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A QUARTERLY PUBLICATION OF THE HOME BUILDERS ASSOCIATION OF ALABAMA
VOL 8 | No.3 | WINTER 2013



OLD WORLD Charm

Read more about the home beginning on page 18.



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cover pullout

SHOWCASE STUNNER



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corrections

In the previous issue of Alabama Homebuilder, Alabama Home Builders Foundation scholarship recipient Martin Little was inadvertently identified as William Little. Also, Thyryn Washington's photo was mistakenly omitted. We apologize for the errors.

Thyryn Kenyatta Washington
Letohatchee
H. Council Trenholm State
Technical College
Electrical Technology



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P E R S P E C T I V E

I'm excited to share the third edition of our magazine with you. One of the accomplishments that I'm most proud of during my term as President has been the development and publication of this magazine. I see it as a powerful tool to not only boost our industry's image but to also help us learn from each other.

This issue includes a feature on the winners from this year's Annual Convention. I want to congratulate all of our award winners and say thank you for what you and your local associations do for our industry.

As I've traveled around the state visiting the locals this year, I've been able to see firsthand the dedication and service that so many of you give to your local association. Getting to know you better has certainly been one of my favorite aspects of serving as HBAA President.

Recently I saw an old movie, *Along Came Polly*. In the movie, a father is explaining to his son that life is not about what you didn't do or what you want to do...It's about the ride.

The exact quote is: *Let go--move on with your life. It's not about what happened in the past or what you think might happen in the future. It's about the ride. There is no point in going through all this crap if you're not going to enjoy the ride. And you know what? When you least expect it, something great might come along.*

I relate that to the home building industry. With the building codes, energy codes, banking and then the recession, that's a lot of crap to go through to not enjoy the ride.

This association and this ladder have provided quite a ride for me. Although I "officially" started on the ladder about 12 years ago, my real journey began as I started meeting and working with ALL of you. Every year along the way I met more and more people who were working hard for this industry and I am still meeting more today. I want to thank you for that. I also want to thank our HBA staff who work hard every day for our members.

For the younger members of our association who are interested in being part of this leadership team, I encourage you to not think of it in terms of a 12-year ladder. Instead, think of it as a year-by-year journey that allows you to grow and develop friendships that will last forever.

I have said that the HBAA reminded me of the TV show "Cheers", where a lot of close people worked through the ups and downs of life together. I consider myself very fortunate to be a part of it. My hope is that this association will continue to be a place where everybody knows your name. A place we enjoy getting together with our friends while solving the problems of our industry.

Thank you for allowing me to be your 2013 President. It's a RIDE I'll never forget! Cheers!



Taylor Burton
2013 HBAA President

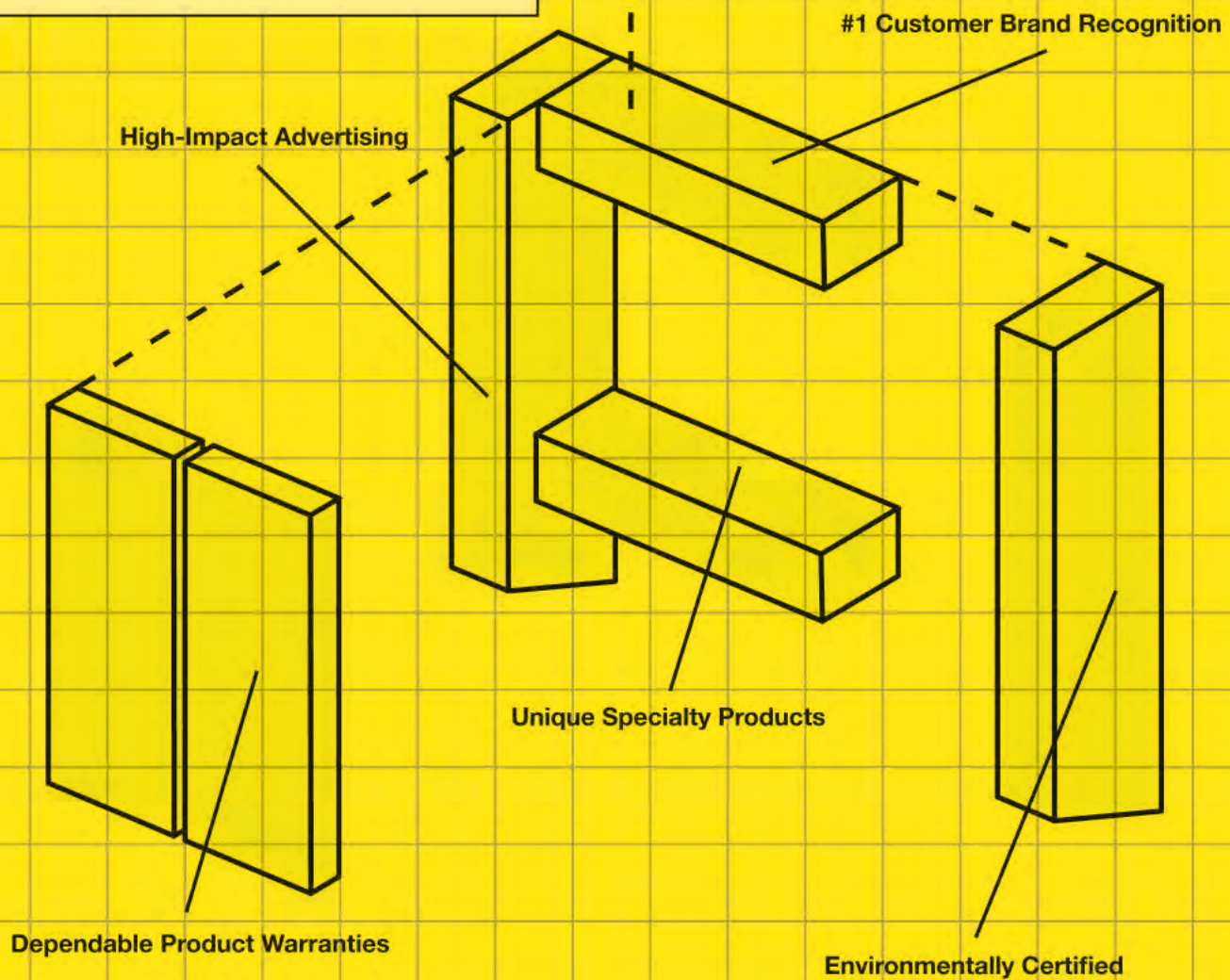


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ANNUAL CONVENTION HIGHLIGHTS

The final statewide meeting of the year drew builders and associate members from all across Alabama to the Beau Rivage in Biloxi for the HBAA's Annual Convention. In addition to the great content provided through the council and committee meetings, members also learned how to sharpen their memory skills through a workshop presented by renowned memory expert Paul Mellor. An afternoon outing to nearby Ocean Springs, a comedy magic act after the Friday night banquet, and Alabama and Auburn tailgate football parties on Saturday were among the highlights for this year's attendees.



Les Letlow of the Lee County HBA shares his priorities for the association after being installed as the 2014 HBAA President during the awards banquet.



Greater Morgan County BA member Micheal Grantland "rains" dollar bills in making his BUILD-PAC contribution to BUILD-PAC Trustee Bud Canter during the Board Meeting.



Members of the Baldwin County HBA enjoy the awards banquet at the Annual Convention. (Photo courtesy of BCHBA)



Football fans turn out to watch Auburn take on Tennessee and Alabama battle LSU during the HBAA's tailgate party.



A bus full of members gets ready to head to nearby Ocean Springs for an afternoon of shopping and exploring.



Greater Birmingham AHB President Alicia Huey accepts the President's Trophy for a Large Association.



Greater Morgan County BA President Stephen Pate thanks his members after accepting the President's Trophy for a Small Association.



HBAA Past President Hugh Cole of the Greater Montgomery HBA and Peggy Turner of the Greater Birmingham AHB catch up at the welcome reception at Convention.



Magician and comedian Mark Robinson gets HBAA President Taylor Burton into the act during his post-banquet performance.



Greater Montgomery HBA President Ben Byrd accepts the "Cheers" award on behalf of his association from HBAA President Taylor Burton.

The HBAA would like to thank its 2013 Annual Convention sponsors for helping to make this year's meeting such a success.

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LES LETLOW INSTALLED
2014 HBAA PRESIDENT

NOVEMBER 8 | BEAU RIVAGE
BILOXI, MISSISSIPPI

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.

Letlow, owner of The Letlow Company, LLC, is a member of the Lee County Home Builders Association. He succeeds 2013 President Taylor Burton, owner of Taylor Burton Company and a member of the Greater Birmingham Association of Home Builders.

Lynn Corder of The Builders Group of West Alabama, Inc. and a member of the Home Builders Association of Tuscaloosa will serve as HBAA 1st Vice President



LYNN CORDER
1st Vice President



MARK REID
2nd Vice President



DAN TAYLOR
Treasurer



JIMMY RUTLAND
Secretary



KELLEY OUZTS
Associate Vice President

in 2014. Mark Reid of Reid Construction Co. and a member of the Shoals Home Builders Association will serve as the 2nd Vice President.

Dan Taylor of Taylor Construction, a member of the Marshall County Home Builders Association, will hold the office of Treasurer. Jimmy Rutland of Lowder

New Homes, a member of the Greater Montgomery Home Builders Association, will serve as the Secretary. Representing the associate members as Associate Vice President will be Kelley Ouzts of First Federal Mortgage, a member of both the Baldwin County Home Builders Association and Home Builders Association of Metro Mobile.

2014 EXECUTIVE COMMITTEE MEMBERS

ROBERT BUCHALTER

Greater Birmingham AHB
ABPAC Chair

MARK SALIBA

HBA of Dothan & the Wiregrass Area
ABPAC Vice Chair

CLIFF PITMAN

Baldwin County HBA
BUILD-PAC Trustee

TAYLOR BURTON

Greater Birmingham AHB
State Representative

SONNY RICHARDSON

HBA of Tuscaloosa
National Area VII Chair

BUDDY BOWMAN

St. Clair County HBA
National Director

BOBBY SMITH

Greater Birmingham AHB
National Director

SANDRA STEELE LIVINGSTON

Huntsville/Madison County BA
Alternate National Director

DAVID LISENBY

Greater Montgomery HBA
Alternate National Director

RANDY FANNIN

Shoals HBA
Alternate Associate Member National Director

PEGGY TURNER

Greater Birmingham AHB
Associate Member National Director

BLAKE CORDER

HBA of Tuscaloosa
Governmental Affairs Chair

ALICIA VINCENT

Greater Birmingham AHB
Professional Women in Building Area Trustee

BOB GARZAREK

Greater Birmingham AHB
Associate Committee Chair

GEORGE WILLIAMS

Greater Birmingham AHB
HBAA Remodelers Chair

DARREN OSBORN

Greater Morgan County BA
Past Associates Committee Presidents Chair

BEN BYRD

Greater Montgomery HBA
Presidential Appointee

ALICIA HUEY

Greater Birmingham AHB
Presidential Appointee

PHILLIP KINARD

HBA of Tuscaloosa
Presidential Appointee

ROY JOHNSON

Huntsville/Madison County BA
Presidential Appointee

JERALD SMITH

Shoals HBA
Regulatory Affairs Chair

MICHAEL TOLES

Greater Montgomery HBA
Affordable Housing Council/Building Innovations Group Chair

KEVIN PAKE

HBA of Tuscaloosa
Education Committee Chair

ROBERT BROWN

Baldwin County HBA
Public Relations Chair

CATHY BROWN

Greater Montgomery HBA
Membership Team Representative

LEE PAKE

HBA of Tuscaloosa
Membership Retention Co-Chair

SAM ALMAROAD

HBA of Greater Calhoun County
Membership Retention Co-Chair

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BEAVERS INDUCTED INTO ABI HALL OF FAME

Associate member Mal Beavers has become the latest HBAA member to enter the Alabama Building Industry Hall of Fame. The induction ceremony took place during the HBAA's Annual Convention awards banquet on November 8 at the Beau Rivage in Biloxi, Mississippi.

The Alabama Building Industry periodically recognizes outstanding individuals for significant service to the residential housing industry in their communities and in the state of Alabama. Selection to the ABI Hall of Fame is the highest honor given by the HBAA.

Beavers, the owner of Beavers Drafting, has been a member of the Home Builders Association of Tuscaloosa since 1982. As an associate member, he has proven himself to be a leader at the local and state levels. He helped start up the HBAT's Associate Council and served as its Chair in 1990 and 2001. He has also been active with his local Membership and Governmental Affairs Committees, serving as Governmental Affairs Committee Chair in 1992 and as Membership Committee Chair in 1993, 2001 and 2010. Additionally, he has represented the HBAT as a State Director.

At the state level, Beavers has been particularly active in the HBAA Associate Committee, serving as its Co-Chair in 1999 and as Chair in 2000. He has also served on the Alabama Building Industry Hall of Fame Committee, where he helped initiate change to the committee's

structure, increasing its members from five to nine, three of which are associate members.

From 2001 to 2003 Beavers served the HBAA as an Associate Area Vice President. In 2007 he served as Past Associates Committee President, where among his chief duties was overseeing the Alabama Home Builders Foundation Golf Classic. In 2009 he was an HBAA Senior Officer in the role of Associate Vice President. He is currently serving his second three-year term as a director for the Alabama Home Builders Foundation.

In recognition of his service to his local association, Beavers was honored as HBAT Associate of the Year in 1994 and was inducted into the HBAT Hall of Fame in 2010. In 2001 he was named the HBAA Associate of the Year for a Small Association.

When not serving his local and state associations, Beavers has contributed to his community through his involvement in the Civitans since 1992. He served as its Internal Vice President from 1994 to 1995, and in 1997 was Civitan President. In 1999 he received the Civitans' highest honor, the Busted Horn Award. He has also been a member of the local Chamber of Commerce and the Council for the Small Business Administration. Additionally, he is a member of the Alabama chapter of the American Institute for Building Design.

Beavers lives in Tuscaloosa with his wife, Barbara.



ALABAMA BUILDING INDUSTRY HALL OF FAME *INDUCTEES*

BUILDING INDUSTRY (BUILDERS)

C. Ray Amos, Gr. Montgomery	(1988)
H. Albert Awtrey, Gr. Birmingham	(1988)
Theo M. Compton, Decatur	(1988)
Vondal Gravlee, Gr. Birmingham	(1988)
Edward Hacker, Huntsville/Madison	(1988)
Shannon Lowder, Gr. Montgomery	(1988)
Donald G. Nolan, Phenix City	(1988)
James Bentley Owens, Jr., Gr. Birmingham	(1988)
Richard P. Sexton, Sr., Gr. Birmingham	(1988)
Harry M. Smith, Jr., Metro Mobile	(1988)
William H. Trimm, Gr. Birmingham	(1988)
Lester Wyatt, Gr. Birmingham	(1988)
E. T. Chambers, Gr. Montgomery	(1989)
William M. Coussons, Muscle Shoals	(1989)
Harvey A. Edwards, Jr., Tuscaloosa	(1989)
Michael James, Gr. Calhoun Co.	(1989)
Jerry C. Kyser, Gr. Montgomery	(1989)
James C. Lewis, Gr. Birmingham	(1990)
Victor E. Hanan, Gr. Montgomery	(1991)
J. C. Pritchett, Gr. Birmingham	(1991)
E. Wayne Bonner, Huntsville/Madison	(1992)
John Howard, Metro Mobile	(1992)
Calvin Reid, Gr. Birmingham	(1992)
John Street, Sr., Gr. Calhoun Co.	(1993)
Ted Watts, Sr., Gr. Montgomery	(1993)
John Parker, Gr. Montgomery	(1995)
Jack Reid, Muscle Shoals	(1995)
Vincent Mazzara, Gr. Birmingham	(1996)
John Dollison, Huntsville/Madison	(1997)
Jim Mitchell, Gr. Birmingham	(1997)
Senator Jeff Enfinger, Huntsville/Madison	(1998)
E. L. Jones, Metro Mobile	(1998)
George Roberds, Baldwin County	(1998)
Kenneth Warren, Marshall County	(1999)
Kenneth Chandler, Huntsville/Madison	(2001)
Bill Deloney, Dothan/Wiregrass Area	(2002)
John Hays, Huntsville/Madison	(2002)
Ellen Gaberlavage, Lee County	(2003)
Benny Pritchett, Gr. Birmingham	(2003)
Hugh Cole, Gr. Montgomery	(2004)
Dwight Richardson, Jr., Tuscaloosa	(2004)
Tommy Doyal, Gr. Birmingham	(2009)
Bud Canter, Gr. Calhoun Co./Gr. Birmingham	(2011)
Sam Almaroad, Gr. Calhoun Co.	(2012)
Mark Saliba, Dothan/Wiregrass Area	(2012)

GOVERNMENTAL

Henry D. Moody	(1990)
Senator John Sparkman	(1992)
Hulan Smith	(1994)
Tillman Hill	(1996)
Senator Lowell Barron	(1997)
Senator Hinton Mitchem	(1997)
Rep. Mike Hill	(2004)

BUILDING INDUSTRY SUPPORT (ASSOCIATES, STAFF, EDUCATORS)

Sidney Land, Phenix City	(1988)
Dick McAdams, Gr. Montgomery	(1988)
Mike Nivens, Huntsville/Madison	(1988)
William A. Nunnery, Metro Mobile/Baldwin	(1988)
Willie H. Stewart, Gr. Birmingham	(1988)
Bob E. Tidwell, Gr. Birmingham	(1989)
John Miller, HBAA Staff	(1990)
James H. Berry, Gr. Birmingham	(1991)
Olguita Dollison, Huntsville/Madison	(1993)
Don Slatton, HBAA Staff	(1993)
Tom Ward, Gr. Montgomery	(1993)
Fred Cherry, Dothan/Wiregrass Area	(1995)
Eleanor Woolsey, Metro Mobile Staff	(1996)
Nelle Watson, Gr. Montgomery Staff	(1997)
Phil Beasley, Gr. Birmingham	(1998)
Debbie Baxley, HBAA Staff	(1998)
Kelly Bakane, Gr. Birmingham	(1999)
Professor Edward Marty, Educator	(1999)
Patricia W. Acton, Gr. Birmingham Staff	(2000)
Don Druse, Baldwin County	(2000)
Jim Jones, Huntsville/Madison	(2000)
Don Riley, Phenix City	(2001)
Ken Mitchell, HBAA Staff	(2002)
Lynn Harris, Gr. Montgomery	(2003)
Peggy Turner, Gr. Birmingham	(2005)
Jayne Ward, Gr. Montgomery	(2005)
Randy Fannin, Shoals	(2008)
Cathy Brown, Gr. Montgomery	(2009)
Billy McQueen, HBAA Staff	(2011)
Bob Thomas, Phenix City	(2011)
Mal Beavers, Tuscaloosa	(2013)

INDIVIDUAL MEMBERS, LOCALS
H O N O R E D
W I T H A W A R D S A T
CONVENTION

Several local Home Builders Associations and individual members were honored for their outstanding service and dedication to the industry this year with a variety of awards presented by the HBAA at the 2013 Annual Convention in Biloxi, Mississippi.

Two local associations were given the President's Trophy, awarded at the discretion of the current HBAA President in recognition of their outstanding achievements throughout the year. The winner of the President's Trophy for a Large Association was the Greater Birmingham Association of Home

Builders, while the Greater Morgan County Builders Association received the President's Trophy for a Small Association.

HBAA President Taylor Burton gave a special "Cheers" award to the local association who, in his opinion, had hosted the most entertaining event that he attended this year. That honor went to the Greater Montgomery Home Builders Association in recognition of their annual golf tournament.

Several individual members were honored for their outstanding service at both the local and state associations, their community and the building industry as a whole in 2013.



Members of the Greater Morgan County BA celebrate winning the President's Trophy for a Small Association at this year's Convention.



Greater Montgomery HBA received the "Cheers" award from HBAA President Taylor Burton in recognition of hosting the most entertaining event he attended this year.



The Greater Birmingham AHB was named this year's recipient of the President's Trophy for a Large Association.



Kenneth Chandler of Huntsville/Madison County BA was named the 2013 Jerry Kyser Builder of the Year.



Micheal Grantland of Greater Morgan County BA received the Don Nolan Builder of the Year Award.



Greater Morgan County BA President Stephen Pate was named the HBAA Remodeler of the Year for 2013.



Sheila Burks of Cullman County HBA was named the 2013 Sidney Land Associate of the Year.



The 2013 Buddy Berry Associate of the Year Award went to Clay Harbin of the Greater Birmingham AHB.

JERRY KYSER BUILDER OF THE YEAR

HBAA Past President Jerry Kyser was on hand to present the first Jerry Kyser Builder of the Year Award, given to a builder member from a local association with more than 500 members. The inaugural winner was Kenneth Chandler of Kenneth Chandler Construction, Inc., a member of the Huntsville/Madison County Builders Association.

DON NOLAN BUILDER OF THE YEAR

Micheal Grantland of Architectural Details, a member of the Greater Morgan County Builders Association, was named the Don Nolan Builder of the Year. The award is presented to a builder member from a local association with 500 or fewer members.

REMODELER OF THE YEAR

The Remodeler of the Year award was presented to Stephen Pate of Stephen Pate Construction, the 2013 President of the Greater Morgan County Builders Association.

BUDDY BERRY ASSOCIATE OF THE YEAR

The Buddy Berry Associate of the Year Award, given to an associate member from an association with more than 500 members, was given to Clay Harbin of IKO Sales, Inc., a member of the Greater Birmingham Association of Home Builders.

SIDNEY LAND ASSOCIATE OF THE YEAR

Sheila Burks of Wayne Door Company, a member of the Cullman County Home Builders Association, was named the Sidney Land Associate of the Year, presented to an associate member in an association with 500 or fewer members.

ASSOCIATION AWARD WINNERS

In addition to the individual awards, the Association Awards were also presented to local Home Builders Associations. All HBAs were invited to submit entries in a variety of categories, and the entries were judged by an impartial panel of professionals.

This year's Association Awards winners are as follows:

BEST SERVICE TO MEMBERS PROJECT

Medium Association: HBA of Dothan & the Wiregrass Area
Large Association: Greater Montgomery HBA

BEST SERVICE TO MEMBERS PROGRAM

Medium Association: Baldwin County HBA
Large Association: Huntsville/Madison County BA

BEST PUBLIC RELATIONS PROJECT

Medium Association: Shoals HBA
Large Association: Greater Montgomery HBA

BEST PUBLIC RELATIONS PROGRAM

Small Association: Greater Morgan County BA

BEST COMMUNICATION TO MEMBERS

Small Association: Greater Morgan County BA
Medium Association: Baldwin County HBA
Large Association: Greater Montgomery HBA

BEST COMMUNITY SERVICE PROJECT

Small Association: Greater Morgan County BA
Medium Association: HBA of Dothan & the Wiregrass Area
Large Association: Greater Birmingham AHB

BEST COMMUNITY SERVICE PROGRAM

Medium Association: Baldwin County HBA

BEST EDUCATIONAL EVENT

Small Association: HBA of Marshall County
Large Association: Greater Birmingham AHB

BEST EDUCATIONAL SERIES

Large Association: Huntsville/Madison County BA

BEST GOVERNMENTAL AFFAIRS PROGRAM

Small Association: Greater Morgan County BA
Large Association: Huntsville/Madison County BA

BEST GOVERNMENTAL AFFAIRS PROJECT

Large Association: Greater Birmingham AHB

BEST ABPAC FUND RAISING PROGRAM

Large Association: Greater Montgomery HBA

BEST GENERAL MEMBERSHIP MEETING

Small Association: Greater Morgan County BA
Medium Association: Baldwin County HBA
Large Association: Huntsville/Madison Co. BA

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SHOWCASE

S T U N N E R





The opportunity to show off their design and construction talents to the public has come knocking for the past two years, and Truland Homes, LLC has answered the call both times. The Spanish Fort-based company recently completed its second Showcase Home in a row for the Baldwin County Home Builders Association. Constructed in the Beau Chene community of Daphne, the 4,540 square foot home was the centerpiece of the BCHBA's 2013 Parade of Homes, which included 30 houses in neighborhoods from Spanish Fort to Gulf Shores.

“With the market recovery well underway in Baldwin County, we felt like the time was right to raise the bar with our 2012 and 2013 Showcase homes,” said Truland Homes President Tom Stokes. “In addition to ‘showcasing’ the talents of our trade partners, we wanted to offer two incredible homes that convey the excitement in our marketplace and sends the message that the new home market is not only back, but it is vibrant and strong. We feel each of these homes accomplished these goals and has greatly benefited Truland Homes, the HBA and our fellow members by demonstrating to the public that the new home market is alive and well in Baldwin County.”

The Showcase Home was designed with old world charm and modern amenities in mind. The exterior is reclaimed brick salvaged from an old warehouse.



Floor-to-ceiling cabinetry, high-end appliances and a long center island are among the kitchen's focal points.

Each member of the Truland Homes team had a role in this year's Showcase Home, with Wesley Rider taking the lead as project manager and Gina Cox serving as lead designer. The result is a four bedroom, four and a half bath house featuring the latest building, design and decorating trends. The home incorporates several Old World details, such as a brick exterior made of reclaimed bricks from an old warehouse and a mahogany front door with glass panels overlaid with metal accents, a design element that is repeated in the interior as well.

Just beyond the two-story entry foyer is an unexpected find—a brick-walled wine room behind decorative metal doors. The room includes a built-in wine cooler and a wine rack made from reclaimed oak. More wood is utilized in the nearby study, which features a vaulted ceiling with beams and stained wood planks.

The home is designed with an open floor plan ideal for entertaining. Running nearly the length of the house, the kitchen showcases the latest in chef-inspired

appliances including a six-burner gas cooktop, floor-to-ceiling custom cabinets, a pot filler, hammered nickel farmhouse sink, and expansive granite countertop work spaces. The island includes a built-in trough sink and custom bar-top seating for a comfortable spot to relax next to the dual-sided stone fireplace. A cabinet style walk-in pantry offers plenty of storage space, and nearby drop zones for book bags and jackets help keep clutter to a minimum.

The kitchen leads into an eating area situated in front of a dual-sided stone fireplace with flat-screen televisions on each side. The eating area opens onto a large rear porch with scored floors and an outdoor wood burning fireplace. Below the porch is a custom swimming pool and landscaped yard, complete with a cypress-sided outdoor shower.

The home's "wow" factor is truly seen in the master suite, which includes a seating area overlooking the covered porch and pool, complete with a coffee bar. The master bath commanded a lot of attention from



Lined with brick, the wine room includes a wine rack custom made of weathered oak and a built-in wine cooler.



The stone-covered dual fireplace opens to the dining area on one side and the family room on the other, with flat-screen televisions above both mantels.

visitors with its free-standing stainless steel soaking tub surrounded by a wall of semi-transparent rain glass. Behind the wall is a dual-entry, 10-foot long linear walk-through shower with ten shower heads.

Another feature that got a lot of visitors talking was the use of spray foam insulation throughout the house.

“While spray foam insulation is not new to us, it created a considerable buzz among the Showcase visitors,” Stokes said. “We removed a section of drywall in the home to allow everyone to see the foam insulation and we were quite surprised to hear how many people were not familiar with it.”

Other focal points of the home include a portecochere and auto court, a bonus room above the garage that can be used for a variety of purposes from “man cave” to home office, and a media room with an 80-inch screen, terraced seating and surround sound.



The master suite features a wood ceiling inlay and a morning room with built-in coffee bar.



Adding to the home's "wow" factor are the stainless steel freestanding tub and walk-through shower.

Truland partnered with many other members of the BCHBA who contributed time, materials and talent to make the project a success. Stokes credited project manager Rider with keeping everything running smoothly to ensure that the Showcase Home finished on schedule.

“Keeping the project time-line was more challenging than most homes,” said Stokes. “The showcase project was planned to include the newest trendsetting features and materials. Working with many of these new or unique materials included unfamiliar processes and different lead times. Add in an expanded roster of trade partners looking to showcase their newest products and you have the potential for problems. However, Wesley remained at the top of his game, managed the chaos and completed the home on-time.”

According to BCHBA Executive Vice President Fran Druse, between 3,500 and 4,000



The walk-in closet in the master suite includes plenty of built-in cabinetry for easy organization and ample storage.

people visited the Showcase Home during the two weekends that it was open to the public. In exchange for the opportunity to tour the house, visitors were asked to donate \$3 each, which went to two local housing charities, Eastern Shore Affordable Houses and Under His Wings.

Stokes said that the amount of interest generated by the 2013 Showcase Home, which has been sold, has been “simply incredible,” and added that Truland is still receiving inquiries and selling homes based on the 2012 Showcase Home as well.

ABOUT THE BUILDER:

Truland Homes was founded in 2011 and has been a member of the Baldwin County Home Builders Association since its inception. They build custom homes on a pre-sale and spec basis, with 120 homes constructed in 2013.



Located just off the foyer, the study is highlighted by a vaulted ceiling with beams and stained wood planks.



A bonus room above the garage provides flexibility in adapting to suit the homeowners' needs, from being used as a "man cave" to a home office.

LOCAL H B A NEWS

GREATER BIRMINGHAM REMODELERS WIN CADRE AWARDS

The Greater Birmingham Association of Home Builders Remodelers was recently honored with two awards from the National Association of Home Builders at its 2013 NAHB Remodelers gala in Chicago.

The GBAHB Remodelers received a Council Award for Demonstrating Remodeling Excellence (CADRE) in the Membership Recruitment and Retention category for their popular networking event that increases fundraising and membership. The association was also honored in the Membership Service and Education category for training members to submit successful award submissions that are a testament to their clients.



GBAHB's David Estreicher (left) accepts the CADRE for Outstanding Associate Member at the 2013 NAHB Remodelers gala.

GBAHB Remodelers leader and 2013 HBAA Remodelers Chair, David Estreicher, also received the CADRE for Outstanding Associate Member. The CADRE is the NAHB Remodelers' highest national award for work at the local level.

TUSCALOOSA PRESENTS SERVICE, HALL OF FAME AWARDS

The Home Builders Association of Tuscaloosa recently honored several of its own with awards for their service and contributions to their association, community and building industry. The HBAT Hall of Fame Award is presented to a member who has made significant and long lasting contributions to the building industry in West Alabama as well as to the HBAT. This year's Hall of Fame inductee was Doug Hollyhand of Doug Hollyhand Realty/Hollyhand Companies, Inc. An active member of the HBAT since 1990, he is also heavily involved in his community, working with the Tuscaloosa County Industrial Development Authority and the Downtown Northport Redevelopment Authority. He has also served on the boards of the First National Bank of Central Alabama and the Boys & Girls Club.

The HBAT also presented awards to a builder and an associate member in recognition of their service and dedication in 2013. Phillip Kinard of Eagle Properties, LLC received the Distinguished Service Award-BUILDER. Kinard, a member of the HBAT since 1996, has served as a director of the HBAT board and an officer since 2009. He is also a past President of the HBAT.

Brenda Randall was presented with the Distinguished Service Award-Associate Member. Randall works for Alabama Power and has been actively involved in several HBAT committees, including its Public Relations Committee, Membership Committee, Professional Women in Business Council, and Associates Council. She also serves on the HBAT Board of Directors.



Phillip Kinard is the recipient of the 2013 HBAT Distinguished Service Award-BUILDER.



Doug Hollyhand is this year's inductee into the HBAT Hall of Fame.



Brenda Randall accepts the HBAT Distinguished Service Award-Associate Member.



John Shell (left), retired from TVA, presents H/MCBA member Gene Satterfield with the Energy Service Hall of Fame award.

HUNTSVILLE'S SATTERFIELD INDUCTED INTO ENERGY SERVICE HALL OF FAME

Huntsville/Madison County Builders Association member Gene Satterfield has been inducted into the Energy Service Hall of Fame. Created by Huntsville Utilities in 2009, the Energy Service Hall of Fame recognizes those who have offered energy-related service to the citizens of Madison County in a significant and beneficial way over a long period of time. Satterfield, of All Weather Heating and Air, was presented with the Hall of Fame award during an energy luncheon hosted by Huntsville Utilities and TVA.

GOVERNOR BENTLEY MEETS WITH HUNTSVILLE/MADISON COUNTY BA LEADERSHIP

The Huntsville/Madison County Builders Association recently had the rare opportunity to entertain a visit from Governor Robert Bentley. Governor Bentley met with members of the H/MCBA's senior leadership, who discussed issues impacting the residential construction industry in Alabama. The Governor discussed at length his efforts toward work force development, including the appointment of HBAA Executive Vice President Russell Davis to his Work Force Development Advisory Board.

Lasting well over an hour, the meeting presented the chance to interact one-on-one with the Governor as he answered questions on roads, the state economy, health insurance issues, and many other issues facing the building industry.



Governor Robert Bentley addresses issues affecting the home building industry in a recent meeting at the H/MCBA office.

BALDWIN COUNTY, METRO MOBILE FACE OFF IN "BATTLE OF THE BAY"

Neighboring associations the Baldwin County Home Builders Association and the Home Builders Association of Metro Mobile put their good-natured rivalry to the test with their first "Battle of the Bay" bowling tournament at Eastern Shores Lanes. Each association had twelve teams competing on their behalf, with Baldwin County's Knockout Pest Control taking home \$200 for the top score overall.

All team scores were totaled to determine the winning association. Baldwin County emerged victorious, earning bragging rights and a trophy to keep until next year's tournament. The battle gave members from both associations the chance to enjoy food, drinks and prizes while networking with their neighboring members in a fun atmosphere.



HBAA President Taylor Burton (right) presents the "Battle of the Bay" bowling tournament trophy to members of the BCHBA.

SHOALS HBA MEMBERSHIP DRIVE MAKES MEMBERS “HAPPY, HAPPY, HAPPY”

Playing off the popularity of one of the most talked-about reality-TV shows, the Shoals Home Builders Association encouraged member recruitment through a recent “Duck Dynasty”-themed membership drive event. Each time a member recruited a new member in 2013, their name was placed on the base of a rubber duck. All of the ducks were then put in a miniature pond for prize drawings. The grand prize, which was paid membership dues for 2014, was won by Rusty Alexander of Alexander Properties. Thirty-three new members were recruited through this event.

A lesser-known “Duck Dynasty” cast member, aka Don Edwards, presents Rusty Alexander with the grand prize of having his 2014 dues paid for at the SHBA’s membership event.



GBAHB MEMBERSHIP DRIVE DELIVERS NEW MEMBERS

The Greater Birmingham Association of Home Builders’ Membership Committee has been hard at work recruiting new members. An October membership drive yielded 17 new members in just one day.

For prospects who had not yet committed to joining, the GBAHB hosted a membership information lunch to explain how they would benefit from their involvement in the association. The lunch brought prospective, new and long-term GBAHB members together for a casual meeting, during which GBAHB Executive Vice President Matt Morrow explained what membership would “M.E.A.N.” to them.

“The GBAHB exists to provide members the opportunity to make Money, gain Education, benefit from Advocacy efforts and offer a multitude of Networking opportunities,” said Morrow.

Alicia Huey, 2013 GBAHB President, added that if a project or opportunity won’t make money for its members, save money for its members, or make something happen for its members then they wouldn’t do it.

Those in attendance also heard first-hand what membership in the GBAHB has done for the careers and businesses of long-standing members Rob Dreher, Merry Margaret Coggins, Mark Hughes and David Estreicher. By the end of the meeting, all of the prospective members committed to joining.



GBAHB Executive VP Matt Morrow explains some of the benefits of membership to new and prospective members.

HBAMM CELEBRATES SUCCESSFUL PARADE, SHOWCASE HOME SALE

To celebrate its annual Parade of Homes, the Home Builders Association of Metro Mobile hosted a street party that brought out more than 240 members. This year’s Parade featured 20 homes, including the Showcase Home, which was built by Frank Lott III of Heritage Homes of Mobile, Inc. The 3,000 square foot, four bedroom, three and a half bath home in the Holley Branch subdivision incorporated Craftsman elements into its design.

The public was allowed to tour the Showcase Home in exchange for a donation, which was given to the Child Advocacy Center. The home sold during the Parade.



More than 240 members of the HBAMM turned out for its Parade of Homes street party.

H/MCBA PARADE OFFERS OPTIONS FOR EVERY HOME BUYER

The Huntsville/Madison County Builders Association recently presented its 37th Parade of Homes™ with 23 home builders opening the doors of 84 new homes in 77 different neighborhoods across Madison and Limestone County. With home prices ranging from \$134,900 to \$780,000, consumers were able to find a home for any lifestyle: patio/garden homes, condominiums, townhomes, ranchers and multi-story.

The 2013 Showcase Home was built by Woodland Homes in the Foxfield subdivision. Priced at \$649,900, the home featured state-of-the-art features and décor.

As an added incentive to buy now, BancorpSouth Mortgage provided a \$5,000 giveaway towards the purchase of a new home for one lucky consumer.



This year's H/MCBA Showcase Home was built by Woodland Homes.



GBAHB South Chapter members test their shooting skills at the chapter's recent skeet shoot at Sellwood Farm.

GBAHB SOUTH CHAPTER HOSTS SKEET SHOOT

The Greater Birmingham Association of Home Builders' South Chapter recently hosted its annual skeet shoot at Sellwood Farm. A crowd of 110 members turned out for the opportunity to spend a day outdoors while networking with their fellow association members.

The event started with a turkey shoot for those who wanted to chance their luck at the target shooting game. Before heading out onto the course, participants enjoyed a barbecue lunch.

The shoot had two flights with three winners in each. In Flight A, Johnny Rich took the first place prize, with Kevin Williams coming in second and Reggie Darden third. In Flight B, Greg Byrd was the first place winner, Bill Cleckley took second place, and Bob Roper came in third.

BOOTH SALES OPEN FOR THE 26TH BUILDING, HOME & REMODELING SHOWSM

The Huntsville Madison County Builders Association will host its 26th Building, Home & Remodeling ShowSM on March 7-9, 2014 at the Von Braun Center in Huntsville. In 2013, the Show attracted more than 10,000 attendees to over 100,000 square feet of exhibiting space.

Any HBAA members interested in booth space or sponsorship opportunities may contact Theresa Kennedy (theresa@buildersassn.org) at (256) 536-2602. More information may also be found online at www.buildinghomeandremodelingshow.com.

HBAA MEMBERS INVITED TO BASS TOURNAMENT

All HBAA members are invited to join in on the fun at the 2014 West Family Member/Guest Bass Tournament hosted by the Huntsville/Madison County Builders Association. The 2014 tournament will be held on Friday, April 18 at Goose Pond Colony in Scottsboro. Check-in begins at 5:00 a.m. with launch at safe light. The tournament features a \$1,000 first place prize and a Big Bass Pot.

For more information on this event, contact Lori Jones Worcester, H/MCBA Membership Services Coordinator, at (256) 536-2602 or register online at www.buildersassn.org.

AHB FOUNDATION-SPONSORED CARPENTRY COURSE GRADUATES FIRST CLASS



Students in the AHB Foundation's first carpentry course at the Shelby County College and Career Center celebrate their recent graduation with instructor Tom Edwards (first row, center).

Thirteen adult students recently graduated and earned certificates in a carpentry course at the Shelby County College and Career Center. The class was sponsored by the Alabama Home Builders Foundation, which underwrote the cost of the class and materials, allowing the students to take the course for at no charge.

HBAA President Taylor Burton, AHB Foundation Director Artemis Moore and HBAA Field Representative Benny Pritchett were on hand for the graduation, during which certificates were presented to the students, along with a new tool belt for each.

The class attracted a wide range of students who took the course for varying reasons. Some already worked in construction fields and wanted to broaden their knowledge and skills level, while others had no prior experience.

"This class has been awesome for me," said Eddie Guerrero. "I have been around construction my whole life, but I still learned a lot from this class. It has also opened some new doors for me."

Hetti Wagner, who wants to build a small house on a piece of property that she owns, took the course to learn basic skills that would enable her do some of the construction work herself. As the Social Service Director at Shelby Emergency Assistance, Wagner also saw the class as an opportunity to be an example to her clients about learning new skills that can lead to job opportunities.

Craig Moncus described himself as a project manager who sits behind a desk all day, lacking the confidence to attempt any type of carpentry project.

"Now I have the confidence to build something," he said. "Before I would not have had the confidence to even try. I loved

this class and now I feel that I have the skills needed to at least do carpentry as a hobby."

Dave Ellis works in apartment management and said the skills learned in the class will help him at his job.

"We are about to build some new apartments and I wanted to have some basic skills to be able to be on the construction site and know a little bit about what was happening," he said. "I also feel that I will be able to help out with some basic repairs to our apartment units."

While at the graduation, Moore discussed the Foundation's scholarship program that is available to students throughout Alabama wanting to pursue careers in the building trades.

"The project-based, hands-on experience that we got in this class was tremendous," said Torial Jackson. "Hearing about the scholarships is also great because I want to pursue a career in construction engineering. Offering this class for free was a tremendous opportunity for adults who are hungry to learn a skill to add to our resumes."

With its initial carpentry course deemed such a success, the AHB Foundation Directors recently approved another course at Shelby County for spring 2014. The Foundation is also exploring opportunities to provide similar courses in other cities, including Tuscaloosa and Dothan. For more information about the carpentry course or other Foundation projects, or to learn how you can help support the efforts of the Foundation, contact Artemis Moore at 1-800-745-4222 or email artemismoore@hbaa.org.

Source: Shelby County Schools

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Have you recently completed a remodeling project in Alabama that you think deserves some time in the spotlight? Be sure to enter the 2014 AREA competition, where winners get recognition across the state, including full coverage in *Alabama Homebuilder* magazine. Learn more at www.RemodelAlabama.com.

Registration due: January 24, 2014

Entries due: February 28, 2014

Awards Banquet: April 12, 2014

LEGISLATIVE AGENDA PREVIEW

The 2014 session of the Alabama Legislature convenes on Tuesday, January 14, and already the HBAA is at work on bills to be introduced.

On average, a typical legislative session sees the introduction of 2,500 bills. HBAA staff reviews all bills that are introduced throughout the session and monitors approximately 500 to 600 bills that potentially could affect the homebuilding and business industries, actively opposing those that have negative effects for the industry.

With 2014 being an election year, this session is expected to be short. As sitting candidates are prohibited from fundraising while in session, they will most likely want to get through the session as quickly as possible in order to get back out on the campaign trail.

Here's a sneak peek at legislation that will be top priority for the HBAA in the 2014 session.

The HBAA will keep members apprised of the progress of this and other legislation throughout the session through its weekly Legislative Alert, and members will have the opportunity to share their concerns with their local legislators at the HBAA Legislative Reception on Wednesday, February 19 (see below for more information).

If you have questions about any legislative matters, contact Russell Davis (russelldavis@hbbaa.org) or Jason Reid (jasonreid@hbbaa.org) at 1-800-745-4222.

HOUSING INITIATIVE 2.0

- A reboot of the Home Buyers Initiative, this bill is streamlined with more flexibility.
- Allows the Alabama Housing Finance Authority to establish a new program to promote home ownership
- Reallocates Mortgage Guaranty Funds for use in a modified new home owner program
- No programmatic details in legislation, allowing for a more adaptive program
- Free to change program to adapt to changing housing market

LOT TAKE-DOWN LEGISLATION

- Permits developers to "pre-sale" lots
- "Pre-sale" contracts required for financing land development
- Fixes contract enforcement issues caused by Kilgore case ruling

HVAC LEGISLATION

- Directs unused funds to the Foundation for HVAC industry specific trade education support
- Establishes registration for DET contractors as an affordable alternative to HERS and BPI raters
- Creates filter replacement/duct cleaning category

PLUMBERS LEGISLATION

- Directs unused funds to the Alabama Home Builders Foundation for plumbing industry-specific trade education support
- Establishes a statewide bond which eliminates the need for a separate bond in every local area
- Affirms the Board's right to issue consent agreements
- Creates alternative disciplinary actions rather than relying solely on license revocation

LANDLORD-TENANT

- Increases deposit return timeline from 35 days to 60 days
- Shortens eviction time
- Additional changes being developed by Alabama Realtors Association

GET INVOLVED LEGISLATIVE RECEPTION

You'll have the opportunity to talk face to face with legislators from your area at the HBAA's annual Legislative Reception on Wednesday, February 19, from 5:30 p.m. to 7:30 p.m. at the Montgomery Convention Center. The reception is held in conjunction with the 2014 HBAA Winter Meeting and Alabama's Better Living Expo (ABLE). All members are encouraged to attend. (Visit www.HBAA.org for more information.)

STAY IN THE KNOW LEGISLATIVE ALERT

Get the latest news and information about legislation that could potentially impact you and your business by subscribing to the HBAA's Legislative Alert. The Alert is emailed each Friday during the legislative session. If you're not already a subscriber, use your smartphone to click on the QR code below to sign up, or email candistroh@hbbaa.org to be added to the Alert email list. Be sure to also let the HBAA know if your email address has recently changed.



MEMBERSHIP COMMITTEE PREPARES FOR KICK-OFF

Taking advantage of living in football-centric Alabama, the HBAA Membership Committee is drawing inspiration from the gridiron for the 2014 statewide membership drive.

Incoming HBAA President Les Letlow has stated his desire to make membership one of his priorities for 2014, and

has met with members of the Membership Committee to draw up a football-themed game plan for recruiting and retaining more members next year. Letlow will act as “Athletic Director,” with five “coaches” under him, each leading a region of the state. The coaches and their regions are as follows:

STEVE STEELE Athens/Limestone County, Cullman County, DeKalb County, Greater Morgan County, Huntsville/Madison County, Jackson County and Shoals

CATHY BROWN Chilton County, Tallapoosa County, Greater Montgomery, Dothan/Wiregrass and Enterprise

ALICIA HUEY Tuscaloosa, Walker County, Northwest Alabama, Greater Birmingham and Blount County

PHEZA SUMNERS Lee County, Phenix City, St. Clair County, Greater Gadsden and Greater Calhoun County

JOE HOCKLANDER Metro Mobile, Baldwin County and South Alabama

Continuing the football theme, membership chairs from each of the locals will be “Quarterbacks”. When a member recruits another member, they automatically join the “HBAA Letterman’s Club”.

The Membership Committee will run the drive throughout all of 2014, with top recruiters recognized each quarter. They’ll play off the football rivalry in our state to spur on some friendly competition among the regions. A special emphasis also will be placed on recognizing Spikes for their recruiting and retention efforts.

The Membership Committee will unveil the details of its plans during the 2014 HBAA Winter Meeting, February 18-20 in Montgomery. If you have questions about how you or your local can get more involved in the membership drive, contact Benny Pritchett at 205-296-8220 or email bennypritchett@hbaa.org.



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HBAA WINTER MEETING & ABLE SET FOR FEBRUARY 18-20

The HBAA is preparing for its third annual Alabama's Better Living Expo (ABLE), the state's largest industry conference and trade show devoted to sustainability and energy efficient building practices. The conference will take place February 18-20 at the Renaissance Montgomery Hotel & Convention Center in downtown Montgomery.

This year's ABLE features more than 100 hours of education and over 50,000 square feet of exhibit space showcasing the latest sustainable products and services. The exhibit hall will feature four pavilions where most of the educational sessions will be conducted throughout the conference. Alagasco, Alabama Power and the Alabama Department of Economic and Community Affairs-Energy Division have once again stepped up as Pavilion Partners.

The 2014 HBAA Winter Meeting will be held in conjunction with ABLE, and HBAA members will have admission to both when they register. All members are encouraged to attend. The Winter Meeting features a host of council and committee meetings to help members get more involved with the association and opportunities to network with fellow builder and associate members from across the state.

Members will also be able to attend the HBAA's annual Legislative Reception, which will be held on Wednesday evening, February 19 in the ABLE exhibit hall at the Convention Center. Widely known as one of the most popular legislative receptions, the HBAA reception gives members the opportunity to speak one on one with legislators from their area and share their concerns on legislative issues in their community.

WHAT'S NEW WITH ABLE

The 2014 ABLE is expected to attract more industry leaders than ever, with a wider variety of educational opportunities available. Here's a look at some of the new developments:

In addition to the HBAA's Winter Meeting, several building industry partners will be holding their own meetings in conjunction with ABLE, including the Alabama Clean Water Partnership, the Alabama Housing Finance Authority and the Montgomery chapter of the American Institute of Architects.

The 2014 Central Alabama Construction Safety Conference and Expo will also take place during ABLE. The safety conference will feature two safety courses (Scaffolding and Injury & Illness Prevention) for which certificates will be given, plus 16 breakout sessions on a variety of safety-related topics.

Included among the many educational sessions is a new builders business series dedicated to educating builders about innovative marketing techniques. The series is presented by BDX and the HBAA's Professional Women in Building.

HBAA members may register at a specially discounted rate of just \$59 per person, which includes admission to the 2014 Winter Meeting and ABLE. (Use code HBAA for the discount when registering online). To learn more and to register, visit www.ABLEExpoAL.com or call the HBAA at 1-800-745-4222.



THE RENAISSANCE MONTGOMERY HOTEL & SPA

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WWW.ABLEEXPOAL.COM TO
CONNECT TO THE RENAISSANCE
WEBSITE FOR ONLINE RESERVATIONS.

2014 ABLE & HBAA WINTER MEETING TENTATIVE SCHEDULE

TUESDAY, FEBRUARY 18

7:00 a.m.-5:00 p.m.	Registration
10:00 a.m.-5:00 p.m.	ABLE Exhibit Hall Open*
3:00 p.m.-4:00 p.m.	Land Developers

WEDNESDAY, FEBRUARY 19

7:00 a.m.-6:00 p.m.	Registration
8:00 a.m.-5:00 p.m.	ABLE Exhibit Hall Open*
9:30 a.m.-10:30 a.m.	Membership
10:30 a.m.-12:00 p.m.	AHB Foundation Directors
1:00 p.m.-2:30 p.m.	Governmental Affairs/ABPAC
2:30 p.m.-3:30 p.m.	Past Associate Committee Presidents
2:30 p.m.-4:00 p.m.	Executive Officers Council
3:00 p.m.-4:00 p.m.	Local Presidents
4:30 p.m.-5:30 p.m.	Executive Committee
5:30 p.m.-7:30 p.m.	Legislative Reception

THURSDAY, FEBRUARY 20

7:00 a.m.-12:00 p.m.	Registration
8:00 a.m.-3:00 p.m.	ABLE Exhibit Hall Open*
8:00 a.m.-9:30 a.m.	Investment Property Owners Council
10:00 a.m.-11:00 a.m.	HBAA Remodelers
9:00 a.m.-10:00 a.m.	Associates/Area Vice Presidents
9:00 a.m.-10:00 a.m.	Professional Women in Building
9:00 a.m.-10:00 a.m.	Past State Presidents
11:30 a.m.-1:00 p.m.	Board of Directors Meeting

*ABLE educational sessions will take place throughout exhibit hall hours. Look for a detailed ABLE session schedule coming soon to www.ABLEEXPOAL.com.

SPECIAL THANKS TO OUR 2014 ABLE PAVILION PARTNERS:

We're the good heat.



2014 ABLE PARTNERS: *The 2014 ABLE is made possible through the partnerships of industry groups throughout Alabama, including:*

- | | |
|--|--|
| Home Builders Association of Alabama | Alabama General Contractors |
| Alabama Association of REALTORS | Alabama Home Builders Licensure Board |
| Alabama Board of Electrical Contractors | Alabama Licensing Board of General Contractors |
| Alabama Board of Heating, Air Conditioning & Refrigeration Contractors | American Council of Engineering Companies of Alabama |
| Alabama Clean Water Partnership | Associated Builders and Contractors, Inc. |
| Alabama Council of the American Institute of Architects | Habitat for Humanity |
| Alabama Department of Environmental Management | PowerSouth Energy Cooperatives |
| | U.S. Green Building Council-Alabama |

EDUCATION AT ABLE

The 2014 Alabama's Better Living Expo (ABLE) will feature more than 100 hours of education, with most sessions eligible for Continuing Education credits. Here is a sneak peek at some of the sessions being offered. More classes are being added—check the ABLE website (www.ABLEExpoAL.com) for a complete listing of course offerings and CE information.

SAFETY COMPLIANCE FOR THE HOME BUILDER*

A safe jobsite is key to protecting your business and avoiding costly OSHA fines. This course covers fall protection plus stairways and ladders, scaffolds, and what to do when OSHA shows up on your jobsite. (3 hours)

LEAD PAINT RENOVATOR CERTIFICATION CONTINUING EDUCATION*

If you're a contractor who has earned the Lead Paint Renovator Certification, you are required by the Alabama Department of Public Health to complete a continuing education course every three years in order to maintain your certification. Don't miss your chance to fulfill your CE requirement by attending this course. (4 hours)

QUALIFIED CREDENTIALLED INSPECTOR STORMWATER CONTINUING EDUCATION*

If you are a QCI, you are required by ADEM rule to take a continuing education course each year in order to maintain your certified status. Traditionally offered as an online program,

this classroom session will allow attendees to interact with the instructor. (4 hours)

MATH BASICS FOR DUCT AND ENVELOPE TIGHTNESS TESTING (DET COURSE PREREQUISITE)

This course is required for anyone seeking to sign up for Alabama Power's Duct and Envelope Tightness (DET) testing course. Participants will learn the basics of area and volume formulas and calculations that will be utilized in the DET training. Course participants will complete a test at the end of the session to demonstrate proficiency in the subject matter.

GREEN ENERGYKEY TRAINING TIERS 1-3

The Green EnergyKey program was developed as a result of increasing public demand for energy-efficient homes. A fuel-neutral program, Green EnergyKey provides builders with a valuable marketing tool. As consumers look for more ways to cut energy costs, the Green EnergyKey program gives builders the resources needed for building homes that are energy efficient and environmentally sound. Whether you build with electric or gas end uses, your home can utilize this program. (4 hours)

MARKETING TO THE NEW GREEN BUYER

Several years ago, few builders offered green options, the market was led by pioneers and systems were engineered by the builder. Green consumers were primarily early adopters and the masses needed a lot of educating -- It was at best a niche market.

** Additional fee for this class. Advance registration is required.*

EXHIBITORS FOR THE 2014

ABLE INCLUDE:

AFS of Birmingham
AL 811
Alabama Board of Heating, Air Conditioning and Refrigeration Contractors
Alabama Clean Water Partnership
Alabama Home Builders Licensure Board
Alabama Plumbers and Gas Fitters Examining Board
AllSouth Appliance
American Standard
Aprilaire
Auburn University
Broan
Day-Brite
Eaton-Cutler Hammer
Environments for Living
Fluke

Fox Blocks
Fujitsu
General Electric
Honeywell
Inline Electric
Leviton
Makita Corporation
Masco Home Services, Inc.
National Kitchen and Bath Association
Philips
Philips Lightolier
Safe State
Safety Plus
SES Foam – Sensigreen
Sherwin Williams
Siemens AG

SIPS Team, Inc.
Solatube
State Water Heaters
Synergy Airflow & Ventilation
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Water Furnace
Watts
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Interested in exhibiting your products and services? Booth spaces are still available. For more information, contact Artemis Moore at 1-800-745-4222 or artemismoore@hbaa.org.

EXHIBITORS

Flash forward to today:

- Over 400 builders offer green products
- 26% of homes meet energy star guidelines
- 17% of new homes are labeled “green”, doubling since 2008
- 80% of the population at least occasionally make eco-purchases
- >50% are actively seeking green home products

How can today’s builder capitalize on this opportunity? This presentation will cover the complexities of the green consumer and how to best communicate green home attributes. Learn from builders who led the way in green marketing and see examples of successful campaigns and marketing tactics.

THE SUN IS RISING ON THE SOLAR MARKET

This is not a technical program on solar systems or design but rather a discussion on how the market for solar is changing. Learn why it is going to become more important and how builders are succeeding with solar.

TECHNOLOGY TOUCHPOINTS IN THE CONSUMER LIFECYCLE

Technology plays a key role throughout the home shopping and buying process. This session is designed to take your technology strategy to the next level. Discover the latest research and hear about the cutting edge technology trends that will be driving your business and customer relationships in the coming years. During the session, we will go beyond the basics and take a deep dive into online trends and discuss what today’s consumers expect and demand in their everyday lives, and how these expectations translate to their new home experience. You’ll enjoy a show and tell of the latest solutions and have a starting point for a technology blueprint for your business.

EMPLOYER ASSISTED HOUSING

Presented in partnership with the Alabama Association of REALTORS, this session presents an overview of employer-assisted housing. Learn about the benefit options that employers can implement with the assistance of REALTORS, including homebuyer and homeownership education, one-on-one counseling with local housing non-profit organizations, and financial assistance. By working with employers to provide more options to their employees, new markets of opportunity can open for you. (3 hours—approved for REALTORS CE)

SMART GROWTH IN THE 21ST CENTURY

Presented in partnership with the Alabama Association of REALTORS, this class will help you take stock of what works well and what doesn’t in terms of smart growth. You’ll hear

about state-of-the-art community planning concepts and ways to help your community live up to its potential to make it a better place to live and do business. (3 hours—approved for REALTORS CE)

ASHRAE 62.2: MANAGING INDOOR AIR QUALITY (PRESENTED BY ADECA)

As homes become tighter and tighter, the need to mechanically bring in fresh air becomes more important. Join us as we explore this issue and dissect the requirements contained in ASHRAE 62.2.

UNDERSTANDING THE MANDATORY PROVISIONS OF THE ALABAMA ENERGY CODE (PRESENTED BY ADECA)

Although designed to offer contractors some flexibility, there are some items of Alabama’s Energy Code that are mandatory. Learn what items are mandatory and which are prescriptive in this interactive, “down-in-the trenches” session.

THE TRADE-OFF METHOD WORKSHOP (PRESENTED BY ADECA)

In addition to the mandatory provisions that must be followed, all other provisions of the Alabama Energy Code are prescriptive and can be traded for energy savings in other areas. This workshop is focused on teaching attendees how to “trade off” the prescriptive provisions that can save builders time, and more importantly, MONEY. The workshop includes hands on exercises with simulated house plans to gain a working understanding of the trade-off method.

AIR INFILTRATION/AIR SEALING WORKSHOP (PRESENTED BY ADECA)

Eliminating air infiltration is a key to complying with Alabama’s Energy Code. This workshop will help you to identify and eliminate air leakage throughout the building of your next project. Learn the various methods available, including those that are inexpensive and will allow you to add profit to your bottom line.

COMMON HVAC VIOLATIONS & DET (PRESENTED BY ALABAMA POWER)

Whether you are a builder or an HVAC contractor, this is your opportunity to learn firsthand from representatives of the Alabama Board of Heating, Air Conditioning and Refrigeration Contractors on the common violations they see and what you need to do to be in compliance with the Alabama Energy Code. You will also learn what is expected from the Board in regards to the Duct and Envelop Tightness (DET) testing required by the Code.

SUCCESS WITH THE ALABAMA ENERGY CODE (PRESENTED BY ADECA)

As cities and counties move toward full enforcement of Alabama's Energy Code, some have faced challenges while others have had only minor issues with implementation. Hear from those in the field who overcame the challenges and effectively partnered with the construction industry to achieve cost effective compliance with minimal resistance.

GEEK SPEAK: MAKING COMPLICATED BUILDING SCIENCE TERMS UNDERSTANDABLE TO CONSUMERS

You may know what a solar heat gain coefficient is, but how do you explain it to your consumer? This course is designed to take the most complicated terms and make them easy to define for a would-be buyer, client or even a sub-contractor.

VERIFYING COMPLIANCE USING ENERGY CODE COMPLIANCE SOFTWARE (PRESENTED BY ADECA)

There are a number of compliance software tools available to builders, architects, code officials and others seeking to determine whether a specific home or business is in compliance with the energy code. Discover how using technology will make compliance verification quick, simple, and cost effective.

THE SEVEN STEPS OF BUILDING A SYNERGY HOME

Understanding what you need to do to design and build an energy-efficient home can be daunting. This seven-step program provides a comprehensive look at everything from airtightness and proper HVAC sizing to moisture mitigation and combustion safety.

INTRODUCTION TO INSULATING CONCRETE FORMS

Learn the history and evolution of the use of insulating concrete forms. This course offers a practical architectural, engineering and construction synopsis of the sustainable construction methods utilizing ICF.

SLATE ROOFS IN AMERICA: AN ENDURING ARCHITECTURAL STATEMENT

This presentation provides a history of natural slate roofing and transitions into many alternative products that replicate natural slate roofing. You will learn to evaluate key performance aspects of slate alternative roofing products, with an emphasis on synthetic slate tiles.

SYNTHETIC TRIM MATERIALS-EMPHASIS ON CELLULAR PVC TRIM PRODUCTS

This presentation identifies the advantages of PVC trim compared to wood trim. You will learn how PVC trim reacts to temperature changes and how to minimize expansion and contraction. Through proper installation, we will define light reflectance value and why it is important when painting PVC trim.

INTRODUCTION TO HIGH EFFICIENCY DUCTLESS MINI- SPLIT HEAT PUMPS FOR RESIDENTIAL APPLICATIONS (PRESENTED BY ALABAMA POWER)

This course covers the various types of ductless mini-split products available for the residential new construction and replacement markets.

THE INSIDER'S PERSPECTIVE OF ALABAMA'S ENERGY POLICY (PRESENTED BY ADECA)

As Alabama moves to implement the federal energy code mandates and find efficiencies within its own agencies and departments, the way you do business is changing. This session is an opportunity for attendees to gain insight into the future of Alabama's Energy Policy from the legislators that are developing the policy and the regulators who will implement it.

ENERGY CODE FOR ARCHITECTS AND COMMERCIAL CONSTRUCTION (PRESENTED BY ADECA)

Unique challenges face architects and contractors when implementing energy code provisions. Southface Energy Institute presents this in-depth review of mandatory code provisions required of all commercial structures in Alabama and provides helpful guidance for architects seeking to incorporate these requirements into building design. Architects and commercial contractors are urged to attend this interactive session that will give each a better grasp of Alabama's code requirements for commercial projects.

WHAT WORKS IN ENERGY RETROFITTING (PRESENTED BY ADECA)

Remodelers often experience significant issues retrofitting existing structures to bring them closer in line with the efficiency of new construction. Nexus Energy brings its knowledge and experience to help remodelers understand the challenges of energy retrofitting and how to adapt code provisions to existing construction.

THE LATEST RESEARCH GIVES A FRESH PERSPECTIVE ON HOW TO MARKET YOUR NEW HOME

By: Eleanor Bowman, Director of Marketing, BDX

What if you could get inside the minds of today's home buyers to better understand what motivates them, what inspires them, and what leads them to take action? Over the past year, at Builders Digital Experience (BDX), we have conducted extensive home buyer research to help our builders do just that. Here some of the highlights.

Most buyers start their home search with an interest in new homes. 54% of home buyers start the process with a preference for or interest in new homes but only 8% end up buying new. What a tremendous opportunity to inspire and educate this group about the advantages of new home construction! Our website, StartFreshBuyNew.com is a good place to go for ideas. The site is currently seeing over 50,000 visitors per week and driving over 10,000 searches for new homes.

The things that are important to home buyers vary across the country. Home buyers in the Carolinas cited low maintenance costs, safer neighborhoods and quality of construction as top considerations when shopping for a home.

One third of all shoppers say they are tired of their current home. When we identified the triggers that started buyers down the home search path, this was at the top of the list. "Favorable home prices" and "low interest rates" were also high ranking answers.

The buying cycle is longer than we thought. Two-thirds of all shoppers will take 9 months or more to purchase a home. What does this mean for your business? Builders who are disqualifying home buyer leads who are not ready to buy immediately may be missing out. This longer sales cycle makes lead nurturing critical so consider a steady stream of communications to your prospects.

Using video in your online marketing inspires buyers to take action. We found that builders who embedded video in their listings on NewHomeSource.com saw leads increase by 28% and click-throughs improve by 36%. So while we have known that video is an engaging marketing tool that can also impact SEO, it is now more important than ever as a lead conversion accelerant.

It's important to showcase your communities, not just your homes. Builders who included community images along with their home renderings or photos saw a 28% lift in leads on NewHomeSource.com. So make sure you have the digital images to highlight your amenities and neighborhoods – buyers want to know what life will be like outside of the home's four walls.

Get more insights on today's home buyer at the 2014 Alabama's Better Living Expo (ABLE), where BDX will present several sessions in partnership with the HBAA's Professional Women in Building. To learn more about ABLE and the sessions being offered, visit the ABLE website, www.ABLEExpoAL.com.

Builders Digital Experience (BDX) is a leading provider of digital marketing solutions for builders. In addition to the top new home listing sites -- NewHomeSource.com and MoveNewHomes.com -- BDX offers website development, interactive floor plans, photo realistic renderings, video production, and photography among other products. For more information visit www.thebdx.com or contact local representative Bill Barnes at BBarnes@theBDX.com.

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EDUCATION

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.

The Alabama Home Builders Self Insurers Fund's Loss Control Department has developed a course to serve the safety education needs of HBAA members. The Safety 6 course is based on OSHA's 10-hour construction safety course but condensed into one day.

The Safety 6 course covers common residential and light commercial jobsite hazards and offers practical injury prevention measures, including information about products that can make jobsites safer and more productive.

The class also provides instruction on how to respond to an OSHA inspection, as well as guidelines and materials for developing an effective safety and health program. OSHA is pursuing more citations under the multi-employer rule, which can hold the builder accountable for the safety violations of subcontractors under certain circumstances. Builders can learn how to protect themselves from OSHA citations and penalties by attending this course.

Attendees will receive a manual on the course topics, a CD with numerous safety resources and a course completion wallet card. The cost is \$35 per person and covers course materials, snacks and lunch.

SAFETY 6 CONSTRUCTION COURSE

DATE	TIME	LOCATION
January 8	8:30 a.m.-4:30 p.m.	Irondale
January 14	8:30 a.m.-4:30 p.m.	Tuscaloosa
January 21	8:30 a.m.-4:30 p.m.	Huntsville
January 22	8:30 a.m.-4:30 p.m.	Dothan
February 4	8:30 a.m.-4:30 p.m.	Montgomery

To register for one of the Safety 6 courses, contact Sherry Johnson at the AHBSIF at 1-800-745-3863 or email sherryjohnson@hbaa.org.

Check the HBAA website calendar for the latest educational offerings: www.HBAA.org

CLASS LOCATIONS:

- Irondale: Greater Birmingham AHB office
(5000 Grantswood Rd., Suite 240)
- Tuscaloosa: HBA of Tuscaloosa office
(2009 Paul W. Bryant Dr.)
- Huntsville: Huntsville/Madison County BA office
(2804 Bob Wallace Ave.)
- Dothan: Wiregrass Rehab Center
(795 Ross Clark Cir.)
- Montgomery: HBAA office
(7515 Halcyon Summit Dr., Suite 200)



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JANUARY 24

Registrations Due for 2014 Alabama Remodeling Excellence Awards



FEBRUARY 4-6

2014 International Builders' Show in Las Vegas (Visit www.buildersshow.com for details)



FEBRUARY 18-20

2014 Alabama's Better Living Expo & HBAA Winter Meeting at the Montgomery Convention Center



FEBRUARY 19

HBAA Legislative Reception at Montgomery Renaissance Hotel & Convention Center



FEBRUARY 28

Entries Due for 2014 Alabama's Remodeling Excellence Awards Competition

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.



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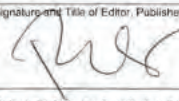
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I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

PS Form 3526, August 2012 (Page 2 of 3)



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An open, airy entry way allows for plenty of natural light and gives views of the lake from the front of the house to the back.

SHOWCASE STUNNER
BUILT BY
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Photography by Truland Homes, LLC

Combining Old World charm and the latest design elements, this Showcase Home, built by Truland Homes, LLC was the centerpiece of the Baldwin County Home Builders Association's 2013 Parade of Homes. Read more about the home beginning on page 18.



The homeowners and their guests can cool down or clean up in the home's cypress-sided outdoor shower.



Members of the Baldwin County Home Builders Association cut the ribbon on their 2013 Showcase Home, built by Truland Homes, LLC.

CUSTOM-BUILT FOR OUR INDUSTRY



The Alabama Home Builders Self Insurers Fund provides workers' comp coverage to qualified HBAA members, with competitive rates, payment plan options, and loss control experts to help you maintain a safe jobsite. And with the Fund website, it's easy to find a broker in your area, make payments online, download forms, and more.

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