

# ALABAMA homebuilder

A QUARTERLY PUBLICATION OF THE HOME BUILDERS ASSOCIATION OF ALABAMA

🏠 VOL 8 | No.4 | SPRING 2014

RECLAIMED  
*Beauty*

Read more about this home  
and the other AREA finalists  
beginning on page 24.

2014 BEST IN SHOW WINNER



**SUGGS INCREDIBLE SUNROOM,  
DECK AND MORE**  
ARC DESIGN-BUILD  
1ST PLACE WINNER | ADDITION OVER \$250,000

ALABAMA  
REMODELING  
EXCELLENCE  
AWARDS

**T**hese empty nesters got some major upgrades inside and out with this addition project designed to create a feeling of luxury throughout while preparing for the future. The small, crowded kitchen got a 12 foot addition to create space for eat-in dining. A spacious laundry room with plentiful storage was created next to the dining area. A safe room was designed to house the clients' safe, with two long benches and shelving for storage, while also providing a secure space to go to in the event of a tornado. Across the hall, a new bath was added featuring a tiled walk-in shower. The anchor

of this addition is the large, conservatory-style sunroom, with its dramatic vaulted cathedral ceiling. Remote-controlled shades were installed on the floor-to-ceiling windows to allow for privacy and shade as desired. Outside, a large deck was added with designated areas for dining and sitting. For added accessibility to and from the yard, a ramp was included in the design of the deck. The new addition makes for a fluid transition from indoors to outdoors, and gives the homeowners that luxurious feeling they were after.

## BEST IN SHOW

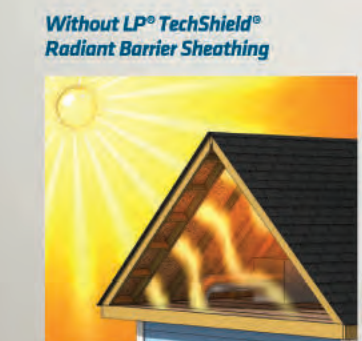
The Best in Show award is the highest award given in the AREA competition. This year's Best in Show winner was selected by our judges from among the top five entries with the highest scores. We salute our 2014 Best in Show winner and the other four finalists.



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## cover pullout

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BEST IN SHOW 2014 WINNER



## departments

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## corrections

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*In the previous issue of Alabama Homebuilder, credit should have been given to Devin Ford ([www.DevinFord.com](http://www.DevinFord.com)) and Hummingbird Ideas ([www.HummingbirdIdeas.com](http://www.HummingbirdIdeas.com)) for their photography in the Truland Homes "Showcase Stunner" cover feature. We apologize for the omission.*



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# P E R S P E C T I V E

It is with great honor and enthusiasm that I am serving as the 2014 HBAA President. I want to commend Taylor Burton for his outstanding leadership as our 2013 President, and to express my gratitude to him and our other Senior Officers and Executive Committee members for their support of me this year. This is going to be another busy and exciting year for our association, and we'll all be working hard together to make this our best year yet.

Like most of my predecessors, I have some specific goals for our association this year. One of those goals is to bring in 500 new members in 2014. That seems like a lofty goal, but after several years of membership numbers declining we are finally seeing some turnaround, and I am confident that we can make this happen.



We've planned an action-packed membership drive for the year, a football-themed competition with the state divided into five regions. We've recruited five of our most active members to serve as coaches for each region: Cathy Brown, Joe Hocklander, Alicia Huey, Steve Steele, and Pheza Sumners. Each of these coaches will be working with their "quarterbacks," (local HBA Presidents), "team captains" (local HBA Membership Chairs) and "scouts" (Area Vice Presidents and other designated leaders) to come up with a game plan for recruiting new members.

Considering our state's love of football, I think this theme is entirely appropriate and will be a fun way to get everyone involved. Let's bring the passion that we have for our favorite football teams to this membership drive and, to quote our membership drive cheer, Go...recruit...win!

Another goal that I have for this year is to offer top-notch education focusing on cutting-edge technology for the home building industry. Over the past few years the HBAA has expanded its educational offerings to include more emphasis on technology, and I want these topics to take center stage. I'm working with HBAA staff on planning educational sessions for our state meetings as well as throughout the year, including some webinars to make full use of technology and provide a convenient way for you to learn without having to leave your office. This world is constantly changing, and if we don't adapt our business and building practices to keep up we're in danger of being left behind. I'm looking forward to the education that we'll be offering and I encourage each of you to take full advantage of it.

I'm also looking forward to the opportunity to visit each of the local Home Builders Associations this year and meet all of you. Getting to know my fellow members from around the state has been one of the greatest membership benefits for me. I know that there are many members that I can call on at any time for help or advice, and I hope that you'll feel free to call on me anytime as well. This is going to be a fantastic year, and I'm proud to represent you and work with you to make this association better than ever.

Sincerely,

A handwritten signature in black ink that reads "Les Letlow". The signature is fluid and cursive.

Les Letlow

2014 HBAA President

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# 2014 HBAA WINTER MEETING & ALABAMA'S BETTER LIVING EXPO HIGHLIGHTS



Attendees of this year's Winter Meeting and ABLE check out the vendors showcasing the latest sustainable products and services in the exhibit hall.



Membership "Coaches" Joe Hocklander, Pheza Summers, Alicia Huey, Cathy Brown and Steve Steele introduce the state's new football-themed membership drive during the HBAA Board of Directors meeting.



Speaker of the House Mike Hubbard addresses the Governmental Affairs Committee during the HBAA Winter Meeting.



Educational sessions at this year's ABLE ranged from fortified building to smart growth to marketing to the new green buyer.

Members from all across the state turned out for the 2014 HBAA Winter Meeting at the Montgomery Renaissance Hotel and Convention Center. This first statewide meeting of the year gave builder and associate members alike the opportunity to learn about the latest industry and regulatory developments, get a preview of the HBAA's statewide membership drive, hear updates on the HBAA's legislative agenda and learn about other association news. A highlight of the Winter Meeting was the annual HBAA Legislative Reception, where members were able to talk firsthand with their legislators and share concerns about what's going on in their communities.

The Winter Meeting was held in conjunction with Alabama's Better Living Expo (ABLE), sponsored by Alabama Power, Alagasco and the Alabama Department of Economic and Community Affairs-Energy Division. Attracting more than 1,400 registrants, the 2014 ABLE drew in members of Alabama's residential and commercial building industries who were eager to learn the latest developments in sustainability, green building and energy-efficiency. Combining over 100 hours of continuing education with more than 50,000 square feet of exhibits showcasing the newest sustainable products and services, ABLE has proven to be a valuable source of education for the building industry.

Here are a few photo highlights from the Winter Meeting and ABLE.



In the Alagasco pavilion, Tuscaloosa Mayor Walt Maddox discusses the city's road to recovery after the April 2011 tornado.



Huntsville/Madison County Builders Association members Larry Durham, Kenneth Chandler and Mark Harris visit during the Legislative Reception.



Winter Meeting and ABLE attendees were able to do some valuable networking in between educational sessions and meetings.



The Tesla at Alabama Power's booth proved to be a powerful draw for curious attendees.



2014 HBAA President and First Lady,  
Les and Linda Letlow

## MEET YOUR 2014 HBAA PRESIDENT LES LETLOW

LEE COUNTY HOME BUILDERS ASSOCIATION

Les Letlow of Auburn has been installed as HBAA President for 2014. The installation took place during the HBAA Convention banquet on November 8 at the Beau Rivage in Biloxi, Mississippi.

A native of Opelika, Letlow graduated with a bachelor's degree in Building Science from Auburn University in 1979. That same year he founded his own homebuilding and remodeling business, The Letlow Company, LLC.

In 1983 Letlow joined the Lee County Home Builders Association, where he has since served as its President three times. He also served as its Governmental Affairs Chair for ten years and is a National Life Director.

Letlow was honored for his service in 1999 by being named the Lee County HBA Builder of the Year as well as the HBAA's Hershel Trimm Builder of the Year. Additionally, he has won several Alabama Remodeling Excellence Awards for his remodeling work.

We asked Letlow to share some details about his involvement at the local and state levels, his goals for his year as President, and his thoughts on a career outside of home building.

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### Why did you join your local Home Builders Association?

*I felt like joining and getting to know others in the business would help me learn the business better. I was not familiar with how the Home Builders Association worked (as far as the local, state and national levels) and I really had no idea of the political significance of the Home Builders Association at the time.*

### Why did you decide to become active at the state level?

*I enjoyed coming to state meetings and really enjoyed getting to know friends in the business around the state. I felt it was my duty to serve and give something back to the association.*

### What do you think is the greatest benefit you've gained from being a member of the HBAA?

*Getting to know others in the industry around the state and across the country has really broadened my vision and knowledge of the business. Sometimes, I take it for granted, but having made friends with so many others in this industry, we share trade secrets with no regrets. Without a doubt, the friends I have made through this association is my number one gain among a long list.*

### What goals do you have for the HBAA under your leadership this year?

*I want to get membership growth jumpstarted this year with a goal of 500 new members. I also want to offer top-notch educational programs on cutting edge technology in homebuilding.*

### If you weren't a builder, what line of work do you think you'd be in?

*Automotive concept design—I would love to be involved in designing a vehicle capable of 100 MPG, 150 MPH with a smooth and safe ride.*

### Any parting thoughts?

*Had I not become an involved member I would not have had a chance to feel like I make a difference in my industry. I encourage all members to get involved. Just like anything in life, the more involved you are, the more you get in return.*

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Bob McKay, CAPS, CGB, CGR was named the 2013 Certified Graduate Remodeler of the Year by the National Association of Home Builders.



## MCKAY NAMED NATIONAL CERTIFIED GRADUATE REMODELER OF THE YEAR

Bob McKay, CAPS, CGB, CGR, a member of the Greater Birmingham Association of Home Builders, was recently named the 2013 Certified Graduate Remodeler (CGR) of the Year by the National Association of Home Builders. McKay was presented with the award during the 2014 International Builders Show in Las Vegas.

McKay, the owner and president of McKay Building Company in Birmingham, is a Past President for the GBAHB and has chaired the local and state Remodelers councils. In 1996 he was named the HBAA's Remodeler of the Year.

The CGR Board of Governors presents the CGR of the Year award to an industry professional who best showcases the importance of this designation and promotes professionalism within the remodeling industry. McKay has been a CGR since 1993 and also has earned NAHB's Certified Aging-in-Place Specialist (CAPS) and Certified Graduate Builder (CGB) designations.

## BIRMINGHAM, MONTGOMERY PWB CHAPTERS WIN NATIONAL AWARDS



Members of the GBAHB celebrate their PWB chapter winning an award from the National Association of Home Builders.

Two local chapters of the Professional Women in Building (PWB) have been recently honored by the National Association of Home Builders for their outstanding work in 2013.

The Greater Birmingham Association of Home Builders chapter received a first place award in the category of Outstanding Innovative Programs (21+ members division) for their coloring contest held in conjunction with the 2013 GBAHB Parade of Homes. Elementary school students were asked to draw their "dream home" and the winner was featured in the Parade of Homes magazine, recognized at the 2013 Building & Remodeling Expo, and was awarded a \$500 scholarship to the Young Rembrandts art program. Katie White McLaughlin of Curtis White Companies served as the 2013 PWB President for GBAHB.



Julie Hayes (center) and Casey Burns (right) accept the national PWB award from 2013 PWB Area Trustee Alicia Vincent on behalf of the GMHBA.

The Greater Montgomery Home Builders Association chapter received a first place award in the category of Outstanding Legislative and Political Action Program (4-20 members division) for its Mystery Auction and Big Bunko fundraisers for ABPAC. For its Mystery Auction, PWB members sought out donations of items worth at least \$100. Attendees bid on the items, which were all boxed up and wrapped in similar paper. The attendees were provided with a list of the items up for bid, but were not told which items were in each box. This twist on a traditional auction added excitement to this successful night. The Big Bunko tournament was likewise a fun and successful fundraiser, with food and drinks provided for attendees and door prizes given away throughout the evening. Melissa Lolley served as GMHBA's PWB President in 2013.

Additionally, several GBAHB members were tapped to hold leadership positions at the national PWB level. Alicia Vincent of Alabama Power was installed as a Regional Trustee, Katie White McLaughlin was named an Area Trustee, and Mary Steadman of Land Title accepted the position of Legislative Chair.

## ASSOCIATE NOMINATING COMMITTEE SEEKS CANDIDATES

The HBAA Associate Nominating Committee is looking for members to get involved on the state Associates Committee. If you're an associate member who's interested in becoming more active at the state level, please contact Candi Stroh at 1-800-745-4222 or email [candistroh@hbaa.org](mailto:candistroh@hbaa.org).



## SHOALS HBA INDUCTS THREE INTO HALL OF FAME

Three members of the Shoals Home Builders Association were recently inducted into its Hall of Fame. Quinton Hanson of Associated Insurors, Jackie Hendrix of Party Pros, and Bennett Wilson of Bennett Wilson Builders were the latest SHBA members to receive its highest honor.

Hanson has been an active member of the SHBA since 1984 and has served as its Treasurer for the past 18 years. He has also served as the Associates Council Chairman and 2nd Vice Chairman, and has served on numerous committees. He is a Super Spike with 307 credits.

Hendrix has been actively involved with the SHBA ever since joining in the 1980s. He has served as Associates Council Chairman and was honored as Associate of the Year in 2006. He also served on the SHBA's Board of Directors for more than five years in various positions. He was involved in the establishment of SHBA's Foundation Scholarship at Northwest Shoals Community College and represents the SHBA on the school's Board of Directors.

Wilson has been a member of the SHBA since the early 1970s. His service to the association includes serving on its Board of Directors and leading as President in 1991. He has been the recipient of the SHBA Builder of the Year award, and is a multi-year winner of the SHBA Golden Spike Award. He is also a lifetime NAHB Spike.



Bennett Wilson, Jackie Hendrix and Quinton Hanson are the newest inductees into the Shoals HBA's Hall of Fame.

## METRO MOBILE MEMBERS HONORED WITH AWARDS

The Home Builders Association of Metro Mobile recently honored several of its members with awards. Jim Henderson of Mobile Lumber & Millwork was inducted into the E.L. Jones Hall of Fame. A member of the home building industry for 58 years, he has spent 35 of those years volunteering with the HBAMM.

Jorge Cancel of Titan Homes was named the Builder of the Year. He served as the 2013 HBAMM President.

Joe Hocklander of Mobile Gas received the Remodelers Associate of the Year Award. An emeritus member of HBAMM's Board of Directors and its Remodeler's Council Board of Directors, he has also served on the Parade of Homes Committee and Associates Council for many years.

Patrick Roberts of Sherwin-Williams Paint Company was named the Associate of the Year. He currently serves as the 2014 Chairman of the Professional Business Committee, and is also serving on the Parade of Homes Committee as well as on the HBAMM's Board of Directors.

Bill Geers (retired) received the John M. Howard Big Spike Award for his dedication to recruiting and retaining members. In addition to his service as HBAMM Membership Chairman, he also served as the Membership Chairman for the HBAMM Remodeler's Council.



E.L. Jones Hall of Fame Inductee, Jim Henderson



HBAMM Builder of the Year, Jorge Cancel



HBAMM Remodelers Associate of the Year, Joe Hocklander



HBAMM Associate of the Year, Patrick Roberts



John M. Howard Big Spike Award recipient, Bill Geers

## HBAA MEMBERS INVITED TO CULLMAN COUNTY HBA CLAY SHOOT

All HBAA members are invited to participate in Cullman County Home Builders Association's sporting clay competition, scheduled for Saturday, April 26 at Maple Ridge Gun Club in Cullman. The shoot, which is a fundraiser for ABPAC, begins at 2:00 p.m.

The cost is \$225 for a team of five (\$200 for a team of five if registered before the early bird deadline of April 10). For more information or to register, contact the CCHBA office at 256-739-5110.

## HUNTSVILLE/MADISON COUNTY BA PRESENTS AWARDS

Several members of the Huntsville/Madison County Builders Association recently received awards in recognition of their service to their association. Tim Reeves of Reeves Custom Homes Inc. was presented with the Jerry L. Siniard Builder of the Year Award. The award is given annually to a builder member based on their professional reputation with homeowners, governmental agencies, and fellow members, as well as their participation in the local and state Home Builders Associations and their involvement in community affairs, civic and service group activities, and charitable activities.



Jerry L. Siniard Builder of the Year, Tim Reeves



Michael C. Nivens Associate of the Year Janet Moore



Builder Big Spike Steve Steele



Associate Big Spike Teletha Ledfors



Associate Big Spike BJ King

Janet Moore of Redstone Federal Credit Union received the Michael C. Nivens Associate of the Year Award. The award is based on the associate member's participation in the association with regard to activities, attitude, reputation in the business community and reputation with fellow builder and associate members.

Steve Steele of Steve Steele Custom Homes was named the Builder Big Spike for recruiting five new members in 2013. BJ King of River Tree Insurance Services and Teletha Ledfors of Peck Glasgow Agency were both named Associate Big Spikes for each recruiting three new members.

## HBAMM DONATES PROCEEDS FROM OPEN HOUSE TO CHILD ADVOCACY CENTER

The Home Builders Association of Metro Mobile recently made a donation to the Child Advocacy Center, thanks to the generosity of attendees of its Showcase Home Open House. Consumers were asked to contribute \$3 to view the fully furnished and decorated Showcase Home, and those contributions went to the Child Advocacy Center. Since 1989, when the HBAMM Board of Directors began donating its Open House contributions, more than \$70,000 has been given by them on behalf of the Mobile community.

HBAMM President Frank Lott (right) presents Child Advocacy Center Executive Director Pat Guyton with a donation from HBAMM.



## FREE ESTIMATING SOFTWARE WEBINAR SCHEDULED FOR MAY 1

A free webinar on ProEst software will be offered for HBAA members on Thursday, May 1 at 11 a.m. (Central time). Participants will learn about the construction estimating software that allows users to create estimates, perform digital takeoffs, manage the bid day process and quickly generate detailed reports and professional proposals. Webinar participants will be able to get a copy of ProEst Lite at no charge (a \$1,000 value). ProEst is an award winning software that can be used by a number of trades (plumber, HVAC, etc.).

Visit [www.ProEst.com](http://www.ProEst.com) to learn more about the software. To sign up for the webinar, contact Kory Boling at 1-800-745-4222 or email [koryboling@hbaa.org](mailto:koryboling@hbaa.org).

## HBAMM POOL TOURNAMENT A SUCCESS

The Home Builders Association of Metro Mobile recently hosted its inaugural pool tournament as part of its Business After Hours event. The tournament was hosted and sponsored by Roberts Brothers at a local pool hall. A total of 19 two-person teams participated. Other members came to cheer them on and have a good time networking. The tournament winners were Larry Thompson and Joel Dees of Reli Settlement Solution, who walked away with a cash prize and the pride of winning. The sponsor donated door prizes to give away during the event. It was a great success and there are plans to do it again next year.



Tammy Watley of First Federal Mortgage sinks a shot in HBAMM's pool tournament.

## HUNTSVILLE/MADISON COUNTY BA MEMBERS SPREAD CHRISTMAS CHEER

Members of the Huntsville/Madison County Builders Association helped bring some Christmas cheer to their community by bringing canned goods and other non-perishable items to the association office during their Christmas Open House. The items were delivered to the

local Christmas Charities Year Round to be distributed to less fortunate children and adults facing hardship due to loss of income, homelessness, disability or domestic violence.

## CONFUSED ABOUT HEALTH CARE OPTIONS? LET THE BUILDERS HEALTH EXCHANGE HELP

The HBAA's newest member benefit is helping members cut through the confusion surrounding the Affordable Care Act (ACA) and make choices for health insurance.

guide them in making the decision that best meets their needs.

The site also provides information about healthcare reform for individuals, families and employers.

The Builders Health Exchange was created exclusively for HBAA members to provide information about ACA and the various options available for health insurance. The website allows members to input their individual and family demographics in order to get quotes on health insurance options. Members can view side-by-side comparisons of various plans and speak directly with an experienced health insurance professional who can help

To access the site, go to [www.HBAA.org](http://www.HBAA.org) and select "Builders Health Exchange" from the drop-down menu under "About HBAA". You will need to be logged into the website to access the exchange. If you need assistance setting up or logging into your HBAA website account, contact Candi Stroh at 1-800-745-4222 or email [candistroh@hbaa.org](mailto:candistroh@hbaa.org).

## MORROW NAMED NATIONAL EOC PRESIDENT

Matt Morrow, the Executive Officer for the Greater Birmingham Association of Home Builders, has been installed as the 2014 President of the National Association of Home Builders' Executive Officers Council. His installation took place during the 2014 International Builders' Show in Las Vegas. As EOC President, Morrow will work closely with other NAHB leadership on public policy issues, professional development and education, and association management matters of importance to the home building industry on a local, state and national level.



GBAHB Executive Officer Matt Morrow is serving as the 2014 President of NAHB's Executive Officers Council.



Donnie Merritt (right) accepts the Walker County Home Builders Association's Associates Award from President Charlie Evans.



Chris Price (left) is congratulated by his father and fellow member, Buddy Price, who installed him as the 2014 President of the Baldwin County Home Builders Association. Father and son are second and third-generation builders with M.D. Price Builders, Inc.



Members of the Home Builders Association of Tuscaloosa Associates Council show off some of the toys they collected for Toys for Tots and the Salvation Army at the association's Christmas party.



St. Clair County Home Builders Association President Buddy Bowman presents Dr. Jim McClendon with a contribution from the association toward his campaign for State Senate.



Walker County Home Builders Association President Charlie Evans presents George Jones with the President's Award.



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# FOUNDATION GOLF CLASSIC MARKS 20TH YEAR SCHEDULED FOR MAY 8 IN GREENVILLE

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**T**he primary fundraiser for the Alabama Home Builders Foundation is reaching a major milestone. The AHB Foundation Golf Classic, scheduled for May 8, is marking its 20th year, and the organizers are expecting this year's event to be its best yet.

This year's Classic will once again take place at the Robert Trent Jones-Cambrian Ridge Course in Greenville, the site of the inaugural Golf Classic. All HBAA members are encouraged to play or just come out to support the Foundation.

The tournament, which is organized by the Past Associates Committee Presidents under the leadership of 2014 PACP Chair Darren Osborn, draws builder and associate members from all across the state and gives them a great opportunity for networking while enjoying a day outside on the golf course.

Golfers will be treated to a reception on Wednesday night, May 7, at Carosel Hunting Club in Greenville. The tournament will begin the following day with breakfast beginning at 7:30 a.m., followed by a 9:00 a.m. shotgun start.

The cost is \$600 per team (\$150 per individual), which includes golf cart, green fees, range balls, breakfast, lunch, refreshments and giveaways. All proceeds benefit the Foundation's scholarship program, which provides scholarships to students studying the building trades at two-year, four-year and technical schools in Alabama. In its 20-year history, the Golf Classic has brought in approximately \$861,000 for the Foundation. Last year's tournament raised \$37,000.

This year's tournament sponsors include Boral Building Products, Touchstone Energy Cooperatives, UBS Financial, and 2-10 Home Buyers Warranty. In addition to playing, HBAA members can support the Golf Classic through a variety of sponsorships, including \$100 Member Hole Sponsorships.

For more information about the Golf Classic, to register to play, or to learn more about sponsorship opportunities, contact Candi Stroh at 1-800-745-4222 or email [candistroh@hbaa.org](mailto:candistroh@hbaa.org).

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# SPRING AND SUMMER HOUSING BOOM EXPECTED

## Thanks to New Housing Initiative

### ABOUT THE ALABAMA HOME BUYER INITIATIVE

#### *What is the Alabama Home Buyer Initiative?*

An update of the original Housing Initiative passed in 2009, this version, available through the Alabama Housing Finance Authority (AHFA), provides private mortgage insurance (PMI) at no cost to the borrower, saving them approximately \$100 per month.

#### *Who is eligible to borrow under the program?*

Eligible borrowers may earn up to \$97,300 in total income. They must also complete a homeownership education course to qualify.

#### *How will this help HBAA members?*

By eliminating the cost of PMI, more Alabama families will be able to afford their own home. The program is projected to spur sales of approximately 2,000 new homes and generate \$275 million in home sales throughout Alabama this year, helping to reduce existing inventory and bringing about a mini building boom.

#### *Is the initiative limited to just new home sales?*

No—proposed construction, new and existing homes will be eligible to participate. For proposed construction cases, \$100 million has been set aside for builders with pre-sold contracts.

#### *Where can builders learn more?*

More information, including a list of participating lenders, can be found on the AHFA website, [www.AHFA.com](http://www.AHFA.com). HBAA members encouraged to act quickly, as the initiative funds will be only be offered for a limited time.

The Home Builders Association of Alabama is celebrating a major victory with the passage of the Alabama Home Buyer Initiative, signed into law by Governor Robert Bentley in March. The passage of this legislation, which was sponsored by Representative Mike Hill and Senator Cam Ward, is projected to help approximately 2,000 Alabama families get into new homes this spring and summer.

The initiative will pay the up-front single PMI premium—saving the average homebuyer approximately \$100 each month. Funds are offered on a first-come, first-served basis, until the fund is exhausted.

Following are some details about the program, which will be administered by the Alabama Housing Finance Authority (AHFA):

### **Mortgage Enhancement, Affordable Rates & Down Payment Assistance**

- Private mortgage insurance (PMI), underwritten by Genworth Mortgage Insurance and provided at the expense of the initiative, will insure the first mortgage.
- The Alabama Home Buyer Initiative enhancement is designed to complement AHFA's Step Up financing product.
- Step Up provides 30-year, fixed-rate financing and down payment assistance for borrowers earning less than \$97,300.
- Step Up is able to offer 97% LTV financing through Fannie Mae's HFA Preferred product for conventional loans.
- AHFA provides down payment assistance up to 3%. The assistance will be a second mortgage amortizing over a 10-year period at the same interest rate as the first mortgage.
- Homebuyers must complete a homeownership education course to qualify.
- Proposed construction, new and existing homes will be eligible to participate.
- For proposed construction cases, \$100 million has been reserved for the first six-month period of the initiative. Each loan will receive a four-month commitment of funds during the home's construction period.

### **How Builders and Prospective Home Buyers Can Apply**

- The Alabama Home Buyer Initiative enhancement and AHFA's Step Up product are available through a statewide network of participating lenders.
- A list of participating lenders may be found on [www.AHFA.com](http://www.AHFA.com).
- Initiative funds will only be offered for a limited time, so builders are encouraged to act quickly to begin the mortgage process.

*For More Information visit [www.AHFA.com](http://www.AHFA.com) or call 1-800-325-2432.*

# A WELL-FRAMED APPROACH TO PROFITABLE ENERGY EFFICIENCY

Changing codes, growth in the economy and housing starts – how's a builder to profit from it all? Well, a bottom-up switch to Norbord is a sound first move.





# LEADERSHIP, CREDIBILITY, PRESTIGE: THE VALUE OF DESIGNATIONS

For many HBAA members looking for a way to gain a competitive edge or expand their building industry knowledge, pursuing a professional designation is the way to go. The National Association of Home Builders (NAHB) offers a wide variety of professional designations for builder and associate members alike, and the HBAA hosts many of the courses required for earning and maintaining designations throughout the year. To date, nearly 150 in Alabama have earned designations from NAHB.

The courses offered help members stay up to date on the latest developments in business, building methods and technology, with course topics ranging from building codes to contracts and law to customer service to sales and marketing. Some designations focus on specialty areas, such as the Certified Aging in Place Specialist (CAPS) and Certified Green Professional (CGP).

Bob McKay of McKay Building Co., Inc., a builder/remodeler member of the Greater Birmingham Association of Home Builders, has earned the CGR (Certified Graduate Remodeler) and CAPS designations. He said that he first began pursuing a designation “more out of desperation than anything else. I never had any business training and needed to learn how to run a remodeling business...I never finished college but feel like I have received an MBA from the education I have received from NAHB.”

John Allen, owner of Southern Construction & Design in Madison and a member of the Huntsville/Madison County Builders Association, has likewise earned the CGR and CAPS designations, as well as Graduate Master Builder (GMB) and Certified Green Building Professional (CGP).

“Continuing your education and increasing your knowledge base is crucial to keeping abreast of current techniques and advanced building practices,” said Allen. “I pursued designations to learn, and have additional knowledge.”

Cathy Brown, Residential Marketing Manager for Alabama Power Co. and an associate member of the Greater Montgomery Home Builders Association, recognized multiple advantages to pursuing a professional designation.

“First it was to gain knowledge of the construction process as I was new to my job and needed to learn from a reliable source,” said Brown of her motivation to earn a designation. “Then I realized what a great networking opportunity it was – sitting with builders and remodelers all day and sharing ideas and stories. It helped me gain an understanding of their business.”

Through their coursework, students are able to develop a nationwide network of colleagues that they can turn to as sounding boards for challenges and ideas long after their courses have been completed. This chance to network with so many fellow industry pros often brings people back to obtain more designations.

Another benefit to earning a designation is that it can help members stand out from their competitors. McKay uses his designations as a marketing tool, listing them in promotional literature and on his website. He includes definitions of the designations on his website, educating potential clients about just what those initials after his name mean.

“The designation sets me apart from most other contractors,” said McKay. “Just having the initials behind my name shows that I have been willing to study my industry. By going to the national shows it keeps me abreast of the industry as a whole. It gives me ideas on all facets of running a business--marketing, employee relations, sales ideas.”

According to Allen, who includes his designations on his business cards, website and in email correspondence, they add value in the eyes of his clients.

“The designations have been a helpful tool to discuss with owners their value to their particular project,” said Allen. “For instance, the CAPS designation is valuable to those wanting a Universal Design in their new project. CGP is value added for remodeling and new construction.”

Designees are listed in The Professional Designation Directory on [www.nahb.org](http://www.nahb.org), making their contact info easily accessible to consumers.

Having earned her CGA, Brown, now returns to the classroom periodically as one of the HBAA's instructors. She continues to learn through her teaching experiences.

“I have gained great insight into the building and remodeling business by being an instructor of some of the more sales-focused courses,” said Brown. “Listening is the best tool there is!”

For those who may be considering taking the plunge into earning a professional designation, these members agree that the rewards that come with continuing education make the effort worthwhile.

“Obtaining your designations takes a commitment of time and money,” said Allen. “But, you enjoy learning, gaining friendships in the industry, and also applying these to your daily work efforts.”

“We need to be learning all the time to enrich ourselves, to have an understanding of builders and remodelers and how they go to business each day,” said Brown.

Added McKay, “Any person that has been a leader in any endeavor for any length of time will tell you that you have to keep learning and changing. That is what the designations will do for a person.”

If you're ready to start working toward a professional designation or would like more information about the process, contact Kory Boling, HBAA Education Director, at 1-800-745-4222 or email [koryboling@hbaa.org](mailto:koryboling@hbaa.org).

## THE FOLLOWING HBAA MEMBERS HAVE EARNED ONE OR MORE PROFESSIONAL DESIGNATIONS FROM NAHB.

John Allen, Madison (CAPS, CGR, CGP, GMB)  
 Tony Antonios, Huntsville (CGR, CGP)  
 Vicki Baker, Athens (CSP)  
 Mason Ballard, Grand Bay (CGP)  
 Sherman Banks, Huntsville (CGP, CSP)  
 Robert Baugher, Birmingham (CGB)  
 Stacy Bell, Huntsville (CSP)  
 Jessica Bingham, Huntsville (CSP)  
 Anthony Birk, Helena (CMP, CSP, MIRM)  
 Raymond "Buddy" Bowman, Pell City (CGB, GMB)  
 David Brewer, Dothan (CGB)  
 Patricia Broussard, Helena (CSP)  
 Cathy Brown, Montgomery (CGA)  
 Margie Brown, Hoover (CSP)  
 Andrew Brown, Columbiana (CGP)  
 Meekel Buchannon, Huntsville (CSP)  
 Carrie Burke, Huntsville (CSP)  
 Casey Campbell, Birmingham (CAPS, CGP)  
 Jorge Cancel, Mobile (CGB)  
 Frankie Carbin, Huntsville (CGP)  
 Lynn Cawthon, Huntsville (CSP)  
 Cheryl Cleveland, Anderson (CAPS)  
 Robert Coan, Birmingham (CGR)  
 Lori Coggin, Huntsville (CSP, Master CSP)  
 Richard Coogan III, Tuscaloosa (CGB)  
 Cynthia Cooper, Gurley (CSP)  
 Lynn Corder, Tuscaloosa (CGB)  
 Brock Corder, Tuscaloosa (CGB)  
 Dania Costa Doyle, Huntsville (CSP)  
 Bryant Cross, Birmingham (CGP)  
 Michael Daniels, Mobile (CGB, CGP, GMB)  
 Cheryl Davidson, Phenix City (CGA)  
 Tracie Dollarhide, Huntsville (CSP)  
 John Dollison, Huntsville (CGB, CGR)  
 Paul Doyle, Huntsville (CSP)  
 Lillian Draper, Montevallo (CSP)  
 Amy Dunavant, Birmingham (CSP)  
 Tory Dutton, Madison (CGP)  
 Aisha Edwards, Huntsville (CSP)  
 Wayland Elliott, Birmingham (CMP, CSP, MIRM)  
 Lea Ellison, Huntsville (CSP)  
 Rebecca Estes, Mobile (CAPS)  
 Chris Farlow, Summerdale (CGP)  
 Danesh Foroughi, Huntsville (CGP)  
 John Gann, Huntsville (CGP)  
 Robert Garrison, Birmingham (CGR)  
 Robert Goff, Madison (CAPS, CGR, CGP, GMB, GMR)  
 Robin Graham, Huntsville (CSP)  
 D. Clay Harbin, Calera (CAPS, CGP)  
 Mark Harris, Huntsville (CGP)  
 Mary Hartzog, Eufaula (CGA)  
 Price Hightower, Vestavia Hills (GMB)  
 Paul Hildesheim, Mobile (CGB, CGP)  
 Tracy Hitt, Huntsville (CSP)  
 John Horchen, Newton (CAPS)  
 John Howard, Mobile (CGB)  
 Christopher Hulser, Huntsville (CSP)  
 Betsy Hyman, Athens (CGP)  
 Margi Ingram, Birmingham (CMP, CSP, MIRM)  
 Ingram and Associates LLC  
 Michael Kane, Dadeville (CGB)  
 Michael Kelley, Pelham (CGA, CGR)  
 Laurel Kennamer, Huntsville (CSP)  
 Chris Kimbro, Montgomery (CGR, GMB)  
 Phillip Kinard, Tuscaloosa (CGP)  
 Eric Kruse, Huntsville (CGB)  
 George Kurtts, Birmingham (GMB)  
 Wendy Lee, Owens Cross Roads (CSP)  
 Joseph Lee, Huntsville (CAPS)  
 Francis Liddon, Dothan (CGP)  
 Sean Lintow, Hanceville (CGP)  
 David Lisenby, Montgomery (CAPS, CGR)  
 Tom Lloyd, Birmingham (CMP, CSP, MIRM)  
 Clint Lovette, Birmingham (CGR)  
 Rebecca Lowrey, Huntsville (CSP)  
 Rob Mackercher, Birmingham (CAPS)  
 Carla Makowski, Huntsville (CSP)  
 Robert Martignoni, Huntsville (CGP)  
 George McCain, Montgomery (CGB)  
 Ken McDaniel, Huntsville (CGP)  
 Robert McKay, Birmingham (CAPS, CGR)  
 Jewel McKay, Birmingham (CAPS)  
 Michael McKay, Birmingham (CAPS, CGR)  
 Ted McLaughlin, Pelham (CMP, CSP)  
 M. Lynne McWhorter, Hoover (CAPS)  
 TJ Meers, Madison (CGP)  
 David Merta, Madison (CGP)  
 Yvonne Mezrano, Trussville (CMP, CSP, MIRM)  
 Jim Mezrano, Trussville (CMP, CSP, MIRM)  
 Frank Millsaps, Mobile (CGA)  
 Jan Milstead, Montgomery (CSP)  
 Bobby Monk, Springville (CAPS, CGB, CGP, GMB)  
 Michael Monk, Auburn (CAPS)  
 Cindy Monk, Springville (CAPS, CMP, CSP, MIRM)  
 Ben Murphy, Foley (CGP)  
 Tricia Murray, Huntsville (CSP)  
 Brant Neely, Huntsville (CGP)  
 Ben Niemitz, Huntsville (CGP)  
 James Overstreet, Birmingham (CGP)  
 Danny Owen, Huntsville (CSP)  
 Jon Owings, Huntsville (CGP)  
 William Palmer, Montgomery (CGB)  
 Clara Parnell, Birmingham (CAPS)  
 Landa Pennington, Huntsville (CSP)  
 Elliott Pike, Birmingham (CAPS, CGR)  
 Roberta Powell, Capshaw (CSP)  
 Alicia Pressley, Madison (CSP)  
 Chris Preston, Athens (CGP)  
 Petra Pryor, Crane Hill (CSP)  
 Boykin Pulliam, Jr., Huntsville (CSP)  
 Greshundria Raines, Montgomery (CAPS)  
 Annie Rapiere, Huntsville (CSP)  
 Timothy Reeves, Huntsville (CGB)  
 Mark Reid, Florence (CGB, GMB)  
 Terri Rotenberger, Huntsville (CSP)  
 Diane Rovere, Madison (CAPS, CGA, CGP)  
 Karen Ruffin, Madison (CSP)  
 Jimmy Rutland, Montgomery (CGB, CGP)  
 Bennie Russell, Wetumpka (CGB)  
 Charles Saliba, Montgomery (CGB, CGR, GMB, GMR)  
 Roddy Sample, Pelham (CAPS, CGR)  
 Roddy O. Sample & Associates, Inc.  
 Jeannie Samz, Madison (CGP)  
 Gene Satterfield, Huntsville (CGP)  
 David Sciarabba, Birmingham (CGB, CGR, GMB)  
 Philip Shelton, Decatur (CAPS, CGB, CGR, CGP, GMB, GMR)  
 Glenn Siddle, Birmingham (CGP)  
 Aaron Sincroft, Northport (CGP)  
 Aron Spurlin, Albertville (CGB)  
 Don Spurlin, Albertville (CGB)  
 Chad Stearns, Montgomery (CGB)  
 Steve Steele, Huntsville (CGP)  
 Mariam Steele, Huntsville (CSP)  
 W. Strickland, Pike Road (CAPS, CGB)  
 Steve Stricklin, Huntsville (CGB, CGP)  
 Dorothy Tayloe, Birmingham (CMP, CSP, MIRM)  
 John Thomas, Mobile (CAPS, CGB, CGR, CGP)  
 Britt Thompson, Helena (CAPS)  
 Sally Tuttle, Birmingham (CSP)  
 Ann Underwood, Pleasant Grove (CAPS)  
 Heather Vader, Huntsville (CSP)  
 Guillaume Vincent, Huntsville (CSP)  
 Kelly Watson, Birmingham (CGP)  
 Barton Weeks, Birmingham (CGP)  
 Steve West, Huntsville (CGB)  
 Ezrick Wiggins, Daleville (CGP)  
 George Williams, Birmingham (CAPS, CGR, CGP)  
 Chris Youngs, Homewood (CAPS, CGP)

Source: National Association of Home Builders

## PROFESSIONAL DESIGNATIONS, DEFINED

**CERTIFIED GRADUATE ASSOCIATE (CGA):** Developed specifically for associate members (including suppliers of materials and financial services), the CGA program offers participants an opportunity to enhance their knowledge of home building industry fundamentals.

**CERTIFIED GRADUATE BUILDER (CGB):** An overview of key areas in today's home building industry, the CGB curriculum covers business management, financial strategies, marketing techniques, construction technologies, and more.

**GRADUATE MASTER BUILDER (GMB):** Allows industry professionals who already have completed either the Certified Graduate Builder or the Certified Graduate Remodeler course to more fully develop their skills and provides in-depth instruction geared for experienced building professionals.

**CERTIFIED GREEN PROFESSIONAL (CGP):** Teaches builders, remodelers and other industry professionals techniques for incorporating green building principles into homes without driving up the cost of construction.

**CERTIFIED GRADUATE REMODELER™ (CGR):** Emphasizing business management skills as the key to a professional remodeling operation, the CGR designation trains remodelers in project management, design estimating and job cost, along with other core skills relevant to the remodeling industry.

**GRADUATE MASTER REMODELER (GMR):** Includes advanced and updated courses geared toward experienced remodeling professionals.

**CERTIFIED AGING-IN-PLACE SPECIALIST (CAPS):** Developed by NAHB Remodelers in collaboration with the AARP, NAHB Research Center and NAHB 50+ Housing Council, the CAPS program provides comprehensive, practical, market-specific information about working with older and maturing adults to remodel their homes for aging-in-place.

**CERTIFIED NEW HOME SALES PROFESSIONAL (CSP):** Designed to help specialists in new home sales to enhance their professional image, increase their marketability in the home building industry and sell more homes.

**MASTER CERTIFIED NEW HOME SALES PROFESSIONAL (MASTER CSP):** Open to professionals currently holding a CSP designation with advanced courses targeted toward improving participants' sales and marketing skills and providing increased marketability in the industry.

**CERTIFIED NEW HOME MARKETING PROFESSIONAL (CMP):** Recognizes the achievements of students who have completed four marketing-intensive core courses: "Understanding Housing Markets and Consumers;" "Marketing Strategies, Plans, and Budgets;" "Lifestyle Merchandising, Advertising, and Promotion Strategies;" and "Challenges of New Home Sales Management."

**MASTER IN RESIDENTIAL MARKETING (MIRM):** The highest level of achievement for professionals in new home marketing. MIRM graduates are required to complete all mandated coursework and submit a case study for approval before graduating from the program.

Source: National Association of Home Builders



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HBAA  
HONORS  
ALABAMA'S BEST  
REMODELING WORK

**M**embers of Alabama's remodeling industry are getting some well-deserved recognition for their work thanks to the Alabama Remodeling Excellence Awards (AREA), a statewide competition presented by the HBAA Remodelers. The 2014 AREA winners were announced at the awards banquet this month in Montgomery.

Open to all remodelers, architects, kitchen and bath specialists, and other remodeling industry professionals throughout the state, the AREA program was created to recognize and honor outstanding craftsmanship, innovation and attention to detail. To qualify for entry, projects had to have been completed in Alabama between June 30, 2012 and December 31, 2013.

Some of this year's winning projects were born out of unexpected losses, including house fires and storm damage. Other projects were fulfillments of dream remodels that had been wished for by the homeowners for years. Many answered the owners' desires for a place to relax and entertain family and friends while incorporating innovative design and custom details.

A panel of judges reviewed and scored the entries in a variety of categories ranging from whole house remodels to smaller projects focusing on specific areas, such as kitchens, baths, and outdoor spaces.

The highest honor of the AREA competition is the Best in Show award, which is chosen from the top five highest scoring projects. This year's Best in Show winner was the Suggs Incredible Sunroom, Deck and More project, submitted by ARC Design-Build, a member of the Huntsville/Madison County Builders Association. This project also won first place in the Additions over \$250,000 category.

In addition to recognition in this magazine, photos of this year's AREA winners are featured on the AREA website, [www.RemodelAlabama.com](http://www.RemodelAlabama.com). The HBAA would like to thank Alabama Power, the Alabama Home Builders Self Insurers Fund, and Alagasco for serving as the 2014 AREA competition sponsors.

Congratulations to all of this year's AREA winners.

THE 2014

# A L A B A M A

R E M O D E L I N G E X C E L L E N C E A W A R D

# WINNERS

## BEST IN SHOW

ARC Design-Build (Suggs Incredible Sunroom, Deck and More), Huntsville/Madison County Builders Association  
*(Check out the foldout at the front of this issue for a feature on our Best in Show winning project.)*

## KITCHEN REMODEL UNDER \$40,000

**1ST PLACE:** Livingston Cabinets (Koon Project),  
Home Builders Association of Tuscaloosa

**2ND PLACE:** Livingston Cabinets (Johnson Remodel),  
Home Builders Association of Tuscaloosa

**3RD PLACE:** Slaton Custom Homes (1110 Westmoreland Avenue),  
Huntsville/Madison County Builders Association

## KITCHEN REMODEL \$40,000-\$80,000

**1ST PLACE:** Counter Dimensions (Barnhart Kitchen),  
Greater Birmingham Association of Home Builders

**2ND PLACE:** Lovette Construction (Bethune Drive Kitchen),  
Greater Birmingham Association of Home Builders

**3RD PLACE:** Counter Dimensions (Jinks Kitchen),  
Greater Birmingham Association of Home Builders

## KITCHEN REMODEL OVER \$80,000

**1ST PLACE:** Precision Homecrafters LLC (Vestavia Kitchen),  
Greater Birmingham Association of Home Builders

**2ND PLACE:** Roddy O. Sample & Associates (McLeod Kitchen),  
Greater Birmingham Association of Home Builders

**3RD PLACE:** Counter Dimensions (Rebecca's Kitchen),  
Greater Birmingham Association of Home Builders

## BATH REMODEL UNDER \$20,000

**1ST PLACE:** Slaton Custom Homes (Pepto Abismol),  
Huntsville/Madison County Builders Association

**2ND PLACE:** Slaton Custom Homes (Watkins Bathroom),  
Huntsville/Madison County Builders Association

**3RD PLACE:** Tony Griffin Construction (Nelson Project),  
DeKalb County Home Builders Association

## BATH REMODEL \$20,000-\$50,000

**1ST PLACE:** Counter Dimensions (Riverchase Bath),  
Greater Birmingham Association of Home Builders

**2ND PLACE:** Case Design Remodeling (Southside Master Bath),  
Greater Birmingham Association of Home Builders

**3RD PLACE:** Case Design Remodeling (Chatwood Master Bath),  
Greater Birmingham Association of Home Builders

## BATH REMODEL OVER \$50,000

**1ST PLACE:** Lovette Construction (Sterling Road Hall Bath),  
Greater Birmingham Association of Home Builders

**2ND PLACE:** Lovette Construction (Sterling Road Guest Bath),  
Greater Birmingham Association of Home Builders

**3RD PLACE:** Lovette Construction (East Briarcliff Road Bath),  
Greater Birmingham Association of Home Builders

## RESIDENTIAL SPECIALTY PROJECT

**1ST PLACE:** Taylor Burton Company, Inc. (Walking on Air),  
Greater Birmingham Association of Home Builders

**2ND PLACE:** Oak Alley, Inc. (Shirley Covered Entry),  
Greater Birmingham Association of Home Builders

**3RD PLACE:** Case Design Remodeling (Inverness Fireplace),  
Greater Birmingham Association of Home Builders

## OUTDOOR LIVING

**1ST PLACE:** Precision Homecrafters, LLC (Montevallo Outdoor  
Living), Greater Birmingham Association of Home Builders

**2ND PLACE:** Walker Construction Company, Inc.  
(Milanowski Outdoor Living),  
Home Builders Association of Dothan & the Wiregrass Area

**3RD PLACE:** Taylor Burton Company, Inc.  
(Feet to the Fire), Greater Birmingham Association of Home Builders

## ADDITIONS UNDER \$100,000

**1ST PLACE:** Steve Steele Custom Homes  
(16104 Shropshire),  
Huntsville/Madison County Builders Association

**2ND PLACE:** The Letlow Company, LLC  
(Closet for a Princess),  
Lee County Home Builders Association

**3RD PLACE:** Steve Steele Custom Homes  
(16001 Shropshire),  
Huntsville/Madison County Builders Association

## ADDITIONS

### \$100,000-\$250,000

**1ST PLACE:** Roddy O. Sample & Associates, Inc.  
(Holman Master Suite),  
Greater Birmingham Association of Home Builders

**2ND PLACE:** The Letlow Company, LLC  
(Smyth Addition),  
Lee County Home Builders Association

**3RD PLACE:** BMR Homes Inc. Remodeling  
and Restoration (Olson Project),  
Greater Birmingham Association of Home Builders

## ADDITIONS OVER \$250,000

**1ST PLACE:** ARC Design-Build (Suggs Incredible  
Sunroom, Deck and More),  
Huntsville/Madison County Builders Association

**2ND PLACE:** McKay Building Co., Inc.  
(Culotta Addition),  
Greater Birmingham Association of Home Builders

**3RD PLACE:** Oak Alley, Inc. (Berryhill Addition), Greater  
Birmingham Association of Home Builders

## HISTORIC PRESERVATION

**1ST PLACE:** ARC Design-Build  
(Williams Whole House Historic Remodel),  
Huntsville/Madison County Builders Association

## COMMERCIAL RENOVATION

**1ST PLACE:** Jones & Jones, Inc.  
(McEnally's Mercantile),  
Greater Birmingham Association of Home Builders/  
St. Clair County Home Builders Association

**2ND PLACE:** Slaton Custom Homes  
(Madison Animal Hospital),  
Huntsville/Madison County Builders Association

**3RD PLACE:** Tony Griffin Construction, Inc. (Church),  
DeKalb County Home Builders Association

# POPULAR DESIGN ELEMENTS

What do today's homeowners want in their home remodeling project? Here's a look at a few design elements that are becoming increasingly popular among AREA entries.



### Automation *(top)*

More and more homeowners are incorporating technology into their homes to make their lives a bit easier. Case in point: the use of these remote-controlled automated shades to adjust for privacy and shade with the touch of a button. *Suggs Sunroom Addition by ARC Design-Build*

### Future Accessibility *(left)*

With an eye toward aging-in-place, features such as curbless shower entries help homeowners live in their homes for as long as they'd like. *Hughes Bathroom by ELM Construction LLC*

### Bringing the Outside In *(right)*

The use of unexpected natural elements, such as this stone vessel sink in the guest powder room, can add a touch of whimsy to a sophisticated remodel project. *Forest Glen Project by Banks Home Building*



**Sensational Ceilings** (top left)

Design elements continue all the way up to the top of the room with the addition of a coffered ceiling for added architectural drama.  
1110 Westmoreland Avenue Kitchen by Slaton Custom Homes

**Rustic Touches** (top right)

This kitchen, with its wood ceiling beams and a wood island centerpiece, was one of several projects that incorporated wood into its design for a rustic touch. Bethune Drive Kitchen by Lovette Construction

**Dressing Up** (middle)

Getting dressed becomes a true pleasure with elaborate walk-in closets such as this one, which features custom shelving, a window for natural light and an overhead chandelier.  
"Closet for a Princess" by The Letlow Company, LLC

**Safe Rooms** (left)

Safe rooms such as this one can provide a secure place for homeowners in the event of storms, while serving double duty as additional storage, office or living space. Culotta Addition by McKay Building Company, Inc

Want to see more? Visit [www.RemodelAlabama.com](http://www.RemodelAlabama.com) to view photos of all the winning projects.



## UNIVERSAL DESIGN

**1ST PLACE:** Southern Construction and Design Inc.  
(Clark Addition and Renovation),  
Huntsville/Madison County Builders Association

**2ND PLACE:** The Home Remodeling Group, LLC  
(Nelson Hughes Drive),  
Greater Birmingham Association of Home Builders

**3RD PLACE:** McKay Building Company, Inc.  
(Gilliland Project),  
Greater Birmingham Association of Home Builders

## EXTERIOR REMODEL

**1ST PLACE:** Walker Construction Co., Inc.  
(Shirley Exterior Remodel),  
Home Builders Association of Dothan & the Wiregrass Area

**2ND PLACE:** Precision Homecrafters, LLC  
(Montevallo Exterior Remodel),  
Greater Birmingham Association of Home Builders

**3RD PLACE:** McKay Building Company, Inc.  
(Culotta Exterior),  
Greater Birmingham Association of Home Builders

## SPACE RENOVATION

**1ST PLACE:** Walker Construction Co., Inc.  
(Shirley Media Room),  
Home Builders Association of Dothan & the Wiregrass Area

**2ND PLACE:** Saunders & Bradford, LLC  
(Cahaba River House),  
Greater Birmingham Association of Home Builders

**3RD PLACE:** Precision Homecrafters, LLC  
(Hoover Space Renovation),  
Greater Birmingham Association of Home Builders

## WHOLE HOUSE REMODEL UNDER \$250,000

**1ST PLACE:** ARC Design-Build  
(Williams Whole House Historic Remodel),  
Huntsville/Madison County Builders Association

**2ND PLACE:** Willow Homes, LLC  
(716 Morris Avenue),  
Greater Birmingham Association of Home Builders

**3RD PLACE:** Oak Alley, Inc. (Reaves Home Makeover),  
Greater Birmingham Association of Home Builders

## WHOLE HOUSE REMODEL \$250,000-\$500,000

**1ST PLACE:** VTS Homes, Inc.  
(Seeley Renovation),  
Huntsville/Madison County Builders Association

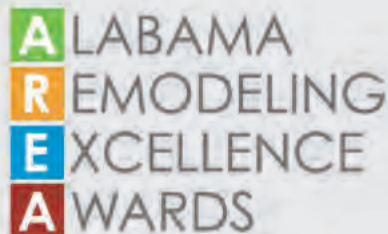
**2ND PLACE:** Steve Steele Custom Homes  
(Glenwood Drive),  
Huntsville/Madison County Builders Association

**3RD PLACE:** ELM Construction LLC  
(Williams Family Remodel),  
Greater Birmingham Association of Home Builders

## WHOLE HOUSE REMODEL OVER \$500,000

**1ST PLACE:** Banks Home Building  
(Forest Glen Project),  
Greater Birmingham Association of Home Builders

*To learn more about the AREA competition and to view photos of all of this year's winning entries, visit [www.RemodelAlabama.com](http://www.RemodelAlabama.com).*



Who can enter? The AREA competition is open to all remodeling contractors, architects, kitchen & bath specialists, and other remodeling industry professionals in Alabama. Non-members as well as HBAA members are eligible to enter.

Which projects were eligible? Projects submitted for the 2014 awards had to be completed in Alabama between June 30, 2012 and December 31, 2013.

How were the winners determined? All entries were scored by a panel of independent judges based on such criteria as scope of project, challenges faced, and what the project accomplished.

Where can I view more photos of the winning projects? Photos of the winning projects may be seen on the AREA website, [www.RemodelAlabama.com](http://www.RemodelAlabama.com).



ALABAMA HOME BUILDERS  
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THE  
BEST  
IN SHOW  
*FINALISTS*

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## 2014 BEST IN SHOW FINALIST



### SEELEY RENOVATION & ADDITION VTS HOMES

1ST PLACE WINNER | WHOLE HOUSE REMODEL  
\$250,000 - \$500,000

The new owner of this 60 year-old house in an historic district wanted to increase the home's square footage and update it in the Craftsman style inside and out. Several elements of the home's exterior, including four windows, the front porch siding, trim, columns and patio, were kept to preserve the historical significance of the home, while new elements were designed to blend with the old. A full masonry stone fireplace was installed on the rear patio to match the accent wall on the front elevation. Inside, a new brick veneer fireplace was installed and topped with a mantle made from reclaimed antique heart pine. The same reclaimed wood was incorporated into the island countertop in the kitchen. The bathrooms all received facelifts with new tile and a new pedestal tub in the master bath. Bamboo hardwood flooring was used throughout the home. New windows were installed to replicate the old windows while providing longevity and less maintenance. The project was able to successfully work through the challenges of zoning and historical district restrictions, resulting in a home that is fully up to date while retaining its historic charm.

2014 BEST IN SHOW FINALIST





**VESTAVIA KITCHEN**  
*PRECISION HOMECRAFTERS, LLC.*

1ST PLACE WINNER | KITCHEN REMODEL  
OVER \$80,000

**T**hese clients wanted to transform their kitchen into an open and inviting space to do everything from cooking a quick weeknight meal to entertaining guests. With limited room for prepping and cooking meals, the original kitchen was extended at the side and rear of the room, two walls were removed and the ceiling was raised to enlarge the space. The small cased opening between the kitchen and den was enlarged to create a buffet bar for entertaining. New custom white painted cabinetry was installed, and custom-made door panels were built for the refrigerator and freezer to match. A large sit-at island with a rectangular sink was added to provide more space to work and eat. The kitchen is filled with lots of items on the homeowners' wish list, including a prep sink, cooling drawers, a pot filler, and a wine refrigerator. This kitchen, which once had limited space for cooking and entertaining, is now fit to serve a gourmet meal to family and friends, while still practical enough to warm-up leftovers after a busy day.



**SHIRLEY MEDIA ROOM**  
*WALKER CONSTRUCTION CO., INC.*  
1ST PLACE WINNER | SPACE RENOVATION

**T**his renovation was initiated by a desire to create a gathering space for watching movies and sporting events with the kids and grandkids. The upstairs bonus room was gutted and the ceiling was raised to accommodate multi-level seating. Sound isolation materials were used on the walls and floor to reduce noise downstairs. Custom cabinets were created for housing sound equipment and concealed with fabric covered panels for easy access. A state of the art sound system and projector brought the 130-inch screen to life. Two rows of theater chairs were strategically placed for optimal viewing. A buffet area was constructed with a built-in sink, granite topped bar and full size refrigerator for convenience. All electronics and light features are controlled by an iPad. The new media room is the ultimate fun and entertainment spot for this extended family.

# It pays to be a member of the HBAA!

In addition to benefits at the local and national levels, your HBA membership includes access to member benefits from the Home Builders Association of Alabama. Here are highlights of just a few of the many benefits that can help you save money and build your business!



## MEMBER REBATE PROGRAM

Exclusively for HBAA builder and remodeler members, our Member Rebate Program lets you earn money back on products you're probably already using on the jobsite. The program includes rebates from manufacturers such as Carrier, ClosetMaid, Delta Faucets, Honeywell, Owens Corning, Velux, and many more.

There's no paperwork to keep track of--simply register online and then file online for your rebate quarterly.

To learn more and to sign up, visit [www.hbarebates.com/hbaa.html](http://www.hbarebates.com/hbaa.html).



## BUILDERS HEALTH EXCHANGE

Have questions about choosing health insurance under the Affordable Care Act? We can help!

Our Builders Health Exchange site is designed exclusively for HBAA members to provide you with the information you need to help select the health coverage options that are best for you, your family and your company.

Visit [www.HBAA.org](http://www.HBAA.org) to access the Builders Health Exchange.



## BUILDERS RISK INSURANCE

The Home Builders Association Builders Risk Program is available to residential builders and remodelers who are HBA members in good standing. Coverage may be purchased through appointed agencies who are also HBA members.

For more information about the program, visit [www.HBABuildersRisk.com](http://www.HBABuildersRisk.com) or contact Helmut Mundt at 855-442-2467 or [helmut@hbia.com](mailto:helmut@hbia.com).

2014 BEST IN SHOW FINALIST



**FOREST GLEN PROJECT**  
*BANKS HOME BUILDING*

1ST PLACE WINNER | WHOLE HOUSE REMODEL  
OVER \$500,000

**W**anting a home with plenty of space for their growing family, these homeowners purchased a home in their preferred location, then hired a remodeler to tear it down to the subfloor and rebuild into their dream home. An English-style exterior was created with a leaded-glass, cathedral-style doorway and historic gas lighting to greet guests. The inside of the home features a modern take on gothic, old world design, with the use of reclaimed wood beams and castle-style lighting fixtures throughout. The new kitchen includes a marble countertop and backsplash, custom painted cabinets, double oven and stove with pot filler, as well as a farmhouse sink topped by five paned-glass



windows to let in ample light. The castle-style features continue in the great room, with the use of wooden beams, walls and floors made of reclaimed wood, a fireplace and chandelier. The new master bath features a double vanity topped with marble and a glass enclosed shower with floor-to-ceiling marble tile and multiple shower heads. A stone vessel sink is a unique focal point in the guest bath. A screened-in porch with a wood burning fireplace, flat-screen TV, candle style chandelier, porch-swinging bed and bluestone flooring finished off the project. With more than enough space and plenty of modern amenities, this updated home is a dream come true for its owners.



# EDUCATION

## CLASS LOCATIONS:

- Huntsville: Huntsville/Madison County BA office (2804 Bob Wallace Ave.)
- Irondale: Greater Birmingham AHB office (5000 Grantswood Rd., Suite 240)
- Mobile: HBA of Metro Mobile Office (1613 University Blvd. S.)
- Montgomery: HBAA office (7515 Halcyon Summit Dr., Suite 200)

Dates and/or times and locations are subject to change if necessary. A course may be cancelled if minimum of 6 registrations are not received.

Cancellation policy: To avoid course fee payment, registrants must give at least 48 hours notice to cancel.

Registration required for all courses and tests. To register or for more information, contact Kory Boling at 1-800-745-4222 or [koryboling@hbaa.org](mailto:koryboling@hbaa.org).

Check the HBAA website calendar for the latest educational offerings: [www.HBAA.org](http://www.HBAA.org)

Whether you're looking to expand your business, save money or learn about the latest codes and regulations, the HBAA offers a variety of education around the state designed to meet your needs.

## PROFESSIONAL DESIGNATIONS EDUCATION Professional designations classes will take place from 9 a.m. to 4 p.m. with lunch provided. Fees are \$225 for members and \$330 for non-members.

DATE	COURSE	INSTRUCTOR	LOCATION
May 23	Construction Contracts & Law Tom Cooper	Montgomery	
August 22	Building Code Standards & Guidelines	Tom Cooper	Montgomery
October 24	Profitable Business through Quality Practices	Benny Pritchett	Montgomery
December 12	Construction Contracts & Law Tom Cooper	Montgomery	

## QCI/STORMWATER EDUCATION

*QCI Initial Course Information: All initial courses will take place from 8 a.m. to 5 p.m. Cost is \$350 for HBAA members, \$500 for non-members and \$200 for government officials/non-certification participants.*

DATE	COURSE	LOCATION
May 7	QCI Continuing Ed Course	Irondale
May 8	QCI Initial Course	Irondale
June 4	QCI Continuing Ed Course	Montgomery
June 5	QCI Initial Course	Montgomery

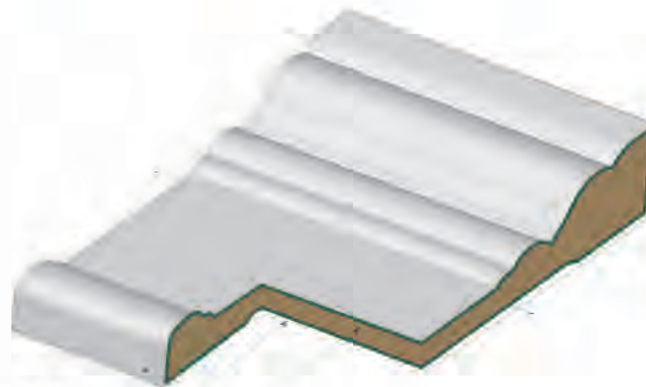
*QCI Continuing Ed Course Information: All continuing ed courses will take place from 1 p.m. to 5 p.m. Cost is \$100 per attendee.*

## LEAD PAINT CERTIFICATION EDUCATION

*Lead Paint Initial Course Information: Cost is \$125 for HBAA members and \$225 for non-members. No walk-ins allowed.*

DATE	COURSE	LOCATION	TIME
April 30	Lead Paint Initial Course	Montgomery	8 am-5 pm
May 14	Lead Paint Continuing Ed Course	Huntsville	8 am-12 pm
June 19	Lead Paint Continuing Ed Course	Montgomery	8 am-12 pm
June 26	Lead Paint Initial Course	Montgomery	8 am-5 pm

*Lead Paint Continuing Ed Course Information: Cost is \$75 for HBAA members and \$175 for non-members.*



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- Coated on All Four Sides ●
- Substrate - MDF ●

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$$\begin{array}{ccccccc}
 \$1,000 & + & \$4,000 & + & \$1,000 & = & \$6,000 \\
 \text{Private Offer}^1 & & \text{National Fleet Purchase} & & \text{GM Accessory Cash} & & \text{In potential value} \\
 & & \text{Program (FVX)}^2 & & \text{Allowance}^{3,4} & & 
 \end{array}$$

## Benefit from our private offer for NAHB members.

As the exclusive automotive manufacturer of the National Association of Home Builders (NAHB), we're pleased to extend association members a private offer<sup>1</sup> of up to \$500 toward the purchase or lease of most new GM vehicles. NAHB members who are business owners can now qualify for up to \$1,000 and also add on incentives from the National Fleet Purchase Program<sup>2</sup> and Business Choice<sup>3</sup> to get the best value on vehicles that run your business. To get this offer, just visit your local dealer, choose an eligible GM vehicle, and present your NAHB proof of membership form.

For private offer details, visit [nahb.org/gm](http://nahb.org/gm).

## New Brand Maintenance Plan<sup>5</sup>

Combine these great savings with our all-new 2-Year/24,000-Mile Brand Maintenance Plan<sup>5</sup> that covers scheduled oil changes with filter, tire rotations, and 27-point inspections, according to your new vehicle's recommended maintenance schedule.



<sup>1</sup>Private offer amount varies by model. \$500 offer for retail deliveries and up to \$1,000 offer for fleet deliveries. Valid toward the purchase or lease of eligible 2013, 2014, and 2015 model-year vehicles. Customer must take delivery by 1/2/15. Not compatible with other private offers. Not valid on prior purchases. Compatible with many current incentives. Incentives are subject to change without notice. Excludes Buick Regal (2014); Chevrolet Corvette (2014); Sonic, Spark, SS, Volt; all Cadillac models. FAN number required. See dealer for complete details.

<sup>2</sup>Offer eligible for non-CAP customers only through 12/31/14. See dealer for details.

<sup>3</sup>To qualify, vehicle must be used in the day-to-day operation of the business and not solely for transportation purposes. Must provide proof of business. For complete program requirements, including information regarding offers, vehicles, equipment, options, warranties, and ordering, consult your dealer or visit [gmbusinesschoice.com](http://gmbusinesschoice.com). Take delivery by 9/30/14.

<sup>4</sup>Not valid with all offers. See dealer for details. Take delivery by 9/30/14. Amounts include parts and labor.

<sup>5</sup>On select models starting with 2014. Eligible vehicles include purchased or leased new 2014 Chevrolet, Buick, or GMC cars, trucks, or crossovers in the U.S. Covers scheduled oil changes with filter, tire rotations, and 27-point inspections, according to your new vehicle's recommended maintenance schedule, for a maximum of four service events within 2 years or 24,000 miles, whichever comes first. Does not include air filters. Extra charge may apply for dual-rear-wheel tire rotations. See participating dealer for other restrictions and complete details.

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# C A L E N D A R HBA EVENTS

For details about these and other upcoming HBAA events, visit [www.HBAA.org](http://www.HBAA.org) and follow us on Facebook.com/HBAAAlabama.

## WANT TO KNOW THE QUICKEST WAY TO STAY UP TO DATE ON HBAA NEWS & EVENTS?

Scan the QR code below to download our free HBAA app to your smartphone! With it you can view the HBAA calendar for upcoming classes and events, check out photos from recent activities, learn the latest news from the HBAA website and more. Available for iPhone and Android.



### MAY 8

Twentieth Annual Alabama Home Builders Foundation Golf Classic (Cambrian Ridge, Greenville)



### JUNE 3-7

NAHB Spring Board of Directors Meeting (Washington, D.C.)  
For details visit [www.nahb.org](http://www.nahb.org).



### JUNE 16

Room block deadline at the Hilton Sandestin Beach Golf Resort & Spa for the 2014 HBAA Summer Meeting. Room rates start at \$289 per night. For reservations, call the Hilton Sandestin at 1-800-559-1805 or visit [www.sandestinbeachhilton.com](http://www.sandestinbeachhilton.com) (use code BLD).



### JULY 17-19

HBAA Summer Meeting (Hilton Sandestin Beach Golf Resort & Spa, Sandestin, Florida)



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### MARK SALIBA

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### CLIFF PITMAN

BUILD-PAC Trustee

### TAYLOR BURTON

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### SONNY RICHARDSON

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### BOBBY SMITH

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Alternate National Director

### DAVID LISENBY

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### RANDY FANNIN

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National Director

### PEGGY TURNER

Associate Member National

Director

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Governmental Affairs Chair

### KATIE MCLAUGHLIN

Professional Women in

Building Area Trustee

### TODD SLYMAN

Past State Presidents Chair

### BOB GARZAREK

Associate Committee Chair

### GEORGE WILLIAMS

HBAA Remodelers Chair

### DARREN OSBORN

Past Associates Committee

Presidents Chair

### BEN BYRD

Presidential Appointee

### ALICIA HUEY

Presidential Appointee

### PHILLIP KINARD

Presidential Appointee

### ROY JOHNSON

Presidential Appointee/

IPOC Chair

### JERALD SMITH

Regulatory Affairs Chair

### MICHAEL TOLES

Affordable Housing Council/

Building Innovations Group

Chair

### KEVIN PAKE

Education Committee Chair

### ROBERT BROWN

Public Relations Chair

### CATHY BROWN

Membership Team

Representative

### LEE PAKE

Membership Retention

Co-Chair

### SAM ALMAROAD

Membership Retention

Co-Chair

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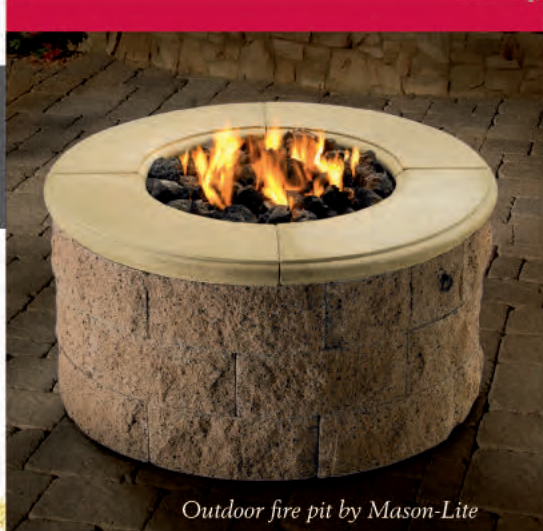
Public Relations Director

lisawatkins@hbaa.org

# Take It Outside - Outdoor Living



*Outdoor fireplace system by Isokern*



*Outdoor fire pit by Mason-Lite*

## 10 Alabama Locations

### Albertville

5623 Hwy 431 S  
Albertville, AL 36950  
256-878-7177

### Attalla

532 Gilberts Ferry Road SW  
Attalla, AL 35954  
256-538-2212

### Birmingham

2299 Pelham Parkway  
Pelham, AL 35124  
205-988-3913

### Dothan

2535 Ross Clark Circle  
Dothan, AL 36301  
334-677-0081

### Florence

502 Veterans Drive  
Florence, AL 35630  
256-766-6448

### Huntsville

8621 Madison Blvd.  
Madison, AL 35758  
256-461-7233

### Mobile

2180 Avenue C  
Brookley Complex  
Mobile, AL 36615  
251-433-5569

### Montgomery

10200 Highway 80 E  
Montgomery, AL 36117  
334-215-5700

### Scottsboro

105 Liberty Lane  
Scottsboro, AL 35769  
256-259-1691

### Tuscaloosa

1168 Wigham Place  
Tuscaloosa, AL 35405-  
205-759-5400

**M**ore and more these days, homeowners are looking to add outdoor rooms for entertaining and recreation on their properties. That's according to the 2013 Residential Landscape Architecture Trends survey conducted by the American Society of Landscape Architects.

How will you capitalize on the move to outdoor living? See the experts at Acme Brick Tile & Stone, formerly Jenkins Brick & Tile.

Acme carries all the materials you need to build beautiful masonry enclosures for outdoor-living features such as fireplaces, fire pits, grills, and kitchens. We also stock fireplace and fire pit systems, from manufacturers such as Isokern, Fire Rock and Mason-Lite. And don't stop there. Build patios and walkways using quality clay brick pavers from Acme Brick, Yankee Hill, Pine Hall, and others, plus sturdy concrete pavers. To terrace or contour your yard – front or back – Acme offers concrete segmental retaining wall units.

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