

January 2010

# BLUEPRINTS

*A monthly publication of the Asheville Home Builders Association*

## JANUARY

### Annual Meeting

Join us as we induct the 2010 Board of Directors, focus on 2010 BuildPAC, and announce the 2010 Foundation Club Members!

**January 28  
6:00 pm**

Check your weekly briefing and the online calendar for location and more details!

### Upcoming Events

**January 12**

**AHBI Education**

**Lead Renovation, Repair  
& Painting Course**

**EPA Approved Course**

**8:30 am - 5:30 pm**

See page 2 for more details!

**January 19 - 22**

**International Builders Show  
Las Vegas**

**January 26**

**New Member Orientation  
AHBA Office**

**3:30 pm - 4:30 pm**

**February 18**

**Parade of Homes Preview  
Location TBD**

Check your weekly briefing for more details!

## Are You A Part of the New Economy?

The AHBA, our members and our industry have made it through a very tough economic year. We are aware of what is going on in our economy and how it is affecting all of our daily lives. Traditionally, I write a January message to our members, however my message is different this year. I could spend time talking about 2009 – how our membership saw a minimal decrease of only 3% or how several events/meetings had the largest attendance rates in AHBA history. I could discuss the difficulties our industry has had or the successes like the Housing Tax Credit, or legislation that was passed to extend state and local permits and legislation that defers property tax on builder inventory. The more important point this year is the opportunity we have to look ahead, so instead I have chosen to focus on this message.

There is a lot of talk about shifting ways of doing business. A book titled “The Tipping Point” gives a good perspective on the changing nature of life and how, suddenly there is a recognized shift in a new direction regarding whatever the subject may be. Do you know exactly when it became taboo to smoke in most public buildings? Probably not. But if you are over 50 or ever watch movies made in the 1950s, you know that every nook and cranny of every office building was filled with cigarette smoke from the occupants. Today, it is hard to imagine that was true. But back then, it was hard to imagine that there would ever be such things as smoke-free workplaces or buildings. One day, the issue reached its “tipping point.”

Our industry needs to be aware of tipping points which impact housing. We've been moving toward a tipping point on green construction over the past decade. We hear more HBA members showing interest in green building as they recognize that more buyers are asking about it. We also hear that there will be a greater demand for higher density lifestyles in the years to come—both from necessity and personal preference. There are thousands of foreclosed properties on the market and one person's problem becomes another person's opportunity. As prices adjust, we will reach a tipping point when a surge in demand for new housing will again occur.

Of America's current 110 million occupied housing units, about 75 million are owner occupied. Our population will rise by 35 million over the next 10 years. We should be building about 1.5 million new homes per year to meet the growing demand. We are currently building at an annualized rate of only about 500,000. Old homes deteriorate. A few burn down. Many people opt for newly built homes over their used ones for the excitement, the modern features and design as well as long term financial benefits. Children are still growing up and forming households and we have a large immigrant population adding growth as well. When we get through the foreclosure bubble, we should start to see this mix create a tipping point of strong demand for new homes.

Where will financing come from? New sources are emerging as new players who made their money outside of housing look at home building opportunities. They will be alongside the traditional banking sources. The best way for you to keep up with the rapid changes is to stay in touch with the AHBA, our website, publications and meetings. Through us you have access to the expert knowledge that you need as we reach new “tipping points” in the home building industry.

Our HBA will remain on the cutting edge - we will continue to be a resource to our members in the field and on the legislative front. We will continue to promote doing business with members while reaching out to the community through our website and community involvement. Recent survey data shows that builders are not spending sufficient time connecting with buyers who are starting their new home search on the internet. To operate profitably in the new economy, be prepared to stay informed. No where will you be better informed than through the AHBA. Be sure to keep your membership up-to-date and invite your colleagues to do the same! Happy New Year!



## —2010 AHBA Board of Directors—

**Richard Soderquist, President**  
*Soderquist Construction Company*

**Thomas McClain, Immediate Past President**  
*Home Sweet Home*

**James Bound, Greencraft, Inc.**

**Jill Jones, Westall Chandley**

**Josh Abrams, moreSPACEplace**

**Skip Brewer, Walnut Cove Builders**

**Bob Duffy, Biltmore Farms Homes**

**Don Thompson, Thompson & Rhodes Builders**

**Christopher Fox, Christopher Fox Builders**

**Chris Lyman, McGuire, Wood & Bissette Construction Law Team**

**Steve Royster, Bass & Royster Builders**

**Renee Maxwell, Progress Energy**

**Steve Wallin, The Western Carolina Home Place**

**Robi Eckley, Ferguson Enterprises**

**Jennifer Duvall, Asheville Savings Bank**

## —AHBA Staff—

### Executive Officer

Caroline Purcell Sutton  
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### Director of Marketing & Communications

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kc@ashevillehba.com

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## —Office Hours—

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Fax: 828-299-7008

Email: info@ashevillehba.com

**www.AshevilleHBA.com**

## Calendar

### — Meetings —

#### Professional Women in Building

Tuesday, January 5 @ 8:30 am  
\*AHBA Office

Tuesday, February 2 @ 8:30 am  
\*AHBA Office

#### Board of Directors Meeting

January 14 @ 3:00 pm

#### Parade of Homes Committee

January 21 @ 3:00

### — Events —

#### International Builders Show

January 19 - 22  
\*Las Vegas

#### New Member Orientation

Tuesday, January 26  
3:30 pm - 4:30 pm  
\*AHBA Office

#### Annual General Membership Meeting

Thursday, January 28  
\*Location TBD  
Join us for the 2010 Board of Directors Inductions, a focus on BuildPAC and the announcement of the 2010 Foundation Club!

#### Parade of Homes Preview Event

February 18  
\*Check your briefing for more information!

### — Education —

#### AHBI Education Program: Lead Renovation, Repair & Painting Course

AHBA Office, 8:30 am - 5:30 pm; Tuesday, January 12  
\$255 for members and \$335 for non-members

#### **New EPA training requirements are now in place for Certified Renovators.**

The new EPA rules apply to contractors who renovate or repair housing, child-care facilities or schools built before 1978. Trained contractors and workers must follow lead-safe work practice standards to reduce potential exposure to dangerous levels of lead during renovation and repair activities. The requirements apply to anyone who could potentially expose children to lead dust during their work and includes builders, painters, plumbers, and electricians. In April 2010, this certification will become MANDATORY for anyone who could potentially expose children to lead dust. Space is limited – we will accept up to 10 students and increase to a max of 20 if necessary. Call the AHBA to reserve your spot!

## Q & A: WNC Green Building Council

**The statistics are starting to show that green homes sell faster but are there any other incentives out there to help cover the extra costs of building green?**

In the City of Asheville, there is a \$100 permit fee rebate for Energy Star Certified Homes and an additional \$100 for NC HealthyBuilt. Additional building plan rebates are available for certain green and renewable energy technologies. In Black Mountain, there is \$500 permit fee rebate for certified



NC HealthyBuilt or LEED Homes.

Progress Energy offers an incentive for Energy Star Certified homes. Qualified homes can get a \$400 rebate if the HVAC system has a minimum rating of 14 SEER. You can also get \$300 rebates per HVAC units 15 SEER or higher that are air to air heat pumps or central AC's. Geothermal heat pumps 17 SEER or higher can get a \$600 rebate. To learn more visit [www.progress-energy.com/carolinasha](http://www.progress-energy.com/carolinasha) for these Home Advantage rebates.

For homeowners installing renewable energy, the federal government gives a 30% tax credit toward solar equipment, fuel-cell and microturbine property, small wind-energy systems, and geothermal heat pumps until 2016 and an additional 35% renewable energy tax credit is available through the State of NC until 2015. Additional incentives are available through Progress Energy and PSNC Energy.

To learn more about these incentives and more, go to [www.dsireusa.org](http://www.dsireusa.org). And stay posted, more information about the federal "Cash for Caulkers" program will be coming soon.

*This information was provided by the Western North Carolina Green Building Council. For more information about the WNCGBC or their Energy Star or HealthyBuilt Homes Programs, contact the AHBA at 299-7001 or by email at [info@ashevillehba.com](mailto:info@ashevillehba.com)*



## We Are Off to a Great Start in 2010!

### *President's Message by Richard Soderquist*

We are off to a great start in 2010. I could not be more pleased and honored to represent this fine organization. Our current economic news is very positive. Local real estate sales are up, new construction and remodeling are continuing to expand, evidenced by the numbers of permits being pulled. Our association, with the Environmental Advisory Board and Buncombe County Planning Board, is telling us that they are seeing much activity in preparation for many new projects on the horizon.

The stock markets and other financial markets have begun to stabilize. The US dollar remains the currency of global reference, It's the currency in which the prices of a barrel of oil and other commodities are quoted and traded, and the currency in which most nations hold their foreign currency reserves. Most econo-

mist data suggest the recession ended in this past summer's heat, unnoticed because that's only part of the story. The recovery, while meaningful, is lackluster and will pale in comparison to times we have all known. It is a start to recovery nonetheless.

We are thankful for so many things. On our short list is our wonderful award winning staff. In May of 2010 we will produce our first annual Home & Garden Expo. This undertaking has been decades in the making. It is something our members have asked for and I am excited to be part of. Much more to come on this topic!

The legal entanglement that has accompanied each AHBA president since our building was constructed is behind us and the many improvements to our property are now underway. It is my promise to make the most from such a stable and inviting climate. We have already begun to capitalize on our favorable political environment making new friends and shoring up relationships on the local and state level.

You are a member of the AHBA for many reasons. Please keep up with the fast pace of this great organization by getting involved, attending functions, reading this newspaper and doing business with a member. As your 2010 AHBA president, I am here to serve you. I welcome your input, criticism, comments and participations.

### **2010 Foundation Club EXTENDED but for only a few days!**

**Don't Delay! This is your LAST chance to be  
a part of the most *exclusive* group in the AHBA!**

**Get the marketing exposure your company  
must have to stand out above the competition!**

**Home & Garden Expo booths, Golf Teams,  
Newsletter ads and *more!* Spaces are almost full!**

**Email: [kc@ashevillehba.com](mailto:kc@ashevillehba.com) or Call: 828-299-7001**

[ builders tips ]

## Builders' Tip: How to Trim Baseboards for a Snug Fit

I do the finish trimming for a small builder of moderately priced homes in the Norfolk, Va., area who found that it was less expensive for him to use plastered walls than to hang, tape, sand and paint drywall.

But because plaster walls are a hand-tooled product, they're a little uneven and the baseboard molding rarely ends up plumb.

Consequently, what I learned is that in order for me to keep the cope joints tight, I have to slightly adjust the 45-degree bevel used on perfectly square walls. Instead of a 90-degree cut, I found that the cut needs to be a touch off square — usually between 88 degrees and 92 degrees.

When I first started coping these joints, I used a bevel gauge to measure each angle in each corner and then adjusted the compound-miter saw accordingly. That procedure required too much fussing and fiddling and just took too long.

So, to save time, I created several templates to eliminate the fiddling. Here's what I did:

I cut five test blocks or templates of baseboard molding with miter angles ranging between 88 degrees and 92 degrees. The blocks are cut in one-degree increments and marked accordingly.

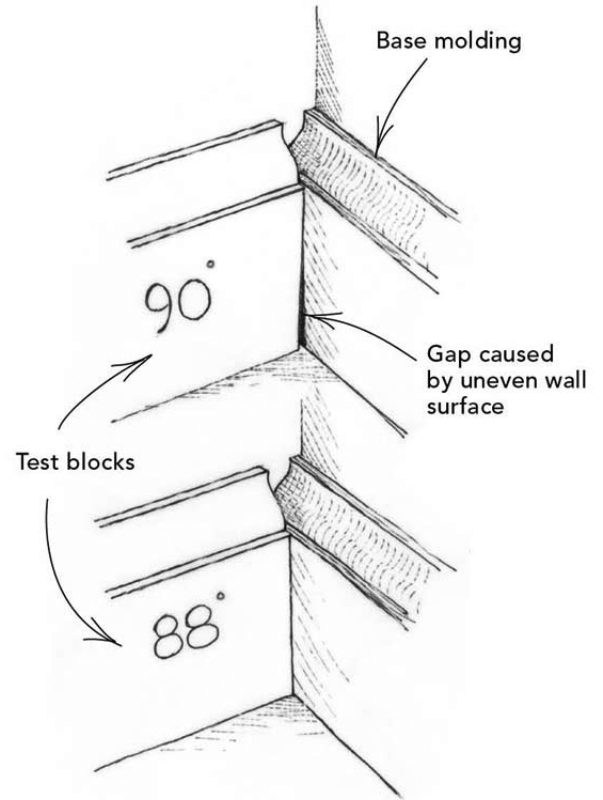
As shown in the accompanying drawing, I then test-fit the blocks to determine the correct angle, and read the angle marked on the block, set my saw to that number and cut the trim piece accordingly.

The trim fits snugly with no gaps, no more back-and-forth measuring- and no fuss.

— Dennis Smith, Suffolk, Va.

Tips & Techniques provided by Fine Homebuilding.

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## AHBA Christmas Gala is a Night to Remember at the Biltmore Estate

On December 11, over 200 members and their guests joined AHBA Board of Directors and staff members for an evening of holiday cheer at the Lioncrest on the Biltmore Estate. Over 50 guests were invited to an intimate reception for 2009 Foundation Club Members, Board of Directors, Past AHBA Presidents, and the 2009 Top SPIKE Recruiters. These guests were treated to a VIP party in the Chesnut Room of the Lioncrest and a chance to visit with each other prior to the general reception. During the general reception, guests were treated to dining fitting of a Vanderbilt including bacon wrapped scallops, coconut shrimp, crab stuffed mushrooms and prime rib. In AHBA tradition, a representative from Children First/ Community in Schools was present for donations from AHBA members to support this great local charity. The popular local band, A Social Function, was a highlight of the evening, with guests begging for encores as the party dwindled to a close late in the evening. During the party, AHBA staff were surprised with a beautiful display of roses and outgoing President, Thomas McClain was presented with his Past President's pin as the newly inducted President, Richard Soderquist was presented with his President's pin. The Foundation Club of 2009 was honored as was the 2009 Board of Directors. Awards were given to the Builder of the Year, Thomas McClain of Home Sweet Home; Associate of the Year, Herb Freeman of Herbert C. Freeman, CPA, P.C., and Affiliate of the Year, Amanda Ballew of more SPACE place. Each of these award recipients were excellent choices for these honors and have been essential to the success of the Association in 2009. Business lasted a brief 20 minutes as party attendees anxiously got back to dancing and socializing at what has been called the best AHBA Christmas Gala ever, and certainly the best event of 2009!



## NAHB Member Advantage Updates

### FTD Offers 15% Discount to NAHB Members

NAHB members can get a 15% discount on all flowers, gifts and gift baskets from FTD, the world's oldest and one of the best known brands in the floral business.

Members can choose from gorgeous red roses, FTD's Share the Joy and Holiday Value collections, Vera Wang exclusive floral designs, spa sets, chocolates, wine baskets and more. They can also take advantage of FTD's "Good as Gold" seven-day satisfaction guarantee of receiving beautiful, floral arrangements and plants that are guaranteed to last at least seven days.

Plus, FTD's same-day delivery and guaranteed satisfaction are also available with "Say It Your Way" bouquets that are delivered with your own personal audio greeting.

With 15,000 retail florists and 45,000 international affiliates, FTD can provide same-day floral service to nearly 100% of the U.S. population. FTD owned and operated U.S. call centers also offer 24/7 availability, including all major holidays.

To use the NAHB Member Advantage 15% discount, visit [www.ftd.com/nahb](http://www.ftd.com/nahb), or call 800-SEND-FTD (800-736-3383) and mention code 17421.

### Earn One Free Hertz Rental Day for Every Two Hertz Rentals

Now through Jan. 31, NAHB members who rent a mid-size vehicle or larger from Hertz for two days or more will earn 300 Hertz #1 Awards® Points. Then, after every two qualifying rentals, they will receive 600 Points — enough to redeem for a Free Rental Day.

Members also will earn one bonus point for every dollar spent in addition to this bonus. Also, Hertz #1 Club Gold® Five Star® or Hertz #1 Club Gold® President's Circle® members will earn additional point bonuses on top of this special offer. Awards points are flexible.

There's no limit to the number of times members can rent or the points they can earn and use whenever they want, Points can be redeemed for longer rentals and larger cars.

Advance reservations are required.

Make your reservation at [hertz.com](http://hertz.com), with your travel agent or with Hertz at 800-654-2210.

Provide PC# 136205 and request #1 Awards Points if it's not already in your Hertz profile.

Earn 300 bonus #1 Awards Points per qualifying rental. Rent two times and you've earned enough points for a Free Rental Day.

For more information, visit [www.Hertz.com](http://www.Hertz.com).

## Fair Appraisals Are a Priority for NAHB

In round two of NAHB's appraisal summit in the National Housing Center in Washington, D.C. on Nov. 3, participants honed in on what can be done to enable builders, lenders and real estate agents to provide appraisers with information they should know in determining the value of a home.

Following up on the meeting — which assembled leaders from major appraisal, lending and housing agencies and federal housing and banking regulators — NAHB will be moving ahead to clarify how builders and others can communicate with appraisers under the Home Valuation Code of Conduct (HVCC) that went into effect last spring.

The appraisal issue has emerged as one of the top priorities for NAHB leaders as the housing industry struggles to gain momentum and gather sufficient strength to create jobs and support a strong rebound in the nation's economy.

At the center of the problem, some appraisers have been using foreclosure and other distressed sales as comparables for appraisals without making proper value adjustments for differences in the quality and condition of the new homes they are assessing. Properties involved in distressed sales often are in poor condition due to neglect or deliberate damage.

In the first meeting of the appraisal summit on Sept. 21, participants noted that there have been "unintended consequences" from the HVCC, including a perception that interested parties are not permitted to communicate with the appraiser. A good answer to this particular issue, summit participants heard, can be found in sets of Frequently Asked Questions individually issued by Fannie Mae and Freddie Mac to clarify what the code of conduct requires and allows. Both of their FAQs state that interested parties are permitted to communicate with the appraiser to provide information relevant to the appraisal.

The intent of the HVCC is to come to an accurate result, participants were told. As long as the result is not to improperly influence the appraiser, then providing information is appropriate if it helps achieve an accurate valuation.

Another concern for NAHB members is appraisers who have been coming from outside the area to appraise properties in local markets they don't adequately know. The bottom line is that it doesn't matter where they come from if they don't know the area in which they are working.

The concern over out-of-town appraisers is part of a larger concern ensuring that appraisers are qualified and experienced, a matter of major importance that took up much of the discussion at the summit.

There is also a need for creating a process that would enable builders and others to receive a second appraisal when the initial appraisal is wrong. There is currently no consistent process for appealing or questioning the results of an appraisal.

At their first meeting, summit participants discussed the possibility of following the example of the Veterans Affairs (VA) Loan Guaranty Program, which has established a process that requires an appraiser to contact the lender for additional information if it appears the appraised value of a home will not be sufficient.

Unfortunately, broader application of the VA reconsideration process is limited because of the unique structure of that program and the direct relationship between the VA and the appraisers assigned to handle valuations on VA transactions.

The HVCC does not prohibit lenders from requesting a reconsideration of an appraisal in order to correct errors, such as miscalculated square footage or the wrong number of bedrooms. But many lenders don't understand this. Lenders frequently won't take on any additional information, and people around the country feel there is no appeals process.

*This article was reprinted with permission from NAHB, [www.nahb.org](http://www.nahb.org).*



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# 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!

## Asheville Radio Group Offers Non-Profit Rates

Asheville Radio Group (65.5, 98.1, 105.9, ESPN Radio) is offering a special to the AHBA! Any of our members who sign up for advertising with ARG will receive the non-profit rate for advertising when they add "Proud Member of the Asheville Home Builders Association. Visit [ashevillehba.com](http://ashevillehba.com) for details" to the end of their advertisement. That is a 33% savings off the regular price! Also, for each company that signs up, the AHBA will receive 5 free commercials! What a kick-back for the AHBA! If you are interested in this great way to gain exposure for your company, please contact the AHBA Office at 299-7001 or contact Murphy Funkhouser at ARG at [mfunkhouser@saganc.com](mailto:mfunkhouser@saganc.com). Thank you ARG for promoting our motto of "Doing Business with Members!"

## AHBA Elects New Board Members for 2010

The Board of Directors boasts big changes for 2010. New faces and returning veterans plan to make the upcoming year an exciting year of fresh ideas. The 2010 Board of Directors will be formally inducted before the membership at the January Annual General Membership Meeting on January 28th. Please congratulate the following AHBA Members as the 2010 Board of Directors of the Asheville Home Builders Association.

**Richard Soderquist, President, Soderquist Construction Company**

**Thomas McClain, Immediate Past President, Home Sweet Home**

**James Bound, Greencraft, Inc.**

**Jill Jones, Westall Chandley**

**Josh Abrams, moreSPACEplace**

**Skip Brewer, Walnut Cove Builders**

**Bob Duffy, Biltmore Farms Homes**

**Don Thompson, Thompson & Rhodes Builders**

**Christopher Fox, Christopher Fox Builders**

**Chris Lyman, McGuire, Wood & Bissette Construction Law Team**

**Steve Royster, Bass & Royster Builders**

**Renee Maxwell, Progress Energy**

**Robi Eckley, Ferguson Enterprises**

**Jennifer Duvall, Asheville Savings Bank**

**Steve Wallin, The Western Carolina Home Place**

## Partnership Pavilion at IBS Will Discuss Financing

The upcoming International Builders' Show (IBS) will be launching an exciting new endeavor: the Partnership Pavilion. This venue will be a forum where association members can discuss their funding needs with representatives from a variety of capital sources and financing advisors. The aim of the Partnership Pavilion is to help our members find new sources of debt and equity financing while reinvigorating the traditional sources of housing credit.

NAHB members who are interested in participating in the Partnership Pavilion at the IBS need to qualify prior to the show by providing specific information on their proposed projects. The qualification form is now available online at [www.nahb.org](http://www.nahb.org).

Several funding sources will be reviewing the project information submitted by builders and developers, and those who are interested in exploring a given deal will be able to schedule a meeting at the pavilion with the designated applicant.

The Partnership Pavilion will be centrally located, with private office space and concierge services. The Pavilion will be open on Tuesday, Jan. 19 from 12 pm - 5:00 p.m.; Wed., Jan. 20 and Thursday, Jan. 21 from 9:00 a.m. - 5:00 p.m.; and Friday, Jan. 22 from 9:00 a.m. - 12 pm.

If you have questions or need more information, contact David Ledford at NAHB at 800-368-5242 x8265.

## Free Gas for Recruiting New AHBA Members

Bonded Builders Warranty Group is offering a \$35 gas card for ANY member who recruits a new member between December 10th and January 10th! And this exciting incentive for recruiting doesn't end there, recruit your FIRST EVER new member and Bonded Builders Warranty Group will give you a \$70 gas card! Who couldn't use free gas? So be sure to start recruiting for the Asheville as this offer ends soon!

## New Member Orientation Attendees

Please congratulate these new members who have attended new member orientation and completed the application process! Introduce yourself to these members at the next AHBA meeting and be sure to begin doing business with these companies!

AMC, Inc., Rob Sadler

Carolina Native Nursery, Bill Jones

D & H Construction, A. Houston Sullivan

Bobby Jones, Bobby Jones

Ken Wilson Ford, Inc., Earl Wheless

Medlock & Associates Engineering, PA, John Squires

Mountain Paint & Decorating, Inc, Ted Hughes

Nemec Construction, LLC, Chris Nemec

New South Construction Supply, Jey Yates

Preferred Properties of Asheville, Inc., Laura Livaudais

Robert J. Deutsch, P.A., Tikun A.S. Gottschalk

Willow Creek Homes, LLC, Jeff Wagner



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Cellular: 828-606-5886  
Fax: 828-651-9952  
Website: [www.r-proselect.com](http://www.r-proselect.com)  
Email: [gfrpro@aol.com](mailto:gfrpro@aol.com)





**Asheville  
Home Builders  
Association**

## AHBA Committee Sign Up Form

Interested in joining a committee within the AHBA? Now is the time to "Get In Where You Fit In!" Look over the committees listed below and decide which would be best suited for your talents. Complete the information section and check which committee you are interested in joining and send the form to the AHBA via fax 299-7008 or email at info@ashevillhba.com. We will send you a confirmation email to let you know which of the committees you selected are open for new members.

Member Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Email (preferred for meeting notices): \_\_\_\_\_

### Committees

\_\_\_ **Activities**- Plans and Executes Annual Events such as Golf Tournaments, Picnic and Christmas Gala. Meets on an as needed basis, usually every other month.

\_\_\_ **Associates**- Works on projects and develops programs to help serve the interest of the Associate members such as the Home Show and Table Top Expo. Meets once a month.

\_\_\_ **Community Involvement**- Responsible for facilitating and recruiting volunteers for community activities such as Habitat for Humanity Builder Blitz and the Top-A-Stop project. Meets every other month.

\_\_\_ **Education**- Responsible for planning and implementing member education classes. Works with AHBA staff to determine need and interest in NCBI and NAHB classes. Meets every other month.

\_\_\_ **Legislative**- Serves as a liaison to the Board and the General Membership – meets with local elected officials, discusses ordinances and monitors Build-Pac Funds. Meets as needed, usually every other month.

\_\_\_ **Membership/Retention**- An AHBA Staff run committee focusing on membership through recruitment and retention. Works closely with AHBA staff to plan and execute the New Member Picnic and May Membership Drive. Responsible for contacting new members and serving as an Ambassador at AHBA Events & Meetings. Meets once a month on the 2<sup>nd</sup> Wednesday of each month.

\_\_\_ **Parade of Homes**- Plans and produces the annual scattered-site Parade of Homes held in October. Meets once a month.

*We look forward to working with you through on an AHBA Committee! Thank you in advance for your commitment and willingness to serve to help grow the AHBA membership, programs, events and meetings!*

- Meeting dates and times may vary with each committee
- All meetings are held at the AHBA Office unless otherwise announced
- Please volunteer if you are able to make a commitment to attend the majority of all meetings.
- We need committee members who are willing to commit to each team and make a difference in the AHBA!

[ member news ]

## Professional Remodelers Key to Earning Energy-Efficiency Tax Credits

Homeowners now can claim up to \$1,500 in expanded energy-efficiency tax credits for remodeling their principal residence to reduce energy consumption. Available until the end of 2010, the revamped Existing Home Retrofit (25C) Tax Credit helps consumers save two ways: on their costs and on their utility bills.

"Remodelers can help find the best methods of saving energy in your home with an assessment, like a home energy audit," explained NAHB Remodelers Chairman Greg Miedema, CGR, CGB, CAPS, CGP, a remodeler from Tucson, Ariz. "Tightening the house to reduce air leakage by adding insulation, fixing ducts, and installing a more efficient heating and air conditioning system can help save on energy bills today while also reducing next year's tax bill."

The expanded federal tax credit refunds 30 percent of the product replacement cost up to a total of \$1,500. It can be used not only for HVAC systems, insulation and water heaters but also for windows and doors and insulation as long as the new products meet IRS qualifications. In some cases, installation costs may also be used to claim the tax credit.

Home energy audits can cost as little as \$500, which remodelers say is an expense that pays for itself—and more—with savings from efficiency upgrades. And homeowners may be able to combine federal tax credits with local and regional incentives to maximize savings.

Here's one example: Insulation improvements may be one of the easiest and most affordable ways to save on energy costs. Upgrading inefficient insulation (from R-19 to R-38) in the attic of a two-story, 2,000-square-foot Chicago home might cost around \$1,000, but the tax credit brings that down to \$700. Add that to Chicago's MidAmerican Energy residential energy efficiency rebate program, which can return up to \$600 spent on insulation or other energy-efficiency upgrades, and the cost drops to \$100 — meaning a two-year payback period for the \$51 estimated annual utility savings for this project.

Inspecting the ductwork, caulking and heating and cooling systems for possible upgrades or enhancements also help to provide additional energy savings, Miedema said.

Homeowners also can use the tax credit for heating and cooling components. For example, upgrading a standard 10-year-old air conditioner to today's federal minimum 13-SEER (Seasonal Energy Efficiency Ratio) model may cost about \$5,500 in Phoenix, but does not qualify for the tax credit. Spending as little as \$2,000 more for a higher-efficiency air-conditioner (such as 16-SEER) earns the homeowner the \$1,500 energy-efficiency federal tax credit. Plus, the local power company provides a rebate starting at \$425. With the tax credit and utility rebate, the cost difference can be paid back in a couple of years, while the homeowner may enjoy utility bills savings for years to come.

With the credit, tankless water heaters are comparable in cost to traditional gas water heaters, but last as long as 20 years and are 30 percent more efficient, according to Eugene Lamana, residential business manager at Rinnai, a manufacturer of tankless water heaters and other gas appliances based in Peachtree City, Ga. Savings depend on local energy prices, but home owners may also save with less frequent replacements. When the credit is included, homeowners can save \$100 per year on their water heating expenses, he added.

"These are just some examples of how the energy-efficiency tax credit helps consumers save money in making home improve-

ments and cutting down utility bills," said Miedema. "Homeowners should contact a professional remodeler near them for advice on installing tax credit-qualified improvements in their home."

Homeowners can use an energy-savings simulation from the NAHB Research Center at <http://energysim.toolbase.org> to determine likely costs of upgrades and savings. Information on rebates from utility companies and other state and local government incentives is available at [www.dsireusa.org](http://www.dsireusa.org).

In addition to expanding the 25C tax credit, the Wind, Solar, Geothermal and Fuel Cell (25D) Tax Credit for renewable energy products now provides larger incentives for installing geothermal heat pumps, solar panels, solar water heaters, small wind energy systems and fuel cells. Although the upfront costs are high for these products, the tax credit is 30 percent and there is no cap on their cost through 2016. Taxpayers can claim the credits on IRS Form 5695.

For more information about the tax credit, visit [www.nahb.org/efficiencytaxcredit](http://www.nahb.org/efficiencytaxcredit). For more information about remodeling, visit [www.nahb.org/remodel](http://www.nahb.org/remodel).

*This article was reprinted with permission from NAHB. For similar articles about tax credits or NAHB Remodelers, please visit [www.nahb.org](http://www.nahb.org). NAHB Remodelers is America's home for professional remodelers, representing more than 20,000 remodeling industry members of the National Association of Home Builders (NAHB). Founded in 1982, the organization provides information, education and designation programs to improve the business and construction expertise of its members and to enhance the professional image of the industry. Its membership incorporates 145 local councils in 43 states. Learn more about remodeling at [www.nahb.org/remodel](http://www.nahb.org/remodel). Or, contact the AHBA at 299-7001.*

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## Parade of Playhomes to Draw Huge Crowds to 2010 AHBA Home & Garden Expo

The AHBA is pleased to announce that the 2010 Parade of Playhomes benefiting United Way of Asheville and Buncombe County will transition locations to be displayed and auctioned at the AHBA's Home & Garden Expo in May 2010. This is an exciting development as the AHBA expects to draw even larger numbers of attendees to the Expo by supporting this local charity event.

The Parade of Playhomes is an annual event that began in 2009 with five participating companies building playhomes showcasing their work. The homes were then auctioned with the proceeds supporting United Way of Asheville and Buncombe County. Each participating builder received a tax donation for the auction price of their donated home, as well as \$1000 in radio advertising courtesy of Asheville Radio Group. This was a successful event that the AHBA is honored to continue at our inaugural Home & Garden Expo.

AHBA builder members will have the opportunity to display examples of their work to the general public through participating in this special fundraiser. Associate members can utilize this chance to display their products in the homes of these Playhomes. Members are encouraged to show potential clients their craftsmanship on display at the AHBA Expo while showing support for this amazing local charity!

The 2010 Home & Garden Expo is an exciting opportunity for the AHBA and our members to have an industry specific show unique to our area.

The show will be held at the WNC Agricultural Center off Airport Road, in their new 30,000 square foot facility. This location has free parking, all one-level flooring, 6 large loading doors around the building, and heating and air conditioning.

The Expo is geared toward promoting the products and services of our membership to include: builders, landscapers, building supplies, fireplaces, hot tubs/pools, windows, garage doors, lighting, architects, etc. For a complete list of applicable vendors, please visit the AHBA website

at [www.ashevillehba.com](http://www.ashevillehba.com) and select the category drop down menu on the directory page. Or, contact the AHBA with specific questions about eligibility.

The Expo will be open to the public for May 1 & 2, and on the evening of April 30 from 5:30 pm - 7:30 pm, the AHBA will host a private Builder Preview Event to provide our members a sneak peek at the products and services our members have on display, as well as the Parade of Playhomes. Regular Expo hours will be from 10 am - 7 pm on Saturday and 12 pm - 5pm on Sunday with the Parade of Playhomes Auction on Sunday Afternoon.

Tickets for the Expo will be available in advance at a discounted rate through the AHBA and various other community businesses.

Sponsorship opportunities for the AHBA Home & Garden Expo are available at various commitment levels. If your company is interested in learning more about sponsorship opportunities in the Expo, please email [kc@ashevillehba.com](mailto:kc@ashevillehba.com).

Information on booth registration is available now at the AHBA Office. A non-refundable deposit payment is expected at time of reservation. As the community's homebuilding resource since 1966, the AHBA is proud to serve our membership and the residents of western North Carolina.

### The Asheville Home Builders Association's

**2010**  
**Home & Garden**  
**expo**

## New Storm Water Rules Not Friendly for Homes or Environment, Says NAHB

The Environmental Protection Agency has announced new storm water management requirements for builders that don't effectively address water quality and environmental issues – but do promise to place significant burdens on the home building industry and result in higher costs for home buyers, according to the National Association of Home Builders.

Beginning next month, EPA will start placing stricter limits on the amount of pollutants in storm water legally allowed to leave a construction site after a rainfall and require that water be virtually free of soil or sediment. "That's a standard that no builder, anywhere, can consistently expect to achieve – and EPA's own studies show it's not the answer to reducing pollutants in our nation's waters," said NAHB Chairman Joe Robson, a builder and developer in Tulsa, Okla.

A year ago, EPA proposed rules that for the first time incorporated so-called Effluent Limit Guidelines for the construction and development industry. The agency released the proposal under a court order after a lawsuit filed by an advocacy group argued that builders, whose "discharges" under the Clean Water Act are the result of rainfall and sediment running off construction sites, should be treated like commercial and industrial enterprises, which discharge water and chemicals via pipelines.

The guidelines set out requirements without regard to the type of soil on the jobsite and how likely it is to absorb excess rainwater. The "turbidity" limit – the amount of sediment in the water – does not take into account the natural turbidity of nearby streams or other water bodies. And the

the natural turbidity of nearby streams or other water bodies. And the rules require stepped-up state enforcement, but no accompanying guidance on how to monitor compliance or money to pay for the additional administrative and inspection costs.

Further, the additional requirements are more difficult – and in some cases impossible – to meet on smaller lots and in urban redevelopment, severely hampering "smart growth" projects and transit-friendly building.

"EPA specifically asked for, and NAHB provided, significant comments and alternatives that would meet these important goals at a lower cost and with less red tape, so we're quite disappointed – and frankly, bewildered – that EPA did not take our suggestions," Robson said.

At the same time it finalized these onerous requirements, EPA also announced it was developing yet another rule to address storm water discharges from development.

"With all of the existing rules and voluntary steps our members are already taking to improve the quality of the nation's waters, it is uncertain what might be gained from this additional and costly layer," Robson said.

NAHB is continuing to study the final rule and any supporting documentation, he said.

*This article was reprinted with permission from [www.nahb.org](http://www.nahb.org).*

## A Local Perspective: Landscaping Done Right from the Beginning

By Bill Jones, AHBA Member

Striking the right curb appeal is what great landscaping can achieve. Some builders and construction firms are finding that they can do the landscapes on their jobs. It keeps employees busy and provides a pleasant break from their other duties, many like gardening and the finished result is usually quick and satisfying. One of the most important aspects of successful landscape gardening is planning and planting correctly. Extra time and effort at this stage will pay dividends later on as trees or shrubs grow and mature.

**Have a Plan and Selecting Plants.** First, are the plants going to be in the sun or the shade? Which side is to the south, west, and so on? Knowing this, then you can decide on the type plants you want, selecting those that are locally grown directly from nearby growers and therefore hardy for your area. If you do not buy directly from a grower, ask where the plants are grown. Do you really think plants grown in Florida, Alabama, or even the Piedmont of N.C. will survive as well as those grown in our mountains? There is no point in selecting plants for a design that you cannot easily get. Consider its ultimate size and average growth rate. Local nurserymen will gladly help. Landscape characteristics such as form, color, texture, foliage, and fruits and berries should be considered. Getting some help in the planning stage for placement and spacing, from a book (there are many at the store), a landscape designer, or a landscape architect, may be in order. They should be happy to listen what you have in mind for the project, including your budget, and provide a plan quickly. But if you can implement the many aspects of designing or building a house, you can do the landscape.

**When to Plant.** Most nursery-grown plants are balled and burlapped (B&B) or container-grown. Container and B&B plants can be brought and planted successfully anytime during the year as long as adequate water is provided. Our best planting season begins in September and continues until December. January through March can be a suitable planting season if soils aren't too wet or frozen. Only plant in May through September if forced to. High temperatures make watering tricky and plant survival a real challenge.

**Planting Procedures.** A modern trend in landscaping is to plant shrubs in large beds, so it's best to prepare the entire bed versus digging individual holes. Finish with 3 - 4 inches of an organic mulch to conserve moisture, discourage weeds and increase growth and survival. When planting field-grown (B & B) material, use as much native soil in the backfill as possible. Position the rootball on solid, undisturbed soil to keep it from settling too deep. Before backfilling, remove all wires, nylon strings, and cut away the burlap from the top half of the rootball. With container-grown plants, be sure to disturb the root zone area of the plant, especially if it's "potbound". Breakup the ball gently with fingers and thumbs. Make sure the top of the root ball or container soil is 1" above soil level.

*Bill Jones is owner of Carolina Native Nursery which is a wholesale grower and supplier of native landscape plants throughout western N.C. and the Eastern U.S. For more information, please visit [www.carolinanativenursery.com](http://www.carolinanativenursery.com).*

## Those Serving the Association are Building a Better Industry

The AHBA was honored in 2009 to have a dedicated group of individuals who served on the Board of Directors or on a Committee/Council in the Association. These individuals were instrumental in the planning of all the various events and meetings that took place in 2009. Next time you see one of the following members, please thank them and let them know how much you have enjoyed their efforts to make our Association the best HBA in the state of North Carolina!

**Board of Directors:** Thomas McClain, Home Sweet Home; Richard Soderquist, Soderquist Construction Company; Jill Jones, Westall Chandley; Duane Liming, Pioneer Construction and Development; Sean Sullivan, Living Stone Construction, Inc.; Rick Dwyer, Greenstone Builders; Chris Lyman, McGuire, Wood & Bissette Construction Law Team; Herb Freeman, Herbert C. Freeman, CPA, PC; Stuart Ray, JS Ray & Associates; Steve Royster, Bass & Royster; Josh Abrams, more SPACE place; Greg Spicer, MATH Insurance Services; Jim Demos, Demos Builders; James Bound, Greencraft Inc.; and Don Thompson, Thompson-Rhodes Builders.

**Committee Members:** **Activities Committee-** Co-Chairs Duane Liming and Nathan Lawrence, Pioneer Construction and Development; James Bound, Greencraft Inc.; Brenda Dunlap, SEARS Commercial; Brian Burpeau, West End Cabinets; Josh McGee, Westall Chandley; Dawn McGinnis, Your Floor Stop; **Associates Committee-** Chair Richard Soderquist, Soderquist Construction Company; Judy Dinelle, 84 Lumber; Jorg Ronke, Pella Window and Door Co.; Jim Joly, Builder/Architect Magazine; Renee Maxwell, Progress Energy; Bob Stover, Mountain Atlantic Builders; **Community Involvement Committee-** Co-Chairs Stuart Ray, JS Ray & Associates and Kevin Abercrombie, Home Sweet Home; **Education Committee-** Thomas McClain, Home Sweet Home; Chris Lyman, McGuire, Wood & Bissette; Rick Dwyer, Greenstone Builders; **Legislative Committee-** Chair Greg Spicer, MATH Insurance Services; Greg Phillips, Mayfair Partners, LLC.; Sean Sullivan, Living Stone Construction, Inc.; Thomas McClain, Home Sweet Home; Richard Soderquist, Soderquist Construction Company; **Membership Committee-** Jill Jones, Westall Chandley; Skip Brewer, Walnut Cove Builders; J. Kohen, Concrete Specialites; Meredith Johnson, 2-10 Homebuyers Warranty; Judy Dinelle, 84 Lumber; Steve Wallin, The Western Carolina Home Place; Ken Dinkins, NOVA Kitchen & Bath; **Marketing Committee-** Josh Abrams, more SPACE place; Murphy Funkhouser, Asheville Radio Group; Rick Dwyer, Greenstone Builders; Sean Sullivan, Living Stone Construction, Inc.; **Parade of Homes Committee-** Co-Chairs Josh Abrams, more SPACE place and Steve Royster, Bass & Royster; Jason Weil, Retro+Fit+Design; Brenda Dunlap, SEARS Commercial; Clay Johnson, Lifestyle Homes of Distinction; Hugh Thomas, Builders FirstSource; Julie Bland, Asheville Citizen-Times; Josh McGee, Westall Chandley; Don Thompson, Thompson-Rhodes Builders; Donna Reeves, HomeTrust Bank; Jimmie Worley, Artisan Kitchen Studio; Maria Horton, Showcase Exteriors; Mitch Gonzalez, Target Builders, Inc.

**Council Members:** **Professional Women in Building Council-** Chair Judy Dinelle, 84 Lumber; Vice Chair Amanda Ballew, more SPACE place; Secretary/Treasurer Gina Kidder, Core Installations; Director Maria Horton, Showcase Exteriors; Michelle Snowden, more SPACE place; Maria Aponte, Hi-Tech Integrated Systems; Jenny Brunet, Cool Mountain Construction and Realty; Sean Cashin, Cashin Construction Company; Angie Rogers, NOVA Kitchen & Bath; Cheryl Reavis, White Insurance Company; Cheryl Hill, Pella Window and Door, Co.; Carla Maddux, Asheville Fence; Dawn McGinnis, Your Floor Stop; Violy Dwyer, Greenstone Builders; Ashley McElreath, West End Cabinets; Jill Jones, Westall Chandley; Donna Reeves, HomeTrust Bank; Cristee Whitfield, Ferguson Enterprises; Betsy Cameron, Mature Living Choices; **Remodelers Council-** Lisa Childs, Home Transitions; Tim Alexander, HomeSource Construction; Cheryl Hill, Pella Window and Door Co.; Joe Golino, Asheville Construction Inc.; James Selmensberger, Palladium Builders, Inc.; Charlie Soderquist, CW Soderquist Builders.

## In the Know...

2010 Committees and Councils

**Sign up to serve on a committee in 2010 on page 7!**

### Activities Committee

*Duane Liming and Nathan Lawrence- Co-Chairs*

Special thanks to everyone who made the events possible this year by helping out on the Activities Committee! We are pleased to say that the AHBA Christmas Gala was a HUGE success this year, as over 200 members attended and danced the night away to the band A Social Function, even asking for encores at the end of the night! Join us in 2010 as we plan the best events in western North Carolina for home-building professionals! This laid-back, fun group wants to make 2010 an awesome year for the AHBA!

### Community Involvement Committee

*Kevin Abercrombie and Stuart Ray- Co-Chairs*

It's the beginning of a new year! We are all excited about the upcoming year and the opportunities that we will have to benefit the community. Last year, we had great success with multiple programs which included the INSULATE! program with the students at Warren-Wilson College and the TEAM Day event with the Hendersonville HBA.

We will continue to stay involved with the INSULATE! team and look forward to getting dates for these events to the general membership. We will be asking for volunteers to help with the work on these homes for people who need our help. If you are interested in helping out, please call or email the office and get on the volunteer list.

Also, if you know of any projects we could help with that would benefit someone in need, please contact the office or chair of the committee. We will be looking for ways to get involved with helping the community and any ideas will be reviewed by the committee.

Thank you in advance for all who will help in the upcoming year and we look forward to helping as many people in our community as possible.

### Legislative Committee

The Legislative Committee is looking forward to an eventful 2010 – with a big election year ahead of us we know how important it will be to keep all of our members in the know about legislative issues facing our industry. We want to remind all of you how important BuildPac is to our industry. During 2009 we only met about 75% of our goal for funds raised. In 2010 we will be looking to raise almost \$7000 and we will need the support of our members to reach that goal! Make it a priority in 2010 to be involved on the legislative front – support BuildPac and make an investment in the future of our industry! We look forward to working with you this year, please contact the committee with any concerns or issues you have.

### Membership Committee

This team of dedicated members are looking for ways to recruit and retain members in the Association. We are looking forward to a 2010 with a great membership team ready to recruit new members and provide great benefits to help with retention! Join us in 2010 if you are interested in being a part of this great committee!

### Parade of Homes Committee

*Steve Royster & Jason Weil- Co-Chairs*

We had a very successful Parade of Homes in 2009 thanks to a dedicated Parade of Homes Committee. The Committee is just getting started on planning the 2010 Parade of Homes. The new Co-Chairs for this year's Parade of Home Committee are Steve Royster and Jason Weil. They are both really excited about getting the committee rolling, and putting together a great Parade of Homes in October. The committee is looking for a few good men and women who would like to join them and offer their input into this very special annual event. Call the office to see how you can help make the 2010 Parade of Homes the best yet! Also, don't forget to put on your calendar the Parade of Homes Preview Event which will be coming up in February.

### Professional Women in Building Council

*Gina Kidder – Secretary/Treasurer*

Our December 1st PWB lunch meeting was sponsored by Hit-Tech Integrated Systems, Inc. – Our group took a tour of the recently remodeled showroom and full theater– It's awesome! Wally showed us the options in the theater and cooked lunch too! Thank you Wally, Maria and the rest of the team for providing an outstanding lunch!

Congratulation to Amanda Ballew, our 2010 Chairman, for receiving the 2009 Affiliate of the Year award from AHBA at this year's Christmas Gala. Congratulations also goes out to our 2009 chairman, Judy Dinelle, she was inducted last week as the treasurer for the North Carolina PWB.

Membership drive is coming soon – be sure to talk to your colleagues about joining the PWB. If you know someone that would benefit from being a member please tell them about us. As a reminder, everyone is welcome to join and if you are interested in being a part of the PWB Council please contact Gina Kidder with Core Installations at gina@coreaudiovideo.com.

Next meeting date:

February 2 – 8:30am @ AHBA

March 2 – 12noon on location TBD

April 6 – 8:30am @ AHBA

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WWW.CASONBUILDERSUPPLY.COM

## - Renewing Members -

### **Bald Mountain Homes**

John Senechal  
PO Box 1665  
Asheville, NC 28802  
(828) 252-9357

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

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

### **Choice Plumbing Services, LLC**

Terry Langford  
425 Sagewood Drive  
Marshall, NC 28753  
(828) 778-7840

### **Daniel Kilby Builders**

Daniel Kilby  
PO Box 74  
Swannanoa, NC 28778  
(828) 298-6938

### **Gardner Building Group LLC**

Scott Gardner  
20 Gardner Drive  
Asheville, NC 28803  
(828) 298-8982

### **GDS Asheville**

Brad Martin  
1070 Riverside Drive  
Asheville, NC 28804  
(828) 253-3929

### **Griffin Realty & Construction Enterprises, Inc.**

Ward Griffin  
PO Box 1948  
Asheville, NC 28802-1948  
(828) 254-8897

### **J P McClure Inc**

James McClure  
23 Wild Cherry Rd  
Asheville, NC 28804-1726  
(828) 254-2802

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

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

### **Mountain Air Mechanical Contractors**

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

### **Progress Energy**

Renee Maxwell  
51 Fox Ridge Drive  
Fletcher, NC 28732  
(828) 450-3082

### **PSNC Energy**

Tami Maybin  
15 Overland Industrial Blvd.  
Asheville, NC 28806  
(828) 670-3504

### **Rick Mills Lath & Stucco LLC**

Rick Mills  
5 Airport Rd  
Arden, NC 28704  
(828) 687-9006

### **Ridgeline Construction Group**

Jeff Nichols  
P.O. Box 26  
Skyland, NC 28776  
(864) 270-4709

### **Roger Lunsford Drywall**

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

### **Stewart Title Company**

Melissa Ward  
1304B Patton Avenue  
Asheville, NC 28806  
(828) 350-1780

### **Sun Construction**

William Maccurdy  
PO Box 2215  
Asheville, NC 28802  
(828) 777-7786

### **Tile Unlimited**

Eddie Ratcliff  
15 Sun Haven Dr  
Asheville, NC 28806-9008  
(828) 253-1151

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

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

### **Trulls Handyman Service**

Keith Trull  
PO Box 1986  
Candler, NC 28715-1986  
(828) 665-8314

### **W W H Construction Inc**

Worth Hester  
PO Box 1202  
Black Mountain, NC 28711-1202  
(828) 669-0828

### **Wayside Landscape Services**

Andrew White  
49 Old Farm School Rd  
Asheville, NC 28805  
(828) 298-4599

## - Pending Members -

### **Appalachian Carpet & Textile Cleaning**

Rick Owenby  
PO Box 6897  
Asheville, NC 28816  
828-505-7733  
Cleaning - Fire, Flood,  
Construction & Smoke Damage  
SPIKE: Greg Spicer

### **Gardens for Living**

John M. Phillips  
21 Sweeten Creek Rd.  
Asheville, NC 28803  
828-274-7225  
Landscape Contracting  
Landscape Design  
SPIKE: Sean Sullivan

### **Gooseman Rose, P.A.**

Elizabeth C.M. Cramer  
77 Central Avenue, Suite H  
Asheville, NC 28801  
828-258-0150  
Attorneys  
SPIKE: Bruce Alexander

### **KHI LLC**

Kerry M. Ball  
701 Park South Blvd  
Arden, NC 28704  
828-654-9916  
Additions & Remodeling  
Carpenters  
SPIKE: Greg Wilkie

### **The Homepro**

Bob Wright  
92 Winston Ave  
Asheville, NC 28803  
828-230-8101  
General Contractor  
SPIKE: Greg Spicer

### **Thompson - Rhodes Builders, Inc**

Bill Leidheiser  
1472 Warrior Drive  
Tryon, NC 28782  
828-712-5573  
Builder  
SPIKE: Don Thompson

### **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 list of Prospective 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](mailto:info@ashevillehba.com). **All information given to the AHBA is held strictly confidential.**

## - New Members -

**\*Pending New Member Orientation  
Alderman Custom Homes, LLC**

Bill Hanke  
PO Box 1548  
Weaverville, NC 28787  
828-380-1788  
Commercial Remodeling; Green Builder  
SPIKE: Brenda Dunlap

**\*Pending New Member Orientation  
Allegra Print & Imaging**

Mike Powell  
191 Charlotte Street  
Asheville, NC 28801  
828-253-6886  
Printing  
Signage  
SPIKE: Maria Aponte

**\*Pending New Member Orientation  
Allora, LLC**

Jennifer Jeffries  
201 River Place Ste 501  
Greenville, SC 29601  
864-458-8176  
Builder  
Land Developer  
SPIKE: Skip Brewer

**AMC, Inc.**

Rob Sadler  
133 Thompson Street  
Asheville, NC 28803  
828-252-6161  
Ironwork  
Wrought Iron & Welding  
SPIKE: Rich Kubica

**\*Pending New Member Orientation  
Amp Electric**

Jason Hamilton  
356 Flat Creek Rd.  
Black Mountain, NC 28711  
828-318-5217  
Electrical Contractors  
SPIKE: Sean Sullivan

**\*Pending New Member Orientation  
Angel's Stucco DBA**

Jose A. Rodriguez  
3 Lynnbrook Drive  
Arden, NC 28704  
828-551-5939  
Stucco  
SPIKE: Greg Spicer

**\*Pending New Member Orientation  
B&L Distribution Company of NC**

Scott T. Ibbotson  
190 Continuum Drive  
Fletcher, NC 28732  
828-209-5000  
Brick, Stone, Masonry, Sand Suppliers;  
Stucco  
SPIKE: Skip Brewer

**\*Pending New Member Orientation  
Binswanger Glass Co.**

David Pritchard  
1194 Hendersonville Rd.  
Asheville, NC 28803  
828-277-7599  
Glass & Mirror Products  
Doors: Exterior & Interior  
SPIKE: Barbara Cerridwen

**Bobby Jones**

Bobby Jones  
Two Town Square, Ste 200  
Asheville, NC 28803  
828-713-3929  
Insurance  
SPIKE: Herb Freeman

**\*Pending New Member Orientation  
Brookstone Builders, LLC**

Richard King  
PO Box 1105  
Black Mountain, NC 28711  
828-230-7972  
Builder  
SPIKE: Brian Burpeau

**\*Pending New Member Orientation  
Carlton DesignBuild, Inc.**

Rob Carlton  
PO Box 7466  
Asheville, NC 28802  
828-212-6297  
Single Family -Spec  
Single Family Townhouses  
SPIKE: Herb Freeman

**\*Pending New Member Orientation  
Carolina Cornerstone  
Construction, Inc.**

Scott L. MacAlister  
357B Depot St  
Asheville, NC 28801  
828-251-9067  
General Contractor  
Green Builder  
SPIKE: Rich Kubica

**Carolina Native Nursery**

Bill Jones  
1126 Princes Creek Rd.  
Burnsville, NC 28714  
828-684-1471  
Landscape Materials  
Landscape, Lawn & Garden  
SPIKE: Jill Jones

**\*Pending New Member Orientation  
Clearwater Well Dwelling, Inc**

Jeff Moore  
PO Box 71  
Hot Springs, NC 28743  
828-622-7241  
Wells & Well Drilling  
SPIKE: Steve Wallin

**\*Pending New Member Orientation  
Custom Granite & Marble, Inc**

George Douglas  
16A Piney Park Rd  
Asheville, NC 28806  
808-255-1855  
Marble, Stone, Granite & Tile  
SPIKE: Kevin Abercrombie

**D & H Construction**

A. Houston Sullivan  
34 Raleigh Road  
Asheville, NC 28803  
828-335-9180  
Carpenters, Framing  
Framing Contractor  
SPIKE: Kevin Abercrombie

**\*Pending New Member Orientation  
David Wall**

David Wall  
71 Garden Circle  
Asheville, NC 28806  
828-215-4200  
Real Estate Sales & Marketing  
SPIKE: Terry Walton

**\*Pending New Member Orientation  
DRA Living, Inc.**

David Rand  
900 Hendersonville Rd, Ste 301  
Asheville, NC 28803  
828-274-4699  
Modular Homes  
SPIKE: Herb Freeman

**\*Pending New Member Orientation  
First Restoration Services  
of Asheville**

Shawn Silliman  
173 Rutledge Rd  
Fletcher, NC 28732  
828-684-1582  
Repairs - Storm Damage/Building  
Defects; Water/Fire Damage  
SPIKE: Josh Abrams

**\*Pending New Member Orientation  
G & S Stoneworks**

Gary Stroud  
211 Stroud Valley Rd.  
Black Mountain, NC 28711  
828-243-5961  
Masonry Contractors  
Stone Masonry  
SPIKE: Kevin Abercrombie

**\*Pending New Member Orientation  
Grace Homes**

Brad Hutchinson  
348 Pauls Drive  
Fletcher, NC 28732  
828-698-6888  
Builder; Drafting  
SPIKE: Rob Fisher

**\*Pending New Member Orientation  
Hagemeyer North America**

Lee Harris  
155 Jacob Holm Way  
Candler, NC 28715  
828-255-2401  
Safety Products  
SPIKE: Thomas McClain

**\*Pending New Member Orientation  
Home Environments**

Darrie Earley  
1070 Tunnel Rd.  
Asheville, NC 28805  
828-768-1167  
Carpet & Floor Coverings  
Ceramic Tile  
SPIKE: Steve Wallin

**\*Pending New Member Orientation  
ISS Technologies**

Dave Heath  
22 Business Park Circle  
Arden, NC 28704  
828-684-4248  
Structured Wiring  
Telephone & Communications  
SPIKE: Tom Rich

**\*Pending New Member Orientation  
Jethro's Johnnies, Inc.**

Jeff Moore  
15020 NC Hwy 209  
Hot Springs, NC 28943  
828-622-9407  
Portable Toilets  
SPIKE: Steve Wallin

**\*Pending New Member Orientation  
K2 Irrigation Services, Inc.**

Kevin McRae  
PO Box 698  
Enka, NC 28728  
828-633-0536  
Landscape Contractors  
Landscape, Lawn & Garden  
SPIKE: Josh Abrams

**Ken Wilson Ford, Inc.**

Earl Wheless  
PO Box 869  
Canton, NC 28716  
828-648-2318  
Auto & Truck Dealer  
Auto & Truck Repair  
SPIKE: Brian Burpeau

**\*Pending New Member Orientation  
Keystone Kitchen & Bath**

David Gardner  
1170 South Main St.  
Waynesville, NC 28786  
828-452-4931  
Cabinets; Countertops  
SPIKE: Erin Spicher

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

- New Members Continued-

**Medlock & Associates  
Engineering, PA**

John Squires  
53 Asheland Ave., Ste 101  
Asheville, NC 28801  
828-232-4448  
Engineers  
House Plans & Home Design  
SPIKE: Jill Jones

**\*Pending New Member  
Orientation**

**MJO Industries, Inc**

Mark Olander  
5 Summersweet Lane  
Asheville, NC 28803  
828-712-1688

Builder  
Residential Remodeling - Builder  
SPIKE: Rich Kubica

**Mountain Paint  
& Decorating, Inc**

Ted Hughes  
110 Merrimon Ave  
Asheville, NC 28801  
828-258-5385  
Decorating & Interior Design  
Paint Suppliers  
SPIKE: Herb Freeman

**\*Pending New Member  
Orientation**

**Mountain Showcase Group**

Nick Dionne  
211 Sugarloaf Rd  
Hendersonville, NC 28792  
828-545-2831  
Cabinets  
Kitchen & Bath  
SPIKE: Katie Rice

**Nemec Construction, LLC**

Chris Nemec  
PO Box 300  
Swannanoa, NC 28778  
828-686-0621  
Green Builder  
Solar Homes  
SPIKE: Brenda Dunlap

**New South  
Construction Supply**

Jey Yates  
9 N Kings Rd  
Greenville, SC 29621  
864-269-7007  
Handscape Products  
Waterproofing Supplies  
SPIKE: Jay Koehn

**\*Pending New Member Orientation**

**North Carolina Farm Bureau**  
Patrick Cusack  
PO Box 6955  
Asheville, NC 28816  
828-259-3883  
Insurance  
SPIKE: Thomas McClain

**Preferred Properties  
of Asheville, Inc.**

Laura Livaudais  
39 Woodfin St.  
Asheville, NC 28801  
828-712-5445  
Real Estate Sales & Marketing  
SPIKE: Jill Jones

**\*Pending New Member Orientation**

**Profiles In Wood**

Dawson Spano  
76 Parker Drive  
Maggie Valley, NC 28751  
828-734-4482  
Builder  
SPIKE: Judy Dinelle

**\*Pending New Member Orientation**

**Red River, Inc.**

Mary Duffy  
800 E. Fairview Rd., Suite 274  
Asheville, NC 28803  
828-298-9309  
SPIKE: Brenda Dunlap

**Robert J. Deutsch, P.A.**

Tikkun A.S. Gottschalk  
75 North Market Street  
Asheville, NC 28801  
828-251-0600  
Attorneys  
SPIKE: Jill Jones

**\*Pending New Member Orientation**

**RockStar Marble & Granite**

Matt Olofson  
6 Fairview Rd.  
Asheville, NC 28803  
828-505-2137  
Countertops  
Marble, Stone, Granite & Tile  
SPIKE: Sean Sullivan

**\*Pending New Member  
Orientation**

**Scenic Wolf Development, LLC**  
Rick Bussey  
1915 Wolf Ridge Rd.  
Mars Hill, NC 28754  
828-689-3600  
Builder  
SPIKE: Chad Golden

**\*Pending New Member  
Orientation**

**Solarnomics (CM Wilson, Inc.)**

Chris Wilson  
PO Box 1270  
Mars Hill, NC 28754  
828-230-6238  
Electrical Contractors  
Solar Energy  
SPIKE: Herb Freeman

**\*Pending New Member  
Orientation**

**SoWachaWant Screen Printing**

Tracy Owens  
20 Maple Street  
Fletcher, NC 28732  
828-243-2482  
Advertising & Specialties  
Signage  
SPIKE: Josh Abrams

**\*Pending New Member  
Orientation**

**Swannanoa Carpet City**

Don Robinson  
2407 US Hwy. 70  
Swannanoa, NC 28778  
828-686-7356  
Stairs & Stair Parts  
flooring & floor coverings  
SPIKE: Brian Burpeau

**\*Pending New Member  
Orientation**

Thomas and Company  
Accounting  
Rhulon Todd Fowler  
20 Harrison Street  
Asheville, NC 28801  
828-776-8633  
accounting/tax preparations  
SPIKE: Terry Walton

**\*Pending New Member  
Orientation**

**Tri-County Solutions**

Jon Hill  
44 Buck Shoals Rd., Suite F-1  
Arden, NC 28704  
828-687-2654  
Printing  
Signage  
SPIKE: Rich Kubica

**\*Pending New Member  
Orientation**

**Valley Glass and Mirror**

Monte Hensley  
PO Box 182  
Black Mountain, NC 28711  
828-215-9410  
Glass & Mirror Products  
Custom Shower Doors  
SPIKE: Brian Burpeau

**\*Pending New Member  
Orientation**

**Viridis Building Elements**

Andy Sluder  
825-C Merrimon Ave. #381  
Asheville, NC 28804  
828-400-7922  
Building Materials:  
Home Centers  
Concrete, Specialty/Decorative  
SPIKE: Jim Demos

**Willow Creek Homes LLC**

Jeff Wagner  
1852 Brevard Rd  
Arden, NC 28704  
828-650-6532  
Builder  
Residential Remodeling - Builder  
SPIKE: Robbie Vaughan

**\*Pending New Member  
Orientation**

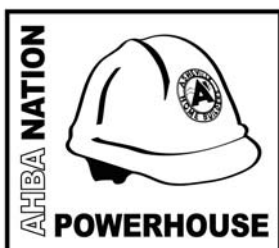
**WNC Ceramic Tile Inc.**

J.T. Barber  
508 Swannanoa River Rd.  
Asheville, NC 28805  
828-298-3251  
Marble, Stone, Granite & Tile  
SPIKE: Sean Sullivan

**\*Pending New Member  
Orientation**

**WNC Health Insurance**

Michael Breslin  
PO Box 2287  
Skyland, NC 28776  
828-681-8223  
SPIKE: Herb Freeman



## New Year Means New Opportunities with the AHBA

The AHBA is excited to offer many exciting opportunities for our membership to gain additional exposure to the targeted market of our Association! By advertising in our nationally award winning publication, Blueprints, or by displaying an ad on our heavily trafficked website, AshevilleHBA.com, you can increase your audience to both the general public and to the entire 725+ members of the AHBA. By joining the 2010 Foundation Club, you will be recognized at every AHBA event, on the website, in every AHBA publication and at exclusive functions throughout the calendar year.

The AHBA newsletter is published twelve times per year, printed and mailed to our 725+ members and to an additional mailing list consisting of elected officials and community members who request to receive the newsletter. It is also available to read online at AshevilleHBA.com, and is archived several years back. There are varying sizes for advertisements in the publication, and even the ability to run an inserted flyer. Each of the spaces are available on a first-come, first-serve basis.

The AHBA website, AshevilleHBA.com, was updated in 2008 to have a bold, fresh look and hosts up-to-date Association and industry information available. There are various advertising spots available, including ads on our Homes for Sale Gallery- which ranks second on google listings for homes for sale in Asheville, and on our Directory page- which has over 2500 searches performed per month. The ads listed run for a full calendar year and are available from January to December. Another exciting opportunity on the website is through the AHBA Directory, on which each member receives a basic listing with company name, phone number, fax, website, email and address. By upgrading your listing to include your company logo and/or a 50 word profile about your company, you are able to draw the attention of the viewer and give a brief explanation of the unique products/services your company can offer. Since our directory is prominently used as a resource for the community and our association, it is a strong benefit to have an advantage in a competitive market.

The AHBA Foundation Club is the most exclusive marketing opportunity afforded by the Asheville Home Builders Association. Five levels of sponsorship include package elements such as newsletter advertising, golf teams for each of our two tournaments, Home & Garden Expo Booths, and exposure at each event and meeting throughout the year. Many opportunities offered through the Foundation Club are not available outside of this premier opportunity.

If you would like more information about any of these opportunities for 2010, please contact KC Hart, Director of Marketing & Communications at [kc@ashevillehba.com](mailto:kc@ashevillehba.com) or by phone at 299-7001.



## AHBA NEW Staff Member Spotlight



Name/Title: **Christi Stokes, Administrative Assistant**

***What was your background before joining the staff of the AHBA?***

I graduated from the University of Kansas with a Bachelors Degree in Exercise Science. A year after graduating, I headed further west to explore the Rocky Mountains of Colorado where I worked in hospitality at Keystone Resort as a Catering and Conference Services Manager for 5+ years.

***What most excites you about working with this Association?***

I am really excited to be working with 2 wonderful people, Caroline and KC! I am honored to be a part of an association that exhibits such professionalism on so many levels in this community.

***What type of assistance can AHBA members expect from you?***

I am here to help all of our members anyway I can, by phone, email or in person!! Just to highlight a few things, I will be maintaining current membership records, processing invoices and membership applications, updating the AHBA website calendar, collecting RSVP's for all meetings and events with the AHBA...and much more!!

***Are you originally from Asheville?***

No, my husband is originally from Asheville. I was born in Casper, Wyoming and with my father being in the Railroad business, my family moved a number of times. The states I've lived in...Wyoming, North Dakota, South Dakota, Montana, Texas and Kansas. I call Kansas "home" as my parents have been there since 1996.

***What are your personal hobbies and interests?***

I spend a lot of time outdoors with my black lab...hiking, walking and throwing the tennis ball for him. On the creative side, I enjoy making cards and scrapbooking. I also appreciate reading a good book, trying a new recipe every now and then, skiing (water and snow), road biking and spending time with family and friends!

EMAIL: [Office@ashevillehba.com](mailto:Office@ashevillehba.com) PHONE: 828-299-7001



Asheville Home Builders Association  
 PO Box 9722  
 Asheville, NC 28815

[ inside this issue ]

Calendar ..... 2  
 Committee Update ..... 3  
 Builders Issues ..... 4-5  
 Member News ..... 6-14  
 AHBA Nation ..... 15

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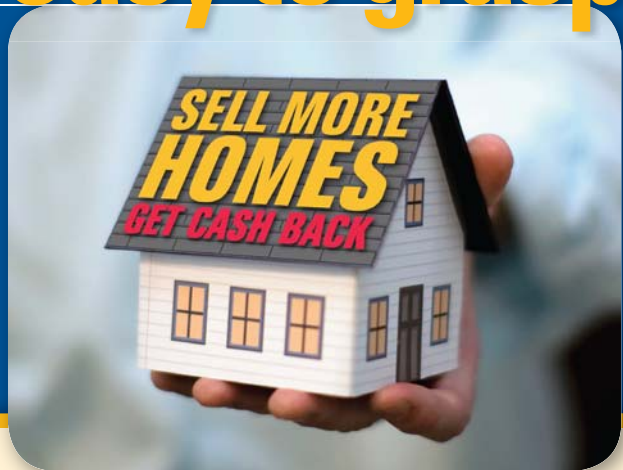
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 2008 Association Excellence Award (NAHB)

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