



BLUEPRINTS

A monthly publication of the Asheville Home Builders Association

SEPTEMBER GMM

**Doubletree Biltmore
Builder Round Table: 5:30 pm
Networking: 6:30 pm
Meeting: 7:30 pm**

September 24

**Check your weekly briefings
for details and to RSVP!**

Upcoming Events

September 10

**Builder After Hours
Willow Creek Hearth & Leisure
5:30 pm - 7:30 pm**

**Bring your bathing suit and try out
one of the on-site hot tubs!**

**September 16-19
21st Century Building Expo
Charlotte, NC**

**September 22
AHBA Lunch and Learn
Green Remodeling
12 noon- 1:30 pm**

See page 2 for more details.

October 6

**Parade of Homes
Builder Open House
3:00 pm - 6:00 pm**

*** Parade of Homes Builders Only**

**October 10/11 & 17/18
Parade of Homes
12 noon - 5:00 pm**

See page 14 for more details.

October 15

**Parade of Homes Gala
Check your weekly briefings for
more details!**

Builders Say Ending Tax Credit Could Halt Home Sales

Home builders in hard-hit markets in Arizona and Nevada voiced concern last week that the tentative signs of a housing recovery they have started seeing in recent months may disappear with the expiration of the \$8,000 housing tax credit for first-time buyers on Dec. 1.

With the tax-credit deadline for home closings only a few months away, the builders said that they don't expect to receive much additional mileage from the current housing stimulus measure, adding that progress in turning around home sales could come to a halt unless the credit is extended for one more year and expanded to cover all eligible buyers of a principal residence.

The builders were participating in an Aug. 13 media teleconference held by NAHB as part of the ongoing "Revive Housing, Restore America" campaign, which is aimed at getting the Congress to focus on housing as a means of creating jobs and pulling the nation's economy out of a devastating recession.

In a major grassroots effort, builders across the country - joined by their business associates, customers and members of the public - are carrying their message to members of Congress, who are home for their August recess until they return to Washington on Sept. 8.

"It is absolutely critical that every NAHB member lend his or her voice as a constituent in this effort, by personally communicating with their elected officials while they are home this month," said NAHB Chairman Joe Robson.

NAHB generated more than 1,300 letters to Capitol Hill and was receiving encouraging reports of upcoming meetings with builders and U.S. representatives.

In addition to the extension of the tax credit, builders are focusing attention on the urgent need for correcting a faulty appraisal process, ending the credit crunch for acquisition, development and construction (AD&C) loans and expanding Net Operating Loss (NOL) carryback provisions for businesses.

Each of these actions would generate significant job growth. Extension and enhancement of the tax credit would spur 383,000 additional homes sales, including 80,000 housing starts in the near term, and create nearly 350,000 jobs over the coming year.

An Uncertain Outlook

Citing "recent signs of economic stabilization," Bill Hoover, president of Pageantry Homes in Las Vegas and president of the Southern Nevada Home Builders Association, said that "the outlook for a long-term sustainable recovery is at best uncertain. Everyone agrees there has been continuous and incredible job loss with no identifiable vehicle for recovery."

Hoover noted that unemployment rates are approaching the double digits, raising prospects for a jobless economic recovery. "Housing, accounting for more than 15% of gross domestic product, is historically the leading sector for reviving a lackluster economy and putting Americans back to work," he said.

The \$8,000 tax credit has begun drawing in prospective first-time buyers "and making a difference to our industry," he said; now it needs more time to gain traction.

"Our time frame is virtually over if we want to have the current credit help us," Hoover said. "We're in a position where we can't go out and spec-build homes so that they will be ready in November with the hope that people will be able to buy them with the credit." He added that the credit has been gaining momentum with its monetization in a growing number of states, allowing it to be used for downpayments and other upfront costs.

[continued on page 5]



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www.AshevilleHBA.com

Calendar

Meetings

Professional Women in Building

Tuesday, September 1 @ 12 pm
**Cool Mountain Construction & Realty*

Tuesday, October 6 @ 12 pm
**AHBA Office*

Board of Directors Meeting

Thursday, September 10 @ 3 pm

Parade of Homes Committee

Monday, September 28 @ 3:30 pm

Events

Parade of Homes Gala

Thursday, October 15
The Crest Center & Pavilion
Black Tie Optional
**See page 10 for more information!*

Parade of Homes Weekends

Saturday & Sunday, October 10/11 & 17/18
**See page 10 for more information!*

AHBA GMM

Thursday, September 24
Doubletree Biltmore

Builder After Hours

Thursday, September 10
5:30 pm- 7:30 pm
Willow Creek Hearth & Leisure
805 Patton Avenue, Ste H

Education

AHBA Lunch & Learn

September 22, AHBA Office
Green Remodeling and HealthyBuilt Homes: Tax incentives for both!
Presented by the WNC Green Building Council
Hosted by the AHBA Remodelers Council
Cost: Free to Remodelers Council Members
\$15 for non- Remodelers Council members

21st Century Building Expo and Conference

Charlotte Convention Center, Charlotte NC
September 16-19
**See page 15 for more information*



Q & A: WNC Green Building Council

How can I identify wood & other products from well managed forests?

As an international non-profit, FSC works to certify well-managed forests as well as products from well-managed forests around the world. FSC monitors many aspects of forest sustainability, their main tenants being: compliance with laws, tenure and use rights and responsibilities, indigenous peoples' rights, community relations and worker's rights, benefits from the forest, environmental impact, management plan, monitoring and assessment, maintenance of high conservation value forests, and plantations. FSC certification is a rigorous process and wood is tracked through a chain of custody, so every lumber yard that moves FSC lumber must also be certified.



Look for this symbol!

Many wood products claim sustainability and some may come from well managed forests, but without an actual FSC certification, you cannot be sure that the claims are legitimate or that they are truly sustainable. FSC is the only certification that earns points with LEED. In fact, any tropical lumber used in a LEED Home is required to be FSC certified.

To learn more and find where to buy FSC products, check out their website: www.fscus.org

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



Green Building - Does it have staying Power?

President's Message by Thomas McClain

There is a growing trend in our Nation that we need to "Go Green". What does this mean? More importantly, how does this affect us as homebuilders? First of all, buying green products we use on a daily basis just makes sense. Eco-friendly cleaning products for our home such as laundry detergent reduce the harm we are doing to our environment. No one today would question the need to eliminate lead from paint and asbestos from building products. The same could possibly be said in the future about some of the non green products we use today.

Why should we as homebuilders "Go Green"? First, the environmental benefits from building homes that have cleaner air and are more energy efficient are indisputable. The need for more power sources becomes apparent as more homes are built and cars are using electricity as a power source. So it is imperative to build and retrofit homes with this in mind. If houses require less electricity then the need to build more power sources is reduced.

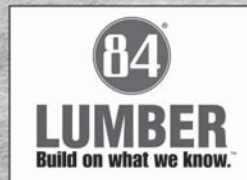
This will in turn reduce the amount of money needed by power companies to increase power production and lower electric bills for the homeowner. What a great selling point to potential homeowners! They will save money with making changes to their daily life. The government also has many tax credits for energy saving homes. Definitely this is a win-win for both the homeowner who buys the home and the builder who builds it.

Here at the AHBA, we are offering the Certified Green Professionals Designation from NAHB so that you can be certified to build green and realize these benefits. If you missed the class, we offered this year, we offer it again in 2010. The NCHBA will also offer the class at the 21st Century building show in Charlotte in September. Now is the time to get certified!

In other news, it has been a busy month here at the AHBA. We just finished our 3rd education class at AHBA institute. If you missed it, make plans to attend the next course offerings in November and work on becoming an Accredited Builder or Associate in the state of NC. We had our AHBA Annual Picnic and our famous Fall Golf Tournament. This month, AHBA members and staff will head to Charlotte for the 21st Century Building Expo in Charlotte, NC. This is an exciting opportunity to spend some time with your fellow members. Also, our next General Membership Meeting will be September 24, 2009. Be sure to come and get caught up on all the things happening here at the AHBA.

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Education Sponsor



[builders tips]

Builders' Tip: Make Your Stiff, Leather Gloves Fit Like a Glove

For many years, I have worn leather gloves for heavy construction work and have found that the inexpensive, stiff gloves I used lasted just as long as the more expensive, soft and pliable ones.

Rather than spend more money for gloves, I have found a simple way to make the less expensive ones fit me more comfortably — while also helping heal my rough hands.

Here's my solution:

- Coat your hands with a liberal amount of the thickest hand cream you can find, then slip on the gloves and go about your work like you normally would when wearing gloves.
- While you are working, the cream soaks into the leather, softens it and forms the gloves to your hands.
- In a matter of minutes, the old, stiff gloves will become pliable and you won't be able to tell the inexpensive gloves from expensive ones.

By the way, the lotion also helps keeps gloves that have gotten wet from becoming stiff when they dry out. The lotion also seems to make the gloves last a little longer.

— Bill Rutledge

Tips & Techniques provided by Fine Homebuilding.

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The Mortgage Experts

A new home is more than just an investment or a place to live. It's also a place to nurture dreams and build a future. So when it comes to a mortgage, turn to the experts with years of experience. Asheville Savings Bank began lending more than 73 years ago, and we've provided Western North Carolina homebuyers with smart, flexible solutions to their purchasing needs ever since. From pre-approval to closing costs, you won't find a lender more dedicated to making your mortgage a success. So for all your home-buying needs, rely on Asheville Savings Bank—we're ready to help you begin your future.

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NAHB Member Advantage Updates

Use Your HP Connections

With HP on your side, you're well-connected. HP is pleased to announce a new program for NAHB members.

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**All orders must be billed and shipped to a US address. Some weight restrictions apply.*

***IDC Worldwide Quarterly PC Tracker, May 2009*

Tax Credit Extension

[continued from page 1]

Not Out of the Woods Yet

Randy Agron, vice president and chief of operations at A.F. Sterling Homes in Tucson, Ariz., said that the home buyer tax credit is working and helping to stabilize prices in his market. "Stopping it now could throw a monkey wrench into the whole improvement we're seeing signs of. We can still see the economy is not out of the woods yet, and not extending the credit could have a major impact."

With the tax credit set to expire, when "someone comes into the model center now, we cannot deliver a new home by Nov. 30 to meet the deadline," he said. "For us, it's almost ending right now, and we have seen a decrease in sales in the past few weeks."

Appraisals are also making it difficult for builders to recover in the Tucson market, Agron said. "There are errors in them and they really do harm us when we are working on such skinny margins, or no margins." In some cases, he said, where his company is having to pay \$20,000 to make up for a low appraisal, "it doesn't make sense even to build these homes."

The comparables that are being used, he said, typically are homes that are seven or eight years old, are less energy-efficient than new homes, were built under a less stringent building code and "have a lot less value." He added that it has been "extremely hard to talk to appraisers and get feedback to them."

And he shared the concern of other participants on the teleconference panel over the scarcity of financing for builders. "We are seeing significant constriction in banks' willingness to lend," Agron said. "We rely on this construction financing to build homes, even if we can sell homes. We need to get the pendulum back to a fair place in the risk tolerance" of lenders.

The housing industry currently is seeing "a very low, temporary kind of recovery," said NAHB Chief Economist David Crowe. "We are very worried that the positive housing news over the past couple of months could be curtailed when the credit is over."

"We likely will see a tempering in housing starts as we go into the next several months," he predicted. Housing "has built momentum, but won't get us past the hurdle. We really need this credit to push us past the goal line."

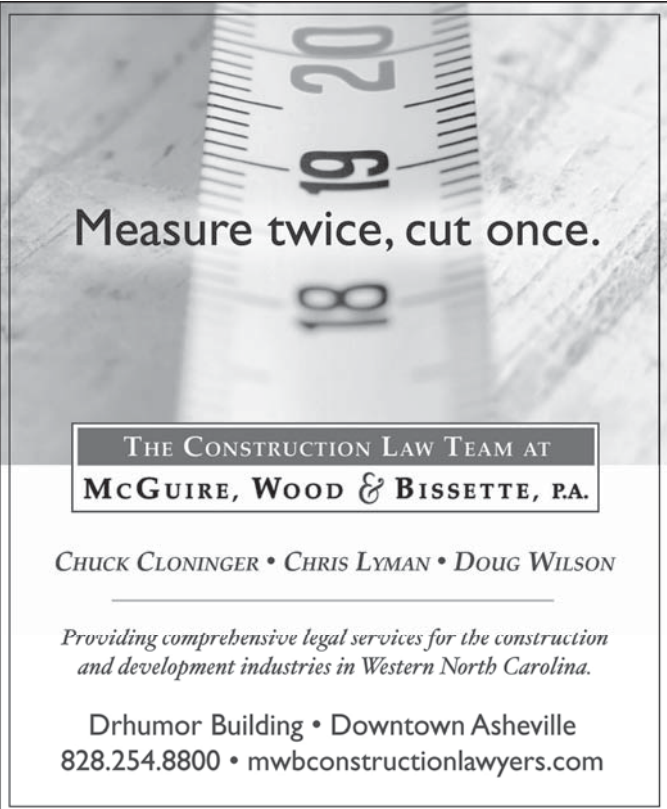
"Builders depend on banks to purchase and improve the property and build the house," Crowe added. "Banks have been unreasonably reluctant to lend to home builders, even those in relatively safe markets who have sales under their belts. This will eventually lead to a housing shortage, and we won't be able to produce the homes that will be needed to meet pent-up demand coming onto the marketplace."

Builders from around the country will continue to report conditions in their markets in more than a dozen NAHB state and regional teleconferences slated for the next several weeks.

Members Urged to Participate

NAHB is urging its members to participate in the campaign. Information can be found at: www.nahb.org/ReviveHousingNow.

This article was reprinted with permission from NAHB. For more information and for similar articles, please visit www.nahb.org.



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MEMBER NEWS

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

Member Company Purchased by Brand Vaughn

The management team at Brand Vaughn announces the purchase of Stock Building Supply's Asheville Facility by Brand Vaughn Lumber Company of Tucker Georgia. The current Asheville facility will continue to be the location for local operations, allowing same staff to continue and grow their current products and services. The Management Team would like to thank our associates, vendors and customers for the support and dedication during this transition period. We are committed to make this transition "seamless" and we will maintain our high level of customer service. In the weeks ahead we are planning a Customer Appreciation/Grand Opening Celebration. During this time each of you will get an opportunity to meet our President, Chip Vaughan and his team.

BuilderBooks.com - NAHB Member Resource

The National Association of Home Builders (NAHB) Offers More Than 250 Books That Help You Build Your Business! BuilderBooks.com is your source for training and education products for the building industry. The official bookstore for NAHB, BuilderBooks.com offers award-winning publications, software, brochures and more available in both English and Spanish. To view these publications online, visit www.nahb.org, or call 800-223-2665.

Asheville Radio Group offers Non-Profit Rates

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

Builder/Architect Launches Online Magazine

You can see all of the digital editions and more at: <http://wnc.builder-architect.com>! Your feedback is welcome, so please contact Jim Joly at Builder/Architect Magazine of WNC at JJoly@BuilderArchitect.com with your thoughts!

Tax Credit Website Looks at Opportunity of a Lifetime

Builders and other industry professionals can help spur home sales by referring prospective first-time home buyers to www.federalhousingtax-credit.com. The NAHB Web site provides detailed information on the \$8,000 federal tax credit for first-time home buyers included in the economic stimulus legislation signed into law by President Obama.

Consumers can use the website to find information on the tax credit — including a detailed question and answer section. It also includes information about other housing-related and small business measures in the legislation and a number of home-buying resources for consumers.

Spanish Version Also Available Online!

A Spanish version of this increasingly popular Web site is also available to provide detailed information on the tax credit to Spanish-speaking first-time home buyers.


Industry professionals are encouraged to highlight either tax credit Web site when marketing to their potential first-time home buyer market.

Westall Chandley Announces New Hires

We are pleased to announce that Terry Walton, formerly Terry McLeod, has decided to return to the industry and join the Westall Chandley sales team. She is known throughout the business as a true professional and a great source of knowledge. We are very excited about having Terry join the Westall team. She brings with her years of valuable selling experience along with a reputation for excellence.

We are also pleased to announce that Cindy Hipps has joined our sales organization as a Coordinator. Prior to joining the Westall Chandley team, Cindy was Vice- President of HomeSource Real Estate and Construction. Prior to this position, Cindy was involved in her family's business at Asheville Heating and Cooling.

Westall Chandley is very excited with these additions to our sales team. We are certain Terry and Cindy will help Westall Chandley continue to serve the building community of Western North Carolina with outstanding building products backed with expert service and technical expertise.

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BUILDER'S AfterHours

September Builder After Hours

Join us at the Willow Creek Hearth & Leisure showroom on Patton Ave. on Thursday, September 10 from 5:30- 7:30 pm. Network, enjoy food and beverage from Poppy's Kitchen, and learn about the great products that Willow Creek offers! Be sure to bring business cards for networking and to be entered to win a fireplace! Bring a suit to try out one of their hot tubs!

(828) 505-1535 805 Patton Ave. Ste.H (Near KFC)

Legislative Session Ends

[Update from NCHBA]

The 2009 session of the General Assembly is officially over. After spending seven months deliberating well over 2,000 bills, the House and Senate simultaneously adjourned just after noon on Tuesday, August 11. NCHBA had a very successful session, as we were able to get most of our legislative priorities enacted and all of our remaining priorities are eligible for consideration in the short session next year.

The end of session madness began with agreement between the conferees and the Governor on a \$19 billion budget that increases sales and excise taxes and fees and introduces a surcharge on individual and corporate income taxes. While NCHBA members will feel the effects of the increased sales tax and surcharges on income tax, we dodged a bullet on repair and renovation sales taxes and on the franchise taxes on limited liability corporations. We need to be aware that the General Assembly will convene sometime in the fall for a special session--the topic of which will be expansion of the tax base.

Legislation Enacted

In August, the following bills were acted upon by the General Assembly and signed by the Governor. A full description and discussion will be included in the October issue of North Carolina Builder magazine.

- SL 2009-374 S.A.F.E. Mortgage Licensing Act (HB 1523)
- SL 2009-395 Continue School Construction Funding (HB 311)
- SL 2009-403 Local Government Code of Ethics (HB 1452)
- SL 2009-406 Extend Certain Development Approvals (SB 831)
- SL 2009-417 Increase Statutory Homestead Exemption (HB 1058)
- SL 2009-420 Statute of Repose/Products Liability (SB 882)
- SL 2009-421 Appeals of Quasi-Judicial Land Use Decisions (SB 44)
- SL 2009-427 Amend Carrboro Charter/Conserve Energy/Water (SB 475)
- SL 2009-430 Kannapolis Deannexation/Expedite Schools (SB 346)
- SL 2009-436 City/County/Sanitary District Fees/Internet (SB 698)

Legislation Ratified

The following bills passed both the House and Senate and were presented to the Governor. As of the posting of this update, the bills had not been signed. The North Carolina Constitution provides that the Governor has 30 days to consider legislation presented in the last 10 days of a legislative session. Any bills not acted on become law at the end of that period. If the Governor should veto a bill, the General Assembly must reconvene within 40 days after adjournment for the sole purpose of reconsidering the vetoed bill (unless a majority of members of each chamber state in written requests that such a session is not necessary). We have no reason to believe that the Governor will not sign these bills, it just hasn't happened yet.

- HB 709 Address Erosion Control Issues (CRC to study use of terminal groins)
- HB 945 The Studies Act of 2009 (includes the study of coastal insurance rates and Transferable Development Rights, among other things)
- HB 1151 Residential Lead-Based Paint Hazards/Renovations
- HB 1387 Solar Collectors on Residential Properties
- HB 1490 Land Development Permit Changes (contains clean-up language for SL 2009-406 Extend Certain Development Approvals)
- SB 838 Amendments to Environmental Laws (contains the corrections to the Jordan Lake new development nutrient buydown rules and another small clean-up amendment to SL 2009-406)
- SB 968 Mountain Resources Planning
- SB 1007 Amend Home Inspectors Licensure Laws
- SB 1020 Improve Upper Neuse Basin Water Quality
- SB 1109 Adjournment Resolution

Meet Current Challenges with a New Approach

21st Century Building Expo & Conference



Information & Registration:

www.21BuildingExpo.com or 1-800-662-7129

Exhibits: September 17-18, 2009
Conference: September 16-18, 2009
Charlotte Convention Center · Charlotte, NC



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Know the Basics When Getting into Green Remodeling

Old homes are notoriously leaky, which causes conditioned air to escape and heating and cooling systems to use more energy. And since many are equipped with inefficient heating and cooling systems, even more energy is used to cool and heat them.

Older homes also are more likely to have inefficient faucets, toilets, appliances and showerheads. According to the U.S. Environmental Protection Agency, a family of four can save up to 25,000 gallons of water per year by replacing older model toilets and installing high-efficiency toilets that use 1.6 gallons or less per flush.

Though faced with the challenge of remodeling older homes to become “greener,” many remodelers were left out of the growing number of green building programs. Even nationally recognized programs did not provide opportunities for green remodeling projects to be certified as green - until now. The National Green Building Standard provides a credible industry benchmark and scoring process for green remodeling and renovation projects. The standard was developed through an open, consensus-based process allowing full participation of all interested stakeholders. It is also the first green building rating system to be approved by ANSI, making it the benchmark for green residential construction.

The standard recognizes a wide variety of green practices, which can be incorporated into residential development, construction and renovation on a national scale, and it encourages home owners to operate and maintain their homes in an environmentally responsible manner.

Green Remodeling Step-By-Step

The National Green Building Standard provides in-depth guidance for green remodeling and a basis for scoring green remodeling projects.

Remodelers can use the online Green Scoring Tool, a free, easy-to-use software application, to streamline the process of planning and scoring a green remodeling project to the standard toward certification.

The scoring tool includes decision support information such as “How to Verify,” “Intent,” “How to Implement” and “Resources.” It is also designed to provide online links, where appropriate, to green products that have been pre-approved for specific points in the standard.

Two Paths to Green Remodeling Certification

There are two possible remodeling paths to green certification. Homes built after 1980 follow the same path as newly constructed homes — also called the Green Building Path — using the notes for renovation and/or additions.

For homes built before 1980, a remodeler can choose to follow the certification process for new-home construction or the Green Remodel Path. Both paths allow certification at the Bronze, Silver, Gold and Emerald levels for either single-family or multi-unit homes. Remodelers should fully explore both paths and evaluate which one best meets their needs from a features, performance and cost perspective.

Green Remodel Path

The Green Remodel Path is available only to homes built before 1980 and has three required elements:

- Achieving a certain reduction in energy usage
- Achieving a certain reduction in water usage
- Complying with 5 indoor environmental quality practices

The reduction in energy and water consumption must range from a minimum of 20% for Bronze to at least 50% for Emerald certification. The home’s water and energy usage must be analyzed before and after the remodel.

The verification process requires an inspection to verify the indoor air quality practices and a review of the energy and water analyses. The Green Scoring Tool will walk the remodeler through the necessary requirements for this certification path.

Remodelers taking this path may make these recommendations to a home owner for meeting certification to the standard:

- Conduct an energy audit to determine energy leaks.
- Improve insulation and sealing, such as caulking and flashing, to reduce air and energy leaks.
- Install a more efficient and properly sized heating and air conditioning system while upgrading the ducts in the home, such as sealing and insulating to minimize leaks.
- Upgrade appliances with greater efficiency, such as Energy Star products — including a refrigerator, dishwasher and washing machine.
- Replace water fixtures with more efficient products, such as toilets, faucets and a tankless water heater.
- Use low- or no-VOC paints and varnishes.

Green Building Path

This path requires a remodeler to incorporate a number of green building practices as part of the remodeling process. Homes built after 1980 must use this path. Each practice earns points or meets certain mandatory requirements toward certification. In addition to minimum threshold points in each of six green building categories, the standard designates overall totals for each certification level.

There are several hundred practices to choose from, but remodelers only need enough practices to accumulate threshold points for the desired level of green certification. The practices in this path are generally the same as the practices for new construction, but some are modified specifically for renovation with Renovation Notes in the standard. The Renovation Notes often provide additional points.

A Green Building Path renovation requires two inspections by an accredited verifier for certification. This certification path will be automated in the Green Scoring Tool within the next few months.

In addition to the Green Remodel Path recommendations, remodelers taking this path can also give home owners these additional suggestions:

- Deconstruct instead of demolish rooms to be remodeled. Collect and donate materials from the deconstruction for reuse or recycling.
- If building an addition to the home that expands the footprint, take action to conserve the natural resources of the land being used. This may also apply to changes in slope, managing storm water, maintaining a wildlife habitat and minimizing soil erosion.
- Insulate floors, foundations and crawlspaces.
- Reduce total hot water pipe length.
- Create a continuous air barrier between the garage and conditioned space in the home.
- Remove carpeting and either finish underlying flooring or install non-carpet materials.
- Vent bathrooms, clothes dryers and kitchen exhaust or range hoods to outdoors.

Third-party Verification

Visual third-party verification of the green features in every remodeling project that earns the Green Certified is a hallmark of the NAHB Research Center’s National Green Building Certification.

Verifiers accredited by the Research Center are expected to independently confirm - through a process involving document reviews and on-site inspections - that all green certification requirements and points specified by a builder or remodeler are in place for a candidate home. No self-certifications or affidavits are allowed.

This is the cornerstone of the certification’s credibility. Accredited verifiers are listed by state on the NAHBGreen Web site.

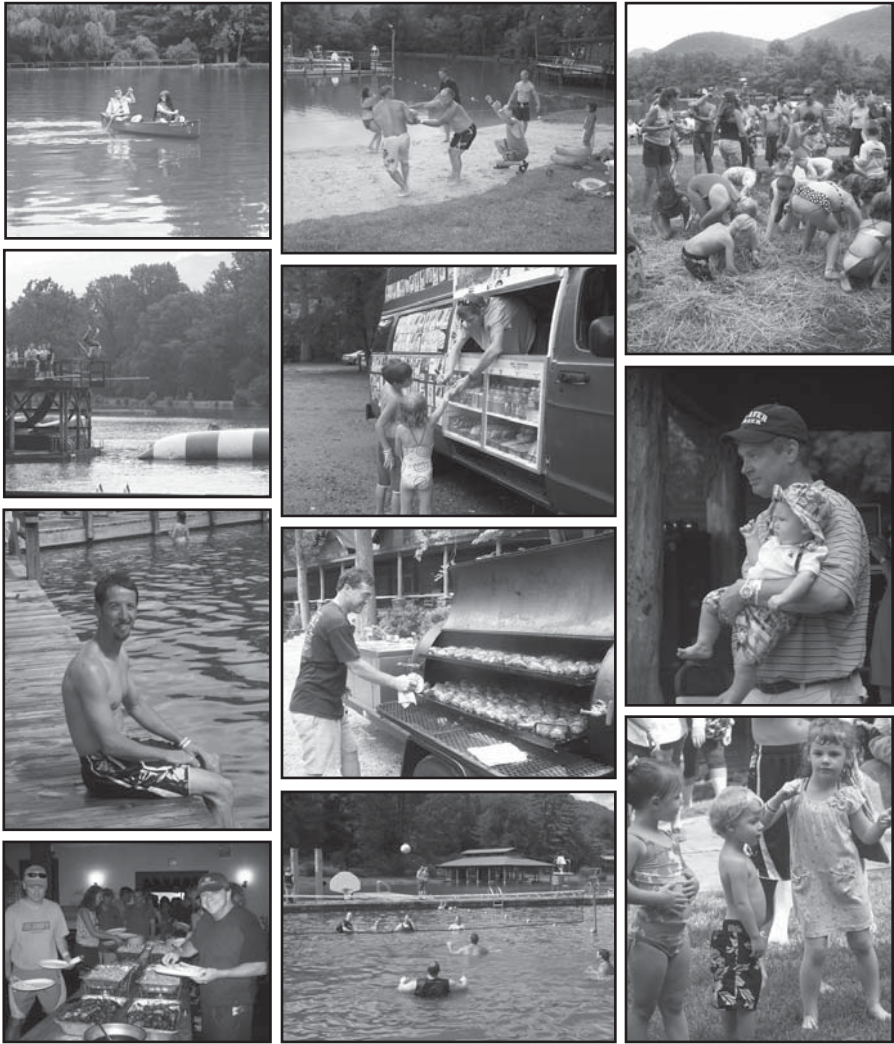
The National Green Building Standard is available for purchase at [Builder Books.com](http://BuilderBooks.com). For more information about National Green Building Certification, call 877- 624-2476, or use the [Contact Us](#) form on www.nahbgreen.org.

Waterlogged Fun for All

The AHBA "Pig-nic" was a wet & wild day of fun for all those who braved the inclement weather to join fellow AHBA members at Camp Rockmont for the annual end of summer picnic! Ziplines, water blob, water volleyball, canoeing and swimming were a few of the standard ways to have fun at the lake, and the AHBA kicked it up another notch by playing fun hay games with the kids and "greasy watermelon" with the adults. The activities committee went above and beyond with an amazing meal of roasted pig, juicy fresh corn and watermelon, mac 'n cheese, and bbq'd chicken! The gang even stayed overnight the night before the picnic to roast the pig! An ice cream truck for the kid in all of us, and an awesome musical selection by DJ Mike Dunlap rounded off the day as another fun event. Of course, the rain had us running for shelter a few times, but most folks didn't mind the weather as long as they could still jump in the water! Even despite the drenching rain clouds, AHBA spirits were never dampened, as almost 200 AHBA members and their co-workers/families attended this last hoo-rah of summer fun! True competitors showed their spunk as the soggy contestants for the watermelon crawl cheerfully moved the game onto the sand and adapted quickly to a new set of "questionable rules" for the traditional water game!

Special thanks to the following folks who made this event possible:

Nathan Lawrence & Duane Liming with Pioneer Construction, Josh McGee with Westall Chandley, Brenda Dunlap with SEARS Commercial, James Bound with Greencraft, Inc., Josh Abrams with moreSPACEplace, and Sean Sullivan & Frank Turchi with Living Stone Construction, Inc. Also thanks to Mike Dunlap for the music (donated by SEARS Commercial) and to Kurtz Specialized Systems for the cookers!



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Social Media Series: New Ideas to Expand Your Business

Social media is quickly becoming a mainstay in modern marketing plans. It's fast, it's direct, it's inexpensive and it's catching on.

According to the "Social Media Marketing Industry Report" by Michael Stelzner, who writes and blogs about marketing and other business-related topics, 88% of marketers surveyed for the study use social media in their overall marketing strategies. And of those surveyed, 72% indicated they only started using social media in their marketing recently.

For new home builders who are considering joining this trend, social media is simply using Internet-based networking tools to engage with online communities in order to generate exposure and sales opportunities.

But what builders need to understand is that using social media when marketing new homes will not necessarily generate direct sales. Social media is a different marketing tool than a builder's sales center and even his Web site.

Social media is versatile, offering builders opportunities ranging from finding interested and targeted prospects to generating public relations and providing immediate customer service. It's all about building relationships and conversation, but it is not necessarily about closing the sale.

"Home builders are asking us if social media works," says Dana Forrest, sales and marketing director at Simmons Homes in Tulsa, Okla. They want to know if a sale can be tracked to social media, she says.

"We look at our social media and networking efforts as a way to build long-term relationships and powerful communities. We know this won't result in immediate sales, but that doesn't mean we shouldn't invest our time and effort," Forrest says. "We know a strong relationship is not built overnight."

The following is a quick overview of the sites that will be discussed in the series:

Facebook — A Social Site for Making Connections

If you have a teenage son or daughter, you're probably familiar with Facebook because the site is almost certainly their social media site of choice. Like its cousin, Myspace, just about anyone with an e-mail address can establish an online social network by first creating a profile and then making connections by inviting friends to join.

The idea behind the site is that friends can update friends on what they are doing and what they find interesting. It's simply a way of keeping in touch and you can see how this might appeal to teens who want to stay in touch with their friends.

What you may not see, however, is the potential Facebook has for networking and relationship building for builders.

"Facebook is a very powerful tool for creating communities," explains Forrest. "Not only are most of our employees active Facebook users, but most of our customers are active, too, as are many of our Realtors@."

Forrest says that her company does not use Facebook to "promote" particular products. Instead, she says, the site is used "for building long-term relationships and social communities."

As NAHB and some of its affiliates have learned, Facebook is also an effective way to inform particular or targeted constituencies. For example, NAHB has created a Facebook network to update and inform potential consumers about the federal first-time home buyer tax credit that is now in effect.

"Several times a week, we receive feedback from a subscriber who visits our site and supports our issue — who is able to claim the federal housing tax credit based on information that was provided to them from NAHB," says NAHB's Brooke Fishel, who monitors and maintains the federation's Facebook tax credit site. "The immediate feedback we get shows us how people react to the tax credit news and information that we are providing, and it enables us to adjust our focus and messaging accordingly."

LinkedIn — Geared Toward Business Professionals

As many in the business world know, LinkedIn is a professional version of Facebook. The site is geared specifically toward making work-related connections with colleagues and other professionals. It is designed to enable business professionals to network — without the awkward silences that can crop up in many happy hour networking conversations.

"We use LinkedIn because we've found it to be the most business-oriented site," says Kim Beales, marketing manager for Motivational Systems, Inc., which specializes in design, marketing and other services for residential and commercial builders and developers. "We've experimented with the other social media sites, but haven't found them to be as good of a fit."

Like Facebook, builders can create a profile, join groups and post links. An added bonus is that you can ask your "connections" to introduce you to one of their connections — a feature that can help uncover potential business opportunities and expand your reach, all from the comfort of your desk.

For business-to-business marketing, LinkedIn also provides a forum that enables business professionals to establish relationships. Think of LinkedIn as a virtual cocktail party where you can spend 15 minutes each day networking with other professionals in the industry."

Check back next month for more social networking sites and the benefits of using each one.



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In the Know...

2009 Committees and Councils

Activities Committee

Duane Liming and Nathan Lawrence- Co-Chairs

An huge debt of thanks goes to the Activities Committee this month for bringing two exciting events to the AHBA in August- the picnic and the Golf Tournament! Even with the rain, the picnic was a great deal of fun and had almost 190 in attendance! Be sure to thank a committee member, as these events would not be possible without their hard work. The Christmas Gala will be held at the Lioncrest at Biltmore Estate. Mark your calendars for a great evening on December 11!

Community Involvement Committee

Stuart Ray and Kevin Abercrombie- Co-Chairs

The AHBA has decided to donate \$2 per sale of each \$10 AHBA Discount Card to the INSULATE! Asheville program. This will support our industry and enable us to give back to the community in multiple ways! If you are interested in joining our committee for the next Community Project, please contact the AHBA Office. Stay tuned for information about INSULATE and the AHBA community discount card program!

Education Committee

The Education Committee hosted another great class on August 11 at the AHBA Office. Steve Monroe, NCBI Instructor taught an eager group about marketing techniques- How to Advertise New Construction, and How to Make the Sale. These courses gave credit hours to our builders and associates who are completing their certifications. Mr. Monroe mentioned that this was the best group he's ever taught! Thanks for a great class!

Legislative Committee

Greg Spicer-Chair

The Legislative Committee is attending the Chamber of Commerce annual elected officials reception. This is the fourth annual meeting that is always very well attended. All Elected Officials from Buncombe, Henderson, Haywood, Madison, and Transylvania counties are invited. This is a great opportunity for us to network and voice the AHBA concerns. The filing period for City Council seats ended July 17th with ten running for Council and four for Mayor. The October 6th primary will narrow out the field to two Mayoral candidates and six to council. If you would like more information on these candidates please email gspicer@mathinsurance.com.

Marketing Committee

We are working hard to bring our discount card to fruition! We have several great community businesses who are participating in the Buy Local program and with our sponsors, Asheville Radio Group's 96.5 and the Asheville Tourists, we will surely make this a successful fundraiser! Be on the lookout for this card to come out within the next two months so that you can start saving with local businesses!

Parade of Homes Committee

Josh Abrams & Steve Royster- Co-Chairs

The Parade of Homes Committee is preparing for the final months before the Parade of Homes Weekends. With 37 entries and over 15 sponsors we are excited about the progress the Parade has made this year. The committee is working hard on the judging process and the ever popular Parade of Homes Banquet which is set to be held at the Crest Center & Pavilion on October 15th. We encourage all of you to pay attention to your newsletters and weekly briefings as we will publish more great Parade of Homes info as the dates get closer! As always, should you have any questions regarding this year's Parade feel free to ask a committee or contact the office.

Professional Women in Building Council

Gina Kidder- Secretary

At the August PWB meeting we reviewed updates from our committees: The Education committee is putting together an educational meeting for November, details to follow. The Fundraising committee will be holding a Flea Market in October. If you have any items you'd like to donate please contact us, more information will be sent out as we get closer to the date. Community Involvement/Scholarship Committee has finalized our scholarship application process for the 2009-2010 school years and is now accepting applications. The Membership committee is putting together a Meet & Greet for Region X scheduled for Tuesday, September 29th from 4:30pm-6:30pm at the AHBA office. If you are a member in good standing with a Region X HBA you can now be a PWB member without joining the AHBA.

As always, we are looking to recruit new members! If you know someone that would benefit from joining please tell them about us. As a reminder everyone is welcome to join and if you are interested in being a part of the PWB Council please contact Gina Kidder with Core Installations at gina@coreaudiovideo.com.

Next meeting dates:

October 6 – 8:30am @ AHBA

November 3 – 8:30am @ AHBA

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- Renewing Members -

Allied Insulating Co

Paul Martin
88 Ralph St
Asheville, NC 28801-4323
Insulation Contractors

Aspen Builders, LLC

Matt Holloway
PO Box 246
Horse Shoe, NC 28742
General Contractor

Aspen Highlands Construction

Nathan Cuttle
502 Shepherd St
Hendersonville, NC 28792
Masonry Contractors Stone
Stone Masonry

Battle Contracting, Inc.

David Battle
100 Pine Tree Drive
Swannanoa, NC 28778
General Contractor
Custom Builder

BB&T Wright- Dobbins Insurance

Al Dobbins
PO Box 5318
Asheville, NC 28813-5318
Insurance

Benchmark Construction & Development

Patrick Brannen
PO Box 6317
Asheville, NC 28816-6317
General Contractor

Beverly-Grant Inc

Allen Peele
820 Executive Park
Asheville, NC 28801-2442
General Contractor
Commercial Remodeling - As A
Primary Business

Brigman Custom Builders, Inc.

Tim Brigman
PO Box 683
Weaverville, NC 28787-0683
General Contractor
Custom Builder

C. Solesbee LLC

Carl Solesbee
641 Brevard Rd
Asheville, NC 28806-2229
General Contractor

Carolina Colortones

Guy Campbell
2 Industrial Dr
Arden, NC 28704-7712
Building Materials: Wholesale
Building Materials: Home Centers

Carolina Stonecrafters, LLC

David Whatley
17 Clingman Pl # E
Asheville, NC 28801-3209
Stone Masonry
Masonry Contractors Including Stone

CEMEX

Eric Gilliam
190 Meadow Rd
Asheville, NC 28803
Brick, Stone, Masonry,
Sand Suppliers
Concrete Suppliers

Coat of Many Colors, Inc.

M. Scott Criss
103 Weaverville Rd
Asheville, NC 28804-1225
Painting; Wallcovering Suppliers
Painting Contractors

Cool Mountain Construction

Brian Brunet
21 Wood Lake Dr
Fairview, NC 28730-8722
General Contractor

Core Installations

Gina Kidder
12 Old Charlotte Hwy Ste A
Asheville, NC 28803-9419
Alarm; Security Systems
Home Automation

Cyclone Plumbing Inc

Daniel Warne
63 Fair Oaks Rd
Arden, NC 28704-9598
Plumbing Contractors
Plumbing Repair Work

El Pintor

Claudio Zanchetta
20 Hendrix Street
Asheville, NC 28806
Painting; Wallcovering Suppliers

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John Ewing
3161 Old US Hwy 70 E
Black Mountain, NC 28711-9426
Builder

F. R. Koon Construction, Inc.

Fred Koon
40 Porto Bello Rd
Arden, NC 28704-8608
Builder

Forward Construction

James Forward
24 Smokey Rd
Asheville, NC 28803-9580
Builder

Gentry Heating Inc

Duane Gentry
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Swannanoa, NC 28778-2933
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Greg Siegel
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Residential Remodeling -
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Herbert Freeman
1769 Hendersonville Road
Asheville, NC 28803
Accounting/Tax Preparation

HV Screen Specialists, LLC

Larry Hodges
873 Carrick Bend Cir Apt 202
Naples, FL 34110-4601
Windows

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DBA Bear Creek Builders
Jim Goodrum
502 Westwood Pl
Asheville, NC 28806-3821
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JD Hanson Design Build, LLC

John Hanson
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Arden, NC 28704-9107
Builder
Custom Builder

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630 Flat Top Mountain Rd
Fairview, NC 28730
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Log Homes

M. C. Kern Contracting, Inc.

Matthew Kern
2 Feather Dr
Asheville, NC 28805-9750

Material Sales Company

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PO Box 15377
Asheville, NC 28813-0377

Monyny Lath & Stucco

Ismael Ibarra
PO Box 1100
Skyland, NC 28776-1100

Mountain Homes of Asheville, LLC

Alan McDonald
PO Box 261
Weaverville, NC 28787-0261

Mountain Town Carpentry, Inc

James Carr
66 Davenport Rd
Asheville, NC 28806
Residential Remodeling
Builder

Nova Kitchen & Bath, Enterprises

Ken Dinkins
305 Airport Rd
Arden, NC 28704-8402
Kitchen; Bath
Marble, Stone, Granite; Tile

Plaxico Architectural Illustrations

Lorraine Plaxico
197 Hobson Branch Road
Weaverville, NC 28787
Architectural Illustrator

ProBuild

Jim Robertson
2324 Asheville Hwy
Hendersonville, NC 28791-1504

SE Stewart & Son Plumbing

Sam Stewart
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Asheville, NC 28805-1809

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Greer, SC 29651-6603

Shiloh Painting

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Asheville, NC 28805-2600

Sineath Construction Company, Inc.

Tommy Sineath
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Burnsville, NC 28714-1603

Soderquist Construction Company

Richard Soderquist
1200 Town Mountain Rd
Asheville, NC 28804-2932

Solid Surface Specialists, LLC

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62 Communications Dr
Waynesville, NC 28786-9743

SpaceMakers

Barbara Cerridwen
15 Design Center Ave., Ste 203
Fletcher, NC 28732

Sparkes Construction Company

David Sparkes
PO Box 1505
Fairview, NC 28730

Stafford Construction

Jerry Stafford
220 Old US Hwy 70 E
Black Mountain, NC 28711

Stroup Sheet Metal Works, Inc.

HB Stroup
PO Box 6276
Asheville, NC 28816-6276

Thompson-Rhodes Builders Inc

Don Thompson
280 Ball Gap Rd
Arden, NC 28704-8749

Towery Builders

Lee Towery
209 W Sondley Dr
Asheville, NC 28805-1154

Wilson Construction Co

Larry Wilson
23 Spring Mountain Rd
Fairview, NC 28730-9672

Wilson Drywall

Scott Wilson
100 Briggs Rd
Asheville, NC 28805

WNC Dirt Works, LLC

Kevin King
PO Box 1139
Leicester, NC 28748-1139

Wood Bee Inc

Kevin Key
19 Oak Leaf Dr
Fletcher, NC 28732-8540

- New Members -

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

***Pending New Member Orientation
Ammons Building Corporation**

Jeffrey Ammons
3115-101 Heritage Trade Drive
Wake Forest, NC 27587
919-453-0175
Green Builder
Land Developer

Building Environmental Solutions Inc.

Robbie Vaughan/Affiliate
825-C Merrimon Ave #361
Asheville, NC 28804
828-776-1219
Mold Prevention
SPIKE: Ron Shelton

***Pending New Member Orientation**

Chris Sowers

Chris Sowers
183 N. Woodfin Ave.
Asheville, NC 28804
828-702-2544
Carpenters
SPIKE: Greg Spicer

***Pending New Member Orientation
CWB Technologies, Inc.**

Chris Burns
425 Industrial St #6
Lake Worth, FL 33461
561-719-1264
Home Automation
Home Theater

***Pending New Member Orientation
EcoLux Residences**

Jim Ott
PO Box 7605
Asheville, NC 28802
828-413-3723
Architects
Real Estate Sales & Marketing
SPIKE: Rick Dwyer

Hi-Tech Integrated Systems, Inc.*

Maria Aponte/Affiliate
215 A Haywood St
Asheville, NC 28801
828-255-2666
Home Automation
SPIKE: Wally Capps

***Pending New Member Orientation
Stanton Timberframe LLC**

Michael Stanton
55 Shady Oak Dr.
Asheville, NC 28803
828-337-1527
Single Family-Custom
Single Family- Spec

***Pending New Member Orientation
Wesley Anders
DBA Classic Paint & Design**

Wesley Anders
177 Glazener Rd.
Brevard, NC 28712
828-884-2409
Painting Contractors
SPIKE: Greg Spicer

***Pending New Member Orientation
Wright Table Company**

Mark Hord
PO Box 518
Morganton, NC 28655
828-437-2766
Furniture- Custom Made & Built-ins

- Pending Members -

ACF Painting & Decorating

Melvin Summersette
151-B Hwy #9 Ste #166
Black Mountain, NC 28711
828-713-0644
SPIKE: Greg Spicer

Christopher Fox Builders

Christopher Fox
42 Haywood St. Suite 307
Asheville, NC 28001
828-712-7444
SPIKE: Brad Kee

Gary Dunn

Gary Dunn
PO Box 121
East Flat Rock, NC 28726
828-606-4588
Carpenters, Framing
SPIKE: Greg Spicer

Solar Energy Systems, Inc.

Chad Golden
278 Mountain View Rd.
Hot Springs, NC 28743
828-333-4963
Electrical Contractors
Solar Energy Systems

Wells/CM, LLC

Dave Wells
46 Haywood St. Ste 311
Asheville, NC 28801
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EcoLux Residences / Greenstone Builders, Inc.	Nappier & Turner Construction Company Inc.
Falcon Development of NC, Inc.	Pioneer Construction and Development Inc.
Frellick Brothers Custom Home Builders	Rich Builders, LLC
Grammatico Signature Homes	Soderquist Construction Company
Greencraft, Inc.	Stanton Custom Homes
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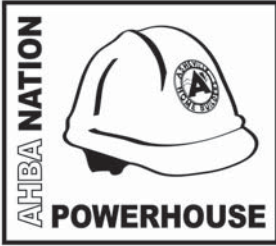
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You don't want to miss out! Mark your calendars and come to Charlotte, North Carolina to learn, check out new products, and have some fun!

Expo Floor- More than 350 exhibitor booths will be on display, where you will be able to talk face-to-face with company representatives showcasing the latest cutting edge products and services in our industry. The expo floor will open on Thursday and Friday, September 17-18, 2009. There is no charge to visit the Expo floor if you pre-register.

Educational Conference & Seminars- More than 50 educational programs and general session seminars offer something for everyone. North Carolina Builder Institute (NCBI) and NAHB courses will be offered, which count toward certified designations upon completion. Specific seminars are targeted to specialized fields - some will appeal directly to builders, while others will address specialty contractors and remodelers. Other programs will interest those engaged in sales and marketing activities. Some of the dynamic seminars will include: legal issues, accounting, building technology, OSHA, Internet and e-commerce, housing trends, time management, green building, and much more.

Networking Opportunities- Visiting the floor, educational classes, the STARS Awards Gala and the Builder Blast all offer a chance for you to network with other industry professionals.

And of course, don't forget the many prize give-a-ways on the Expo floor - ranging from weekend "get-a-ways" up to and including the Grand Prize of two separate drawings of \$10,000 cash!

Educational Conference: September 16-18, 2009 // Exposition: September 17-18, 2009
Charlotte Convention Center, Charlotte North Carolina



AHBA Nation Member Spotlight

Name/Title: **Murphy Funkhouser**

Business Name: **Asheville Radio Group**

How did your company get started?

I was hired by Asheville Radio Group (Mix 96.5, 98.1 The River, 105.9 The Mountain and ESPN 1310) in December of last year after 7 years of managing a staffing company (with a construction/development client base) in Breckenridge, Colorado. I was specifically looking for a new career that was both creative and client focused.



What makes your company unique?

Asheville Radio Group is unlike other broadcast companies because it is small and local. I work in the Sales/marketing Department where we do not just sell advertising; we develop campaigns for our clients. It is a priority to educate our clients on making intelligent advertising choices. We offer clients free workshops, seminars and training to ensure that they understand the advertising process.

What has been your greatest business success?

After just eight months in radio sales, I have developed a base of 74 clients and have 21 clients currently on the air-all running unique, creative campaigns that were developed especially for them. My greatest accomplishment is the one-on-one time I spend with my clients making sure their campaign is both within their budget and effective.

What do you like about doing business in Asheville?

What's not to like about Asheville? This is my home. The best thing about doing business here is that you get to live here!

What kind of business does your business attract?

Anyone who wants to grow their business!

How does your business positively contribute to the Asheville Community?

Asheville Radio Group donates hundreds of thousands of dollars in air-time to local business, non-profits and community projects every year. I really enjoy working for a company that gives back to the community in this way.

Email: mfunkhouser@saganc.com

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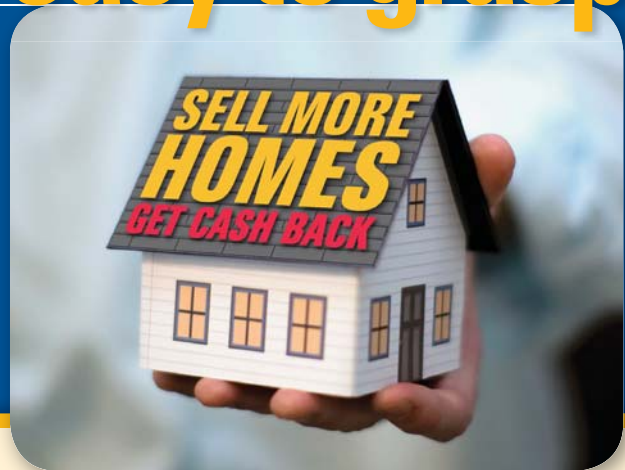
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