



# BLUEPRINTS

*A monthly publication of the Asheville Home Builders Association*

## MARCH

### AHBA Networking Night

Hosted by 84 Lumber

March 17

5:30 pm - 7:30 pm

Our meeting this month will include food, beverage & networking on location! Details on page 2.

### Upcoming Events

March 16

NAHB Legislative Day  
Washington D.C.

March 22

New Member Orientation  
AHBA Office  
3:30 pm

RSVP to the AHBA Office.

March 24

Builder Breakfast  
\*sponsored by Ferguson Enterprises, Inc.

8:30 am - 9:30 am

RSVP to the AHBA Office.

April 15

VIP Builder Preview Event  
\*sponsored by Henson Building Materials

5:30 pm - 7:30 pm

April 16/17

Home and Garden Expo  
\*presented by First Restoration Services of Asheville  
Details on page 7.

## Consumers Warming to Housing Market

While consumers have emerged from the recession with a more cautious attitude to spending, research from NAHB and Better Homes and Gardens suggests that the conditions behind the moribund housing market of the past couple of years are beginning to thaw.

“Consumers are starting to give themselves permission to dream about a new home again, and for the first time in several years, actually are considering houses that are slightly larger than their existing homes,” said Jill Waage, executive director of home content for Better Homes and Gardens.

Even so, in both the outlook for this year and four years down the road, Rose Quint, NAHB’s assistant vice president for survey research, said that smaller homes with lower prices and more green features will be the predominant force in the marketplace.

As it did last year and the year before, the survey research on consumer preferences, which is presented annually at the NAHB International Builders’ Show, suggests that the severity of the recession has left an indelible mark on prospective home buyers, who have shifted their perspective on the housing they want and need. NAHB findings from a survey of builders in December, Quint said, showed that 52% expect to build smaller homes this year, and 41% expect no change — the continuation of a period in which the industry has been downsizing its product. 59% of the builders polled said that their models would be priced lower this year, 34% reporting they expected to see no change.

According to the Census Bureau, the average size of new single-family homes completed declined to 2,377 square feet during the first three quarters of 2010, down from 2,438 for all of 2009. That was still far above the 1,500- to 1,600-average-square-foot home that characterized the early 1970s.

The downward direction was less discernible when looking at the average sizes of new homes that were started — data going back only to 2005 — which show a marginal climb from 2,367 square feet to 2,381 square feet between 2009 and the first three quarters of 2010. The gain in home prices was only registered in the South and Midwest.

Other characteristics from the Census Bureau suggest a trend toward less spacious single-family homes. Of those completed during the first half of last year, 35% had four bedrooms or more, up one percentage point from 2009 but down from a peak of 39% in 2006. Twenty-four percent had three or more bathrooms, which was unchanged from the prior year but down from 28% in 2008. At 17%, the share of houses with at least a three-car garage was also flat for the first two quarters of 2010, but down from a peak of 20% in 2005.

Looking ahead to 2015, 74% of the builders surveyed by NAHB toward the end of last year said that single-family homes will be smaller; 68% said they will be greener; and 29% expect them to have more features related to technology. Builders expect homes to average 2,152 square feet in 2015, and 63% expect the average size to fall into the range of 2,000 to 2,399 square feet; that was up from 46% in a similar survey conducted in 2007.

On the endangered list is the living room; 52% of builders expect it to be merged with other spaces in the home by 2015 and 30% said it will vanish entirely to save on square footage.

Features that are highly likely to be included in the average new home of 2015 include a great room comprised of the kitchen, foyer and living room; a walk-in closet in the master bedroom; a laundry room; ceiling fans; a master bedroom on the first floor in homes with two stories; and a two-car garage.

The most commonplace green features in 2015’s new homes include low-E windows; engineered wood beams, joists or trusses; water-efficient features such as dual-flush toilets or low-flow faucets; and an Energy Star rating for the whole house.

[ continued on page 11 ]



# Calendar

## Meetings

### Professional Women in Building

Tuesday, March 1 @ 12:00 pm  
*Build it Naturally*

### Associates Committee

Wednesday, March 16 @ 1:00 pm  
AHBA Office

### Board of Directors Meeting

Thursday, March 10 @ 3:00 pm

### Parade of Homes Committee

Thursday, March 24 @ 3:30 pm

## Events

### AHBA Networking Night

March 17  
5:30 pm - 7:30 pm  
*Hosted by 84 Lumber*  
*\*75 Montgomery Drive, Asheville 28806*

### New Member Orientation

March 22  
3:30 pm - 4:30 pm  
All new AHBA members are invited to attend! Learn the benefits of being a member and begin networking immediately!  
AHBA Office

### Builder Breakfast

March 24  
*\*sponsored by Ferguson Enterprises, Inc.*  
AHBA Office (Builders ONLY)  
8:30 am - 9:30 am  
Guest Speakers will discuss important code changes and offer a Q&A session.

### Home & Garden Expo

April 16/17, VIP Event April 15  
Friday: 5:30 pm - 7:30 pm  
Saturday: 10 am - 7 pm, Sunday: 12 pm - 5 pm  
WNC Ag Center

## Education

### PWB Social Media Courses 2 & 3 of Series

Class #2- March 9  
Class #3- March 23  
2:00 pm - 5:00 pm  
AHBA Office  
Class #2: Learning how to use social media & how to use it for business purposes  
Class #3: More advanced topics in social media  
Cost: \$15 per course

*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)*

# MARCH

## 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

Fax: 828-299-7008

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

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

## NCHBA Legislative Update

In the budget plan released in February, the Governor proposes to close a \$2.4 billion budget gap by cutting 10,000 employee positions, consolidating agencies and programs, and extending a temporary sales tax. Perdue said her \$19.9 billion spending plan would make North Carolina more efficient while protecting the jobs of all teachers and teacher assistants currently funded by the state. As many as 3,000 of the public positions that are designated for elimination (out of 266,000 state-funded positions) are currently filled. The proposal for the year starting July 1 tracks a plan to narrow 14 agencies and departments into 8, while cutting or eliminating 139 additional programs. GOP legislative leaders – in the process of forming their own spending plan – acknowledged that there were positive steps in the Governor's proposal, which spends less than the current budget year when \$1.6 billion in federal stimulus funds are added. They said it doesn't cut far enough and breaks a promise by keeping intact through mid-2013 three-quarters of the additional one-cent sales tax added last session that was to expire June 30.

HB 92 Repeal Land Transfer Tax would repeal the authority of local governments to hold a referendum regarding the land transfer tax. (Would not repeal transfer tax authority granted directly to a limited number of counties by the General Assembly.) The bill has over 30 sponsors, including six Democrats. Strongly supported by NCHBA!

H 116 Delineate Coastal Wetlands Riparian Buffers would provide relief to property owners constrained by DENR's interpretation of the Neuse Buffer Rules. NCHBA supports.

H 135 Efficient and Affordable Energy Rates Bill requires the N.C. Utilities Commission to establish tiered electricity rates for residential, commercial, public and commercial customers. It also creates the energy efficiency public benefit loan fund to encourage the addition of energy efficiency measures. NCHBA is monitoring.

*These updates are provided by NCHBA, for more information, visit [www.nchba.org](http://www.nchba.org).*



## Spring is the Bellwether for a New Year

### *President's Message by C. Skip Brewer, AMB, CGP, Custom Builder*

Spring is right around the corner and always the bellwether for a new year. Similarly, our AHBA Members are leading the way for a great start in 2011, as evidenced by the strong Associate Member support of the recent Parade of Homes discount program. This support makes it possible for our Builder Members to showcase their talents as well as our Associate Members goods and services in a mutually supportive way. While providing support can be increasingly challenging, our Members consistently find avenues to make this possible, which strengthens our association and our business relationships.

Support as mentioned above, when provided in the form of discounts, makes participation more attractive, cost effective and is "tangible". There is another form of support we as Members receive, many times "intangible", which I want to share some thoughts with you on. When reflecting on the State and National HBA meetings that we send our

Executive Officer and Board Members to, the "intangible" support we as Members receive from these organizations is monumental. One only need to spend some time in a State or National Board Meeting or any of the various committee meetings at the Local, State or National level to see the efforts being put forth. These efforts are directed to promote, preserve, encourage growth and stabilize our industry. Remember, your AHBA membership dues include a portion of which makes you a Member in the NAHB and the NCHBA as well.

Your membership in the NCHBA contributed to receiving the intangible support of successful lobbying to keep regulatory costs down, which keeps housing more affordable. For example: Repeal of the Merkley Provision, Residential Sprinkler Requirements Halted, Energy Efficiency Mandate Compromises, Property Tax Deferral Relief for unsold inventory, just to name a few. See the AHBA website for the details on these and many other successes our State level HBA has provided you with, as a direct result of your Membership support.

All this to say, the bottom line is that 15% of the NC Economy is generated by the housing industry. Your Local, State and National HBA, all 3 of which are supported by your membership dollars, mean much more than meets the eye. I encourage you to take a moment to read the Top 10 NCHBA Actions in 2010 listed on page 5 of this newsletter and on the AHBA website. Additionally, your contributions to Build-Pac serve the same purposes, but directly to pro-housing candidates who influence public policy, tax policy and trade agreements. A thought to remember when the AHBA Build-Pac Event is unveiled later this year-- "Outsourcing" isn't an option for housing, we design it, grow it, build it, sell it and live in it, right here at home. There is a fun way to contribute to NCHBA's Build-Pac fund listed on page 14 of this newsletter, with contributions counting towards our own Association goal for 2011. Remember, a strong housing industry is a strong North Carolina.

## 2011 Foundation Club

### Diamond Sponsors

### Platinum Sponsors

### Gold Sponsors

<b>Allied Insulating Co.</b> <b>Brand Vaughan Lumber of Asheville</b> <b>Builders FirstSource</b> <b>Clear Channel of Asheville</b> <b>Henson Building Materials</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

ACM Design, PA Asheville Savings Bank Bella Hardware & Bath Carolina Drywall Contracting, Inc CK Supply J. Coleman Waterproofing	McGuire, Wood & Bissette Construction Law Team Southern Alarm & Security The Western Carolina Home Place dba Custom Homes of Asheville
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[ builders tips ]

# Builders' Tip: Cut Shims Easily, Precisely With Just 10 Minutes Preparation

Making the right size shims for a job can be quick, easy and precise if you put in about 10 minutes worth of preparation.

### Making a Template

To begin, gather some shim stock and glue it together.

A proper shim has the grain running its entire length — no end grain allowed.

To make the shims, I trim 2x4 scrap wood to make blocks 3 1/2 inches long and then glue the blocks edge to edge, as shown in the accompanying drawing. The length of your bar clamps will determine how many blocks you glue and hold together.

Once glued, I always label the pieces "Shim Material" so that I don't mistakenly use the wood for something else.

Next, I affix a piece of masking tape to the miter-saw fence and draw index marks on it that are exactly 3 inches to the left of the blade. These marks represent both sides of the saw cut.

### Cutting a Shim

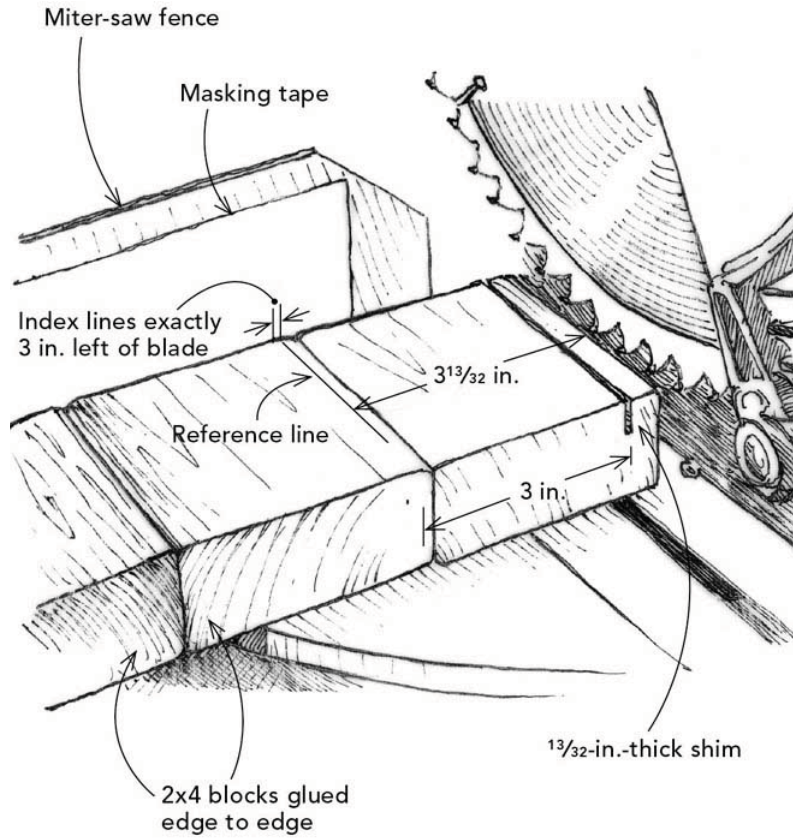
*As an example:*

To cut a shim 13/32 of an inch thick, I would mark a reference line on the shim material at 3 13/32 inches from the right end, as shown in the illustration.

Then I would align the mark on the wood with the right index mark on the miter saw and cut the shim.

With everything properly aligned, the shim is exactly 13/32 of an inch thick. It's also easy to cut wedged shims the same way.

A useful rule of thumb for cutting wedged shims is that for every mitered degree you cut through a 3 1/2-inch-wide piece of material, the wedge becomes 1/16-inch thicker on one end than it is on the other.



— Nils Omholt, Sterling Heights, Mich.

Tips & Techniques provided by  
Fine Homebuilding.

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## NAHB Member Advantage Updates

With warm weather coming, it is a great time to plan vacations and take weekend trips! By using your Member Advantage discounts offered through your AHBA membership, you can save big on renting cars for these getaways.

### Avis Rent A Car

Good News! Since NAHB has an affinity program with Avis, you can enjoy considerable savings, special benefits and the comfort and reliability that come with renting from Avis.

With 4,800 locations in over 140 countries, there's always an Avis nearby to help you with your car rental needs. And whether you're traveling for business or pleasure, your membership in the NAHB entitles you to special discounts. For instance, you can save up to 25% on your next Avis car rental. To receive these discounted rates, go to [www.nahb.org/ma](http://www.nahb.org/ma) and click on the Avis logo.

For your convenience, Avis also offers special services like Avis Roving Rapid Return® and the Preferred Renter® program that can make renting and returning an Avis car quick and easy. With the Avis Where2 GPS Navigation system you can enjoy turn by turn directions, real time traffic routing and hands-free calling freedom when paired with Bluetooth capable phones.

To rent a car and enjoy all the benefits of a great partnership, visit [www.avis.com/nahb](http://www.avis.com/nahb) or call Avis toll free at 1-800-331-1212 and mention AWD number: G572900 to enjoy these special savings!

### Budget Rent A Car

Nothing is smarter than getting great deals on great cars. And as an NAHB member, you get it every time you rent. After all, you understand the value of a rental company that offers the same quality service as the big boys, without paying those big boy prices. Make the smart choice, rent Budget and start saving today!

NAHB members can enjoy savings of up to 20% off when renting a vehicle from a participating location in the contiguous U.S. and Canada. To receive these discounted rates, go to [www.nahb.org/ma](http://www.nahb.org/ma) and click on the Budget logo.

To rent a car and enjoy all the benefits of a great discount program, visit [www.budget.com/nahb](http://www.budget.com/nahb) or call Budget toll free at 1-800-283-4387 and mention BCD number: Z536900 to enjoy these special savings!

For the most up-to-date details on the Member Advantage discount program and all of the participating companies, go to [www.nahb.org/MA](http://www.nahb.org/MA).



**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**

## Region X Meeting held at Lioncrest


At the 2011 Region X Home Builders Association meeting on January 31, 5 of the 7 local HBA's met to discuss local homebuilding issues with our NCHBA staff.

Thirty-five attendees met at the Lioncrest on the Biltmore Estate for a full-day retreat headed by Asheville's own Sean Sullivan of Living Stone Construction, Inc.- our current Region X Vice-President. The AHBA was pleased to have several members, as well as staff and current Board members attend the meeting. The meeting began with remarks from, and question and answer period by, newly elected State House member Tim Moffitt from Asheville. Tim is very familiar with our industry and is strongly committed to helping it succeed.

Among the major issues discussed were: better regulation of unlicensed contractors and abuse of the owner's exception to licensing; prospects for mandatory builder continuing education; a state offered homebuyer tax credit; BUILD-PAC; NAHB Builder Link; the new energy code; and AD&C lending issues.

The AHBA will be in conference with our State directors on these issues and will keep our members apprised of developments.


At the meeting, NCHBA staff offered the top 10 NCHBA actions that benefited members in 2010: Stopped Residential Sprinkler Proposal; Negotiated Compromise on Energy Efficiency Mandates; Led Effort to Make Solving AD&C Credit Crisis NAHB's Number One Priority; Repeal of Unfair Merkley Provision in Health Care Reform Act; Won Final Victory Against Adequate Public Facilities Ordinances (AFPO); Provided Critical Tax Relief and Assistance with Builder Cash Flow; Preserved Housing Affordability by Extending Certain Development Approvals; Builders Mutual Insurance Co. Policyholder Dividend; Preserve Housing Affordability by Fighting Efforts by the State Banking Commission to Limit Builder Assistance to Home Buyers Who Choose to Utilize Affiliated Builder Mortgage Lenders; Led Effort to Ensure That NAHB Did Not Raise Member Dues During These Difficult Times.




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**SAVE THE WATTS**



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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!

## March 16 is NAHB Legislative Conference

NAHB's upcoming Legislative Conference on Wednesday, March 16, will focus on all the issues that are central to the survival of our businesses — availability of credit for new and existing projects; housing incentives in the tax code; and the future of the housing government-sponsored enterprises. In these challenging times, participation by NAHB members can make a huge difference as various interest groups compete to push their agendas in Washington. A strong builder turnout on March 16 will send a powerful message to members of Congress that housing must remain a top national priority.

NCHBA will be making appointments with Senators and Representatives from North Carolina. Register for the March 16 Legislative Conference by visiting [www.nahb.org/legcon](http://www.nahb.org/legcon). For more information, you may contact Erin Jones at [ejones@nchba.org](mailto:ejones@nchba.org) or Lisa Martin at [lmartin@nchba.org](mailto:lmartin@nchba.org).

## Progress Energy New Work Management

Progress Energy is implementing a new construction Work Management Information Solution (WMIS). They are phasing in this new system throughout their service territory. The WMIS is available 24 hours a day, providing the ability to: Track construction-related work requests within two (2) business days after we process your initial request; View schedules regarding construction-related work requests; View detailed status of construction-related work requests.

You can access the WMIS via:

1. Internet access: [www.progress-energy.com/carolinabuilders](http://www.progress-energy.com/carolinabuilders)-- Displays schedules and other status information about the construction request. You will be prompted to log in with your e-mail ID and password.
2. Our dedicated Builder Express phone line (1.800.636.0581) – Provides the schedule for construction-related requests.

NOTE: Until we fully implement this new system throughout our service territory, you may have construction requests in our existing system and new WMIS system. On the Builder Express website, both non-WMIS and WMIS orders will be listed on the same page in separate sections, although the non-WMIS orders will not provide the same level of detailed information as the WMIS orders. The VRU option noted above is only available for orders created in the new WMIS system. Follow updates as we transition to the new WMIS process: Watch for important WMIS updates included with your Builder Express Contribution in Aid (CIA) letters. Review all Web and fax confirmations for additional details.

## Clean Streak Inc. Chosen for Green Award

AHBA Member Clean Streak Inc. has been chosen as the Asheville Chamber of Commerce 2011 Operating Green Business of the Year. This award was presented at the annual "We're for Business" Awards Ceremony at the Crowne Plaza. Along with our Green Business Certification in 2010, Clean Streak Inc. has implemented a recycling program department. Member Horace Adell of Clean Streak Inc. continuously educates himself on ways to keep his clients, and his own business environmentally compliant. Congratulations Horace!

## Member Offers Education Courses

ProBuild Company LLC, one of the nation's largest suppliers of building materials to professional contractors, is pleased to host its ProBuild ProEarth Building Science 101 class in Spartanburg, SC on March 10. The Building Science 101 classes offer professional builders the chance to learn about best practices for home performance and green building. ProBuild Building Science 101 is part of the company's ProEarth initiative, which is an industry-leading resource on sustainable building practices.

Prepared and presented by recognized leaders in building sciences, the one-day workshops are open to any residential homebuilder or remodeler interested in understanding how building science impacts the performance of the home. The program is tailored to regional climate zones to ensure attendees are learning knowledge that can be applied directly to their market. The class is free and lunch will be served.

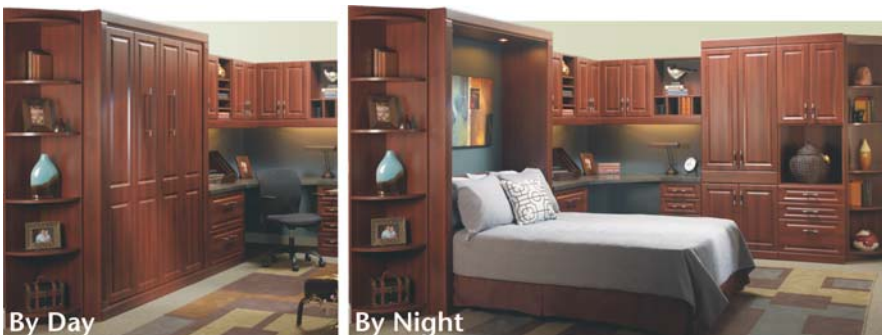
For more information on how to attend, please contact Jim Robertson at 828.694.0665 or [jim.robertson@probuild.com](mailto:jim.robertson@probuild.com)

## Balance NC's Budget in Online Challenge

Think you have what it takes to balance North Carolina's budget? A new online program offers residents their chance- participants can scroll through dozens of choices to try to trim dollars from the budget gap. Our office staff balanced the budget with a small surplus- but we cut 34,000 jobs. Try it yourself by visiting this link: <http://www.governor.state.nc.us/budgetapp/default.aspx>.

## AHBA Member Celebrates 40th Anniversary

Congratulations to MATH Insurance Services, AHBA Member and long-time Foundation Club Sponsor for celebrating 40 years in business! Owner Greg Spicer is also a Lifetime SPIKE member. We appreciate your support of the AHBA.



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## 2011 Home & Garden Expo Promises to be an Exciting Event for Area Consumers

The 2011 Home & Garden Expo just keeps getting better! We are excited to have Jason Cameron, host of *Man Caves* and *Desperate Landscapes* on the DIY Network. Cameron will be at the Expo on Saturday April 16 to give demonstrations from the stage and sign autographs for Expo attendees. Cameron will also make a special appearance just for our members and their guests at our VIP Builder Preview Event on April 15. When it comes to home improvement, Cameron is an expert- he worked his way through college as a framer, earned his Contractors License and worked as a carpenter for three years on TLC's *While You Were Out*. He may look like a TV star, but inside he's all handyman. Asheville is excited to see this celebrity *only* at our Expo!

**We want to thank our sponsors for this event!** First Restoration Services is our Title Sponsor for the second year in a row, and Progress Energy is back again as our Expo Partner. Core Installations will be providing all audio for the Expo as our Sound Sponsor- they did an amazing job in 2010! We are pleased to have Henson Building Materials sponsoring the Builder Preview Event, Build it Naturally and Clean Streak, Inc. sponsoring our Hospitality Suite (set up as a benefit just for our exhibitors!), and ProBuild as our Lanyard Sponsor. We have several Expo Supporters including: Allied Insulating Co., Carpet One Floor & Home, Ferguson Enterprises, Inc., Inform Systems Data Documents, Inc., K-Wall Poured Walls, LLC, and Flooring America.

We are pleased to be partnering with ClearChannel Asheville as our Media Sponsor for the 2011 Expo! ClearChannel will be well represented at the Expo with each station giving away doorprizes from their booth. Prior to the Expo, the AHBA will be featured in interviews with Matt Mittan on his show, Take a Stand on WWNC 570, and with Eddie & Sharon on KISS Country's The Eddie Foxx Show. Both of these folks will also be holding LIVE remotes at the Expo! Listen for information about the show on one of ClearChannel's 5 stations!

Advertise in the Resource Guide! Get your product in front of all attendees and exhibitors at the Expo. Prices range from \$125 for an eighth page ad to \$500 for the inside front cover- full page! Get 15% off for having a booth at the Expo. Sponsorship spaces are still available beginning at only \$250. Booths are still open, but going fast.

Contact the office asap if you want to showcase your products and services to thousands of *qualified leads*. Don't miss the most exciting show of the year! At time of print, current Exhibitors include:

84 Lumber  
Alliance Windows & Siding  
Allied Insulating Co.  
Asheville Fence  
Asheville Window & Door  
Athos Properties  
Bath Fitter  
Bella Hardware & Bath  
Blinds And Us  
Build It Naturally, Inc.  
C. Skip Brewer AB, CGP Custom Builder  
Carolina Mulch Plus  
Carpet One Floor & Home  
Certa Pro Painters  
ClearChannel Asheville  
Custom Homes of Asheville  
Dave Steel Company, Inc.  
Diamond Hill Plywood Co.  
Dixie Home Crafters  
Duinkerken Homes, Inc.  
Ferguson Enterprises, Inc.  
First Restoration Services of Asheville  
Granite Shield of WNC  
Greater Scapes Landscape and Lawncare, Inc.  
Gutter Helmet of WNC  
Haywood Appliance  
Haywood Builders Design Center  
Home Trust Bank  
Horizon Tile & Stone Gallery  
Keystone Kitchen & Bath Biltmore  
Labor Finders  
LEAFGUARD of Asheville  
Leaves Out  
Living Stone Construction, Inc.  
More SPACE Place  
Mountain Marble & Granite, Inc.  
Mountain Water Systems  
Pella Carolina, Inc.  
Phantom Screens  
Progress Energy  
Re-Bath of WNC  
RetroFoam of the Carolinas  
Salon Blue Ridge  
Showcase Exteriors  
Solid Surface Specialists, LLC  
Swannanoa Carpet City, Inc.  
Taylors Window & Screen, Inc.  
Terminix Service, Inc.  
WRIGHT'S CARPET

**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.**

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



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



[ member news ]

## Federal Government to Pay Storm Water Fees

Under a new law co-sponsored by Sens. Ben Cardin (D-Md.) and James Inhofe (R-Okla.) and approved unanimously in the Senate and House, the federal government is now required to pay storm water management fees as “reasonable service charges” to state and local governments for curbing pollution from storm water runoff from impervious surfaces.

Government agencies resisted these fees, which were already being paid by private businesses.

Fees should soon start to be collected from an assortment of federal government facilities like military bases, prisons and other properties.

Washington, D.C., where federal facilities occupy more space than many other places, is expected to gain an additional \$2.6 million annually in storm water management revenue.

Under the legislation, non profits and churches are also expected to pay their share. That is likely to generate a public debate, because the fees can reach thousands of dollars per year for a large church.

Congress passed the law in December in response to a Government Accountability Office (GAO) letter that denied federal government payment to the District of Columbia for impervious surface area charges.

The GAO contended that the charges were akin to an impermissible tax on the federal government. However — as noted by Nancy Sutley, chairwoman of the White House Council on Environmental Quality — with more than two million employees, 500,000 buildings and 600,000 vehicles nationwide, the federal government has a large footprint on the environment.

## White House Initiative to Increase Energy Efficiency of Commercial Buildings

NAHB is studying an Administration proposal to improve energy efficiency in commercial buildings and create employment opportunities for the contractors who would do the work.

If approved and funded by Congress, the Better Buildings Initiative, unveiled by President Obama last week, would provide incentives for public sector investment in making commercial buildings 20% more energy-efficient over the next decade. Included in the program would be offices, stores, schools and other municipal buildings, universities, hospitals and other commercial buildings, according to the White House.

“The initiative builds on our investments through the American Recovery and Reinvestment Act and our continued commitment to passing the President’s proposed Homestar legislation to encourage American families to make energy-saving upgrades in their homes,” the White House said.

Homestar, announced last year and designed to offer incentives to home owners for weatherization and retrofit projects, is stalled in Congress as federal officials determine contractor training requirements — which are now limited to those trained by the Building Performance Institute — and how to pay for its estimated \$6 billion cost.

According to the White House, reducing the energy consumption of commercial buildings by 20% would save building owners about \$40 billion annually. “That money can be put to better use hiring more workers, inventing new products and creating shareholder value,” according to the White House.

The President wants Congress to create new incentive programs — including tax deduction opportunities or tax credits — to encourage owners to retrofit and weatherize their commercial buildings. “These changes could result in a tenfold increase in commercial retrofit take-up, leveraging job-creating investments,” the White House said.

In addition, recognizing that “access to financing is an important barrier to increased retrofit investment in some market segments,” the program would make retrofit loans available through the Department of Energy and “encourage lenders to take advantage of recently increased loan size limits to promote new energy-efficiency retrofit loans for small businesses.”

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## In the Know...

### 2011 Committees and Councils

#### Associates Committee

*Renee Maxwell*

**BIG NEWS: we are thrilled to announce that Jason Cameron from the DIY Network's Man Caves and Desperate Landscapes will be the celebrity guest at the AHBA's second annual Home & Garden Expo!** Jason will give several feature presentations from the show's center stage and be available for autographs and advice throughout the show on Saturday. 60% of the booths are already taken for this exciting industry specific show that runs April 16-17 at the WNC Ag Center. We're pleased to welcome back First Restoration Services again this year as the show's Title Sponsor. Progress Energy returns to us as a Partner Sponsor. Increased show advertising and promotions are sure to take the Home & Garden Expo to a new level--complete with Clear Channel as our Media Sponsor. Contact the AHBA office to discuss the perfect booth location for your business!

#### Legislative Committee

*Thomas McClain*

Your 2011 Legislative Committee met this month to set up our goals and objectives for this year. The main goal for 2011 is planning our first ever Build-Pac fundraiser. This event will take place in September and will be our big push to raise enough money to exceed our Build-Pac goal of \$6,040. We are very excited about this upcoming new event for the HBA. We will be releasing more details when they are available, stay tuned. Throughout the year we will be gearing up for next year's important election cycle, since our county commissioner and city council races will be held along with the presidential race. If you are interested in serving on the legislative committee this year there is always room for one more willing member.

#### Parade of Homes Committee

*Jason Weil*

At the February meeting of the Parade of Homes Committee we had a recap of the successful Parade of Homes Preview Event. Thanks to all the builders who came out to this event on February 17th. This event always has a great turnout of builders who will receive a \$200 discount on their Parade of Homes entry. Also, thanks to all of the associate members who showed up to offer discounts on their products and services to builders entering a home in the parade.

We have just released the advertising and sponsor packages for Parade of Homes and the accompanying magazine. The rates have stayed the same as last year. Now is a great time to get a Parade of Homes Sponsor Package, we have a package to fit every budget. Contact the office for more information on advertising in the Parade Magazine and Parade of Homes Sponsorship Packages.

#### Membership Minute

*Christi Stokes*

The Membership Committee is pleased to report this month that AHBA Membership stands strong at 646 total members! This total breaks down to 227 Builder members, 360 Associate members and 59 Affiliate members. A complete directory of AHBA members is available online at [www.AshevilleHBA.com](http://www.AshevilleHBA.com) and remember the AHBA motto to "Do Business with a Member!"

Watch for more information to come throughout the year about how you can be involved in recruiting new members to AHBA through organized membership drives. We will be holding two membership drives this year. The first one will be coming up in May during National Membership Month with a focus on recruiting Affiliate members. The main membership drive will take place later this year in November. Teams will be organized for these drives – please contact the AHBA office if you would like to participate and we will keep you informed as the dates get closer.

The lucky winner of the February drawing is John Truitt of Grove Park Fine Homes. Congratulations John! If your membership is up for renewal and your payment is received by the AHBA office prior to your expiration date, you will automatically be entered in the monthly drawing!

#### Professional Women in Building Council

*Kate Duinkerken*

The PWB would like to welcome February's new members: Jennifer Jefferies with Dillard-Jones Builders, and Rebecca Sullivan with Livingstone Construction. Thank you to Jill Jones with Westall Chandley for renewing once again this year! Our first social media class for the year was a success! The next class will be held on March 9th from 2-5 and will teach about the basic functions of FB, LinkedIn & Twitter and how to use social media for your business. The third class is March 23rd from 2-5 and will be covering more advanced topics. The classes are \$15 each and are filling up fast. Please contact the AHBA to RSVP. On April 2nd from 9-12 we will be participating in the Insulate! program. Insulate! is a program formed by Warren Wilson College, the Asheville HBA, Community Action Opportunities and other key area groups to weatherize the homes of low income families in Buncombe County. The program helps mentor students while educating them on the importance of weatherization. Our next meeting will be March 1 at Build it Naturally at 12 pm. Please contact Kate Duinkerken at [dhomes@charter.net](mailto:dhomes@charter.net) to sign up for the April 2nd work date.



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## Local Perspective: Small Homes, Small Details Among New Home Design Trends

by Sean Sullivan, Living Stone Construction, Inc.

Open floor plans, energy-efficient features, and lots of closet space are among the elements that today's home buyers are seeking in newly-constructed homes, according to industry experts at the 2011 International Builders' Show. The research and trends presented at the show offer valuable insights and information to home builders so that they can build homes that appeal to the modern consumer's preferences.

Once-popular features such as large living rooms, soaking tubs and second-floor laundry rooms are now out of favor. Home buyers found that the convenience of not having to carry laundry to another floor was outweighed by the noise that interrupted their sleep.

Home buyers are looking for small details in their new homes, such as a built-in desk under a stairway, or a courtyard tucked between two downstairs bedrooms. Successful home builders "create memory points," said design trends seminar speaker Kate Brennan of the Chicago design firm Mary Cook and Associates.

According to the U.S. Census Bureau, the average size of a new single family home decreased from 2,438 square feet to 2,377 in 2010. This made designing to maximize space a popular theme at the show. One session focused exclusively on new ideas in home design for floor plans measuring 2,500 square feet or less.

Open floor plans are now in high demand because they are not only more practical for entertaining – the hosts can interact with their dinner guests in a spacious kitchen while they are preparing food – but the lack of walls and closed-off spaces make the home seem much larger.

The kitchen is now the hub of the home more than ever. Even if busy families are bringing home takeout, they want the kitchen island to be large enough to serve a multi-tasking purpose as a place to do homework, crafts, and pay bills – as well as to enjoy coffee on a Sunday morning.

Natural finishes are also more popular. Recycled flooring, using a mix of wood grains on the cabinets and architectural details that reflect the indigenous building of the region – such as using stucco in the Southwest – are more important to buyers.

Session panelists also shared that home builders should pay attention to a growing group of home buyers: WINKs – Women with No Kids. These women have distinct preferences that don't quite fit into the usual categories that home designers talk about: first-time buyers who tend to be singles and young professionals, move-up buyers who usually have children, and empty-nesters.

WINKs have more buying power than a generation ago and are seeking smaller homes that have multipurpose rooms for entertaining along with intimate "retreat" spaces for themselves.

A survey of 20,000 home buyers in the United States and Canada points out that there are a number of features in new homes that are considered non-negotiable across almost all demographic groups, said Paul Cardis of AVID Ratings Co., who spoke at a seminar on new design preferences.

The top five features include walk-in closets – mentioned by 66 percent of first-time buyers as a "must have" – energy-efficient appliances, linen closets, a large kitchen and the overall efficiency of the home, Cardis said.

Sean Sullivan is an Accredited Master Builder and past president of the Asheville HBA. He is currently the Region X VP of the NCHBA. His firm, Living Stone Construction, is a first-tier builder of fine custom homes in Western North Carolina. To learn more LSC, you can visit them at their new website [www.livingstoneconstruction.com](http://www.livingstoneconstruction.com). Source – [www.NAHB.org](http://www.NAHB.org)

## Local Perspective: Program Your Thermostat To Save Money

by Kate Duinkerken, Duinkerken Homes, Inc.

Installing a programmable thermostat is a great way to save money on your heating/cooling bills. Did you know that a programmable thermostat can save up to 20% annually on your heating/cooling bills? And they are easy to install yourself! If you live in a home that with an older thermostat or don't program your newer thermostat, here are some good guidelines to follow to help save you money:

### FOR HEAT

6 a.m. to 9 a.m. = 68 degrees  
9 a.m. to 5:30 p.m. = 60 degrees  
5:30 to 11 p.m. = 68 degrees  
11 p.m. to 6 a.m. = 60 degrees

### FOR AIR CONDITIONING

6 a.m. to 9 a.m. = 75 degrees  
9 a.m. to 5:30 p.m. = 80 degrees  
5:30 p.m. to 11 p.m. = 75 degrees  
11 p.m. to 6 a.m. = 80 degrees

Of course, the above mentioned temperatures and times are just guidelines. Did you know that for each degree you lower your thermostat, you save 3% in energy bills? For instance, going from 72 degrees to 68 degrees will actually save you 12% on your heating bill and with the monetary savings you gain, I doubt you will really know the difference temperature wise. If you want more information on practical energy-saving tips for your house, please see The Department of Energy's website.

\*\*If the thermostat you remove contains mercury, please note that the EPA has special disposal rules for this contaminant and you need to call your local landfill for drop off instructions.

Kate Duinkerken is the President and Co-Owner of Duinkerken Homes, Inc., located in Weaverville, North Carolina. Visit their website for more information: [www.DuinkerkenHomes.com](http://www.DuinkerkenHomes.com).

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## Consumers Warming Up to Housing Market, But Looking for Value

[ continued from page 1 ]

From a December survey of Better Homes and Garden readers who consider themselves prospective home buyers or who are planning a major improvement to their home, Waage indicated that consumers do have rising expectations for their next home, despite the financial constraints that persist.

Four out of 10 consumers stated that they are looking to increase their total home size with their next home, up from more than one-third in 2009, according to Waage.

"While they are looking at a large-size home, they aren't looking for something significantly larger," she said. "Rather, it is more of a desire for something slightly larger to accommodate their prioritized wish list. They are dreaming again, but their dreams are definitely reality based."

Today's prospective home buyers are looking for a median sized home of 1,914 square feet, compared to the 1,864 square feet in their current home. "They want more space," she said, "but it is driven by both function and finances."

Waage indicated that consumers have also changed their shopping habits. "Consumers are researching their projects much longer," Waage said, "but they are acting more quickly in the final stages" once they have found a home where the timing and value are right.

Value is high on the list for housing consumers; 54.6% say it is important to get the most value for every dollar they spend, and 51.7% say they will spend time looking for bargains and deals in order to save money.

Overall, consumers don't want any "wasted space" in their next home and are seeking real value for the dollar, Waage said.

She added that 58.4% said they would describe themselves completely as someone who is "reluctant to spend money I don't have."

Consumers are realizing there are no guarantees on the return in their investment, other than their own enjoyment of their new space. So they are careful not to overextend. "Their priority is having a home they enjoy," she said. "The new mantra is I am spending my money, so make it count."

The top-ranking features that consumers want in their next home include: high-efficiency heating and cooling, 89%; high-efficiency appliances, 85%; a deck or patio, 84%; a private backyard, 78%; and upgraded features and fixtures — such as granite countertops, wood flooring, faucets and lighting fixtures — 78%.

The top-ranked living spaces wanted in their next home include: a separate laundry room, 81%; additional storage space, walk-in closets or built-ins, 79%; a home office space, workspace or family computing center, 67%; an outdoor grilling and living area, 67%; at least one additional bedroom with a private bath, 65%; and everyday eating space in or close to the kitchen, 64%.

Looking at prospects for major home improvements, the Better Homes and Gardens research found that 25% of those surveyed in December agreed that now is the right time to spend, up from 16% in 2009. About 16% in the latest survey believed that it was not a good time to spend, less than half of the 38% who shared that opinion in 2009.

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## Banks Push Buyers to Put Down Cash

The downpayments demanded by banks to buy homes have ballooned since the housing bust, forcing many people to rethink what they can afford and potentially shrinking the pool of eligible buyers.

The Obama Administration has called for gradually raising downpayments to a minimum of 10% on conventional loans. And mortgage data show that private lenders are already pushing sharply higher the required downpayments.

The median downpayment in nine major U.S. cities rose to 22% last year on properties purchased through conventional mortgages, according to an analysis for The Wall Street Journal by real-estate portal Zillow.com. That percentage doubled in three years and represents the highest median downpayment since the data were first tracked in 1997.

For now, borrowers who can't afford such amounts are flocking to alternative programs, such as loans for veterans or those backed by the Federal Housing Administration. FHA-backed mortgages, which require 3.5% up front, made up about half of loans for home purchases last year, according to housing-research firm Zelman & Associates, but borrowers often pay higher interest rates and must pay private mortgage insurance, often driving their monthly payments higher.

(Source: MarketWatch (2/16/11); S. Mitra Kalita, Wall Street Journal [www.marketwatch.com](http://www.marketwatch.com))

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## - Renewing Members -

### **Asheville Savings Bank**

Jennifer Duvall  
1879 Hendersonville Rd.  
Asheville, NC 28803  
(828) 250-7004

### **Brock Builders, Inc.**

Chris Brock  
1854 Hendersonville Road #208  
Asheville, NC 28803  
(828) 407-0665

### **Carpet One Floor & Home**

Laura Williams  
80 Charlotte St  
Asheville, NC 28801  
(828) 252-1594

### **Delkote Machine Finishing**

Brett McCall  
69 Bingham Road  
Asheville, NC 28806  
(828) 232-4322

### **Dolph Silvers or S W Silvers**

SW Silvers  
295 Sawmill Hollow Road  
Burnsville, NC 28714-9768  
(828) 682-6871

### **DRA Living, Inc.**

David Rand  
900 Hendersonville Rd. Ste 301  
Asheville, NC 28803  
(828) 274-4699

### **First Light Solar**

Grant Gosch  
239 Amboy Road  
Asheville, NC 28806  
(828) 350-3993

### **Grammatico Signature Homes, LLC**

Dan Grammatico  
231 Fennel Dun Cir  
Biltmore Lake, NC 28715-8911  
(828) 273-9877

### **Grove Park Fine Homes**

John Truitt  
630 Welsh Partridge Circle  
Biltmore Lake, NC 28715  
(828) 243-0701

### **Hi-Tech Integrated Systems, Inc.**

Dawn Capps  
215 Haywood St. #A  
Asheville, NC 28801  
(828) 252-6001

### **J S Miller Construction**

Joe Miller  
75 Quail Hollow Dr  
Fairview, NC 28730-8501  
(828) 628-2575

### **Keystone Kitchen & Bath**

Christy Bradham  
479 Hendersonville Rd  
Asheville, NC 28803  
(828) 274-6711

### **Landmark Builders of WNC LLC**

John Frock  
525 Avery Creek Rd  
Arden, NC 28704-8769  
(828) 650-0909

### **Leading Edge Builders Inc**

Ralph Gundrum  
1521 Roaring Fork Rd  
Hot Springs, NC 28743-7899  
(828) 622-3418

### **Maggie Valley Club**

Fraser Sparkman  
1819 Country Club Drive  
Maggie Valley, NC 28751  
(828) 926-1616

### **McNutt Service Group**

Rick Cooper  
110 Vista Blvd  
Arden, NC 28704-9457  
(828) 209-4418

### **Mike Eubank Construction, Inc.**

Mike Eubank  
PO Box 1800  
Enka, NC 28728-1800  
(828) 667-0513

### **Mountain Housing Opportunity**

Lloyd Freel  
64 Clingman Ave Ste 101  
Asheville, NC 28801-3284  
(828) 254-4030

### **Mountain Showcase Group**

Nick Dionne  
211 Sugarloaf Rd  
Hendersonville, NC 28792  
(828) 545-2831

### **Noble Carpentry Inc**

Daniel Friday  
124 Reed Rd  
Asheville, NC 28805-8760  
(828) 215-7386

### **Palladium Builders, Inc.**

James Selmensberger  
81 Broadway Street Suite C  
Asheville, NC 28801  
(828) 713-0900

### **Patricia Tipton of Tipton**

**Home Builders of Asheville, LLC**  
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117 Bradford Farm Rd  
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### **Plaxico Architectural Illustrations**

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### **RCJ Building, Inc.**

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### **Solarnomics**

Chris Wilson  
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### **The Design Center by Haywood**

Tom Kern  
PO Box 187  
Waynesville, NC 28786  
(828) 298-4597

### **The Homepro**

Bob Wright  
92 Winston Ave  
Asheville, NC 28803  
(828) 230-8101

### **Trulls Carpentry Service, LLC**

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

### **White Insurance Agency Inc**

David Queen  
17 Sunset Dr  
Black Mountain, NC 28711-3833  
(828) 669-7912

### **Wildwood Studios, Inc.**

Carl Giesenschlag  
2163 Riceville Rd  
Asheville, NC 28805-8709  
(828) 299-8696

## - 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!

**Affordable Comfort, Inc.**  
Associate

**Jethro's Johnnies**  
Associate

**MJO Industries, Inc.**  
Builder

**Stewart Title Company**  
Associate

**Bronco Construction, Inc.**  
Builder

**Miller's House Beautiful**  
Builder

**P. H. Construction, Inc.**  
Builder

**W W H Construction, Inc.**  
Builder

**ISS Technologies**  
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  
Allied Insulating Co.**

Ben Uzzell/Affiliate Member  
339 Old Lyman St.  
Asheville, NC 28801  
828-333-1004  
Insulation Contractors  
SPIKE: Jeremiah Hughes

**\*Pending New Member Orientation  
Allied Insulating Co.**

Adam Ellwood/ Affiliate Member  
339 Old Lyman St.  
Asheville, NC 28801  
828-778-0292  
Insulation Contractors  
SPIKE: Jeremiah Hughes

**\*Pending New Member Orientation  
Build It Naturally, Inc.**

Jennifer Woodruff/ Affiliate Member  
76 Biltmore Ave.  
Asheville, NC 28801  
828-254-2668  
Countertops (Laminate or Solid)  
Building Materials: Home Centers  
SPIKE: Shana Combs

**\*Pending New Member Orientation  
Build It Naturally, Inc.**

Mike Benito/ Affiliate Member  
76 Biltmore Ave.  
Asheville, NC 28801  
828-254-2668  
Carpet & Floor Coverings  
Wood Flooring Material Suppliers  
SPIKE: Shana Combs

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

Chris Silliman/ Affiliate Member  
PO Box 2049  
Fletcher, NC 28732  
828-684-1582  
Cleaning - Water, Mold & Sewage  
Damage  
SPIKE: Shawn Silliman

**\*Pending New Member Orientation  
Integrity Homes of WNC Inc. DBA  
RetroFoam of the Carolinas**

Rob Blake  
PO Box 2030  
Bryson City, NC 28713  
828-788-7215  
Insulation Contractors  
SPIKE: Charlene Cook

**\*Pending New Member Orientation  
McElrath Roofing Co Inc.**

Steve McElrath  
PO Box 1813  
Candler, NC 28715  
828-667-1270  
Roofing Contractors  
SPIKE: Greg Spicer

**\*Pending New Member Orientation  
Mountain Town Carpentry, Inc.**

Sunny Carr/ Affiliate Member  
66 Davenport Road  
Asheville, NC 28806  
828-230-4131  
Framing  
Interior Trim  
SPIKE: James Carr

**\*Pending New Member Orientation  
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People"**

Greg Kilgore  
4611 Hardscrabble Rd., Suite 307  
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Advertising & Specialties  
Advertising, Marketing & Public  
Relations  
SPIKE: Anita Adams

## - Pending Members -

**Anderson Windows and Patio  
Doors**

Jay King  
67 White Ash Dr.  
Asheville, NC 28803  
Doors, Exterior  
Windows  
SPIKE: Rich Green

**Carolina Farm Credit**

Bruce Newman  
701 Brevard Rd.  
Asheville, NC 28816  
828-665-2393, ext 3817  
Banking Services  
SPIKE: Skip Brewer

**Carpet One Floor and Home**

Arnold Marshall/Affiliate Member  
80 Charlotte Street  
Asheville, NC 28801  
828-252-1594  
Carpet & Floor Covering  
Hardwood Flooring  
SPIKE: Laura Williams

**Carpet One Floor and Home**

Leslie Moody/Affiliate Member  
80 Charlotte Street  
Asheville, NC 28801  
828-252-1594  
Flooring & Floor Coverings  
Carpet & Floor Coverings  
SPIKE: Laura Williams

**Duinkerken Homes, Inc.**

Kate Duinkerken /Affiliate Member  
10 Lakeview Lane  
Weaverville, NC 28787  
828-645-2728  
Residential Remodeling  
Additions & Remodeling  
SPIKE: Brandon Duinkerken

**Every Angle Inc.**

Thomas Jablonski  
PO Box 275  
Marshall, NC 28753  
828-778-4839  
General Contractor  
Residential Remodeling-Builder  
SPIKE: John Mertz

**Express Enterprises, Inc.**

Anthony Willis  
PO Box 1936  
Weaverville, NC 28787  
828-689-2818  
General Contractor  
SPIKE: Skip Brewer

**Haynes Heating & Cooling**

Steve Sullivan  
187 Deaverview Rd.  
Asheville, NC 28806  
828-225-5452  
Heating & Air Conditioning  
Contractors  
Heating & Air Conditioning  
Suppliers  
SPIKE: James Bound

**Koenig Homebuilders**

Zac Koenig  
2655 Dillard Rd.  
Highlands, NC 28741  
828-787-1000  
Builder  
Residential Remodeling-Builder  
SPIKE: Sean Sullivan

**Mountain Water Systems**

Jim Roberts  
175 Weaverville Hwy - Suite C  
Asheville, NC 28804  
828-683-5400  
Water Purification  
& Filtration Equipment  
SPIKE: Jill Jones

**Russell Davis & Associates, Inc.**

Russell Davis  
137 Wendover Road  
Asheville, NC 28806  
828-423-0720  
Engineers  
LEED AP Certified  
SPIKE: Sean Sullivan

**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.**

## Free Webinar for NCHBA Membership

There will be a free webinar on March 9 to Discuss Effective Internet Marketing Techniques offered by the North Carolina Home Builders Association and The Builders Digital Experience.

**Increasing the Effectiveness of Your Online Marketing**  
**Wednesday, March 9, 2011**  
**2:00 p.m. - 3:00 p.m.**

Over 90 percent of new home buyers are on the internet. Shouldn't you be? Tammie Smoot from The Builders Digital Experience will discuss ways you can improve your online marketing and develop strategies for reaching new home buyers through the Internet.

Topics will include:

1. Statistics of where the buyers are; what media they are using and how they shop online; and why you must target women
2. Online marketing options, aggregated listing sites, pay-per-click, banners -- what works and what doesn't
3. Realtor outreach
4. Essential technology -- your website
5. New technology -- mobile sites/mobile apps/text marketing

After registering you will receive a confirmation email containing information about joining the Webinar.

There is no charge to register, but space is limited. Reserve your Webinar seat now at: <https://www3.gotomeeting.com/register/304043134>

Contact Heather Crews at NCHBA at [hcrews@nchba.org](mailto:hcrews@nchba.org) with any questions.

## BUILD-PAC Fundraiser for NCHBA

NC BUILD-PAC is proud to bring you the 2011 March Madness NC BUILD-PAC Bracket Challenge! This is going to be a fun and easy fundraiser for NC BUILD-PAC that should interest everyone - after all, who doesn't like a little friendly competition? NCHBA members get to compete against each other by selecting their favorite teams to win the 2011 NCAA Basketball Tournament. Even better, this will be a 50/50 fundraiser in that the winner of the challenge wins half of the money raised! **Also, your local association will get credit toward their goal for your participation.**



As many of you have experienced, filling out a bracket is quite simple. On selection day (Sunday, March 13), 64 teams are chosen to play in the tournament. To fill out the tournament bracket, simply select the team you think will win each game. For each correct pick in the 1st round, you will "score" 1 pt. The point totals increase with each round: 2 pts. for the 2nd round, 4 pts. for the Sweet 16, 8 pts. for the Elite Eight, 16 pts. for the Final Four and 32 pts. for the Championship game. If needed, the final score of the Championship game will be the tie-breaker. The bracket will be completed online for a quick turnaround because they must be completed between March 13-15 (before the start of the 1st round) in order to be eligible. In order to participate in the bracket, a \$10 contribution to NC BUILD-PAC must be made using the form below. A confirmation email will be sent to your email address and will include the password to log-in to the website to play. Anyone can play and it will be a fun, easy way to get contributions for your association!

To play in this game, you will need to visit this website for details and to submit your \$10 contribution- <https://secure.piryx.com/donate/4qOVmZqs/NCBUILD-PAC/Bracket>.

## OSHA Pulls MD Recording Rule

A proposal to restore a column on logs for work-related musculoskeletal disorders (MSD) on employer injury and illness has been temporarily withdrawn by the Occupational Safety & Health Administration.

Working in partnership with the U.S. Small Business Administration's Office of Advocacy, OSHA took this action in order to seek greater input from small businesses on the proposal's impact, NAHB joined the Associated Builders and Contractors, the U.S. Chamber of Commerce and the National Association of Manufacturers last year to meet with OSHA and Office of Management and Budget (OMB) officials to discuss the effects this burdensome rule would impose on small businesses. OSHA significantly underestimated the economic impact of the rule on a substantial number of small businesses.

NAHB has voiced the concern that employers in the home building industry do not have the qualifications or expertise to analyze and diagnose MSDs. Evaluating each case would require employers to consult with qualified medical personnel, review medical records and reports and determine whether the MSD is new, work-related or otherwise recordable.

"Work-related musculoskeletal disorders remain the leading cause of workplace injury and illness in this country, and this proposal is an effort to assist employers and OSHA in better identifying problems in workplaces," said Dr. David Michaels, assistant secretary of labor for OSHA. "However, it is clear that the proposal has raised concern among small businesses, so OSHA is facilitating an active dialogue between the agency and the small business community."

The agency will most likely resubmit the proposal following further input from small businesses.

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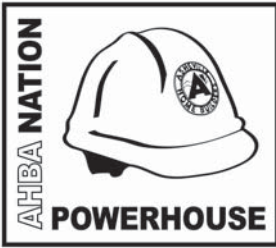
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## Why You Should Join the Professional Women in Building

By Kate Duinkerken with Duinkerken Homes, Inc.

The Asheville Professional Women in Building (PWB) Council fosters professional development among women and men within the building industry. The main focus of the PWB is to provide networking, educational and community outreach opportunities, while nurturing professional development within the building industry. We strive to support, promote and enrich both the personal and professional lives of our members, while continuing to advance the positive image of the building industry within the WNC community. Professional development is a top priority for our group. We offer webinars, social media classes, and other education opportunities throughout the year. Because our members report education as the top benefit of their membership, this year we will offer more educational topics during monthly meetings. A main focus of our Council is the annual scholarships given to those pursuing a degree in the construction field. Last year we were able to give out a \$500 scholarship and because of terrific fundraising efforts, this year we will be able to hand out scholarships up to \$3,000 in May. Members have participated in a variety of projects such as INSULATE!, Hearts with Hands, and Community Team Day as well as other community outreach programs. Our first INSULATE! project is going to be held on April 2. The Council also plans on volunteering at MANNA Foodbank this year. We traditionally meet the first Tuesday of the month at the AHBA office at 8:30am with every third month being a noon lunch meeting held at a PWB member's facility. This is a perfect way to promote your company within our network and to let our group become familiar with your products/services. Our scheduled monthly meetings provide prolific networking opportunities and allow for personal growth with other professionals in the industry. Additionally, members of the PWB receive discounts for participating in educational events and incentives for promoting and volunteering throughout the year and at our fundraising events. Whether you are interested in networking, community service opportunities, education, leadership development or discounts on products and services, the Asheville PWB has a place for you. Members participate in the following committees: Fundraising, Membership, Community Involvement/Scholarship, and Education, which allow for them to break into smaller groups, thus furthering the networking opportunities of the PWB. We are diverse in our purpose for membership and in our committee choices, but we look forward to growing with you! Please contact Kate Duinkerken with Membership at [dhomes@charter.net](mailto:dhomes@charter.net) or the AHBA office at [office@ashevillehba.com](mailto:office@ashevillehba.com) for further information and to apply for membership.

## February Meeting Kicks Off 2011 Parade of Homes with Preview Event

"One of the absolute best events the AHBA has all year!" was the comment one builder made after the Parade of Homes Preview Event held on February 17 at the Doubletree Hotel in Biltmore Village. The event is always well-attended by builders and the 2011 event was no exception. Each builder who attends and participates in this meeting gets \$200 off their first 2011 entry for the Parade of Homes. Over 30 Associate Members set up tables to offer discounts to builders participating in the Parade of Homes. These discounts range from percentages off products/services to Parade entries paid in full! Also during this meeting, the AHBA held a question and answer session for builders wanting to learn more details about the 2011 Parade of Homes. Advertising and Sponsorship information was released as well as the 2011 Builder Packets complete with the entry deadlines. Special thanks to the crew at Westall Chandley Building Supplies for sponsoring this meeting through the 2011 Foundation Club. Its not too late to learn about the Parade of Homes! Visit our website for more information and for a list of 2011 Associate Member Discounts from the following companies: 2-10 Home Buyers Warranty, 84 Lumber, Accurate Accounting, Allied Insulating, Alltek Systems Design, Asheville Garage Door Service, Inc., Atelier 359, Blinds and Us, Build It Naturally, Builders First Source, Carpet One Floor & Home, Ferguson Enterprises, Harmony Interiors, HomeSource, moreSPACE-place, Nova Kitchen & Bath, Precision Craftsmen, LLC, ProBuild, Progress Energy, Retro+Fit Design LLC, Salon Blue Ridge, Sears Commercial, Showcase Exteriors, Solid Surface Specialists, Stone Gallery Granite & Marble, Terminix Service, Inc., Tucker Materials, Inc., Westall Chandley Building Supplies, and WRIGHT'S CARPET.



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### **Social Media Educational Series:**

### **Learning about LinkedIn, Facebook & Twitter**

February 23, March 9 & March 23, 2011 from 2-5 pm

at the AHBA office

\$15 per class or \$40 for all 3

**\*Class #1:** Intro to social media & how to set up accounts

**Class #2:** Learning how to use social media & how to use it for business purposes

**Class #3:** More advanced topics in social media

\*Class #1, please try & bring a laptop computer & an electronic photo of yourself (to be used as your profile picture) & your company logo.

**Please RSVP to [office@ashevillehba.com](mailto:office@ashevillehba.com)**

14 Mimidis Lane, Rte.70  
Swannanoa NC 28778  
Phone: 828-299-7001

