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VOL 11 | No.4 | WINTER 2015

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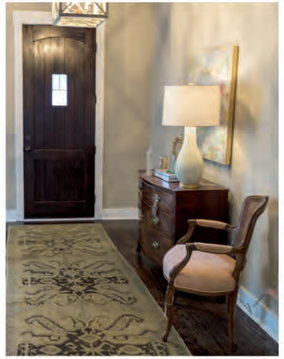

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cover pullout

THE ALL-AMERICAN HOME

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on the cover

The Greater Montgomery HBA's All American Home combined elegance and comfort while showcasing American-made products and materials, including many produced in Alabama.

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P E R S P E C T I V E

As the year draws to a rapid close, I am all too aware that my days as your 2015 President are numbered. In light of that, I think it's fitting that we take a look back at a few numbers that have become significant to me this year.

16,000+: The number of miles I've driven across the state as I've visited 17 of our local Home Builders Associations. I can't thank our local leaders and members enough for the hospitality they've shown. It has truly been a privilege getting to travel around the state and see the fantastic work they're doing for their members as well as for their communities. I was overwhelmed with pride to see what our locals do and how they give back. We presented Association Awards to many of our local HBAs during the fall Convention, and as you'll see in this issue, their projects and events for which they were honored show that they really know the value of hard work and a generous spirit.

7,370: The number of HBAA members as of this writing. Thanks to the outstanding leadership of Membership Chair Alicia Huey and Retention Co-Chairs Lee Pake and Sam Almaroad, I fully expect that number to continue to rise by year's end and for the momentum to carry over into 2016.

$112,000+ and $49,080: The amount of money raised this year for ABPAC and BUILDPAC, respectively. Our state and national PACs are among the strongest, thanks in large part to the support of our members. A big thanks goes to Robert Buchalter, our ABPAC Chair, Mark Saliba, our ABPAC Vice Chair, and Cliff Pitman, our BUILDPAC Trustee, for continuing to lead the charge and raise money to support candidates who are pro-building and pro-business. This is no more evident than in the halls of the State House in Montgomery and of the Capitol in D.C.

15: The number of HBAA Past Presidents who I've called on this year. I'm thankful that so many of the leaders who have come before me are not only still actively involved in this association, but they have all been willing to answer my questions, offer advice and help in any way I've asked them to. It has been an honor to follow in their footsteps and I look forward to being part of this distinguished group.

13: The number of HBAA staff members. As I've worked closely with them throughout my Presidency, I've come to see how committed they are to the success of this association and our members. I want to especially thank Russell Davis for his leadership and guidance. I took him seriously when he told me at the beginning of the year to call him when I needed anything and we've ended up talking just about every day. I can always count on him to be a listening ear and to provide advice and insight. I truly believe we have the best staff of any organization in the country.

44: The number of nights I've spent away from home this year. I had so much fun traveling around the state and visiting members, but it would not have been enjoyable without the love and support of my wife, Melinda, my sons, Brock and Blake, and the rest of my family, as well as my business partner. Knowing that they were taking care of the family business back home enabled me to focus on serving as President. Their encouragement means the world to me, and I'm so thankful that they've been alongside me for this wonderful ride.

59: The number of years that the HBAA has been in existence. In 2016, the HBAA will celebrate its 60th anniversary, and I can't think of a better person to lead us than Mark Reid. I've had the privilege of serving alongside Mark as we've both come up the ladder, and I know firsthand what a hard-working, dedicated leader he is. Mark, the rest of the Senior Officers and I are proud of what you've accomplished and are ready to help in any way we can in the coming year. I look forward to seeing you take the lead as our President.

Countless: The number of friends and memories made in 2015. This Presidential term has truly flown by and I've enjoyed every minute of it. Thank you all for allowing me to serve as your President and for making this a year I'll never forget.

Lynn Corder
2015 HBAA President

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ANNUAL CONVENTION HIGHLIGHTS

The 2015 HBAA Annual Convention, the final statewide meeting of the year, gave builder and associate members the opportunity to network, gain education and learn more about the activities of the association while enjoying the beautiful setting of the Sandestin Golf and Beach Resort at Baytowne. Among the highlights were a welcome reception featuring live music and plenty of food and drinks on the Grand Lawn, educational sessions focused on practical tips for building to the new energy codes and the latest trends in marketing, and the annual awards and officer installation banquet. A lively football party at Baytowne on Saturday night let members catch all the SEC football action and was a fun way to wrap up a memorable weekend.

Members enjoy mingling at the Thursday evening welcome reception on the Grand Lawn at the Sandestin Resort.

Building Innovations Group Chair Jeremy Wright engages Phillip Kinard, Shon Richey and Bret Warren in conversation about ways to save money while complying with the new energy codes.

Educational session attendees hear from Bell Media about the newest trends in marketing and get a sneak preview of the newly redesigned Bama's Best Builders site.

2015 HBAA President Lynn Corder discusses highlights from his presidency during the Friday night awards and officer installation banquet.

Mark Reid of the Shoals HBA is installed as the 2016 HBAA President by his sister, Jeanne Shearer.

Greater Montgomery HBA President Jim Mathews accepts the President's Trophy for a Large Association.

Shoals HBA President Randy Bratton accepts the President's Trophy for a Small Association for the second year in a row.

Members cheer on their favorite teams at the Saturday night football party.

This year's Friday night awards banquet included a tribute to all past Alabama Building Industry Hall of Fame inductees, many of whom were present for the Convention.

The HBAA would like to thank our 2015 Annual Convention Major Sponsors for helping to make this year's event such a success:

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REID INSTALLED AS 2016 PRESIDENT

Mark Reid of Florence has been installed as the 2016 President of the Home Builders Association of Alabama. He succeeds 2015 HBAA President Lynn Corder, owner of The Builders Group of West Alabama and a member of the Home Builders Association of Tuscaloosa.

Reid, of Reid Construction Co., is a second-generation builder member of the Shoals Home Builders Association. He has served on the Shoals HBA's Board of Directors since 2001, holding the offices of Membership Chairman, Parade of Homes Chairman, National Director, Vice-President and President. He has also served on numerous other special projects committees. He is among a select group of builders who have earned both the Certified Graduate Builder (CGB) and Graduate Master Builder (GMB) professional designations from the National Association of Home Builders.

A member of the HBAA's Executive Committee since 2005, Reid has served as a Presidential Appointee, Education Chair, Regulatory Affairs Chair, Alternate National Director, and National Director, among other offices held. In 2005 the HBAA presented him with the Hershel Trimm Builder of the Year award.

Dan Taylor of Taylor Construction, a member of the Marshall County Home Builders Association, will serve as the HBAA 1st Vice President in 2016. Jimmy Rutland of Lowder New Homes, a member of the Greater Montgomery Home Builders Association, will hold the office of 2nd Vice President.

Buddy Bowman of Bucky Inc., a member of the St. Clair County Home Builders Association, will serve as Treasurer. David Lisenby of Lisenby Construction, a member of the Greater Montgomery Home Builders Association, will serve as Secretary. Representing the associate members as Associate Vice President for 2016 will be Randy Fannin, a member of the Shoals Home Builders Association.

MARK REID
2016 HBAA President

DAN TAYLOR
1st Vice President

JIMMY RUTLAND
2nd Vice President

BUDDY BOWMAN
Treasurer

DAVID LISENBY
Secretary

RANDY FANNIN
Associate Vice President

LYNN CORDER
Immediate Past President

2016 EXECUTIVE COMMITTEE MEMBERS

ROBERT BUCHALTER
Greater Birmingham Association of Home Builders
ABPAC Chair

MARK SALIBA
Home Builders Association of Dothan & the Wiregrass Area
ABPAC Vice Chair

CLIFF PITMAN
Baldwin County Home Builders Association
BUILD-PAC Trustee

TAYLOR BURTON
Greater Birmingham Association of Home Builders
State Representative

ROBERT BROWN
Baldwin County Home Builders Association
National Director

BLAKE CORDER
Home Builders Association of Tuscaloosa
National Director

KEVIN PAKE
Home Builders Association of Tuscaloosa
Alternate National Director

MICHAEL TOLES
Greater Montgomery Home Builders Association
Alternate National Director

JOE DAFFRON
Home Builders Association of Tuscaloosa
Alternate Associate Member National Director

RANDY FANNIN
Shoals Home Builders Association
Associate Member National Director

KATHERINE HIGGINS
Greater Birmingham Association of Home Builders
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HBAA Remodelers Chair/Past State Presidents Chair

CATHY BROWN
Greater Montgomery Home Builders Association
Past Associates Committee Presidents Chair

ROY JOHNSON
Huntsville/Madison County Builders Association
Presidential Appointee

JERALD SMITH
Shoals Home Builders Association
Presidential Appointee

JIM MATHEWS
Greater Montgomery Home Builders Association
Presidential Appointee

PHILLIP KINARD
Home Builders Association of Tuscaloosa
Presidential Appointee/Investment Property Owner Council Chair

KYLE MURPHY
Greater Birmingham Association of Home Builders
Presidential Appointee

JOE SELLERS
Greater Montgomery Home Builders Association
Presidential Appointee

GREG LANGSTON
Lee County Home Builders Association
Regulatory Affairs Chair

BEN BYRD
Greater Montgomery Home Builders Association
Governmental Affairs Chair

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Greater Birmingham Association of Home Builders
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BRET SLATON
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Education Committee Chair

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DON DRUSE
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Membership Chair

LEE PAKE
Home Builders Association of Tuscaloosa
Membership Retention Co-Chair

SAM ALMAROAD
Home Builders Association of Greater Calhoun County
Membership Retention Co-Chair

MEET YOUR 2016 HBAA PRESIDENT

MARK REID

SHOALS HOME BUILDERS ASSOCIATION

Mark Reid addresses the members after being installed as the 2016 HBAA President.

Mark Reid of Reid Construction Co. in Florence was recently installed as the 2016 HBAA President. We asked him to share some details about his involvement at the local and state levels and his goals for the year ahead.

Why did you get involved in the home building industry?

I'm a second-generation builder. Everyone wants to be like their dad when they grow up, and from the time I was a little kid, building is all I ever wanted to do.

Why did you join your local HBA?

My dad [Jack Reid] was a longtime member of the Shoals Home Builders Association. I had been building for two or three years and wanted to put a house in the Shoals' Parade of Homes, so I joined then. It took a few more years before I really became active in the association, but eventually I was asked to serve on their Board of Directors.

What made you decide to become active at the state level?

When I was serving as 2nd Vice President for the Shoals HBA, I started attending HBAA meetings. I remember going to my first Governmental Affairs meeting and the light bulb went off—I thought, "Wow, this is great, what they're doing to help our industry." I've been involved ever since.

What do you think is the greatest benefit that you've gained by being involved with the HBAA?

The friendships I've made and getting to network with people just like me are the greatest benefits I've gotten from being a member.

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

I want to focus on getting members more involved at the state and local levels, and helping them realize and take advantage of all the benefits that membership in the HBAA has to offer.

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

I actually went to engineering school and planned to be an engineer or an architect, but after college I ended up working in sales and marketing for about ten years. I got to travel all over but my heart just wasn't in it, so I finally decided it was time to start building. I took a big pay cut when I left my marketing job but I don't regret that decision for a minute.

When you're not working, how do you like to spend your time?

I love working on my house and doing yardwork. My mother bred roses and that's a hobby she passed on to me.

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HBAA NEWS

HBAA MOURNS LOSS OF SPURLIN, REID

The HBAA is mourning the loss of two of its longtime members, Aron Spurlin of Albertville and Jack Reid of Florence.

Aron Spurlin passed away on September 21, 2015 at the age of 60. Employed by Don Spurlin Construction, he had been a member of the Marshall County Home Builders Association since 1988. He served on MCHBA's Board of Directors and chaired the annual golf tournament for many years. He held the office of MCHBA Vice-President from 2014 until his death.

The HBAA extends its sympathy to Spurlin's wife, Barbara Spurlin; sons and daughter-in-law, Jonathan and Keri Spurlin and Jacob Spurlin; grandchild, Shepherd England; brother and sister-in-law, Don and Sherry Spurlin; and sisters and brothers-in-law, Connie and Kenneth Cowart and Carla and David Truett.

Donations in Spurlin's memory may be made to Mt. Calvary Baptist Church of Albertville or Hospice of Marshall County.

Aron Spurlin

Jack Reid passed away on November 15 in Florence at the age of 82. A native of Cherokee, Alabama, Reid graduated from Auburn University in 1955 with a B.S. in agriculture. After serving in the Army for two years, he settled in Cherokee, later moving to Florence, where he owned Jack Reid Construction Co.

A member of the Shoals Home Builders Association since 1971, Reid served in all offices, including as its President in 1972, 1980 and 1986. He was a member of the HBAA Executive Committee from 1986-87. He also served as Life Director for the National Association of Home Builders. He was inducted into both the Shoals County HBA and Alabama Building Industry Halls of Fame. In 2003, the HBAA named him the Hershel Trimm Builder of the Year.

Since 1995, Reid served on the Alabama Home Builders Licensure Board. He was also extremely active in his church, Trinity Episcopal, where he served in numerous leadership roles.

The HBAA extends its sympathy to Reid's sister and brother-in-law, JoAnn and Irwin Bell; his sons, Jack (Kim) and Mark; his daughter and son-in-law, Jeanne and Tom Shearer; and grandchildren, Reid and Ben Shearer.

Donations in Reid's memory may be made to Trinity Episcopal Church in Florence or to the Alabama Home Builders Foundation. *(Note: A donation form for the Alabama Home Builders Foundation is available in this issue of the magazine.)*

Jack Reid

FUND WORK COMP RATES DECREASE FOR 2016

The Alabama Home Builders Self Insurers Fund is pleased to announce that many of its work comp rates are decreasing for 2016, some by as much as double digits. The rates for trades such as masonry, cabinetry, painting, roofing and other artisan trades will especially see decreases, leading to substantial savings for members.

The 2016 rates are available on the Fund website, www.AHBFund.com, and renewal packets were sent to Fund members in December. For more information about becoming a member of the Fund, call 1-800-745-3863 or visit the Fund website for assistance in finding a broker in your area.

ALABAMA REMODELING EXCELLENCE AWARDS CALL FOR ENTRIES

ALABAMA REMODELING EXCELLENCE AWARDS

Entries are now being accepted for the 2016 Alabama Remodeling Excellence Awards (AREA) competition, presented by the HBAA Remodelers. Open to all HBAA members as well as non-members, the competition allows remodelers, kitchen and bath designers, architects, interior designers and other industry professionals the opportunity to be honored for their outstanding remodeling work.

Awards are given in a variety of categories, ranging from Whole House Remodel to Kitchen Remodel to Outdoor Living. To be considered for an award, projects must have been completed in Alabama between June 30, 2014 and December 31, 2015.

Registration forms are due to the HBAA office by January 15, 2016, and entry packets are due by February 26, 2016. The winners will be announced at the AREA banquet on April 9 at the Capital City Club in Montgomery. All of the winners will be highlighted in news releases to the media statewide, as well as featured in an upcoming issue of *Alabama Homebuilder* magazine.

Visit www.RemodelAlabama.com for more information, including registration details and photos of winning projects from previous years. If you have questions about the competition, contact Kory Boling at 1-800-745-4222 or email koryboling@hbaa.org.

SAFETY RESOURCES ADDED TO FUND WEBSITE

The Alabama Home Builders Self Insurers Fund has added a safety resources page to its website. The page provides Fund members with quick and convenient access to safety information, toolbox talk guides, safety training presentations and videos, resources for implementing a substance abuse prevention program, and more.

Whether at the office, shop or on the jobsite, if you have internet access, you have instant access to these resources. Visit www.AHBFund.com and click on the Safety Resources icon to access the latest offerings.

DATE SET FOR 2016 CONSTRUCTION SAFETY CONFERENCE AND EXPO

Central Alabama Construction Safety Conference & Expo

The HBAA is among several entities sponsoring the 2016 Central Alabama Construction Safety Conference and Expo, which will take place on February 11 at the Hyundai Training Center in Montgomery. This free one-day conference offers classes on a variety of construction safety topics, a scaffold safety course, fall prevention course, a class by an attorney on employer rights in an OSHA inspection, an update by the OSHA Mobile Area Director, and a class on building codes, as well as more than twenty exhibits of safety equipment and services.

All HBAA members are invited to attend. Registration details will be sent out soon.

As a special gesture of our gratitude to the Home Builders Association of Alabama and all of its members, the Hilton Sandestin Beach is pleased to mark our 30 years of partnership by offering each of you an exclusive 30% off our Best Available Rate on future stays between August 2015 and early March 2016!! It's just one more way we are happy to show you how much we appreciate your continued loyalty to our great resort.

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LOCAL *HBA* NEWS

HBAT MEMBERS HONORED

The Home Builders Association of Tuscaloosa honored several local members for 2015 at its recent Annual Awards Ceremony at the Indian Hills Country Club.

Fred Trick, Trick Construction and Development, LLC, was presented the Carolyn Guidroz Humanitarian Award, given annually in honor of the late Carolyn Guidroz, 2003 HBAT President. Guidroz, who tragically died in 2003, served on the Board of Directors on the local, state and national levels and was very active in community activities and always willing to lend a hand. The purpose of this award is to honor HBAT members who have made significant and lasting contributions to their fellow man.

Kristen Venable of AllSouth Appliance Group received the Distinguished Service Award—Associate Member. This award recognizes an Associate member for his or her accomplishments in the areas of service to the housing industry and the Association; professional excellence and community involvement; and furthering the mission and goals of the Association.

Tom McJenkin of The McJenkin Company, Inc. received the Distinguished Service Award—Builder Member. This award recognizes a builder member whose service, dedication and unselfish contributions to HBAT, the Home Builders Association of Alabama, our local community and the home building industry as a whole exhibits the best of what our Association strives to achieve.

Jack McGuire of Neel-Schaffer & Almon Associates was inducted into the HBAT Hall of Fame. The HBAT Hall of Fame Award is given to the member who has made significant and long lasting contributions to the building industry in West Alabama and to the HBAT.

Fred Trick received the Carolyn Guidroz Humanitarian Award from the HBAT.

Kristen Venable received the HBAT's Distinguished Service Award-Associate Member.

Tom McJenkin was presented with the Distinguished Service Award-Builder Member by the HBAT.

Jack McGuire is the latest inductee into the HBAT Hall of Fame.

FALL COMMUNITY SHOWCASE HIGHLIGHTS BENEFITS OF NEW HOMES

The Greater Birmingham Association of Home Builders recently held its Second Annual Fall Community Showcase (FCS), which included 13 communities and five individual homes available for touring. The FCS highlighted the benefits of living in a new home community, such as neighborhood parks, pools and walking trails.

The FCS also featured the Showcase Home in the Grey Oaks subdivision in Pelham. The home was built by Jack Donovan of Donovan Builders, LLC.

A kick-off party was held at Grey Oaks to launch this year's FCS. Open to all GBAHB members, the kick-off gave members the first look at the Showcase Home and allowed them to enjoy a night of networking. Awards were also presented that night to several builders in a variety of categories, including Best First-Time Homebuyer Community, Best 50+ Housing Community, and Best Use of Natural Space.

The GBAHB's 2015 Showcase Home was the site of a kick-off party for its Fall Community Showcase.

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HMCBA 6TH ANNUAL FALL HOME & GARDEN SHOW A HUGE SUCCESS

The Huntsville/Madison County Builders Association's Fall Home & Garden Show was a huge success for both exhibitors and attendees. More than 100 companies participated in the show, which drew more than 3,000 attendees.

New to the 2015 Show was the Lego® Team Challenge, sponsored by Classic Closet LLC. Sixteen two-member teams were given two bags of Legos and 45 minutes to build their dream home. At the end of the time, there were three winners, each with totally different ideas of their "dream home."

Also new this year was a visit from Dr. Lori and her "Antiques Appraisal Comedy Show." Consumers had the opportunity to bring an antique to be appraised as part of her wildly funny, one-of-a-kind, entertaining event.

Next year's Fall Home & Garden Show is scheduled for August 27-28, 2016.

METRO MOBILE KICKS OFF PARADE WITH RECEPTION, STREET PARTY

The Home Builders Association of Metro Mobile started its 2015 Parade of Homes with a bang by hosting a VIP Reception and Street Party. Held at the 2015 Showcase Home, which was built by Cullen Jacobs of RCJ Construction, the reception was well attended and gave everyone a chance to check out the home's features. Representatives from the Child Advocacy Center and a few elected officials were on hand to visit with members of the HBAMM Board of Directors and Parade of Homes Committee.

The Street Party followed the next week with almost 400 attendees. Held in the cul-de-sac where the Showcase Home was located, the event featured a seafood dinner catered by Georgia Roussos Catering. There was plenty of networking, laughs, and memories made to launch the association's latest Parade of Homes.

HBAMM builder member Cullen Jacobs shows off the 2015 Showcase Home to Kym Trest of Roberts Brothers, Jacqui Callahan of FLC Living, and Pat Guyton and Terry Ankerson of the Child Advocacy Center during the VIP Reception.

Assisting with the ribbon cutting for the HMCBA's Showcase Home were District 3 County Commissioner Eddie Sisk, Showcase Home Construction Manager Mark Harris with his grandchildren, Carrie Turner of The Enfinger Companies, HMCBA President Kenneth Maze, and Parade of Homes Chairperson TJ Meers.

SHOWCASE HOME FEATURED IN THE 2015 PARADE OF HOMES™

The Huntsville/Madison County Builders Association featured its Showcase Home, built by Mark Harris Homes LLC, during its 2015 Parade of Homes™. Thirty home builders opened the doors of 69 new homes and two remodeled homes in one Village (McMullen Cove) and 59 different neighborhoods across Madison and Limestone County. With home prices ranging from $135,550 to $789,000, consumers were able to tour homes of all sizes and styles, including patio/garden homes, condominiums, townhomes, ranchers and multi-story homes.

The 2015 Showcase Home, located in McMullen Cove, featured a brick and stone exterior, classic double doors and a 2-story foyer. The open floorplan offered a formal dining room, study, great room, gourmet kitchen with breakfast area, guest bedroom and secluded master suite. Two bedrooms, jack-and-jill bath and a bonus/media room completed the upstairs. The back veranda was built for relaxing in front of the stacked stone gas fireplace while cooking in the outdoor kitchen.

TWENTY HOMES FEATURED IN TUSCALOOSA PARADE

The Home Builders Association of Tuscaloosa held its 54th Annual Parade of Homes on two consecutive Sundays this fall. The Parade featured twenty homes located in eight of the newest subdivisions throughout the communities of Northport, Tuscaloosa and the surrounding area.

This house was one of twenty featured in the HBAT's recent Parade of Homes.

BIRMINGHAM, MOBILE BUILDERS CELEBRATE ASSOCIATES

Two local HBAs took time to honor their associate members as part of Associate Appreciation Month. The Greater Birmingham Association of Home Builders hosted an Associate Appreciation Night at their office, with the builder members sponsoring the event. This year's event was fiesta-themed with Mexican food, beer and activities including a piñata. The Executive Committee members were good sports and wore ponchos, sombreros and mustaches. About 160 builders, remodelers and associates were in attendance for this fun evening.

Hitting a piñata was all part of the fun at the GBAHB's Mexican-themed Associate Appreciation Night.

The Home Builders Association of Metro Mobile used its Business After Hours event as an opportunity to honor its associate members. The event, which took place at the HBA office, was sponsored by Embrace Home Loans. In addition to the networking and fun had by all, the HBAMM builder members treated the associates to free drinks.

The staff of Embrace Home Loans (top row) and HBAMM builder members enjoy a recent Business After Hours event at the HBAMM office.

GBAHB REMODELERS HOST STEAK COOKOUT

The Greater Birmingham Association of Home Builders' Remodelers Council held their annual Steak Cookout in partnership with the GBAHB Apartment Association. The family-friendly event included sidewalk chalk, bubbles and games for the kids. Members enjoyed dining on steak, chicken and boiled shrimp while watching the Auburn vs. Kentucky football game on the big screens. About 150 members of the GBAHB attended, in addition to those from the Apartment Association.

Members of GBAHB's Remodelers Council host a steak cookout at the GBAHB office.

Mobile Mayor Sandy Stimpson is greeted by Heath Parker, Chairman of HBAMM's ABPAC Committee, at a recent membership luncheon.

METRO MOBILE WELCOMES MAYOR AS GUEST SPEAKER

The Home Builders Association of Metro Mobile recently hosted an educational luncheon with Mobile Mayor Sandy Stimpson and his staff. Mayor Stimpson spoke about the cycle of positive change. The luncheon, which was held at the association office, was well attended by the HBAMM Board of Directors, ABPAC committee, and various other members.

ST. CLAIR COUNTY HBA PROVIDES FAMILY-FRIENDLY EVENT FOR ABPAC

The St. Clair County Home Builders Association hosted an ABPAC event for its members at Lakeside Park in Pell City. The family-friendly setting made for a fun atmosphere, with bounce houses, slides and face painting available for the kids. HBAA President Lynn Corder spoke to the members about the importance of ABPAC and its impact on the building industry.

HBAA President Lynn Corder speaks to the members of the SCHBA at their ABPAC event.

HUNTSVILLE/MADISON COUNTY BA HOSTS GOLF TOURNAMENT

The Huntsville/Madison County Builders Association held its annual golf tournament honoring the Chandler Family for their long time service to the association. The Chandler Family Nail Drivers Open took place at the Gunters Landing Golf Course in Guntersville, Alabama.

Twenty-five teams spent a beautiful afternoon on this challenging course and by day's end, there were two flights of winners. Teams sponsored by Bob Wallace Appliance and PrimeLending took first place while teams sponsored by Renasant Bank and PBS Services came in second.

The PrimeLending team was the winner of the second flight at the HMCBA golf tournament.

The team representing Bob Wallace Appliance celebrates its win in the first flight at HMCBA's golf tournament.

HBAT ASSOCIATES COUNCIL'S GOLF TOURNAMENT RAISES MONEY FOR SCHOLARSHIPS

The Home Builders Association of Tuscaloosa's Associates Council hosted its Annual Golf Tournament at the Ol' Colony Golf Complex in Tuscaloosa. This year's tournament featured 18 hole sponsorships, including 3 "hole-in-ones", and 15 teams. The event raised over $9,000 with a portion of the proceeds contributed to the HBAT Charities, Inc. HBAT Charities, Inc. is the HBAT's scholarship arm dedicated to providing scholarships to students enrolled in building industry trades, with funds raised primarily through the annual golf tournament and the annual silent auction.

HBAT members try their luck at hitting a hole in one at the annual golf tournament.

BUDDY BERRY GOLF TOURNAMENT BENEFITS ABPAC

The Greater Birmingham Association of Home Builders' annual Buddy Berry Memorial Golf Tournament was held at Riverchase Country Club. A total of 22 teams participated in the event that was a fundraiser for ABPAC. The team from USAmeriBank came in first, followed by the Acme Brick team and the InSinkerator team. Thanks to the tournament, the GBAHB was able to donate $17,827.50 to ABPAC.

The staff of Land Title Co. had refreshments and relaxing seats ready for the golfers at the Buddy Berry Memorial Golf Tournament.

GREATER CALHOUN COUNTY RAISES OVER $14,000 FOR ABPAC

The Home Builders Association of Greater Calhoun County recently held a fundraiser event that helped them eclipse their ABPAC goal. The Builder's Bash, held at Classic on Noble, featured great food, live music and door prizes, as well as a $10,000 drawdown. Members Donny Dunn and John Blue held the final two numbers in the drawdown and decided to split the $10,000 prize.

The event raised $14,215 for ABPAC, well past the HBA's goal of $12,250. HBAGCC 2nd Vice President David Wingard oversaw the successful event, which is now in its sixth year.

HBAGCC members Donny Dunn and John Blue celebrate their winnings in the Builder's Bash Drawdown for ABPAC.

GREATER BIRMINGHAM MEMBERS BUILD HOME FOR SGT. NOAH GALLOWAY

A soldier who has overcome serious injuries and become a national celebrity is now enjoying a new home to accommodate his needs thanks to members of the Greater Birmingham Association of Home Builders.

GBAHB builder member Stephen Ray of Ray Building Company is the designated builder in the Birmingham area for Homes for Our Troops, a non-profit organization dedicated to providing specially adapted homes for severely injured veterans from Iraq and Afghanistan. In early 2015, he broke ground on a home for Sgt. Noah Galloway, who lost an arm and leg during his second tour overseas in Operation Iraqi Freedom. Galloway has since gained fame after being featured on the cover of *Men's Health* magazine and finishing in third place on the spring 2015 season of "Dancing with the Stars".

Ray and many other GBAHB members stepped up to donate their time, talents and products for Galloway's new home. A dedication ceremony was held on September 28 for Galloway, his family and all who helped with the project. Those in attendance enjoyed breakfast and a tour of the house, which is fully ADA compliant.

Sgt. Noah Galloway cuts the ribbon on his new home, built by Ray Building Company and other GBAHB members.

GMHBA President Jim Mathews presents a check to Nick Mielke, Executive Director of Montgomery Habitat for Humanity.

GMHBA MOONLIGHT DASH RAISES MONEY FOR HABITAT

The Greater Montgomery Home Builders Association held a Moonlight Dash 10K, 5K & 1-mile fun run at the end of the summer in support of Habitat for Humanity. The race, which had nearly 200 participants, was an overwhelming success. Thanks to the support from the event's sponsors and run participants, the GMHBA raised more than $5,000 for Habitat. Acme Brick also raised funds in support of Habitat at the Association's golf tournament in September.

GMHBA President Jim Mathews presented Montgomery Habitat for Humanity Executive Director Nick Mielke with a check for $5,525 at the Association's General Membership lunch in October.

MOBILE STUDENTS GET A TASTE OF CONSTRUCTION EXPERIENCE

The HBA of Metro Mobile recently participated in the Annual Worlds of Opportunity Career Expo. Public and private 8th grade school students visited the Mobile Civic Center over the course of a two-day period for a hands-on, interactive career exploration experience led by business professionals from thirteen key South Alabama industries. The HBAMM hosted the Nail Driving Contest in the World of Construction.

Students compete in the nail driving contest sponsored by the HBAMM at the recent Worlds of Opportunity Career Expo in Mobile.

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For more information on the BHR Show℠, contact Theresa Kennedy, Events Coordinator, at 256-536-2602, email Theresa@hmcba.org, or go to www.buildinghomeandremodelingshow.com.

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AHB FOUNDATION NEWS

The Alabama Home Builders Foundation presents a check to Madison County Schools to help launch a new plumbing training program for high school students.

AHB FOUNDATION LAUNCHES GROUNDBREAKING PLUMBERS EDUCATION PROGRAM

A new education program is equipping students to enter the plumbing workforce right out of high school, thanks to the efforts of the Alabama Home Builders Foundation. The Foundation partnered with the State of Alabama Plumbers and Pipe/Gas Fitters Examining Board to launch the groundbreaking initiative in the Madison County school system.

"This is the first program like this in the state of Alabama," said David Wilcox, Executive Director for the Plumbers Board. "The concept of a full partnership between the plumbing industry and schools has never been done in our industry before."

The Madison County Career Technical Center was selected as the test site of the initiative, which began this fall. The two-year program is designed for high school juniors and seniors using a National Center for Construction Education and Research (NCCER)-approved curriculum. Each student entering the program is granted an apprenticeship card issued through the state Plumbers' Board. At the end of the program, students will sit for the journeyman plumber's license test, with the goal of being able to immediately transition from high school to employment in the plumbing industry.

"We've been working hard with our local industry looking for ways to enhance our career tech opportunities," said Madison County Schools Superintendent Matt Massey. "It gives our students an opportunity to enhance their skills and be trained for a career that could begin as soon as they graduate."

Michael Romine, director of the Technical Center, added, "We are excited about the opportunity to pilot a new plumbing and pipefitting program for our area and our state. This is a model for how to partner with industry to provide a trained workforce and fill an existing gap."

The Home Builders Association of Alabama has worked closely with the AHB Foundation and the Huntsville/Madison County Builders Association Foundation to provide funding for the program. A number of plumbing contractors in the Huntsville/Madison County area have been key to the program's success through their donations that have allowed for the purchase of tools and training materials for the classroom.

The early success of the pilot program has already led to significant interest from other school systems around the state, including Shelby County, Leeds, Montgomery and Mobile, among others. The AHB Foundation leaders also foresee other trades benefiting from a similar program.

"Our vision from the start was to develop a pilot program not only for the plumbing industry, but to create a model that could be recreated for other trades as well," said AHB Foundation President Todd Slyman. "Preliminary discussions are already aunderway for launching a similar program for the HVAC industry."

Students from six high schools compete in a Team Design and Build contest in Tuscaloosa

FOUNDATION SPONSORS TEAM DESIGN AND BUILD CONTEST IN TUSCALOOSA

The Alabama Home Builders Foundation was among the sponsors for the first ever Team Design and Build contest held in Tuscaloosa in November. Six high school construction teams competed with the task of designing, constructing and wiring a building. The two-day event involved many of the skills needed to build a home.

The first place winner was the team representing the Etowah County Career Center. Second place went to the combined Holt High School/Walker County Center of Technology team and third place went to the team from the Montgomery Preparatory Academy for Career Technologies.

In addition to the AHB Foundation, contest sponsors included Go Build Alabama, the Home Builders Association of Tuscaloosa, The Builders Group of West Alabama, and 84 Lumber Company.

GRADUATIONS HELD FOR CARPENTRY CLASSES

The Alabama Home Builders Foundation recently held graduations for students completing its basic residential carpentry certificate courses that took place this fall at the Shelby County College and Career Center in Columbiana and the Limestone Career Technical Center in Athens.

The classes met twice a week throughout October and November. Thanks to the Foundation's underwriting of the program, adult students were able to attend the classes free of charge. Through the program, they learned the fundamentals of construction through classroom and hands-on work. Students completing the course earned a certification of completion and hours toward their National Center for Construction Education and Research certification.

The Foundation is working with career centers to offer additional carpentry courses in the spring, including a new site at the North Baldwin Center for Technology in Baldwin County where classes will take place on Tuesday and Thursday evenings from February 23 through April 14, 2016. To learn more about this program, contact AHB Foundation Director Artemis Moore at 1-800-745-4222 or email artemismoore@hbaa.org.

Students celebrate earning certificates through the AHB Foundation's basic residential carpentry programs in Shelby (top) and Limestone (bottom) Counties.

HELP EDUCATE ALABAMA'S HOUSING WORKFORCE

You can make a difference in the future of Alabama's housing industry through your gift to the Alabama Home Builders Foundation. Your tax-deductible donation will be used to fund scholarships for those pursuing an education in residential building fields, offer free certified basic residential carpentry programs throughout the state of Alabama, and fund other educational opportunities for those desiring a career in the homebuilding industry.

One hundred percent of your donation will go towards education and skills development for Alabama's housing workforce; none of the donations go towards administrative costs.

To make a donation, use the form included in this issue of *Alabama Homebuilder* magazine. You may also donate online at www.AHBFoundation.org. For more information about ways that you can support the efforts of the Foundation, contact Artemis Moore, AHB Foundation Director, at 1-800-745-4222 or email artemismoore@hbaa.org.

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WELCOME TO THE *All-American* HOME

Photography courtesy of
Greater Montgomery Home Builders Association unless otherwise noted

When the Greater Montgomery Home Builders Association decided to hold its first Parade of Homes in five years, they gave themselves a real challenge: construct a house built exclusively with materials made in the U.S.A. Their All American Home, built in Montgomery's Woodland Creek development, was successfully completed and put on display during the June 2015 Parade of Homes, giving consumers a firsthand look at the latest design and energy efficient trends.

Jim Mathews, the 2015 GMHBA President and lead builder for the All-American Home, relaxes in the home's great room.
(Photo credit: Albert Cesare/Montgomery Advertiser)

The great room features a dramatic vaulted ceiling with exposed beams and sliding doors that lead to a screened porch with an outdoor fireplace.

From flooring to light fixtures, every material used in the construction of the All American Home was made in the U.S.

Jim Mathews, the 2015 GMHBA President and owner of Mathews Development Company, took the lead in the construction project. Although the association initially desired to focus on using materials exclusively made in Alabama, they soon expanded the criteria to those made in America, which still proved a challenge.

"Lighting and countertops were the hardest American-made products to find, but Inline was able to find some smaller U.S. manufacturers that produced unique fixtures that complemented the style of home we built," said Mathews. "Acme Brick was successful in identifying a marble that came from Vermont that was complimentary to the color palette that had been selected."

Many of the home's components were made in Alabama, including bricks, lumber, tile, hardwood, cabinets, roofing, landscaping and concrete. A map was displayed at the home during the Parade that showed where all of the materials were sourced, something that made quite an impression on the more than 2,000 visitors who toured the home during the Parade.

"The feedback [from Parade goers] was overwhelmingly positive on not only the design of the house but on the use of American- and Alabama-made products," said Mathews.

The five-bedroom, three and a half bath home includes a variety of features popular with today's homebuyers. The great room, set off by a 16-foot vaulted ceiling with exposed beams, is open to the kitchen, making for easy entertaining. A built in banquette in the eating nook beside the kitchen allows for a full size table in a small area. Horizontal sliding doors lead from the great room to the screened porch, which has a vaulted ceiling and outdoor fireplace. A sliding barn door in a guest bedroom leads to a Jack-and-Jill bathroom.

While visitors were wowed by many of the home's aesthetic features, they were also impressed with the work that had gone into the structural elements. The GMHBA worked with Alabama Power to make the home as energy efficient as possible. Thanks to the use of an 18 SEER heat pump, heat pump water heater, electric tankless water heater and spray foam insulation, the house was able to achieve platinum status HERS rating, the highest energy efficiency rating. An electric vehicle charging station was installed in the home's garage. Despite measuring over 3,400 square feet, the home's monthly electrical bill is estimated to be only $115 per month.

The kitchen includes a spacious island and banquette seating to make the most of the space.

MADE IN ALABAMA

The All-American Home featured a wide range of materials manufactured right here in Alabama.

ABBEVILLE: Lintels, treated materials

ASHLAND: Cabinets

BIRMINGHAM: Safe room

COOSADA: Address block

DOTHAN: Hardwood floors

FLORENCE: Outdoor fireplace

LINDEN: Safe room components

MONTGOMERY: Brick, heat pump installation, pavers, bench seat, concrete

PIKE ROAD: Clay

SALEM: Yellow pine

TUSCALOOSA: Roofing

Safety was another important factor in the home's design, which included a safe room built off one of the bedrooms. The safe room was built with specifications from UAB engineering, Don Brown Architect and Storm Resistant Systems. The safe room was designed in accordance with FEMA standards to withstand 250 mile-per-hour winds and built to remain intact even if the home itself was destroyed during a storm.

Thanks to partnerships with many of the GMHBA's associate members, Mathews was able to keep the house on budget and adhere to an aggressive timetable while achieving the goal of an American-made home. The home received a great deal of media attention and was recognized with an Association Achievement Award during the HBAA's 2015 Annual Convention, but perhaps the biggest endorsement came when the house sold before the Parade even began.

ABOUT THE BUILDER: A member of the GMHBA for 28 years, Jim Mathews spent the first 18 of them as an associate member when he worked for Jenkins Brick. Ten years ago he founded Mathews Development Company, which builds custom homes in Montgomery and Auburn, as well as spec homes in the Pike Road community and townhomes that his company leases. Mathews has also done remodeling work, including kitchen and bath remodels, additions and outdoor living spaces.

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5 COMPONENTS OF A DIGITAL MARKETING AUDIT

by Piper Donnelly, Bell Media

Did you know **billions of Google searches happen every day**? As of 2012 there were **3.5 billion Google searches a day** which boils down to **40,000 per second**. If you own a business, it's critical for your company to be present for consumers conducting a search. So how do you do that? To start, performing a digital audit will help reveal what you're missing and aid in improving your overall digital presence. When performing a digital audit, consider these components that effect user-experience, search visibility, social presence and online reputation. Trust us, these can make a difference in developing organic business and should be considered when developing your digital strategy.

1. WEB DESIGN & CONTENT STRATEGY

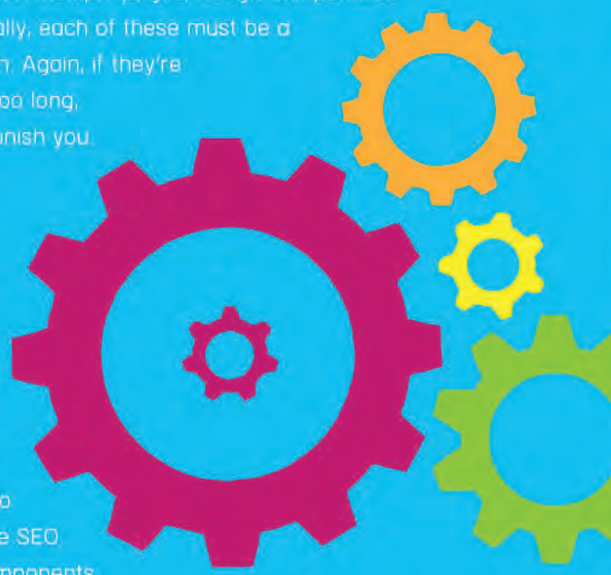
Your web design is a potential customer's first impression, and it should be a good one. A lot goes in to making a nice web design. User experience is major – if a potential customer has a bad experience on a website, the chances of them coming back or choosing that business are low.

Several components make up user experience: responsiveness, text size and color, mobile-friendliness, image size and quality, content and overall layout to name a few. Websites should have calls-to-action which prompt the customer to follow a conversion funnel or go down a path, such as "sign up for our email newsletter," "purchase now," or anything of that nature. Additionally, users should be able to navigate a site with ease. If users are confused or can't figure out where to find what they're looking for they won't hesitate to move on to the next business' site. Remember – today's consumer expects instant gratification and instant results.

2. SEO – SEARCH ENGINE OPTIMIZATION

As a business owner, you want to make certain your business ranks high in a Google search, and a lot goes into getting there. First, there is on-site SEO. This consists of page titles, meta descriptions, HTML headings, ALT text, text/HTML ratio and more. Each component has specific guidelines that must be followed – if they're not followed, Google will penalize your SEO rankings. Remember, Google makes the rules... we just have to follow them.

Every page on your website must have a unique page title, meta description and HTML headers. If they are repeated or duplicated on multiple pages, Google will penalize you. Additionally, each of these must be a specific length. Again, if they're too short or too long, Google will punish you.



In addition, it is important to look at off-site SEO. Important components of this are what keywords a business ranks for, how high they're ranking for those keywords, how many searches a month are performed for that keyword in a specified location, and how competitors rank for those same keywords.

Additionally, if you are not consistently adding content to your website in the form of something such as a blog, you will have difficulty strengthening a site's SEO presence. Producing content on a regular basis is important for keeping your SEO rankings up. Now that Google is rewarding sites for engagement and user interaction, the time spent on a site matters. Remember to fill it with interesting content that a user can spend time with.

So, why is SEO important?

Well, less than 7% of people searching on Google look at the second page – so a first page ranking is vital.

3. SEM – SEARCH ENGINE MARKETING

Similar to SEO, SEM (also known as paid search or placement) is another strategy to secure a first or second rank in search results. It is important to understand how well a particular SEM campaign will perform, how effectively SEM dollars can be allocated and the maximum budget for 100% visibility. If you're conducting an audit, there are many research sites and services available online that can provide industry analytics related to SEM campaigns. You can also use the free Google Keyword Planner.

Knowing what keywords you do and don't rank well on can help give you an understanding of what keywords SEM can help boost rankings for. It's very difficult to rank high in all keywords related to your business so supporting an SEO strategy with SEM can be helpful.

Some say that SEO is like planting a garden and SEM is like picking up produce at the market. If your business isn't ranking well on SERPs (search engine results page) and you need instant presence, an SEM strategy is worth investigating.

4. SOCIAL PRESENCE

Social media is all about engaging users, online visibility, and branding your company with an overall voice. Social media helps make users feel connected with your business, which ultimately prompts them to visit. In today's world, simply having a social media page is not enough. Businesses must engage and interact with their followers to build a 'personal' relationship with customers.

Across all platforms, look for how many likes you have compared to your competition, how often posts are made, if there is a high level of interaction, the quality of posts and if you have a high level of consumer reviews. 28% of time online is spent on social media, so having optimized social pages is more important than it may seem – social media for business is a whole different ball game compared to how teens use the platform.

5. REPUTATION

Reputation is huge. So huge that 90% of people look at online reviews when making purchasing decisions. When looking at online reputation, it is important for businesses to thank the positive reviews and appropriately respond to the negative ones. Not only respond, but address the problem, apologize, and try to fix it. It's all about turning an unhappy customer into a happy one.

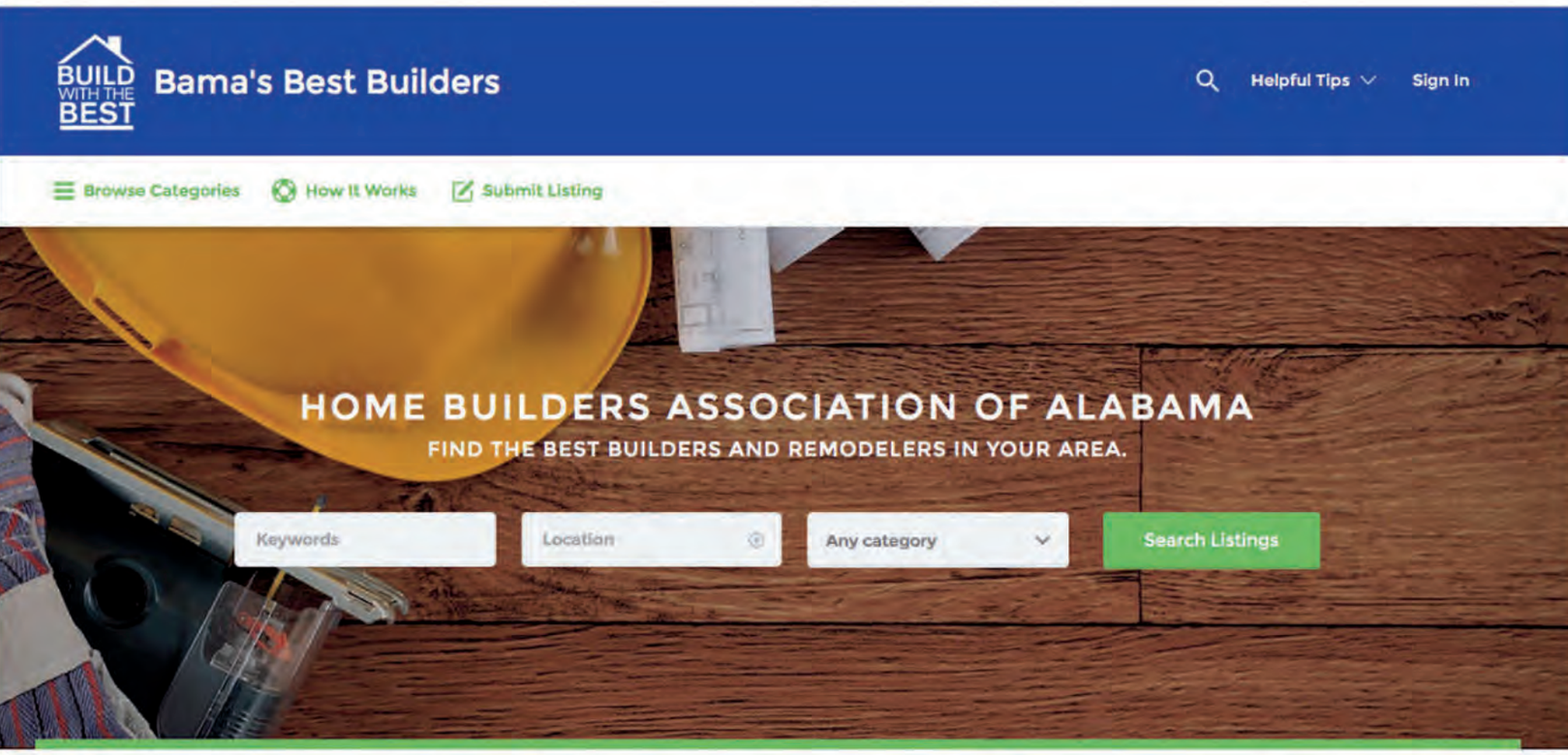
Online reviews hold a lot of power. Only 14% of consumers are willing to buy from a business with a 3-star rating, but 94% of consumers are willing to buy from a business with 4 stars or higher. The reason being because potential customers place a high value on reviews because they feel they can trust and relate to their peers. Online reviews literally have the power to change someone's mind about a product they were originally planning on purchasing.

Take a look at your online reputation. Do you have any reviews on Google or Facebook? How about Yelp or Urbanspoon? If not, you should send review requests to some of your customers. 3rd party validation may go a long way. You may want to consider signing up for a reputation management tool that helps gather feedback and notifies you of reviews the second they arrive.

CONCLUSION

We're entering an "everything is digital" era and there's no way to avoid it. If you want to succeed today, having a digital marketing strategy is critical. Performing a digital audit is a good way to evaluate where your presence stands. 81% of people browse the internet for information before heading to a physical store… are you prepared to reach this customer?

To learn more about evaluating and managing your company's online presence, contact Drew Gunn, Online Services Specialist for Bell Media (334-328-9254 or dgunn@gobellmedia.com).



REVAMPED WEBSITE GIVES BUILDERS, REMODELERS A GREATER ONLINE PRESENCE

After a successful statewide advertising campaign earlier this year that encouraged consumers to "Build with the Best", the HBAA is upping its online game with the relaunch of the accompanying "Bama's Best Builders" website.

The HBAA worked with Bell Media to redesign the site, which gives consumers easy access to builders and remodelers in their area. The site has been greatly enhanced with a variety of features to help builders and remodelers stand out among the competition.

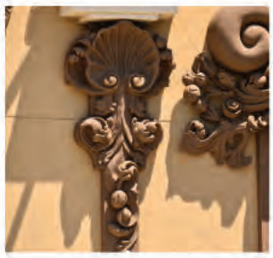
All current HBAA builder and remodeler members are already listed on the site along with their contact information. Members now have the ability to personalize their listing with photos, descriptions of their company and projects, and links to their company website and social media accounts such as Pinterest, Houzz, Facebook and Instagram.

For companies currently without a website, the enhanced listing capabilities will enable them to have a greater online presence at no charge. Builder and remodeler members can go to www.BamasBestBuilders.com to claim and update their listing with photos and other details.

TO CLAIM YOUR COMPANY LISTING:

1. Go to www.bamasbestbuilders.com.
2. Search for your business name.
3. Once you are at your page, click "Claim Listing" on the right hand side.
4. Fill out the short form that will appear and click "Submit".
5. Once you are verified by the HBAA as the owner of the page, you will receive an email with your login and a temporary password.
6. Use that information to sign-in on www.bamasbestbuilders.com.

GO TO YOUR PAGE AND BEGIN PERSONALIZING!



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BORAL®

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 incudes 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.

GENERAL LIABILITY INSURANCE

Members of the Alabama Home Builders Self Insurers Fund now have access to General Liability insurance from Atlas General Insurance Services. Designed for homebuilders, remodelers, general contractors and specialty trade contractors, the program offers quality coverage at competitive prices with no restriction on subcontracted work.

To learn more or for a quote, contact your Fund workers' comp broker and ask for the HBAA-endorsed GL program.

BUILDERS RISK INSURANCE

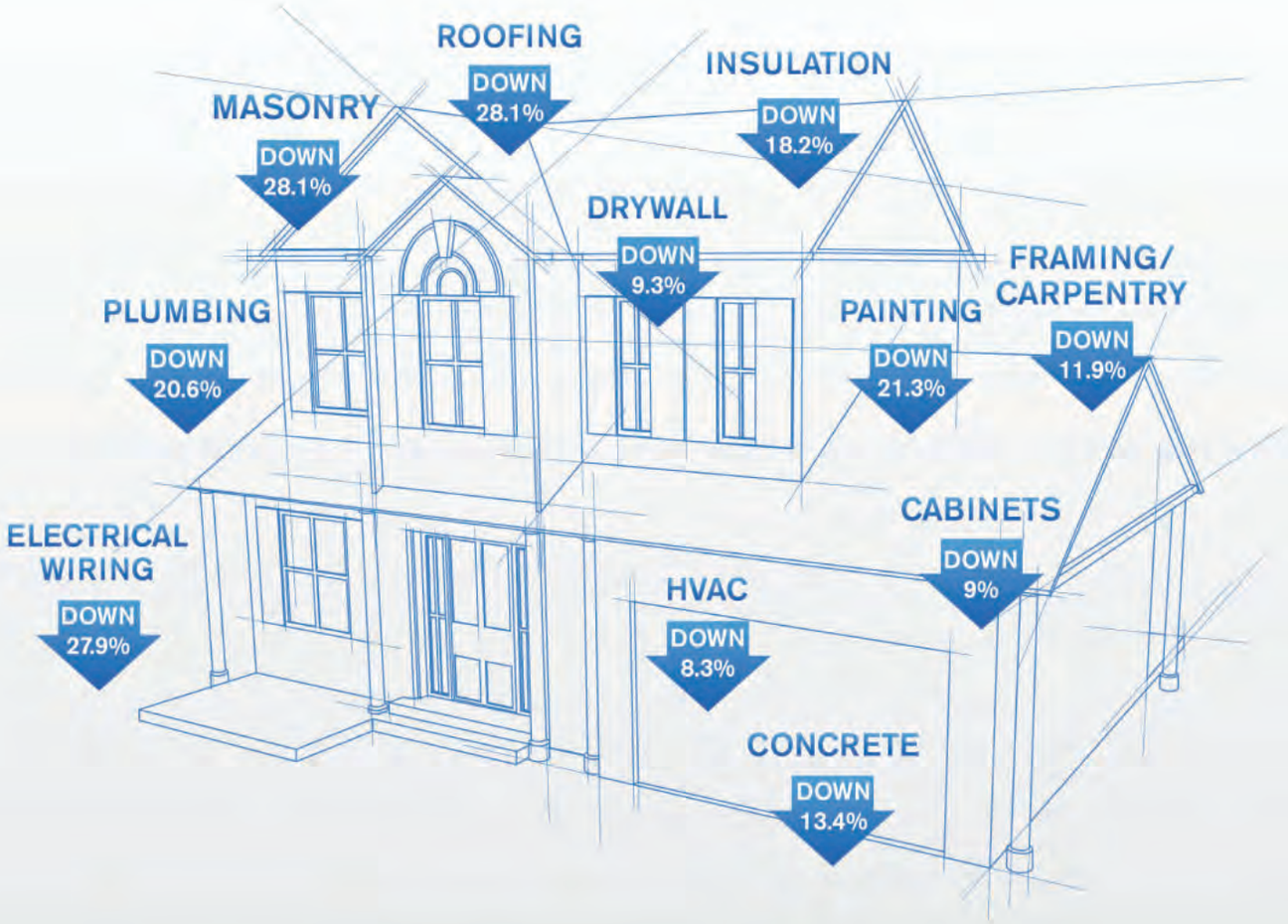
The Home Builders Association Builders Risk Program is available to residential builders and remodelers who are HBA members in good standing. Coverage may be purchased through appointed agencies who are also HBA members.

For more information about the program, visit www.HBABuildersRisk.com or contact Helmut Mundt at 855-442-2467 or helmut@hmia.com.

HOME BUILDERS ASSOCIATION OF ALABAMA

1-800-745-4222 | www.HBAA.org

WE'VE REMODELED
THE RATES!



WORK COMP RATES LOWER FOR 2016

Great news that will make members feel "right at home".

Alabama Home Builders
SELF INSURERS FUND

For more information on the Self Insurers Fund, including how to find a broker in your area, contact us at 1-800-745-FUND (3863) or www.AHBFund.com.

OUTSTANDING MEMBERS, LOCAL ASSOCIATIONS HONORED WITH

CONVENTION AWARDS

During the 2015 HBAA Annual Convention, several local Home Builders Associations and individual members were honored for their outstanding service and dedication to the industry. A variety of awards were presented throughout the Convention, which took place November 5-7 at the Sandestin Golf and Beach Resort in Sandestin, Florida. The HBAA congratulates the following winners:

PRESIDENT'S TROPHY

Two local associations received the coveted President's Trophy, awarded at the discretion of the current HBAA President in recognition of their achievements throughout the year. The President's Trophy for a Large Association went to the Greater Montgomery Home Builders Association, led by GMHBA President Jim Mathews. For the second year in a row, the President's Trophy for a Small Association went to the Shoals Home Builders Association, led by President Randy Bratton.

BUILDERS OF THE YEAR

The Jerry Kyser Builder of the Year Award, given to a builder member from a local association with more than 500 members, was presented to Roy Johnson. Johnson, of Classic Homes Inc., is a member of the Huntsville/Madison County Builders Association.

The winner of the Don Nolan Builder of the Year Award, presented to a builder member from a local association with 500 or fewer members, was Bryan Wallace of Bryan Wallace Builder, a member of the Greater Morgan County Builders Association.

REMODELER OF THE YEAR

David Lisenby of Lisenby Construction, Inc., was named the HBAA's Remodeler of the Year. Lisenby is a member of the Greater Montgomery Home Builders Association.

ASSOCIATES 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 presented to Larry Durham of Durham Service Company. He is a member of the Huntsville/Madison County Builders Association.

The winner of the Sidney Land Associate of the Year Award, presented to an associate from a local association with 500 or fewer members, was Frank Pate of Gobble Fite Lumber Company. Pate is a member of the Greater Morgan County Builders Association.

Members of the Shoals HBA celebrate the second year in a row of winning the President's Trophy for a Small Association at this year's Convention.

The Greater Montgomery HBA was presented with the President's Trophy for a Large Association.

Roy Johnson of the Huntsville/Madison County BA received the 2015 Jerry Kyser of the Year award.

Bryan Wallace of the Greater Morgan County BA was named the 2015 Don Nolan Builder of the Year.

David Lisenby of the Greater Montgomery HBA received the HBAA Remodeler of the Year Award for 2015.

The 2015 Buddy Berry Associate of the Year Award went to Larry Durham of the Huntsville/Madison County BA.

Frank Pate of the Greater Morgan County BA was named the Sidney Land Associate of the Year Award for 2015.

ASSOCIATION ACHIEVEMENT AWARDS

In addition to the individual awards, the Association Achievement Awards were also given to local Home Builders Associations. All HBAs were invited to submit an entry recognizing the single project or event that they were most proud of having accomplished over the past year. All HBAs submitting entries were presented with awards during the various committee meetings at Convention.

The following HBAs received Association Achievement Awards:

Representatives from the BCHBA's Charitable Foundation with Sgt. Paul Douglas Rains and family, for whom the Foundation plan to build a home.

BALDWIN COUNTY HOME BUILDERS ASSOCIATION

Project: Baldwin County HBA Charitable Foundation/Home for a Hero

The Baldwin County HBA formed its charitable foundation this year with the mission to support and engage in charitable activities dedicated to the improvement of community housing and the residential housing industry.

Its first project is Home for a Hero, an endeavor to build a home for Daphne resident and Army Sergeant Paul Douglas Rains, Jr. On January 3, 2006, while serving a tour of duty in Iraq, Rains was critically injured by an IED (improvised explosive device).

Although his wounds were so extensive that he was initially not expected to survive, Rains has defied the odds. After receiving care at a hospital in Germany and at Walter Reed Hospital in Washington, D.C., he was able to eventually return home to Baldwin County. There he worked as an equipment operator until he could no longer work due to pain from his wounds.

The Baldwin County HBA Charitable Foundation is working toward a goal of raising $200,000 for the construction of a new home for Rains and his family. Plans have been made for a four-bedroom home, with many BCHBA members contributing their time and materials to the project. The groundbreaking for the home will take place as soon as the funds and materials are in place.

CULLMAN COUNTY HOME BUILDERS ASSOCIATION

Project: Sporting Clay Event

The Cullman County HBA hosted two sporting clay events on the same day as dual fundraisers. The morning event drew 14 shooters, with cash prizes awarded to the top three shooters. A total of $550 was raised through the event for the CCHBA's scholarship fund.

The afternoon shoot, which was a fundraiser for ABPAC, was a team competition with four teams of five shooters each. The winning team received a trophy to keep until next year's tournament. Following the shoot, everyone enjoyed dinner before heading home. The afternoon event raised $1,700 for ABPAC.

Thanks to various sponsors, the day was a huge success and provided a great time of networking and fellowship for CCHBA members.

Members of the CCHBA enjoy their sporting clay shoot in support of scholarships and ABPAC.

Rep. Gary Palmer gives GBAHB members an update on issues affecting the homebuilding industry during a membership meeting at their office.

GREATER BIRMINGHAM ASSOCIATION OF HOME BUILDERS

Project: General Membership Meeting featuring Rep. Gary Palmer

The August 2015 general membership meeting of the Greater Birmingham AHB featured U.S. Rep. Gary Palmer, who has become a voice for the housing industry in Washington since his election to Congress in 2014. The GBAHB invited Rep. Palmer to speak to its members about topics that could affect them and their businesses.

To make members aware of the event, the GBAHB utilized several means of communication, including email blasts, RoboCalls from GBAHB President Kyle Murphy, and social media. A media advisory about the event was sent to local media outlets, resulting in an interview with the local NBC affiliate.

Approximately 80 members attended the event in which Rep. Palmer provided legislative updates on issues affecting the homebuilding industry, a preview of the upcoming Congressional session, and his thoughts on the 2016 Presidential election.

Members of the GGHBA celebrate the completion of a Habitat for Humanity house in just 10 days.

GREATER GADSDEN HOME BUILDERS ASSOCIATION

Project: BlitzBuild 2015

Wanting to play a significant role in improving the community, the Greater Gadsden HBA partnered with Gadsden-Etowah Habitat for Humanity for a BlitzBuild project earlier this year. Approximately 35 members participated in building a new home for the Alegria family in just 10 days.

In addition to allowing members to display their talents on the jobsite, the project also gave the association the chance to work with the Gadsden State Community College carpentry class. Said Greater Gadsden HBA President Bobby Dale Welch, "We think it greatly improves our community to have professional builders and associates involved with our up and coming young people."

The association's partnership enabled the Gadsden/Etowah Habitat for Humanity to receive a $10,000 grant. It has also inspired the association to begin planning other community-improving endeavors.

GREATER MONTGOMERY HOME BUILDERS ASSOCIATION

Project: All American Home

See the feature article beginning on page 24 for details about this project.

GREATER MORGAN COUNTY BUILDERS ASSOCIATION

Project: Home & Garden Show

The Greater Morgan County BA's 2015 Home and Garden Show featured more than 50 vendors and drew around 1,200 consumers. Among the popular exhibits was a children's make and take workshop presented by Home Depot that was a big hit. The GMCBA gave away several door prizes, as did some of the vendors, which helped drive more people to the booths and gave vendors the opportunity to promote their businesses even more.

The GMCBA members who volunteer at the show meet once a month throughout the year to ensure that the show is the best it can be. They work together on the show's layout, promotion and overall plan from start to finish.

After the show, the Home and Garden Show committee members approached each vendor to get their feedback. All vendors said that they were able to meet with a lot of potential customers and that they want to be in the 2016 show.

Members of the GMCBA are ready to welcome attendees to their Home and Garden Show.

The HBADWA honored all of their Past Presidents at a luncheon at the Dothan Country Club.

HOME BUILDERS ASSOCIATION OF DOTHAN & THE WIREGRASS AREA

Project: Past Presidents Luncheon

Seeking to engage more members and increase interaction between past and present leadership, the HBA of Dothan & the Wiregrass Area planned a Past Presidents Luncheon at the Dothan Country Club. All of the association's living past Presidents were invited, with Presidents from as far back as 1971 participating in the event.

The luncheon proved to be a big success, with a total of 75 members in attendance. The event gave an opportunity for veteran and more recent members to exchange stories and ideas. Dothan's local building official was invited to talk about the new building codes and HBAA Executive Vice President Russell Davis was on hand to give an update on HBAA and building industry activities. Most importantly, the Past Presidents were duly honored for their dedication and service to the association.

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Sam Almaroad and Tony Waddell from the HBAGCC welcome Realtors President David Dethrage to their inaugural joint HBA/ Realtors meeting.

HOME BUILDERS ASSOCIATION OF GREATER CALHOUN COUNTY

Project: Area Home Builders and Realtors Meeting

In a departure from its regular membership meeting, the HBA of Greater Calhoun County decided to use its May meeting as an opportunity to cultivate relationships with local Realtors. The Calhoun County Board of Realtors were invited to participate and responded with great enthusiasm.

Rather than their usual sit-down dinner, the HBA designed a "meet and greet" to give everyone more time to get acquainted, with cocktails, hors d'oevres and lots of networking. HBAGCC President Tony Waddell and Board of Realtors President David Dethrage each spoke to the approximately 70 members in attendance.

Not only did the meeting establish new connections between builders and Realtors, but it also led to several new members for the HBA as well. They plan to have this joint meeting on an annual or perhaps even semi-annual basis.

HOME BUILDERS ASSOCIATION OF METRO MOBILE

Project: Little Flower School Gym & Concession Stand Remodel

The HBA of Metro Mobile's Remodelers Council spearheaded this project at the Little Flower Catholic School in Mobile. With several school alumni active in the Remodeler's Council, the project was especially personal to them.

The school consists of 186 students in pre-K through 8th grade, with many of them receiving tuition assistance and qualifying for free or reduced lunch. Although its gymnasium was in desperate need of a facelift, there was no funding available for remodeling. That's when the Remodelers Council stepped in to assess the school's needs and make plans to help. Approximately 20 members volunteered their time and resources for the project.

The makeover included replacing fixtures in the bathrooms, floors in the gym's entrance and concession stand, and countertops and cabinets in the concession stand. The concession area was painted in the school's colors, and lighting in the locker rooms was replaced and updated. A closet was also assembled in the corner of the concession area to store cleaning supplies. The school gym is now a safer, cleaner place to play and host events.

Members of the HBAMM Remodelers Council work together to give a much-needed facelift to a school gym and concession stand.

The bidding gets underway at the HBAT's Associates Council auction.

HOME BUILDERS ASSOCIATION OF TUSCALOOSA

Project: Associates Council Silent & Live Auction

The Associates Council of the HBA of Tuscaloosa worked relentlessly to host the best silent auction in its history. The council members solicited five local restaurants to furnish food for the evening, with several sponsors supplying beverages. Local singer/ songwriter and Nashville recording artist J.P. Miller entertained the crowd of around 80 members.

New this year was the addition of a live auction after the silent auction. Although originally planned to be held outside, a rainstorm hit at the start of the live auction portion. Nevertheless, adjustments were quickly made, everything was moved inside the HBAT office and the night ended up being a rousing success.

The silent and live auction raised over $9,400 for the HBAT Charities, Inc. and the Miracle League of Tuscaloosa. This more than doubled the best efforts of the association's previous auctions.

2015 CHEVROLET SILVERADO 1500

STACK YOUR OFFERS FOR AN EVEN BETTER DEAL

Example offer for NAHB members who are business owners:

Up to $1,000	+	$3,750	+	Up to $400	=	$5,150
Private Offer[1]		National Fleet Purchase Program (FVX)[2]		Upfit Cash Allowance[3,4]		In potential value

2015 GMC SAVANA CARGO VAN

2015 BUICK LACROSSE

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[1] of up to $1,000 toward the purchase or lease of most new GM vehicles. Just visit your local dealer, choose an eligible GM vehicle, and present your NAHB proof of membership. You can add on incentives from the National Fleet Purchase Program[2] and Business Choice[3] to get the best value on vehicles that run your business. **For private-offer details, visit nahb.org/gm.**

2-Year/24,000-Mile Scheduled Maintenance

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

Private-offer amount varies by model. Up to $500 offer for retail deliveries and up to $1,000 offer for fleet deliveries. Valid toward the purchase or lease of eligible 2014 and 2015 model-year vehicles. Customer must take delivery by 1/4/16. 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 required. See dealer for complete details. [2]Offer eligible for non-CAP customers only through 12/31/15. See dealer for details. [3]To qualify, vehicle must be used in the day-to-day operations of your business and not solely for personal/non-business-related 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. Take delivery by 9/30/15. [4]Not valid with all offers. See dealer for details. Take delivery by 9/30/15. Amounts include parts and labor. [5]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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HUNTSVILLE/MADISON COUNTY BUILDERS ASSOCIATION

Project: Building, Home & Remodeling Show℠

Over the past 27 years, the Huntsville/Madison County BA's Building, Home & Remodeling Show has become a huge event, drawing thousands of consumers from all across northern Alabama and southern Tennessee. For its 2015 show, the HMCBA incorporated several new elements to further enhance the show and make it even more successful than ever.

Contractor Brian Santos, aka "The Wall Wizard", entertains and educates consumers at the HMCBA's home show.

Some of these changes included providing online ticket sales to help consumers avoid long lines to get into the show; adding new sponsorship opportunities, which nearly doubled sponsorship revenue from last year; partnering with the local CBS affiliate to program weather radios on-site; and holding a passport contest to encourage attendees to visit participating booths for a chance to win prizes. Contractor, home improvement book author and entertainer Brian Santos, known as "The Wall Wizard", presented three shows daily in which he shared tips, tricks and techniques of home improvement.

Another show highlight was the 2,000 square-foot Idea and Inspiration House built in collaboration with six local companies and featuring beautiful design elements, the latest home technologies and gorgeous landscaping.

Despite having to deal with some snow and ice, the show proved to be another success, netting the association more than $283,000 in non-dues revenue, which was nearly $27,000 more than projected.

MARSHALL COUNTY HOME BUILDERS ASSOCIATION

Project: 18 Hole Day & Night Golf Tournament

The Marshall County HBA put a fun twist on the traditional golf tournament by having part of it take place in the dark. Created as a dual-purpose fundraiser, proceeds from the tournament benefitted ABPAC as well as the Kenneth Warren Memorial Scholarship Fund.

The first nine holes were played in the afternoon, followed by dinner and the announcement of the Closest to the Pin and Longest Drive winners. After sundown, the teams hit the course for the second round of nine holes to be played in the dark with the only light coming from glow sticks. Teams were supplied with glow in the dark golf balls, yardage markers and cup rings to assist with their nighttime play.

With a goal of 16 teams, the MCHBA was thrilled to have 18 teams play. The tournament raised nearly $3,000 for ABPAC and the scholarship fund.

At the MCHBA golf tournament, teams enjoy playing the first nine holes of golf in the daylight before taking a break for dinner followed by the last nine holes played in the dark.

Members of the Shoals HBA visit with 2014 HBAA President Les Letlow at their Hall of Fame banquet.

SHOALS HOME BUILDERS ASSOCIATION

Project: Hall of Fame & Holiday Awards Banquet

More than 100 people turned out to honor their fellow members at the Shoals HBA's Hall of Fame and Holiday Awards Banquet. The event was created to honor those who had made significant contributions to the association and to recognize their outstanding achievements in the housing industry in the Shoals area.

Among the highlights of the banquet was the induction of two members into the SHBA Hall of Fame, which was established in 2003 to recognize those who have given significantly of themselves in service to the Shoals housing industry. The Builder and Associate of the Year awards were also presented, as were awards for membership recruitment. Les Letlow, 2014 HBAA President, was on hand to install the SHBA's incoming Board of Directors and Associate Council members.

Another highlight of the night was the presentation of $5,000 to the Northwest Shoals Community College for the SHBA Scholarship Endowment Fund. The event was a great success and enjoyed by all who attended.

ALL MEMBERS INVITED

to HBAA Winter Meeting, Legislative Reception

All HBAA members are invited to participate in the HBAA's first statewide meeting of the year, the 2016 Winter Meeting, taking place February 16-17 at the Renaissance Montgomery Hotel and Convention Center in downtown Montgomery.

Highlighting this year's Winter Meeting is Dr. Kevin Elko, brought back by popular demand. Dr. Elko is highly regarded for his ability to motivate and provide leadership consulting for collegiate and NFL teams ranging from the Alabama Crimson Tide to the Dallas Cowboys, among others, as well as for numerous national corporations. He returns to the HBAA stage to further encourage and inspire with his thoughts on leadership and goal-setting.

Winter Meeting attendees will also hear directly from consumers who have recently gone through the homebuilding and buying process in our homebuyer panel discussion. Learn why they chose new construction over existing, discover what factors influenced their decisions when it came to choosing gas vs electric or selecting windows, flooring and other finishes, and hear their feedback on what could be done to improve their homebuilding experience.

The 2016 HBAA Legislative Reception will be held in conjunction with the Winter Meeting, giving members the opportunity to visit firsthand with their legislators and share their concerns and issues from their communities. The HBAA's Legislative Reception, which is one of the most popular among legislators, is scheduled for Tuesday evening, February 16, at the Alabama Department of Archives and History.

The Renaissance Montgomery Hotel & Spa will be the host hotel for the 2016 Winter Meeting. The HBAA has a room block reserved there at a discounted rate of $132.00 per night. The room block deadline is January 14, 2016.

For reservations, call the Renaissance Montgomery Hotel at 334-481-5000 (use group code HBAHBAA). You may also visit the HBAA website (www.hbaa.org) to access the direct link to online reservations in the HBAA room block.

If you have questions about the HBAA Winter Meeting, contact the HBAA at 1-800-745-4222.

2016 HBAA WINTER BOARD MEETING

TENTATIVE SCHEDULE

TUESDAY **FEBRUARY 16**

7:30 a.m.-6:00 p.m.	Registration
9:00 a.m.-10:00 a.m.	Past Associates Committee Presidents
9:30 a.m.-10:30 a.m.	Membership
10:30 a.m.-11:30 a.m.	AHB Foundation
12:30 p.m.-1:30 p.m.	Homebuyers Panel
1:45 p.m.-2:45 p.m.	Executive Committee
2:00 p.m.-3:00 p.m.	Land Developers
2:00 p.m.-3:00 p.m.	Executive Officers Council
3:30 p.m.-4:30 p.m.	Governmental Affairs/ABPAC
5:00 p.m.	Buses load for Legislative Reception
5:30 p.m.-8:00 p.m.	Legislative Reception (Alabama Department of Archives & History)

WEDNESDAY **FEBRUARY 17**

7:00 a.m.-12:00 p.m.	Registration
8:00 a.m.-9:00 a.m.	Public Relations
9:00 a.m.-9:30 a.m.	PWB/Associates Reception
9:00 a.m.-10:00 a.m.	Investment Property Owners Council
9:30 a.m.-10:30 a.m.	Past State Presidents
9:45 a.m.-10:30 a.m.	Professional Women in Building
9:45 a.m.-10:45 a.m.	Associates/Area Vice Presidents
10:00 a.m.-11:30 a.m.	HBAA Remodelers
10:45 a.m.-12:00 p.m.	Local Presidents
12:00 p.m.-3:30 p.m.	Board of Directors with Lunch featuring Dr. Kevin Elko

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Registration due: Friday, January 15, 2016
Entries due: Friday, February 26, 2016
Awards Banquet: Saturday, April 9, 2016

For details, including photos of the 2015 AREA winning projects, visit:

www.RemodelAlabama.com

Presented by the
Home Builders Association of Alabama Remodelers

CALENDAR

HBA EVENTS

JANUARY 15, 2016
Registrations due for 2016 Alabama Remodeling Excellence Awards (www.remodelalabama.com)

JANUARY 19-21, 2016
2016 International Builders Show (Las Vegas, NV—visit www.buildersshow.com for details)

FEBRUARY 16, 2016
2016 HBAA Legislative Reception (Alabama Department of Archives and History, Montgomery)

FEBRUARY 16-17, 2016
2016 HBAA Winter Meeting (Renaissance Montgomery Hotel & Convention Center, Montgomery)

FEBRUARY 26, 2016
Entries due for 2016 Alabama Remodeling Excellence Awards

APRIL 9, 2016
2016 Alabama Remodeling Excellence Awards Banquet (Capital City Club, Montgomery)

MAY 12, 2016
22nd Annual Alabama Home Builders Foundation Golf Classic (Cambrian Ridge, Greenville, AL)

For details about these and other upcoming HBAA events, visit www.HBAA.org and follow us on Facebook.com/HBAAlabama.

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