



BLUEPRINTS

A monthly publication of the Asheville Home Builders Association

NOVEMBER

Battle of the Builders Builders Battling Hunger

Proceeds to benefit
Manna Food Bank

November 6th-December 12th
Call the office today for more
details about this special charity
food drive and how you can help
battle hunger in our area.

Upcoming Events

November 6th

Table Top Expo
Blue Ridge Motion Pictures
3:30 pm - 8:30 pm

November 11th

Builder After Hours
SpaceMakers Closet Interiors
of Asheville
5:30 pm - 8:00 pm

December 4th

Builder After Hours
Willow Creek Hearth and Leisure
5:30 pm - 8:30 pm

December 12th

Annual Christmas Gala
The Crown Plaza
Invitation to Follow

Check out our Member News
section on page 6 to see the
latest information for our
members, about our members.
And remember, do business
with a member!

State, City Officials Told Housing is Needed to End Revenue Slump

Job losses and declining tax revenues resulting from the deep housing slump and the decline in property values require state and local governments to consider innovative ideas to help put the housing market back on track, according to NAHB Chairman Sandy Dunn.

"Necessity is indeed the mother of invention during a financial crisis," Dunn said. "While the federal government has stepped forward with a series of emergency actions to stabilize and restore confidence in the financial markets, it's now time for the same sort of innovative thinking at the local and state levels where public officials are grappling with budget shortfalls that are putting a squeeze on spending for everything from schools to public safety and other essential services."

Such creative thinking, Dunn added, could range from foregoing impact fees on new development to allowing higher density zoning to build more affordable housing and streamlining the entire development review process. It is also important for cities and counties to extend existing zoning approvals while builders work out financing for new projects, she said.

Any of these measures will help stimulate the housing sector and boost local economies. "By encouraging new development rather than penalizing it, local governments will be helping to create a new business environment that will generate jobs, stabilize property values and get the housing market back on track," she added.

"Fifteen cents of every dollar spent in this nation is spent on housing," Dunn said. "It is the engine that runs this country."

The importance of residential construction to local economies is documented in a recent study by NAHB economists looking at the impacts of single-family and multifamily home building and residential remodeling.

The NAHB study estimates that in 2008, on average:

- Construction of 1,000 new single-family homes creates 3,049 jobs and generates more than \$89 million in tax and other revenues for federal, state and local governments.
- Construction of 1,000 new multifamily rental units creates 1,155 jobs and generates more than \$33 million in tax and other government revenues.
- \$100 million worth of residential remodeling activity creates 1,109 jobs and generates more than \$30 million in tax and other government revenues.

The estimates are based primarily on industry accounts published by the U.S. Bureau of Economic Analysis, part of the national accounting system that is used to produce official estimates of gross domestic product.

"This study clearly demonstrates the housing industry's importance to the U.S. economy," Dunn said. "The fastest, most effective way to turn this economy around is to shore up the housing sector."

"There is no easy way out of this economic downturn," Dunn said. "But in times of crisis we find opportunity. This is the time to be creative and to work collaboratively. Builders, developers, lenders, local policy makers and other stakeholders need to work together to promote smart growth practices that can help us build vibrant communities that meet the needs of families across the economic spectrum."



Meetings

Professional Women in Building

Tuesday, November 4th @ 8:30 am
*Hosted by: SpaceMakers Interiors of Asheville

AHBA Remodeler's Council

Wednesday, November 5th @ 9:00 am

Parade of Homes Wrap Up Meeting

Wednesday, November 19th @ 9:00 am

Board of Directors Meeting

Thursday, November 13th @ 3:00 pm

Parade of Homes Builder Feedback

Tuesday, November 11th @ 12:00 pm
AHBA Conference Room

*For Parade of Homes participants ONLY
RSVP to AHBA office as lunch will be served.

Events

Table Top Expo

Thursday, November 6th

@ 3:30 pm – 8:30 pm

Blue Ridge Motion Pictures Studio

Builders-After-Hours

Tuesday, November 11th @ 5:30 p.m.

SpaceMakers Interiors of Asheville
15 Design Center Avenue; Suite 203

Christmas Gala

Friday, December 12th

Crown Plaza Resort
1 Holiday Inn Drive

Education

NCBI Seminar

"Warranty: Keys to Warranty Service"
& "Exceeding your Customer's
Expectations"

November 18, 8:30 am-5:30 pm

Quality Inn at 70 Soco Road

To register: Haywood County HBA at
828-454-0221

Green Building 101: Green Home Renovation:

Thursday, November 6th, 9:00 am -5:00 pm
NC Arboretum

Green Building 101: HealthyBuilt Home Orientation Training:

Tuesday, November 18th, 1:00 - 5:00 pm
NC Arboretum

HousingZoneInternational '09 Code Changes

HousingZoneInternational Code Council members debated and voted on code change proposals shaping the future of building safety and fire prevention during the organization's Final Action Hearings in Minneapolis. The approved code changes will be included in the 2009 version of the International Codes, used to guide construction in all 50 states and Washington, D.C.

"We are exploring improvements in the areas of structural and fire safety alongside sustainable and energy efficient building, all of which will have enormous impact on virtually every aspect of safety in the built environment," said Code Council President Adolf Zubia, Fire Chief for Las Cruces, N.M.

Among the major changes approved:

- Fire sprinklers are required in all new one- and two-family residences beginning Jan. 1, 2011.
- Fire sprinklers are required in all new townhomes.
- Carbon monoxide detectors are required in homes with attached garages or fuel-fired equipment such as gas furnaces, gas stoves and gas water heaters.
- A new standard, ANSI/APSP-7-06, brings the I-Codes in line with the Virginia Graeme Baker Federal Pool and Spa Safety Act of 2007. It addresses suction entrapment avoidance in swimming pools, wading pools, spas, hot tubs and catch basins.
- For skyscrapers, buildings greater than 420 feet in height, an additional stairwell is required to assist firefighter access to upper floors. The additional stairwell is not required if the building includes special elevators that can be used to evacuate occupants during an emergency.
- Members did not approve the comprehensive energy package in EC-14 purporting a 30% increase in energy efficiency. However several energy efficiency-related changes were approved, including:
- A requirement to install programmable thermostats in new homes and buildings with forced air furnaces.
- High-efficiency light bulbs required in at least 50% of permanent lighting fixtures in new homes.
- Maximum fenestration u-factors are lowered in warmer climates to reduce the amount of heat loss or gain through windows and doors to lower energy costs during cooling periods.
- An increase in insulation R-values for walls, floors and basements in cold climates to achieve heating and cooling savings.

For more information about the HousingZoneInternational Code Council and the changes to the 2009 International Codes, please visit (<http://www.iccsafe.org/>) or call the AHBA office at 828-299-7001.

2008 AHBA

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"It's the Economy, Stupid" President's Message by Sean Sullivan

"The character that takes command in moments of crucial choices has already been determined by a thousand other choices made earlier in seemingly unimportant moments. It has been determined by all the 'little' choices of years past by all those times when the voice of conscience was at war with the voice of temptation, [which was] whispering the lie that 'it really doesn't matter.' It has been determined by all the day-to-day decisions made when life seemed easy and crises seemed far away the decision that, piece by piece, bit by bit, developed habits of discipline or of laziness; habits of self-sacrifice or self-indulgence; habits of duty and honor and integrity or dishonor and shame." - Ronald Reagan

George H. W. Bush in his 1992 campaign for the White House, summarized it best when he said "It's the economy, stupid". Most of us have felt the pinch this year as things have tightened up. Profits are dwindling and employees are losing jobs. While Builders and Associates are chasing down leads, the NAHB has also been hard at work.

At the end of September, I attended the third quarter NAHB meeting in San Diego, CA. This happened to be the week that the "Financial Rescue Plan" was suggested by Henry Paulson, the Secretary of the Treasury. While our legislators were vigorously debating the merits and details of the plan, the NAHB was telephone conferencing with the White House (on a daily basis). At the Board of Directors meeting, with over 1,000 directors in attendance, opinions were given and concerns were expressed. Ultimately though, through unanimous vote, the NAHB decided that we must support the "Financial Rescue Plan" now and perfect the details in the coming months.

What does this mean? It's too early to say what effect it will have, that will take months or years to come. The important thing to remember is that the NAHB, the NCHBA, and the AHBA, together with MCAD, are working hard on your behalf. As the NCHBA moved to the top state association in the nation this year, and our local AHBA was just ranked in the top 100 in the country (#78), it means that your voice is being heard. It means that your membership is working for you, so that you can keep working on making a living. But it also means that you have the opportunity, if at any time, you decide you want to have more of a voice and are able to join the AHBA Nation.

Your membership counts, your sponsorship dollars count, your Build-Pac contributions count, and so does your voice. At the AHBA, we know that "It's the economy, stupid" and we are here to represent you!

the FOUNDATION CLUB 2008

DIAMOND SPONSOR \$7500	84 LUMBER <small>Build on what we know.</small>	AEGIS	Prudential Lifestyle Realty	STOCK Building Supply <small>a WOLSELEY company</small>
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[builders tips]

Builders' Tip: My Personal On-the-Job Hardware Store

When I'm working on a punch list, I often keep plenty of fasteners and related paraphernalia on hand to keep my "gofer" runs to a minimum. The accompanying drawing illustrates my solution for toting all these items — what I call my personal hardware store.

It's a double-decker tray for carrying assorted screws and nails and it holds almost every kind of fastener in one compact, organized — and sometimes heavy — unit.

I made the rig from garden variety 1x pine, with an upright member in the center that acts as a bulkhead and a carrying handle.

The dimensions are based on an industry-accepted standard unit of measure — a cardboard milk container.

Since milk containers are 3 inches square, the inside dimensions of the upper trays measure 9 inches by 9 inches so I can fit each tray with nine containers.

I made the inside dimensions of the lower trays 9 inches by 9-3/4 inches to allow for 18 more containers.

The extra 3/4 inch enables me to stack the upper trays and provides extra space for staples on one side and precut sandpaper strips for my sanding block on the other.

Because each container lifts out, I never have to dig my fingers into the sharp points of the fasteners. I can just pour a few into my hand or onto my workbench.

I try to keep only a handful of each type of screw in each container to get me through the day. I refill the containers as needed when I get home.

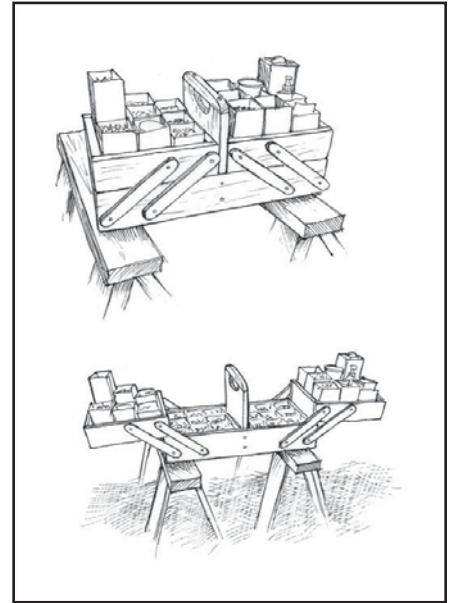
I also hold assortments of similar fasteners in each container, which gives me more variety and items to choose from for each job.

The key, however, is keeping everything organized. Every type of fastener has its own spot, so I know just where to find it.

— Phil Miller, Medina, N.Y.

Tips & Techniques provided by Fine Homebuilding.

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Using a double-decker tray such as this one helps to keep small items organized.

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REGIONS
MORTGAGE

ATTENTION: HOW (Home Ownership Warranty) Builders

If you built in the late 1980's or early 1990's, and listed homes through HOW, you may be eligible for a claim based on your percentage of capital contributions and surplus distributions. However, the deadline to file your proof of claim is JANUARY 12, 2009.

All former HOW builders should have received a letter directly from the HOW receivership with details on how to file for their claim. However, the HOW receiver is using address records from 1995, so HBA is working to help make sure all builders who may be eligible for a claim find out about the process.

HBA can provide you with information on how to file directly for your claim. We've also been contacted by a couple of law firms based in Virginia/D.C. that are representing HOW Builders in this process. We can provide you with information on how you can contact them, and then you can decide whether the services they provide to help you get the maximum claim possible are worth the fees they charge.

Below are some general facts about this HOW claim process. HBA has a list of builders who we are also sending this information to directly, but if you know of anyone else who might have used HOW during the late '80's/'90's, please help us by passing this information along. Many of these builders are retired, and in some have died but may have surviving family members eligible to receive their claim.

HOW DISTRIBUTION SUMMARY - FAQs

Former HOW builders need to know about the details of the potential claims they have to capital contributions and an ultimate surplus distribution.

HOW DO I KNOW IF I'M ELIGIBLE?

The Receiver has published detailed criteria for builders to be eligible. Essentially though, you had to be a HOW builder when HOW was put into receivership in 1994, or had been a HOW builder for at least 5 consecutive years and left HOW shortly before HOW went into receivership. The details are set forth in the Order Approving Plans of Liquidation dated June 13, 2005.

HOW DO I FILE A CLAIM?

You must file a proof of claim with the Receiver. Those builders deemed eligible by the Receiver should have received a notice from the Receiver. The Receiver is working off lists of builders that date back to the last year of HOW's operation (1994 – 1995). You can go to the HOW Receiver website (www.howcorp.com) to access the proof of claim form and instructions.

WHEN IS THE PROOF OF CLAIM DUE?

January 12, 2009. However, given that some of the information required to submit your claim may take a little bit of time to put together, you should begin looking at the process and requirements ASAP.

WHAT IF I DIDN'T GET NOTICE FROM THE RECEIVER?

If you didn't receive a notice of proof of claim, then either the Receiver does not believe you are eligible, or the Receiver mailed the notice to a former address of yours. The Receiver is using a mailing address from 1995. Builders who don't get notice, and who don't timely file a proof of claim, will be barred. If you did not get a notice, and believe you should be eligible to file a claim, you need to act not to assemble the facts to present to the Receiver.

WHAT IF I HAD MORE THAN ONE COMPANY?

Each company you had that was listed with HOW should be eligible. However, we have seen instances where that is not the case, and we may have to dispute eligibility with the Receiver.

HOW DO I FIGURE OUT THE AMOUNT OF MY CLAIM?

Capital contributions are returned based on your capital account at HOW. We believe that the Receiver has this information. The distribution of the surplus is subject to a complex formula based on the premiums you paid and your loss experience (claims paid out).

WHAT IF I WANT LEGAL HELP?

You should be able to simply submit the proof of claim and the HOW Receiver will follow up. However, as with anything of a legal nature, there may be advantages to you to hire someone who can help ensure you get the maximum amount that may be owed to you. We have been contacted by two firms that have been involved with NAHB and are seeking to represent builders across the county. Their fee structures are considerably different, and we make no representations as to the services they provide, so would suggest that if you are interested in obtaining legal help that you contact them both to get more information. We also suggest you do this soon, as both may not be able to take on more builders if it gets too close to the date the proof of claims are due. Their contact information, as well as the HOW Receiver contact information, is shown below.

HOW CORP INFO

Proof of Claim Dept.
HOW Companies, in Receivership
P.O. Box 1557
Tucker, GA 30085-1557
www.howcorp.com

LEGAL REPRESENTATION

Gina Zippilli
Cureton Clark P.C.
3000 MidAtlantic Dr., Ste. 200
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MEMBER NEWS

Share your accomplishments, awards, and announcements with fellow members. Send your news to kc@ashevillehba.com and we will be glad to include it in the newsletter.

Special Thanks to Rebecca D'Angelo Photography

New AHBA member Rebecca D'Angelo of Rebecca D'Angelo Photography took the photos at the Harley-Davidson Reverse Raffle Event that were displayed in *Blueprints* last month. We'd like to say a special thank you to Rebecca for her beautiful photographs and for letting us display them in our newsletter!

Remember, the AHBA Logo is a Great Marketing Tool!

As you prepare your marketing materials for 2009, be sure to remember to add the AHBA logo to your print materials or website to denote that you are a proud member of the Asheville Home Builders Association! If you are looking to do business with someone in the community, be sure you see their AHBA logo so that you can know for sure that you are "doing business with members!" Contact KC at the AHBA office at 299-7001 or by email at kc@ashevillehba.com to get your digital copy of the logo!

Off-Road Diesel Developments Webinar

Wednesday, December 3, 2008 2:00pm – 3:30pm.

Implementation of EPA's off-road diesel rule began in 2007 with the requirement to use 500ppm diesel fuel in all off-road vehicles. It won't be long before ULSD fuel becomes the norm and all new vehicles and equipment must meet Tier 4 emissions levels. As contractors and other equipment operators enter this period of uncertainty, the Diesel Technology Forum and the Associated General Contractors of America will co-host a webinar to outline technology developments and policy concerns facing the construction industry. Visit dieselforum.webex.com/dieselforum/onstage/g.php?t=a&d=662968772 to register.

Register for the 2009 Builders' Show in Las Vegas

Registration for the 2009 International Builders' Show (IBS) in Las Vegas on Jan. 20-23, is now open. This year, IBS will feature: More than 1,700 exhibitors showcasing their latest products and services and more than 250 education sessions or programs designed to help members stay current on industry trends and issues. Full registration provides attendees with access to four days of exhibits on one million net square feet of exhibit space, all the educational sessions and new, daily-featured speakers. Full registration is \$295 for members through Nov. 7 and \$425 thereafter. Exhibits-only registration is \$50 for members through Nov. 7 and \$100 after and \$50 for their spouses. To register visit <http://www.buildersshow.com>.

ProBuild Achieves "Certified Green Dealer™" Status

ProBuild announces that it now has Certified Green Dealer™ status after its staff participated in voluntary educational training and testing on good green building techniques and green product choices in lumber and building materials.

The Certified Green Dealer Program is based entirely on demonstrated understanding by lumber dealer personnel of "best practices" building science and green building basics. A lumberyard or building material dealer location can become a Certified Green Dealer™ if 75% or more of its sales personnel view a series of Web-based training videos (and pass seven tests and a final exam) about building basics, green building, and green building products. To learn more about the Certified Green Dealer™ Program, visit www.CertifiedGreenDealer.com.

Congratulations ALL AHBA Members!

The Asheville Home Builders Association is now the 78th largest HBA in the country! NCHBA is the largest State HBA in the country! It is because of the dedication of our members that these ratings are possible. We all need to remember that members of our association depend on each other to make it through trying economic times such as these, so be sure to look to each other for business and referrals. The AHBA motto is to "Do Business with Members!" A motto that is proudly exemplified by our members!

Interested in Being Published in the Newsletter?

As our membership continues to grow we are looking for more ways to give exposure to our members – we invite you to submit articles to kc@ashevillehba.com for inclusion in the AHBA Newsletter. To receive a copy of the newsletter article guidelines call the AHBA today at 299-7001.

Bonded Builders Warranty Group announces Spirit of Membership Award for North Carolina Home Builder Associations

Bonded Builders Warranty Group will award a \$35 gas gift card to members of North Carolina home builder associations who bring in their first ever new member that is approved by your association. Along with the \$35 gas card we will provide a framed certificate of recognition printed on fine parchment paper.

This promotion is simply designed to support local home builder associations and does not require builder participation in our programs. Any member of our association is eligible to receive this award when they bring in their first ever new member to your Association.

Call the AHBA for more details and to determine if you have any SPIKE credits, 828-299-7001!

In Memory

On October 13, 2008 the AHBA staff was saddened to learn of the death of Carl Eugene Brigman, of AHBA member company Walnut Creek Trucking & Excavation and the death of Hugh Brown, of AHBA member company Concrete Specialties, on October 16th. The AHBA extends thoughts and prayers to the families of Carl Brigman and Hugh Brown.

BUILDER'S AfterHours

Be sure to come out on December 4th from 5:30 pm- 8:30 pm for the Builder After Hours to be held at Willow Creek Hearth and Leisure located at 1048 Patton Avenue. December is a great time to see the fireplaces that Willow Creek has to offer! As always, the Builder After Hours is a great time to visit with fellow AHBA members and to introduce yourself to some prospective members!

phone: 828-505-1535 email: craig@appalachianstove.com

Have a Green Thanksgiving

It's almost turkey time! As you begin your Thanksgiving preparations, consider incorporating these environmentally-friendly choices into your holiday routine.

Buy Local

Food transported by truck over hundreds or thousands of miles burns fuel and produces carbon emissions that are harmful to air quality. By buying locally when possible, you help cut down on the harmful effects on the environment. As an added benefit, your produce will be much fresher and you will help support the local community's farms, businesses and economy.

Buy Organic

Organic farming processes do not use chemical pesticides and fertilizers on the produce or growth hormones in animal feed. These chemicals can seep into the soil and the runoff can contaminate the local water supply.

Use Cloth Napkins

Choose to use cloth napkins over paper napkins, thereby reducing the amount of waste going to landfills. Your pocketbook also benefits since cloth napkins are cheaper in the long run.

Light Candles

If you use candles at the dinner table, choose beeswax or soy candles. They burn cleaner and longer than traditional petroleum or paraffin wax candles – sometimes twice as long!

Recycle

Don't just pull out the cans for recycling, you may find that other articles can be recycled as well, including glass jars, plastic wrapping, boxes and cartons.

Don't Travel

Invite your neighbors over instead to help create a festive atmosphere and cut down on the fuel and pollution that result from long-distance driving or flying. If you need or want to travel, check out more environmentally-friendly options. Choose to rent a hybrid car rather than taking the sport utility vehicle, or carpool with other family members.

Make It To-Go

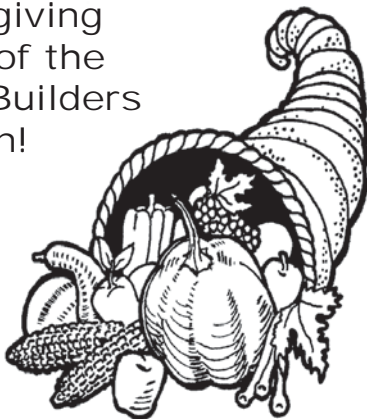
Rather than putting pounds of leftovers in the refrigerator to be neglected and eventually thrown away, give your guests food to take home with them. Put the food in reusable containers that can be washed and used again.

Decorate Naturally

Instead of buying Thanksgiving decorations at the store, consider using items you find around your yard and neighborhood such as colorful fall leaves, pine cones and flowers from your garden.



To find ways to make longer-term, green changes in your home, check out the National Association of Home Builders' National Green Building Program at www.nahbgreen.org or contact the AHBA office.


Happy Thanksgiving
from the Staff of the
Asheville Home Builders
Association!





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Fax: 828-651-9952
Website: www.mwbrpro.com
E-mail: GFRPro@Aol.com

AHBA Member Receives Accredited Builder Designation

Asheville Home Builders Association President Sean Sullivan of Living Stone Construction Inc. has completed seventy-two hours of course work to meet the requirements for the Accredited Builder (AB) designation.

North Carolina Builder Institute, the educational arm of the North Carolina Home Builders Association, administers their continuing education program. This certification program offers a comprehensive overview of key areas in the home building industry. All subject areas have been designed to appeal to a broad range of individuals with varying backgrounds and levels of formal education, and will cover all major areas necessary for success. Topics are updated periodically so that current trends are addressed. Participants also have the opportunity to collaborate with fellow builders on solutions to many everyday problems encountered in the industry.

An Accredited Builder designation is recognized statewide and identifies top professionals in the building industry. There are 4 other designations offered to NCHBA members:

Accredited Associate (AA): This designation offers associate members valuable knowledge about the home building industry. Associates can take advantage of this great networking time to build relationships with potential clients while developing knowledge of new industry trends and techniques.

Accredited Residential Superintendent (ARS): This designation is designed for the field superintendent or other site personnel looking to excel in their current position. With topics geared toward their specific needs, this program will give you the tools needed to be a success in the home building industry.

Accredited Master Builder (AMB): Master courses will take you beyond the basics and into advanced instruction by experts who have designed material exclusively for the experienced builder. Topics include negotiation, quality construction, diversification and much more.

Accredited Master Associate (AMA): In response to overwhelming demand for further training on the master level, NCBI developed the courses not only relevant to the experienced builder, but for the advanced associate as well.

If you are interested in classes to become an accredited builder, be sure to watch for educational classes offered by the AHBA, listed in the education section of the *Blueprints* calendar and in the Weekly Briefings. Contact the AHBA office at 229-7001 or info@ashevillehba.com for more information about AHBA educational opportunities.

[member news]

Thermtech Warms the Crowd at October Builder After Hours

Cozy fireplaces and open grill cooking stole the show at the Thermtech Professional Insulation, LLC. Builder After Hours held at their showroom on Route 70. Asheville Home Builders Association members and guests attended the event to see their showroom and to actually experience the products Thermtech has to offer. Thermtech's unique showroom has rooms set up to not only display their products, but to show application of the various fireplaces, outdoor kitchens, garage doors and closet organizers in each space. Staff were readily available to assist with any questions about products, and to serve a delicious meal of specialty hamburgers and hotdogs that were cooked on their own outdoor kitchen! Even buns and fries were kept warm by utilizing the warming drawers equipped in the fabulous outdoor kitchen space. Door prizes were given out at the end of the evening, but the real prize was in experiencing all that Thermtech has to offer our AHBA members. Thanks Thermtech, for a wonderful evening of networking, food & beverage and socializing!



AHBA Members and guests enjoyed the unique showroom of Thermtech Professional Insulation, LLC.

Attendees to the Builder After Hours were treated to hamburgers and hotdogs cooked on the Thermtech outdoor kitchen.



AHBA Wraps Up 2008 Parade of Homes with Spectacular Awards Gala

The Asheville Home Builders Association hosted the 2008 Parade of Homes Awards Gala on Thursday, October 16th at the Crest Center & Pavilion. Guests enjoyed a beautiful view of the Blue Ridge Mountains atop Crest Mountain while being served sirloin & salmon for dinner. The evening gave way to an excellent awards presentation with guest MC's, Bill McClement and Pat Ryan, the Wise Guys from ESPN Radio 1310 & 970 Big Wise. The sold out, black-tie event highlighted the 63 entries in this year's Parade of Homes and presented over 30 awards to the 58 entries that were eligible for judging. It is through the participation of the builders and the overwhelming support of our sponsors that this annual event is such a success!

For the 2008 Parade of Homes, the Parade Committee was excited to introduce three new awards in addition to our traditional Gold and Silver Awards. The new awards for 2008 were the Trend Award, Innovation Award and NC Healthy Built Homes Award. The addition of these awards was an effort to showcase the craftsmanship of our builders while highlighting the products and services of our membership. These awards were judged by local professionals in fields such as designer, architect, builder, sales & marketing, and others. We would like to thank all of the builders who submitted their homes for these awards as well as the judges who offered their expertise to judge these categories!

While the Parade of Homes comes to a close we encourage all of you to visit on-line at www.ashevillehba.com to view the Parade of Homes Winners and Photo Gallery from the Awards Gala. As we move forward, we would like to remind members to become involved with the Parade of Homes Committee. The committee begins working on the Parade of Homes in January to ensure the best Parade possible. If you are interested in serving on this committee or learning more about the committee in general, please contact the AHBA Office today at 299-7001 or by email at info@ashevillehba.com.

Thank you to the following AHBA members who insured that this year's parade was one for the history books: Co-Chairs - Josh Abrams & Patti Haberstock, Judy Dinelle, Jimmie Worley, Kasey Smith, Julie Bland, Steve Royster, Josh McGee, Donna Reeves, Donna Minish, Lisa Childs, Cindy Hipps, Joel Burkhalter, Clay Johnson and Maria Horton.

Sean Cashin, of Cashin Construction Company, Inc., celebrates his Parade of Homes win for Best In Show.



Announcing the 2008 Parade of Homes Winners

The Asheville Home Builders Association presented the 2008 Parade of Homes Awards on Thursday, October 16th at the Crest Center & Pavilion. Special thanks to our guest MC's Bill McClement and Pat Ryan, the Wise Guys from ESPN Radio 1310 & 970 Big Wise.

Craftsmanship Awards

\$170,000 to \$221,700

Gold: Asheville Area Habitat for Humanity & AHBA (Entry #59)
Silver: Hallmark Development (Entry # 49)

\$271,900 to \$299,900

Gold: Pioneer Construction and Development (Entry # 20)
Silver: Lifestyle Homes of Distinction (Entry # 13)

\$326,900 to \$399,000

Gold: Jade Mountain Builders, LLC (Entry # 55)
Silver: Demos Builders, Inc. (Entry #48)

\$424,900 to \$499,900

Gold: Longview Builders (Entry #45)
Silver: RCJ Building, inc. (Entry # 6)

\$513,900 to \$585,000

Gold: Scenic Mountain, LLC (Entry # 27)
Silver: Biltmore Farms Homes (Entry # 38)

\$615,000 to \$659,000

Gold: Target Builders, LLC (Entry #5)
Silver: Longmeadow Homes, LLC (Entry # 16)

\$745,000 to \$849,346

Gold: Cashin Construction Company, Inc. (Entry #47)
Silver: W.D. Metcalf Building and Realty Corp. (Entry # 19)

\$870,982 to \$950,000

Gold: Biltmore Farms Homes (Entry #40)
Silver: Buchanan Construction, LLC (Entry # 60)

\$1,000,000 to \$1,376,000

Gold: Cashin Construction Company, Inc. (Entry #31)
Silver: Biltmore Farms Homes (Entry # 43)

\$1,425,000 to \$1,790,000

Gold: Judd Builders, LLC (Entry #54)
Silver: Wright Family Custom Homes, LLC (Entry # 58)

\$1,995,000 to \$2,379,900

Gold: Biltmore Farms Homes (Entry # 41)
Silver: McCarroll Construction (Entry # 21)

\$2,950,000

Gold: Hallmark Development (Entry # 50)

Trend Award

Green Features
Biltmore Farms Homes (Entry # 41)

Innovation Award

Extensive Use of Local Artisan & Craftsman
Biltmore Farms Homes (Entry # 41)

NC Healthy Built Homes Award

Target Builders (Entry #5)

Realtor's Choice Awards

Realtor's Choice Award Luxury Living
Judd Builders, LLC (Entry #54)

Realtor's Choice Award Savvy Shopper

Buchanan Construction (Entry # 60)

Realtor's Choice Award Boomer Consumer

Beverly-Grant, Inc. (Entry #18)

Realtor's Choice Award The Little Engine That Could

Demos Builders (Entry #48)

Viewer's Choice Award

Living Stone Construction, Inc. (Entry #1)

AHBA Motto Award

Do Business with a Member!
Living Stone Construction, Inc. (Entry #1)

Best in Show Award

Cashin Construction Company, Inc. (Entry # 31)

Thank you to all the builders who participated in the 2008 Parade of Homes:

Asheville Home Builders Habitat Build
Living Stone Construction, Inc.
Spear & Wills, Inc.
The Pike Group, Inc.
Kabel Homes, Inc.
Target Builders, Inc.
RCJ Building, Inc.
Standing Stone Builders, Inc.
Lifestyle Homes of Distinction
Vesta Design+Build, LLC
Longmeadow Homes
W.D. Metcalf Building and Realty Corp.
Beverly-Grant, Inc.
Pioneer Construction and Development, Inc.
McCarroll Construction
SLC, Inc.
HomeSource
Duckett, Powell & Thomson Real Estate Development Co.
Scenic Mountain, LLC
On Time Construction & Remodeling
Set Sail Development / Prasino Construction Company, Inc.

Cashin Construction Company, Inc.
Trinity General Contracting
Home Sweet Home
Pike Real Estate Development, Inc.
Biltmore Farms Homes
Stickman Designs, LLC
Longview Builders, Inc.
Donahue & Joseph Builders
Demos Builders
Hallmark Developers
Innovative Housing, LLC
Southern Pride of WNC, Inc.
Judd Builders, LLC
W.H. Osborne Construction
Jade Mountain Builders
Wright Family Custom Homes, LLC
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Announcing the 2008 Parade of Homes Sponsors

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Thank you to the following AHBA Member Companies who supplied items for the judges gift baskets:

84 Lumber
Baskets
Asheville Citizen-Times
Pads & Pens
Beverly-Hanks
Maps
moreSPACEplace
Apple Butter
Regions Bank
Godiva Chocolates
WNC Magazine
Magazine

Thank you to the following Associate Member Companies who have offered discounts to Parade of Homes Builders through the Asheville Home Builders Association:

84 Lumber
Appalachian Creek Nursery
Asheville Savings Bank, S.S.B.
Building Environmental Solutions
Cason Builders Supply
Closet Tailors of Asheville
Cunningham & Company Mortgage Brokers
moreSPACEplace
Nova Kitchen & Bath
Pearlman's Carpet One
Quality Floor Service, Inc.
Suzanne Molloy-Keller Williams Professionals
Sunrise Appliance & TV
Terminix Service
Van Keef Financial, LLC
Weichert Realtors - CenterPointe Group
Westall Chandley
Young Painting

Special Thanks to Asheville Dodge, located at 860 Tunnel Road, for loaning the AHBA 6 new Dodge Calibers to use during the Parade of Homes Judging!



Thank you to the following Special Judges who judged the 2008 Trend and Innovation awards for the Parade of Homes:

Tony Delia, Delia Design
Brenda Dunlap, Sears Commercial
Phillip Gibson, Warren Wilson College
Jason Weil, Retro+Fit+Design
Mark Whitted, Pella Window and Door
Gina Kidder -Core Installations
Patti Haberstock, Beverly-Hanks & Associates
Josh Abrams, more SPACE place

In the Know...

2008 Committee and Council Updates

Activities Committee

Nathan Lawrence & Duane Liming - Co-Chairs

The activities committee is preparing for the last, and maybe the best event for 2008. The annual Christmas Gala will be held on Dec. 12th at the Crown Plaza. Mark your calendar for an evening of dining and dancing with the D-Jazz Band. The Christmas Gala is always a great way to celebrate the end of the year with fellow AHBA members.

Associates Committee

Richard Soderquist - Chair

The Associates Committee is pleased to announce that the Annual Table Top Expo Event held on November 6th was a great success. With over 80 booths and new education classes the committee was very pleased with the attendance and participation from our members! Thanks to all who participated as vendor displays and to all of the members who came out to tour the booths on the night of the event. The Associates Committee will now shift gears and be focusing on a Table Top/Home Show Event for 2009. Anyone interested in joining the Associates Committee should contact the chair of the committee, Richard Soderquist or call the AHBA Office today!

Education Committee

Judy Dinelle- Chair

In November, the NCHBA Builder Institute Seminar has two 4 hour classes available through the Haywood HBA: "Warranty: Keys to Warranty Service" and "Exceeding Your Customer's Expectations". These courses will be accepted for NCBI course accreditation. Contact Judy Dinelle at (828) 254-9584 for more information.

Legislative Committee

Greg Spicer-Chair

This month we met with almost all of the candidates for County Commissioner. We have distributed our Build-PAC money to the candidates that are pro-housing and willing to use us as a resource if elected. Also, this month I had the opportunity to speak at two different events. The first was the Candidates Forum which had all of the county commissioner candidates as well as state house and senate candidates with questions and answers. The second was the Realtor meeting where I had the opportunity to talk about our relationship with them through MCAD and then introduce all of the candidates that were in attendance. With our relationship with the Realtors they have been kind enough to include me in their PAC distributions resulting in double face time for me to represent the home builders. This is a very important election year not just nationally but locally so please get out and vote. If any of our members want to discuss any details from our meetings please email Greg Spicer at gspicer@mathinsurance.com.

Parade of Homes Committee

Josh Abrams & Patti Haberstock- Co-Chairs

With over 10 months of planning, it is hard to believe that the 2008 Parade of Homes has come to end. With 63 home entries, a full color glossy magazine, a multi-media campaign which included Television, Cable, Billboards, Radio, Newspaper and Print, new awards for the builders, and an awards banquet at the Crest Center, the 2008 Parade was a success! We would like to say thank you to all of the builders who entered a home in 2008 Parade of Homes and to all of the members who supported the builders. Thank you to our Parade of Homes Sponsors. A huge thank you go out to the following individuals who helped contribute to this years success: co-chairs- Josh Abrams and Patti Haberstock, AHBA staff- Caroline Sutton, KC Hart and Adrienne Franklin, and the Parade Committee- Julie Bland, Joel Burkhalter, Lisa Childs, Judy Dinelle, Cindy Hipps, Maria Horton, Clay Johnson, Josh McGee, Donna Minish, Donna Reeves, Steve Royster, Kasey Smith & Jimmy Worley.

Remodelers Council

Tim Alexander - Chair

The Council has completed its new Brochure which is being distributed to Real Estate offices, chamber of commerce, lenders and other areas where the public might look for leads of builders and associates who can perform remodeling services. In addition, The Remodelers Council completed the Fergusons display and participated in the Insulate program helping students at Warren Wilson College complete a weatherization project in the community. For more information on joining the council contact the AHBA office at 828-299-7001.

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Ready Your Company Now for Housing's Eventual Recovery

By Rich Carlson, CAASH, MIRM, CMP, Carlson Communications

The housing market will return eventually. Now, eventually may take some time to get here, but whether you are a developer, builder, architect, remodeler or supplier working in the industry, you should begin taking steps to prepare for housing's eventual recovery.

Doing so now will give you a jump-start on your competition. It might even help you fine tune your company while riding out the downturn. As a starting point, assess your company's marketing readiness in the following three areas:

Marketing Analysis

Have you conducted a marketing analysis of your business or community to determine what elements of your sales and marketing presentations need improvement?

If you're a builder, are you offering designs that today's buyers want? If your community is already underway, is it well maintained, does it look active?

Marketing Materials

Are your marketing materials current and coordinated?

As you analyze the strengths and weaknesses of your business, look carefully at each component of your marketing communications to ensure that there is continuity in your messages. Here are several pointers:

Marketing Plan — If you don't have a marketing plan, prepare one. This should include a media schedule, budget and a monthly action plan to ensure that your marketing is tied to your monthly or quarterly sales goals.

Branding — Do your company's or community's logo and related marketing materials reflect the message and image you want to reinforce in your market?

On-Site Presentation — Be sure that every prospect's visit to your community is an emotionally uplifting and memorable experience. Every detail is important to create a strong first impression. Landscaping, signage and models have to be perfect.

Web Presence — Many prospective buyers visit you on the Web before they visit your sales office, so make sure your Web site is effective.

Maximize your Web site's placement on the search engines; make sure your site is well designed, engaging and easy to navigate; include contact information on every Web page; and keep it fresh and up-to-date. Also, include a call to action — you don't just want visitors to your Web site, you want them to contact you for community information and to make an appointment to visit your sales office.

Collateral Material — Your collateral material should reinforce the theme of your community and be a strong reminder of why prospects should visit your community and want to live there.

Model Merchandising — Do your models look fresh and new? Don't just decorate your model homes, merchandise them.

Sales Center Displays — Your sales center displays should reinforce your community's theme and company brand.

Advertising — While other builders are sitting on the sidelines waiting for the market to return, advertise and get your name out in the market. Advertising now will get you noticed, enable you to stand apart from your competition and help you establish your company as a leader in your marketplace.

Internet Marketing — E-mail blasts, banner and tile ads on high-traffic media Web sites and pay-per-click ads can be effective ways to reach prospective buyers in today's market.

Sales Training — Invest the time and money to ensure that your sales team is well trained and motivated. Help them improve their presentation and closing techniques. After all, they are an invaluable part of your marketing and sales program.

Evaluate Your Programs

Continuously evaluate every element of your marketing program to determine what's working best and make adjustments as necessary.

Don't wait till the market returns to get your company ready. Get ready now so you can take full advantage of the good times when they eventually arrive.

Rich Carlson, CAASH, MIRM, CMP, is president of Carlson Communications, a national marketing firm that specializes in marketing communications for new residential properties. Based in Northborough, Mass., Carlson is a frequent speaker at NAHB conventions and assists builders in their marketing through workshops and consultation. For more information, e-mail Carlson, call him at 877-393-9922, or www.carlcomm.com.

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Phone: 828-277-5620

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866-449-0023

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Haywood Appliance

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Mike's Heating & Cooling

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Bennie Whitt

Bennie Whitt
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One Town Square; Suite 330
Asheville NC 28803
828-209-2014

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Tom Ratte Construction, Inc.

Tom Ratte
P.O. Box 327
Enka NC 28728
828-667-3033

David Burnette, Inc.

David Burnette
59 Dix Creek Road One
Leicester NC 28748
828-683-3563

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828-645-3332

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Asheville NC 28802
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- New Members -

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204 Charlotte Street; Suite F
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828-398-0978
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Spike: Sean Sullivan

Consolidated Waste Services, LLC

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Asheville, NC 28801
828-645-0660
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SPIKE: Richard Soderquist

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828-645-7600
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Alarm Systems
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100 E. Davie Street; TPP 8
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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 Membership Committee, 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. **All information given to the AHBA is held strictly confidential.**

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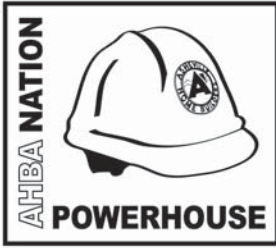
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The Asheville Home Builders Association is now accepting nominations for the 2009 Board of Directors. We are looking for individuals who are willing to devote the time and energy needed to make our association the best organization it can be. If you know of someone who would be interested, or you would like to be on our 2009 Board of Directors, please let us know.



I would like to nominate:

for the 2009 AHBA Board of Directors.

Please submit your nomination by November 17, 2008 by emailing the office at info@ashevillehba.com or by faxing this form to 828-299-7008.

AHBA NATION



AHBA Nation Member Spotlight

Name/Title: **Greg Spicer, President**
Business Name: **MATH Insurance Service**

How did your company get started?

The business began in February 1971 as an Independent Insurance Agency. I started working part-time just after high school in 1992 and through college then obtained my insurance license in 1995. I started at the bottom and worked my way up to President in 2004.



What makes your company unique?

We are a small agency that is very successful because of outstanding service. If you call our office someone answers the phone- you never get voice mail. Even though we are small we still represent large national and international companies in order to find the best coverages and rates for each client.

What has been your greatest business success?

My involvement with the Asheville HBA. Being able to attend meetings and network with members and potential clients. Showing our members my support and the assurance that my company is stable and here to stay.

What do you like about doing business in Asheville?

If you take care of your clients and build a good reputation the word spreads fast. My clients become good friends and refer more clients to me. The bulk of my business comes from referrals.

What kind of customer does your business attract?

Anyone shopping for Insurance. Being an Independent agent, we have a market for any kind of Insurance available. We are a one stop shop with very competitive rates.

How does your business positively contribute to the Asheville Community?

Having knowledgeable staff that clients can call or come into the office and sit down with. Whether its for a new policy or just a question we have the service to suit their needs.

Location: 344 Merrimon Avenue Website: www.mathinsurance.com / gspicer@mathinsurance.com

Personal AHBA Member for 11 Years, Business has been a member for 28 Years!



Asheville Home Builders Association
PO Box 9722
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