events promote the exchange of ideas and resources that creativity is steeped in, take advantage! Our Membership is made up of people and businesses that create and are creative and are here for fellow Members.

Like change, just because one may not take an interest in politics, doesn't mean politics won't take an interest in us. The good news is that our political course and the resulting tax and regulatory tones, many of which directly or indirectly affect us and our industry, have been set for the next two years. I suspect this will motivate Consumers who have been in the "wait and see" mode. Some will move forward, some will not. More will want homes created for their lifestyle rather than investment. Yet others continue to hold a mindset that our industry can or should sell our products at a 50% discount. In any case, the good news is that all of this begins to generate movement in an industry that needs just that!

Please plan to attend our January Annual Meeting as we will be sharing important information on our 2011 goals and programs. I personally wish each of you a prosperous and successful 2011.

### 2011 Foundation Club

#### Diamond Sponsors



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<b>Brand Vaughan Lumber of Asheville</b> <b>Builders FirstSource</b> <b>Clear Channel of Asheville</b> <b>Henson Building Supplies</b> <b>HomeTrust Bank</b>	<b>K-Wall Poured Walls, LLC</b> <b>MATH Insurance Service</b> <b>moreSPACEplace</b> <b>Salon Blue Ridge</b> <b>Tucker Materials, Inc.</b>
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#### Silver Sponsors

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[ builders tips ]

## Builders' Tip: A Knockdown Drying Rack for Stacking Freshly Painted Trim

The accompanying drawing illustrates my solution to the problem of stacking freshly painted trim — without taking up valuable floor space in my shop or on the job site.

My solution is a simple drying rack made of individual standards that can be stacked one atop another to provide a varying amount of rack space.

Using the components shown in the illustration, the knockdown rack has a 2-inch space between the crossbars of each standard.

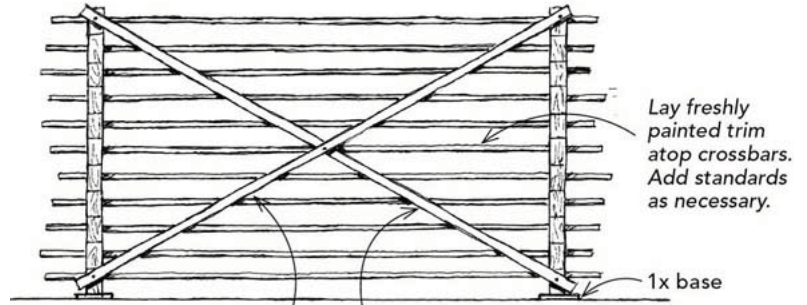
I've stacked as much as 750 linear feet of base and casing on this setup by using a rack that is 15 standards high. Be sure to add cross bracing when creating taller racks.

To build a rack to suit your needs, start at the bottom, fill the first pair of standards with trim, then add another pair and so on. With this rack, there's no messing with sliding wet trim in and out.

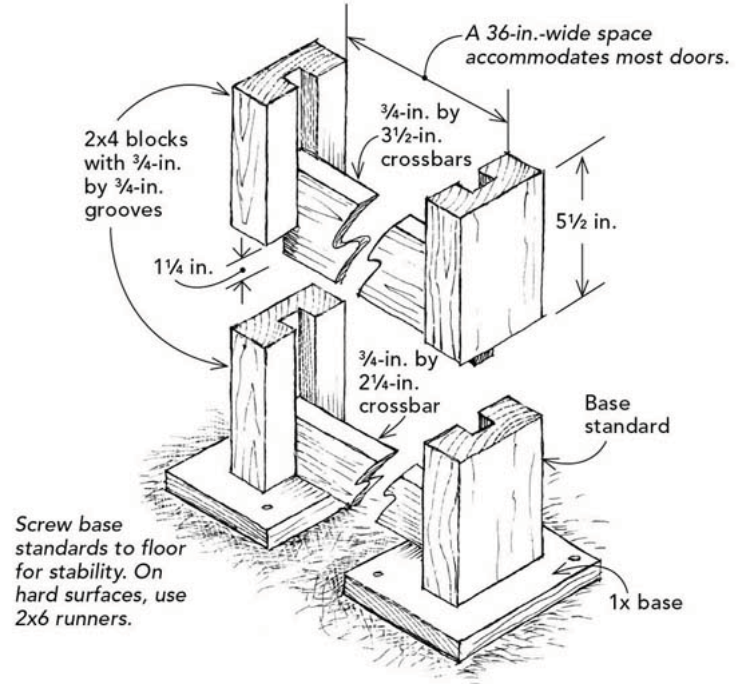
Also, by cantilevering the work beyond the standards, one set can easily accommodate 16 feet of material.

— Harry Bishop, Middletown, Mo.

Tips & Techniques provided by  
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As standards stack up, add cross braces for stability.



Screw base standards to floor for stability. On hard surfaces, use 2x6 runners.



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## NAHB Member Advantage Updates

### Official Walt Disney World® Resort Now Included in Wyndham Hotel Group Discount

Wyndham Hotel Group is offering a discount up to 20% off the Best Available Rate at more than 7,000 properties worldwide as part of the NAHB Member Advantage program. This offer is available to HBA Staff and NAHB Members. To book, call 1-877-670-7088 and mention ID # 20090 to receive the discount!

### Members-only Deals from Wyndham Hotel Group

Wyndham Hotel Group is offering a discount up to 20% off the Best Available Rate at more than 7,000 properties worldwide as part of the NAHB Member Advantage program. To book, call 1-877-670-7088 and mention ID # 20090 to receive the discount!

Wyndham Hotel Group has expanded in the Orlando area with the addition of a full service hotel, the 626-room Wyndham Lake Buena Vista Resort, an official Walt Disney World® hotel located inside the Walt Disney World Resort in Lake Buena Vista, Fla. The property opened in early November.

Situated on 13 meticulously landscaped acres and only 17 miles from Orlando International Airport, Wyndham Lake Buena Vista Resort serves as an ideal home base for travelers visiting the area and its most popular attractions. The resort is centrally located within minutes of Walt Disney World's famous theme parks, across the street from some of Orlando's top shopping and entertainment in the Downtown Disney® area and only 10 minutes from SeaWorld Orlando and the Universal Orlando Resort. Whether traveling for business or pleasure, the property offers everything guests need, from meeting space and on-site event planners to the kid-friendly Oasis Aquatic Playground, Disney® Character Breakfast and on-site Director of Fun.

See more information about Member Advantage Updates on [www.nahb.org/ma](http://www.nahb.org/ma).

## Deficit Panel & Capital Gain Exclusion

While changes to the mortgage interest tax deduction (MID) proposed on Dec. 1 by the Administration's National Commission on Fiscal Responsibility and Reform have been the focus of housing industry concerns, the panel's deficit-cutting recommendations also include changing the tax rules on the capital gains from the sale of a house, which would have serious implications for the 50+ housing market.

The proposal appears to call for the elimination of the capital gain exclusion on the sale of a home, according to Robert Dietz, NAHB's tax and policy analyst. While the proposal doesn't name that exclusion specifically, it is likely to be included under the "other tax expenditures" that the commission would either eliminate or scale back.

"Such a change would reduce housing values and significantly reduce the value retiring home owners could extract from their homes," said Dietz, adding that this would be "particularly harmful for housing prices and families' household wealth."

If enacted, any gain in home value — like all other capital gain and dividends — would be taxed as ordinary income, leaving far less money for older home owners to apply to the purchase of a more user-friendly home.

Dietz said that the commission's proposals to change the mortgage interest deduction would have serious repercussions for older consumers, and for housing in general.

"It would, we believe, transform the MID into a 12% credit, and limit the credit to mortgage interest paid on no more than \$500,000 of debt allocable to a primary residence," he said. "Furthermore, second homes and home equity loans would not be eligible for that credit."

NAHB's analysis of the report suggests that the commission's proposals would not have a negative impact on reverse mortgages. However, it does appear that the Low Income Housing Tax Credit — under the category of "general business credits" — would be eliminated.

To look at the comprehensive effort NAHB and its members are making in response to the commission's proposals, visit [www.SaveMyMortgage-InterestDeduction.com](http://www.SaveMyMortgage-InterestDeduction.com).

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**You can pay your membership dues with a Visa or MasterCard! Call the AHBA Office or pay online at [www.ashevillehba.com](http://www.ashevillehba.com)! 828-299-7001**



## Greg Forrest

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R-Pro Select

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Sealed Crawls ● Complete line of Gas Logs, Fireplaces, Stoves, Mantles and Surrounds as well as Gas Log Service and Installation

# MEMBER NEWS

Share your accomplishments, awards, and announcements with fellow members. Send your news to [kc@ashevillehba.com](mailto:kc@ashevillehba.com) and we will be glad to include it in the newsletter!

## AHBA Member Company has Name Change

Our name has changed from A2Z Plumbing to **Blue Planet Plumbing LLC**. We work with and have worked with many of Asheville's finest homebuilders. We offer new construction plumbing, residential plumbing, plumbing remodels, commercial plumbing, service plumbing, gas piping, radon piping, rain water systems, grey water reclamation systems, water audits, water treatment and more. [EatSleepPlumb.com](http://EatSleepPlumb.com)

## Bonded Builders Offers Members Awards

Bonded Builders Warranty Group would like to put a little jingle in your pockets for the holidays! From December 10 through January 10: Any member who brings in a new member will receive the Spirit of Membership Award AND a \$35 Walmart gift card. (Award applies to first new member only.) Don't delay, start your recruiting efforts today!

## Save Our Mortgage Interest Deduction Website

NAHB has launched a new website at [www.SaveMyMortgageInterestDeduction.com](http://www.SaveMyMortgageInterestDeduction.com) to help provide both members and consumers with up-to-date information on the threat to the mortgage interest deduction.

The site separates the myths about the mortgage interest deduction from reality and contains fact sheets, frequently asked questions, press releases, media stories, statistics, reports, and more.

[SaveMyMortgageInterestDeduction.com](http://SaveMyMortgageInterestDeduction.com) tells visitors how to stay informed and make sure their opinions are heard on this crucial issue by connecting through NAHB's Facebook and Twitter mortgage interest deduction communities and our Eye on Housing blog.

## Renew Your NC General Contractors License

All licenses for North Carolina General Contractors must be renewed annually by December 31 for the following year, or the license expires. If a license is not renewed within sixty (60) days following expiration, then it becomes "invalid," and the contractor becomes, in effect, unlicensed. As a reminder, to qualify as an AHBA Builder Member you must have a valid NC General Contractors License. The AHBA Office reviews all licenses on March 1st. *Don't Delay!*

## Member's Work Profiled in Magazine

AHBA Member Amy Conner-Murphy of ACM Design, PA was recently featured in the Carolina Home & Garden Magazine - another AHBA member company. The article chronicled Amy's recent success with a large renovation project and collaboration with a Florida design team. Be sure to pick up a copy of the quarterly magazine today to read this exciting article. Visit [www.acmdesignarchitects.com](http://www.acmdesignarchitects.com) for more information about their firm

## Two IBS Sessions Focus on Tax Reform Threats

In response to recent attacks on Capitol Hill against the mortgage interest deduction and other important tax incentives for housing, NAHB members will have two opportunities at the NAHB International Builders' Show to learn what these proposals could mean to their businesses, and what NAHB is doing to keep possible changes to housing tax rules in check.

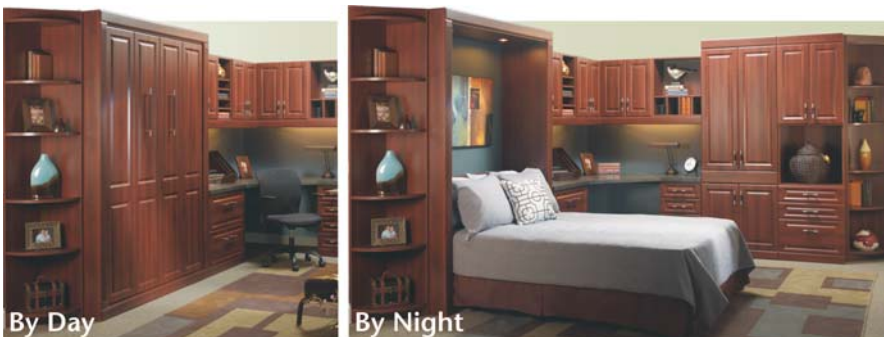
The first session will take place at the meeting of the Taxation Subcommittee of the Government Affairs Committee on Jan. 10, from 3:00-5:00 p.m. at the Orange County Convention Center in Orlando in West 314A, Level 3. The second session takes place on Thursday, Jan. 13, from 11:30 a.m.-1:00 p.m. in Hall F, Level 2.

Both sessions will examine the challenges that the commission's recommendations raise for the housing industry, including a complete overhaul of the tax code, which would have a significant impact on housing.

Thursday's educational session will focus entirely on this tax reform proposal and what it means for members' businesses. NAHB tax staff members will discuss threats to the mortgage interest deduction, the low-income housing tax credit and other housing tax rules.

## AHBA Affiliate Dues Changes for 2011

The AHBA is excited to announce that in 2011, Affiliate Member dues will now be only \$100 with a one-time application fee of \$25. In the past, these dues were \$225 plus the application fee, so this is a significant savings! Affiliate memberships are offered as secondary memberships within an AHBA member company. As the main membership only covers one individual within one company, this is a great way to include others from your company in AHBA events and meetings. Affiliates have the same rights and benefits as Builders and Associates, with the exception of voting rights. Use this opportunity to enable your employees the benefit of networking with our extensive membership!



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## Tax Compromise Deal Passed by Congress

The House and Senate this week approved a tax compromise agreement negotiated by the White House and congressional Republicans that would extend all of the 2001 and 2003 Bush tax cuts for two years. Had no action been taken, all of the marginal tax rates would have risen in January, with the top rate jumping to 39.6%.

The tax package, estimated to cost \$858 billion over 10 years, includes several other positive provisions for NAHB members, as well as a couple of concerning aspects. Specifically, it will:

- Reinstate the expired estate tax for two years at a rate of 35%. Adjusted for inflation, the first \$5 million of an individual's estate (indexed for inflation) would be passed on to heirs tax-free and couples could exempt \$10 million of their estate's value. While NAHB would prefer to see the estate tax eliminated, this was the best proposal that was offered. Except for the temporary repeal of the estate tax this year, the rate has not been lower than 45% since 1931. Without congressional action, the tax was scheduled to return next year with a top rate of 55% for estates larger than \$1 million for individuals and \$2 million for couples.

- Provide an estimated 21 million middle-class households and small businesses relief from the Alternative Minimum Tax through 2011.

- Maintain the current long-term tax rate on dividends and capital gains through 2012. The highest capital gains rate of 15% was expected to rise to 20% next year. Had no action been taken, dividend payments could have been taxed at a rate of as much as 39.6% for top earners.

- Renew the New Energy Efficient Home Tax Credit (45L) for 2010 and extend it through the end of 2011.

- Allow businesses to write off the full cost of capital investments (excluding residential and commercial buildings) after Sept. 8, 2010 and through the end of 2011.

- Provide a 50% bonus depreciation in 2012.

- Extend the expensing of brownfields remediation costs through 2011.

Eliminate the Pease itemized deduction phase-out through 2012. The Pease rule reduces the value of itemized deductions such as the mortgage interest deduction and the real estate tax deduction for high-income taxpayers.

Extend tax deductions in the Gulf Opportunity Zone for an additional 2 years beyond the placed-in-service date.

- Extend the deductibility of Private Mortgage Insurance through 2011; however, the existing adjusted gross income limitation of \$110,000 remains.

In addition, the package will:

- Extend unemployment benefits for an additional 13 months.

Provide a temporary, one-year payroll tax holiday of 2% for all workers by cutting Social Security taxes from 6.2% to 4.2% on the first \$106,800 of wages. This tax cut applies only to employees, not employers.

- Extend the college tuition and child care tax credits for two years.

### **Areas of Concern: LIHTC and Retrofit Tax Credits**

Unfortunately, and despite an intensive push by NAHB lobbyists, the tax cut package omits a key provision championed by NAHB. It does not include an "exchange" provision for the Low Income Housing Tax Credit (LIHTC) program that would allow state housing finance agencies to trade in a portion of their tax credit allocation for grant dollars to support local affordable housing. NAHB had also called on lawmakers to reverse last-minute changes to the Existing Home Retrofit Tax Credit (25C) that will greatly diminish its value. Although the tax bill

does include an extension of the 25C credit through 2011, modifications were made reducing the credit value to its 2006-2007 levels of 10% of the installed costs, with a maximum credit for all qualified retrofits of \$500. The legislation also reinstates lifetime credit caps that disqualify any home owner who has claimed more than \$500 in 25C tax credits since Jan. 1, 2005, from any further credits. As a result, the credit offers little practical incentive for home owners or remodelers.

In the waning days of the lame duck session, NAHB continues to meet with lawmakers and explore other options for extending the LIHTC exchange and restoring the 25C tax credit to its previous levels and rules under the American Recovery and Reinvestment Act. However, as Congress looks to wrap up its work, there are likely few, if any, opportunities available to move these housing priorities forward. If so, NAHB will continue its efforts to address these issues when the 112th Congress convenes in January.

*This article was reprinted with permission from NAHB. For more information or similar articles, please visit [www.nahb.org](http://www.nahb.org).*

**Saturday April 16  
& Sunday April 17**

WNC Ag Center

**VIP Builder Preview Event**

Friday, April 15

5:30pm - 7:30 pm

Find out more about the area's  
only industry specific

homebuilding tradeshow at

**[www.ashevillehba.com](http://www.ashevillehba.com)**.

Sponsorships and booths are now  
available, but are going **fast!**



**Brought to you by the Homebuilding Experts.**

## Local Perspective: Unexpected Consequences of the Lead Based Paint Rule

By **Kate Duinkerken of Duinkerken Homes, Inc.**

In April the EPA started enforcing the Lead Based Paint rule. We were so thrilled to be one of the first small contractors in WNC to be certified to work on homes that fit into such a category, but quickly realized that the lead based paint rules were going to be tough to deal with.



DUINKERKEN HOMES

Over the last few months I've heard several small contractors say they will avoid older home renovations for several reasons. While we think the new rule is important in protecting public safety, the unintended consequences are affecting us all. First, the cost of working on any house that has tested positive and been reported for lead based paint is more expensive because

all of the paperwork, hoops, insurance and precautions contractors and subcontractors have to deal with to work on the house. Originally the EPA reported the estimated cost increase would range from \$8 to \$167 per interior job, but we have found that number to be significantly higher. Unfortunately, many who want to work on their contaminated houses are middle class folks who just cannot afford the additional costs.

Most of our clients are scrimping and saving to do projects around their house and adding another \$2k or \$3k to cover these extras has eliminated their chance of remodeling. Are these homeowners now taking demolition into their own hands? I imagine that if that is true, 99% of that demolition is being done at night or on the weekends with their children and/or other vulnerable people present.

Secondly, the possible fines a contractor might incur for not wearing the proper gear into your home, setting up the removal site properly, disposing of the removed substances properly or even posting their sign correctly, starts at \$37,500 per incident. In this economy it just really isn't worth the risk to a small contractor or subcontractor to get caught taking off his breathing mask and get fined. Have you ever had to wear a breathing mask for more than 15 minutes while working? It is sweaty and uncomfortable and itchy and is bound to be lifted from your face. If the Health Hazards Control Unit were to catch you without that mask on, the fines begin coming in at \$37,500 and it just isn't worth it.

Finally, are you aware of what is happening to the hazardous waste that is being removed from your home? It is being put into plastic garbage bags and disposed of in the land fill. Here is what the EPA is telling us: "The United States Environmental Protection Agency allows contractors to dispose of residential lead-based paint waste, such as doors, windows, frames, etc., at construction and demolition landfills. Other materials generated from the remodeling activities, such as towels, mop-heads, plastic sheeting, sponges, etc., must be disposed of at a municipal solid waste landfill."

So, the EPA wants to protect people from issues inside the home, yet we are damaging the Earth by putting all of these very unhealthy waste products into our grounds where it will seep into our water systems, turn into rain, and then contaminate our vegetable gardens and animals.

So I ask you, what is really harming you? What should we do? I implore you to contact your local politician and talk with him about this rule and how it is negatively impacting the average consumer, how it is negatively impacting your economy, how it is negatively impacting your environment, and then ask them why the EPA would make a rule that is supposed to help the consumer, but actually hurts them instead.

## Local Perspective: Environmentally Responsible Remodeling

By **Shana Combs, Director of Sales and Marketing, Build It Naturally**

Are you thinking about how important it is to think "Green?"

Fortunately, more of us are becoming familiar with green building and want to incorporate green products in our construction projects. But what does green building mean exactly? My definition is using sustainable materials that do not emit toxins, reducing the negative impact on us and the environment.

Being committed to this concept takes great care to ensure the products we use promote environmentally responsible construction with non-toxic options. So many products use the catch words such as "Green" or "low VOC's" that grab our attention. We need the information to empower ourselves to choose truly green materials.

### Paint

A fresh coat of paint instantly adds a new look in your home, but let me enlighten you with these facts. There are over 10,000 chemicals in paint, 300 are known toxins and 150 are linked to cancer. The most harmful chemicals in paint are volatile organic compounds, (VOC's). Conventional, toxic paint is most harmful for the first six months and can continue to release chemicals up to six years. To counter these facts, more companies are promoting a "low or no VOC" paint; however, in many cases that's no longer true once you add color.

### Flooring

Hardwood is a popular choice; however, it diminishes our beautiful forests that are essential to our environment. Cork, on the other hand, is natural product that is soft, water resistant, sound absorbing and the best part is the tree regenerates where the bark was cut!

Adding to the sustainability of cork, the flooring is actually produced from the waste of the wine-stopper industry. So you could interpret this to mean that if we drink more wine, we are able to produce more flooring!

### Cabinets

Much of the standard cabinetry on the market today contains particleboard made with urea formaldehyde binder that emits formaldehyde and other harmful chemicals. Most adhesives and binders for wood products contain high levels of formaldehyde that can produce harmful gases for years.

A truly green option is cabinetry made from bamboo and wheat board! By using bamboo with a wheat board substrate, you achieve both a beautiful and sustainable product. Wheat board turns a waste product into a wood creation; and bamboo botanically is not wood, but a grass that grows at the rate of six inches per day. Sustainability at its finest!

Being passionate about green building guides us all in the mission to become part of the "Green Movement!" One Asheville business tag line says it best, "Helping to better our planet, one home at a time!" Selecting green building products means living in a healthier world... for all of us and for generations to come!



## In the Know... 2010 Committees and Councils

### Associates Committee

*Renee Maxwell*

Plans for the 2011 Home & Garden Expo are well underway! We recently completed a successful phone campaign to renew booth space for previous show participants. To date, over 25 percent of the booths have already been reserved for the expo scheduled for April 16-17 at the WNC Ag Center. New expo features include: 3,000 square feet of outdoor Landscape and Garden Section; well-known speakers featured throughout the event - including a Celebrity Guest; a 30 percent increase in the expo marketing budget; and working, cold AC! And, don't forget the Builder Preview Event on April 15. We are excited to have several sponsors already in line for the event including First Restoration Services as our Title Sponsor, Progress Energy as our Partner, and ProBuild as our Lanyard Sponsor. We are also excited to have Clear Channel as our Media Sponsor, bringing exciting remotes with The Eddie Foxx show on KISS Country and Matt Mittan from Take A Stand. Contact the AHBA office today to reserve your booth space.

### Activities Committee

*Nathan Lawrence*

The activities committee would like to thank all of the members who came out for the Christmas Gala in December. We hope everyone who attended enjoyed themselves for our last event of 2010. With good friends and holiday cheer, it was hard not to have a good time. The new year is upon us and we are already thinking about our events for 2011, including our Summer Picnic and Golf Tournament. We are always looking for new members for the committee to give their input and ideas to make our functions even better. If you are interested in being part of the FUN Committee, please contact the AHBA office.

This committee plans many events throughout the year for our membership, and it would not happen without the volunteers on the committee that dedicate their time to make these events a success. I would like to thank Brenda Dunlap, Scott Lewis, Josh McGee and Jennifer Duvall for their help with the committee in 2010. Of course, gratitude would not be complete without thanking Caroline, Christi and KC for all their efforts that really make these events happen.

### Legislative Committee

*Thomas McClain*

This year the legislative committee will be working on raising money for Build-PAC, updating candidate questionnaires and planning for the 2012 election. We will also continue to meet with our current elected officials working on issues that relate to our industry. We are currently filling out the legislative committee. If you are interested in serving on the committee please let the office know or you can contact me and I will be sure to include you on the email list so that you can know when we are going to meet.

### Parade of Homes Committee

*Jason Weil*

At the last meeting of the year, the Parade of Homes Committee welcomed three new members to the committee for 2011. We are still looking for new members to join this committee, so if you are interested in getting involved to help guide the 2011 Parade of Homes, contact the office. This being the last meeting of the year, we recapped the successful 2010 Parade which continued to net a profit for the AHBA. We also reviewed the surveys sent out to all the builder's who entered homes in 2010. We got some good feedback as to how to make the submission process flow smoothly and get more builders interested in submitting homes for the Parade. We discussed the 2011 submission process, and have decided to keep the entry fees the same as the previous year, while dropping the price to enter a Special Project. The committee

has decided that the Parade of Homes Banquet will now become the Fall Gala and will incorporate the AHBA annual awards as well as new awards to be released in Spring, as well as the usual Parade of Homes awards. The committee is working on some exciting new additions to the Parade of Homes in an effort to celebrate our 30th Anniversary. This information will be released at the Parade of Homes Preview Event- you won't want to miss this AHBA meeting! Once again, if you are interested in joining this lively committee, we would love to have you.

### Membership Minute

*Christi Stokes*

The Membership Committee would like to thank all of those who recruited new members to the AHBA in 2010 as well as all current members for renewing their membership! It is through your effort, continued support and involvement that the AHBA membership remains strong in numbers as we move into 2011. The AHBA is the 4th largest association in the state of North Carolina and the 61st largest association in the country!

Members of the Membership Committee are excited to kick off 2011 with a Membership Campaign. Although a number of these efforts have already been in place, the committee is continuing their focus on recruitment and membership retention throughout 2011. Starting off in January, look for Ambassadors of the Membership Committee at the Annual Meeting on January 20. Ambassadors will be wearing lanyards and available to meet and welcome new members of the AHBA.

Are you interested in being a part of the 2011 Membership Campaign? The Membership Committee is welcoming new committee members to join! The committee meets on the 2nd Tuesday of every month. If you are interested please contact the AHBA Staff at 299-7001.

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## OSHA Fall Protection Guidelines

The Occupational Safety and Health Administration (OSHA) has announced that it will soon withdraw its interim enforcement guidelines on fall protection for certain residential construction activities.

The directive — “Plain Language Revision of OSHA Instruction STD 3.1, Interim Fall Protection Compliance Guidelines for Residential Construction” — was first issued in 1994.

“OSHA is moving forward on rescinding exemptions to the fall protection policy for residential construction,” David Michaels, assistant secretary of labor for occupational safety and health, said in a speech on Nov. 16. He added that OSHA state plans had asked for this rescission and the move was supported by the OSHA Advisory Committee on Construction Safety and Health and by NAHB.

In April 2008, NAHB asked OSHA to consider revoking the directive because it had created confusion among home builders over what fall protection methods and systems needed to be used to comply with OSHA standards. NAHB felt that it was extremely difficult for builders and trade contractors to locate, review and comprehend all of the information they needed to be in compliance.

NAHB also urged the agency to follow the fall protection regulations in OSHA standard 29 CFR Subpart M, which gives residential construction employers some flexibility in providing fall protection systems.

To help employers better understand OSHA’s fall protection regulations, NAHB will be conducting fall protection training seminars at state and local home builders associations in 2011. They will be offered for free under a training grant from OSHA.

NAHB provides members and others in the residential construction industry with information, guidance and access to training resources to help them protect employees’ health and safety. A variety of safety resources and guidebooks, including the English-Spanish NAHB Fall Protection Handbook and Fall Protection Video, are available through [www.builderbooks.com/safety](http://www.builderbooks.com/safety).

## Mine Safety Bill Defeated

At the urging of NAHB and other industry groups, House Education and Labor Committee Chairman George Miller (D-Calif.) stripped controversial Occupational Safety and Health Administration (OSHA) language from a mine safety bill that was brought to the House floor on Dec. 8.

Although the move was intended to garner bipartisan support for the legislation, the recast bill, H.R. 6495, was defeated when it failed to muster the necessary two-thirds support under the expedited process known as “suspension of the rules” that limits debate and cuts off amendments. The vote was 214-to-193 in favor of passage, far short of the two-thirds majority required.

The Robert C. Byrd Miner Safety and Health Act, named after the late U.S. senator from West Virginia, was intended to boost coal mine safety regulations in the aftermath of the April explosion that killed 29 mine workers in Byrd’s home state.

The original legislation, H.R. 5663, passed the House Education and Labor Committee in July. It was opposed by NAHB and the Coalition for Workplace Safety.


In a letter to lawmakers, NAHB had charged that H.R. 5663 established new and vague standards for civil and criminal liability, draconian penalties and complicated and costly procedures for adjudicating whistleblower cases — all of which were detrimental to small businesses still struggling from the nation’s weak economy — while doing little to bolster safety in the workplace.

The defeat of H.R. 6495 signals that mine safety legislation will not move forward in the lame duck session of Congress. If the legislation is resurrected in the 112th Congress, NAHB will work to ensure that it does not contain the OSHA language.

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## Go Back to the Old Ways to Motivate and Train Your Sales Team for the New Day

With parts of the country experiencing as much as a 90% drop in new-homes sales between 2005 and 2010 and others faring not much better, it's time to rethink how we should motivate and train our sales teams.

In 2005, our teams only needed to be good at processing paperwork, organization, keeping track of escrows — and managing the lines of prospects waiting for new homes to be released.

Frankly, we really didn't have to work that hard at selling, or at building rapport with prospects.

Boy, how things have changed.

To survive today — and to lay the groundwork for thriving tomorrow — we need to re-adopt the tried-and-true sales basics that most of us abandoned during the boom times.

To begin, share the following training topics with your sales team:

*Maximize every encounter with every prospect coming through the door.* Selling is easy when you are genuine and interested in people — an attribute many of us have forgotten. To be effective, work at being good at building relationships for life.

*Know the marketing cost of each prospect.*

Your sales team should know how much it costs your builder to bring a prospect to your door. Also, remind your sales teams that they should stick to their prospects like glue and hand-hold them until the deal is done.

*Give prospects your undivided attention.*

As soon as a prospect comes to your office, stop what you're doing and greet them. Your office should operate under the philosophy that no person is more important than the person walking through your door. Your immediate and undivided attention will make them remember you.

*Get to the root of your prospects' needs by knowing how to ask great questions.*

Not only ask your prospects great questions, make sure you write down their answers so can you remember everything about them. Your attentiveness will pay dividends.

*Walk the models in the most effective, efficient way possible.*

Don't waste your prospect's time or yours. Once you understand their needs and wants, show them the model that best addresses them. Once inside, show them the features that press their hot buttons first.

*Build rapport.*

Take advantage of the meet-and-greet and model walk to build rapport with your prospect. Every 30 minutes you spend with them increase your chances of writing a contract by 30%.

*Build trust.*

Trust makes everything in the sales process easier. Without it, you probably won't have a sale to write.

*Learn to close.*

Many salespeople forgot — or never learned — how to close during the boom times because the deal was closed from the beginning. Selling takes work again, so teach room closing, plan closing, site closing and

closing in general. You must trial close to know the pulse of your prospect and if you are on target.

*Be the expert.*

Your agents need to be the one-stop shop. They need to know everything about their community and the surrounding area, loans, pre-qualifying, construction phases, escrow questions — you name it, they need to know it. True knowledge builds trust faster than anything.

*Learn how to negotiate.*

Price was rarely negotiated when the market was peaking because most home buyers simply were grateful to get the lot they wanted. Now, we must teach our sales teams to negotiate so we can give the buyer what they need while protecting our builder's bottom line.

*Follow-up — consistently.*

Agents need to create valid reasons to follow up — and then actually do so. Only 10% of your competition follows up with prospects, so fill this crucial gap and make your prospects feel valued and significant.

*Motivate Your Sales Team*

Sitting there onsite day in and day out without any kind of upswing can be a depressing situation. This market is not only affecting your sales agents' pocket books, it's also eroding their self esteem. You can help lift their spirits by adding a little fun to their world from time to time with rewards and recognitions.

*Use a Sales Coach*

A sales coach focuses on making salespeople better at what they do — a much different role than a sales manager. Most agents react much better to a coach than their manager because a coach is "safe" and "neutral" while their manager is generally bombarded with different duties, pressure and responsibilities.

*Provide Comprehensive Training*

Dedicate at least 30 minutes of your weekly sales meetings to learning the sales basics addressed above. Include role playing — and have some fun with it. Make sure to have takeaways that encourage and remind your sales team to use skills learned in training.

*Make Your Team Feel Valued, Supported — and Appreciated*

Agents love prizes, awards and being acknowledged by managers, builders and their peers. Give them prizes for a job well done and awards for the most improved performance, most registration cards, most prolific marketing and more. The opportunities to acknowledge them are endless, so choose what works.

Also, provide topics for meetings that will engage them and make them better at what they do. Topics that will make them more knowledgeable and that are easy to present include lending, construction, warranty, escrow and legal issues. Your team would like to hear the boss on what the future holds and what leadership thinks of the market.

These tips can help you equip your team to work more effectively in the market today and give them the knowledge they need to succeed.

*This article was reprinted with permission from NAHB, www.nahb.org.*



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## - Renewing Members -

### **ACF Painting & Decorating**

Melvin Summersette  
151-B Hwy #9, Ste #166  
Black Mountain, NC 28711  
(828) 713-0644

### **Angel's Stucco DBA**

Jose Rodriguez  
3 Lynnbrook Drive  
Arden, NC 28704  
(828) 551-5939

### **Asheville Window and Door, Inc.**

Scott Ramsey  
PO Box 1468 15 Waldin Dr., Ste 104  
Arden, NC 28704-1468  
(828) 687-7667

### **Brand Vaughan Lumber of Asheville**

Kris Chapman  
PO Box 1379  
Fletcher, NC 28732  
(828) 691-0001

### **Brand Vaughan Lumber of Asheville**

Jason Hendrix  
PO Box 1379  
Fletcher, NC 28732  
(828) 776-1802

### **C. D. Kuykendall Company**

CD Kuykendall  
200 White Pine Drive  
Fletcher, NC 28732-8721  
(828) 684-5964

### **Carlton DesignBuild, Inc.**

Rob Carlton  
PO Box 7466  
Asheville, NC 28802  
(828) 274-7554

### **Carolina Creative Builders**

Tim Penley  
8 Roundabout Way  
Asheville, NC 28805-7801  
(828) 298-5009

### **Champion Services Experts LLC**

Ritch Holt  
578 Upward Rd., Unit 7  
Flat Rock, NC 28731-8592  
(828) 698-5881

### **Dixon-Hughes PLLC**

Natalie Canipe  
PO Box 3049  
Asheville, NC 28802-3049  
(828) 236-5754

### **Duinkerken Homes, Inc.**

Brandon Duinkerken  
10 Lakeview Lane  
Weaverville, NC 28787  
(828) 450-9395

### **Fairview Door Sales Co**

Robert McBrayer  
PO Box 190  
Fairview, NC 28730-0190  
(828) 628-2369

### **First Restoration Services of Asheville**

Shawn Silliman  
PO Box 2049  
Fletcher, NC 28732  
(828) 684-1582

### **Forest Millwork, Inc.**

Jason Higgins  
93 Thompson St  
Asheville, NC 28803-2330  
(828) 251-5264

### **Haywood Appliance**

Keith Arnold  
PO Box 1079  
Clyde, NC 28721  
(828) 627-0001

### **High Mountain Solution, LLC**

Charles McRae  
28 Sun Valley Dr  
Alexander, NC 28701-9730  
(828) 713-6617

### **Holloway Plastering/Stucco**

Tim Holloway  
PO Box 159  
Tuxedo, NC 28784-0159  
(828) 779-5262

### **K-Wall Poured Walls, LLC**

Patty Kubica  
PO Box 487  
Swannanoa, NC 28778  
(828) 628-9255

### **K-Wall Poured Walls, LLC**

Wade Mariagi  
PO Box 487  
Swannanoa, NC 28778  
(828) 628-9255

### **Lifestyle Homes Of Distinction Inc.**

Bruce Alexander  
84 Peachtree Rd., Ste 200  
Asheville, NC 28803-5037  
(828) 274-1004

### **M & M Construction Co**

Arthur McElrath  
219 Alta Vista Dr.  
Candler, NC 28715-8839  
(828) 667-0900

### **MATH Insurance Service**

Jim Spicer  
344 Merrimon Avenue  
Asheville, NC 28801  
(828) 252-0238

### **Mountain Air Mechanical Contractors**

John Graham  
27 Loop Rd.  
Arden, NC 28704-8401  
(828) 654-0001

### **Mountain Steel Company, LLC**

Phil Sorrells  
PO Box 9191  
Asheville, NC 28815-0191  
(828) 225-8601

### **Overhead Door of The High Country**

Jeff Benninghofen  
95 Thompson Street, Suite 101-3  
Asheville, NC 28803  
(828) 545-9765

### **Preferred Properties of Asheville, Inc.**

Laura Livaudais  
29 Woodfin St.  
Asheville, NC 28801  
(828) 712-5445

### **ProBuild**

Mike Dunlap  
2324 Asheville Hwy  
Hendersonville, NC 28791-1504  
(828) 694-0665

### **ProBuild**

Scott Lewis  
2324 Asheville Hwy  
Hendersonville, NC 28791  
(828) 694-0665

### **Reflections Granite & Marble, Inc.**

DJ Harrington  
PO Box 6661  
Hendersonville, NC 28793  
(828) 255-1855

### **Reuben Caldwell Drilling, Inc.**

Reuben Caldwell  
351 New Leicester Hwy  
Asheville, NC 28806-2046  
(828) 254-3581

### **Roger Lunsford Drywall**

Roger Lunsford  
38 Little Florida Ave, PO Box 337  
Swannanoa, NC 28778-3542  
(828) 298-0238

### **R-Pro Select**

Gregory Forrest  
PO Box 710  
Fletcher, NC 28732-0368  
(828) 651-9696

### **Showcase Exteriors**

Maria Horton  
618 Rose Hill Rd.  
Asheville, NC 28803-8545  
(828) 298-1700

### **Swannanoa Carpet City, Inc.**

Don Robinson  
2407 US Hwy 70  
Swannanoa, NC 28778  
(828) 686-7356

### **T.P. Howards Plumbing Co., Inc**

Pat Howard  
90 Number Nine Rd.  
Fairview, NC 28730-7711  
(828) 628-1369

### **Trim Works - Vladimir Kushnir**

Vladimir Kushnir  
PO Box 19623  
Asheville, NC 28815-1623  
(828) 230-4278

### **Tucker Materials, Inc.**

Rene Sutton  
PO Box 398  
Fletcher, NC 28732  
(828) 684-5400

### **Tucker Materials, Inc.**

Matt Sutton  
PO Box 398  
Fletcher, NC 28732-0398  
(828) 684-5400

### **WNC Ceramic Tile, Inc.**

J.T. Barber  
508 Swannanoa River Rd.  
Asheville, NC 28805  
(828) 298-3251

## - Sorry to See You Go -

The AHBA is sorry to see the companies below drop their AHBA memberships. If you know these past members - or do business with them give them a call and help us get them back to the AHBA. And remember, always strive to do business with members!

**Asheville Elevator Company  
Associate**

**Greg Siegel Construction LLC  
Builder**

**Mountain Homes of Asheville,  
LLC, Builder**

**Stanton Custom Homes  
Builder**

**Chris Sowers  
Associate**

**Jimmy White Builders Inc.  
Builder**

**Smokey Mtn. Masonry  
Associate**

**The Colorful Palate  
Associate**

**Dewayne Mundy's Drywall  
Associate**

**Lightning Bug Electric Inc.  
Associate**

**Sparkes Construction  
Company, Builder**

**Wesley Anders  
dba Classic Paint & Design  
Associate**

## - New Members -

To educate and engage new members within the association, AHBA Members are required to attend the one hour New Member Orientation as the final step in the application process.

**\*Pending New Member Orientation  
AWD Services, Inc.**

Larry Wells  
PO Box 125  
Leicester, NC 28748  
828-683-9223  
Wells & Well Drilling  
Water Purification & Filtration Equip-  
ment  
SPIKE: Joey Bullman

**Blinds and Us**

Dan McCutchan  
15 Design Ave. #209  
Fletcher, NC 28732  
828-687-7882  
Window Products  
Window Tinting  
SPIKE: Josh McGee

**\*Pending New Member Orientation  
Clean Streak, Inc.**

Horace L. Adell, Jr.  
PO Box 1262  
Fletcher, NC 28732  
828-891-8800  
Cleaning New Homes  
Cleaning - Water, Mold & Sewage  
Damage  
SPIKE: Richard Soderquist

**\*Pending New Member Orientation  
DeBord Enterprises LLC**

Donald DeBord  
PO Box 6205  
Asheville, NC 28816  
828-974-1700  
Additions & Remodeling  
Property Management  
SPIKE: Michael Whiteside

**\*Pending New Member Orientation  
Dillard-Jones Builders LLC**

Thomas Dillard  
101-B Regency Commons Dr. #2  
Greer, SC 29650  
864-380-8887  
Builder  
Land Developer  
SPIKE: Skip Brewer

**Dillard-Jones Builders LLC****Jennifer Jeffries**

\*Affiliate Member  
101-B Regency Commons Dr. #2  
Greer, SC 29650  
864-380-8887  
Builder  
Land Developer  
SPIKE: Skip Brewer

**The Dow Chemical Company, Dow  
Building Solutions**

Jeff Moffatt  
3601 Selwyn Farms Lane  
Charlotte, NC 28209  
980-406-9537  
Building Materials: Wholesale  
SPIKE: Richard Soderquist

## - Pending Members -

**84 Lumber**

Rich Green/Affiliate Member  
75 Montgomery Drive  
Asheville, NC 28806  
828-450-9720  
Building Materials: Wholesale  
Lumber Companies  
SPIKE: Judy Dinelle

**Altitude Construction, Inc.**

Jason Waldrup  
192 Cherokee Rd.  
Asheville, NC 28804  
828-273-8192  
Builder  
Residential Remodeling - Builder  
SPIKE: Jill Jones

**Carolina Closet**

Marina Johnston/Affiliate Member  
15 Design Avenue, Sute 203  
Fletcher, NC 28732  
828-684-9282  
Closet Design  
SPIKE: Mike Nottingham

**Carolina Home & Garden**

Susan Pryce  
105 S. Main St.  
Hendersonville, NC 28792  
828-242-5008  
Advertising, Marketing & Public  
Relations  
Media  
SPIKE: Amy Connor-Murphy

**Custom Landscaping & Design Inc.**

Thomas Goding  
PO Box 889  
Mauldin, SC 27662  
864-313-6198  
Landscape Contractors  
Stone Masonry  
SPIKE: Skip Brewer

**Henson Building Materials**

Tamara Stilwell/Affiliate Member  
139 Broadway Street  
Black Mountain, NC 28711  
828-669-9602  
Lumber Companies  
Kitchen & Bath  
SPIKE: Jeff Manning

**HomeTrust Bank**

Christine Dozier  
10 Woodfin St.  
Asheville, NC 28801  
828-350-3065  
Banking Services  
Mortgages  
SPIKE: Donna Reeves

**HomeTrust Bank**

John Myers  
10 Woodfin St.  
Asheville, NC 28801  
828-350-3064  
Banking Services  
Mortgages  
SPIKE: Donna Reeves

**ProBuild**

David Avila/Affiliate Member  
2324 Asheville Hwy.  
Hendersonville, NC 28791  
828-275-7794  
Lumber Companies  
Drywall Suppliers  
SPIKE: Jim Robertson

**Salon Blue Ridge**

Melissa DeLong/Affiliate Member  
518 S. Allen Rd.  
Flat Rock, NC 28731  
828-696-1934  
Appliance Suppliers  
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SPIKE: Audrey Loder

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Damage  
SPIKE: David Queen

**Verizon Cellular Sales**

Jason McElreath  
40 D. Queen Rd.  
Candler, NC 28704  
828-772-4981  
Cellular Phones  
Telephone & Communications  
SPIKE: Thomas McClain

**Willard Concepts LLC**

Paul Willard  
100 Kimberly Knoll Rd.  
Asheville, NC 28804  
828-768-4732  
General Contractor  
Residential Remodeling - Builder  
SPIKE: Greg Spicer

**PLEASE READ**

In compliance with our Bylaws and the policies which have been put in place by our Board of Directors and the Membership Committee, Association procedure is to have new member applications approved by the Board of Directors and by the General Membership. Please look at the lists of all Members. If you know of any compelling reason that any applicant should not be considered for membership, please contact any AHBA staff member at 828-299-7001 or email your comments to the AHBA at info@ashevillehba.com. **All information given to the AHBA is held strictly confidential.**

## National Professional Women in Building Are Preparing for Housing Recovery

As the home building industry continues to struggle to right itself, NAHB Professional Women in Building are beginning to shape what their companies will look like in the post-recession economy.

One thing that's sure to change, members say, is their hiring practices. "We're looking to hire another full-time person, but I'm being very cautious in making sure I have the billable hours before I bring another person on board," said Carol Flammer, managing partner at mRelevance, an Internet and social media marketing firm in Atlanta and Chicago.

Carole Jones of Robert R. Jones Homes in Bloomfield Hills, Mich., is similarly cautious. "We're being extremely flexible in this economy," allowing employees to work varied schedules and take more time off.

Flammer's company has supplemented full-time staff members with part-time employees and interns during the downturn. Much like the builders she advises, she still debates which projects warrant hiring full-timers instead of outsourcing.

"With writing and creative positions, you lose some of that hands-on, direct supervision" when you fire freelancers, Flammer said. "Builders struggle with that, and so do the marketing firms."

The Atlanta home building market is already showing signs of a rebound — but the industry looks markedly different, she said.

About 8,000 permits were pulled in the first 10 months of 2010, and the biggest 25 builders pulled more than half of them. That figure was less than 20% before the downturn, she said. And out of about 1,400 home builders in the greater Atlanta region, 1,290 are building three homes a year or less.

Even as the market shows overall signs of life, "we're going to be under a caution flag for hiring in Atlanta for a long time, even if we have incremental increases in the next few years," Flammer said.

Lee Terry, CPC, principal for Lee Terry & Associates in San Mateo,

Calif., a search firm specializing in the construction industry, is advising builders to put together employee wish lists as they think about gearing back up.

It will take a while, and vary from market to market, but the pent-up demand for new homes — still stymied by the weak economy and restrictive financial environment — will win out in the end, she said.

"Hire your core people in 2011 — the best you can get," said Terry. "As the market gets better, they won't be able to find them so easily."

It makes sense for many companies to continue to keep other positions contracted on an as-needed basis — like land development and acquisition specialists. "They're being done now on a contract basis, and there is no reason why that can't continue," she said.

Terry said she recently advertised on behalf of one of her clients for an assistant superintendent in New Orleans and received more than 150 applications.

These potential employees don't expect to command the salaries they did during the boom years, but as the market slowly returns, builders shouldn't "make the mistake of thinking they can lowball salaries," she said. They can defer incentives and bonuses until the market is back on an even keel, but "they need to be fair," she advised.

"I've been a recruiter in this industry for 30 years. I have been through about five of these recessions, and this is by far the worst," Terry said. "But builders are resilient. We're been through this before, and we'll come back."

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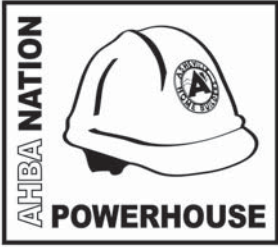
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# Professional Women in Building Council

By Maria Aponte, PWB Chair

The PWB Council has elected a new Board of Directors which will take office in January. Our new officers are as follows: Chairman: Maria Aponte - Salon Blue Ridge, Vice Chairman: Kate Duinkerken - Duinkerken Homes, Inc., Secretary/Treasurer: Amanda Ballew - More Space Place, Director: Angela Ramsey- Hi-Tech Integrated Systems, Inc.

The PWB would like to thank everyone that attended our wine tasting event in November. This was a very successful fundraiser that raised over \$3000 for our scholarship fund. We would also like to thank those that sponsored the event. A special thanks to The Wine Studio of Asheville for hosting us. Catering for the evening was provided by Artisan Catering & Deli, Colorful Palate, and The Southern. Thanks to Tri-County Solutions for our signage. We are also grateful to Sonja

Hendrix of Push Productions for a separate donation of \$600 to our scholarship fund which was presented at our Holiday luncheon in December.

**Silent auction sponsors are as follows:**

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- Spiral Way Jin Shin Jyutsu
- Plaxico Architectural Illustrations
- The Arch Architectural Finishes, Flooring & More
- A Show of Hands Salon, Regina Lauffer
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- Apollo Flame Bistro & Pizza
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- Cool Mountain Construction & Realty
- Frankie Bones Restaurant & Lounge
- The Hickory Tavern
- 151 Boutique Bar
- Papa's & Beer
- Reems Creek Nursery, Inc.
- roux
- The Hop Ice Cream Café
- bon bébé
- Parkway Harley-Davidson
- Shepherd's Finish Grade
- Fine Arts Theatre



## AHBA Bids Goodbye to 2010 with Christmas Gala at The Venue

AHBA members and guests enjoyed a night of dancing, socializing and Holiday cheer at the Venue December tenth for the AHBA Christmas Gala. This was a new location for the event, located downtown near Magnolias. The VIP pre-event - held for Foundation Club members, Board of Directors members and top recruiters known as SPIKES- was held upstairs in The Venue with pre-party hor d'ouerves and cocktails. The band A Social Function called from the dance floor, with members dancing there late into the night. We even had a tambourine solo from one of our Board members! Our 2010 President, Richard Soderquist from Soderquist Construction, handed his rein over to Skip Brewer, AMB, CGP Custom Builder, as we inducted the 2011 President. Awards were given to our Builder of the Year: Don Thompson of Thompson-Rhodes Builders; Associate of the Year: Renee Maxwell of Progress Energy; and Affiliate of the Year: Maria Aponte of Salon Blue Ridge. Each of these members showed their dedication to the success of the building industry and the Association through their time and resources. We were thrilled to give each of them these well-deserved honors. The AHBA staff were surprised with a special gift from the outgoing President- beautiful centerpieces made by the President and his wife. Not to be outdone, the AHBA staff gave Richard a special gift of his own- an unlimited number of AHBA T-shirts (as he is rarely seen without wearing one!) and a trip to the Biltmore Estate for two. The AHBA already looks forward to 2011 and all the special events that will be coming this year.

