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VOL 12 | No.3 | FALL 2016

Take It Outside - Outdoor Living



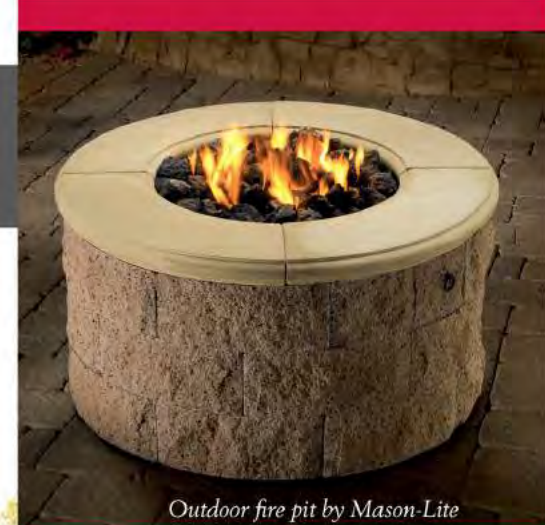
More and more these days, homeowners are looking to add outdoor rooms for entertaining and recreation on their properties. That's according to the 2013 Residential Landscape Architecture Trends survey conducted by the American Society of Landscape Architects.

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

Acme carries all the materials you need to build beautiful masonry enclosures for outdoor-living features such as fireplaces, fire pits, grills, and kitchens. We also stock fireplace and fire pit systems, from manufacturers such as Isokern, Fire Rock and Mason-Lite. And don't stop there.

Build patios and walkways using quality clay brick pavers from Acme Brick, Yankee Hill, Pine Hall, and others, plus sturdy concrete pavers. To terrace or contour your yard - front or back - Acme offers concrete segmental retaining wall units.

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WSC DISTINCTIVE BUILDERS LLC
GREATER MONTGOMERY
HOME BUILDERS ASSOCIATION

Part of a whole house remodel, this newly renovated master bath by WSC Distinctive Builders LLC features a large soaking tub, shower with two showerheads and white marble subway tile, and custom cabinets topped with marble. A new window was also installed to allow for more natural light. Read about other bathroom trends that are making a splash on page 22.

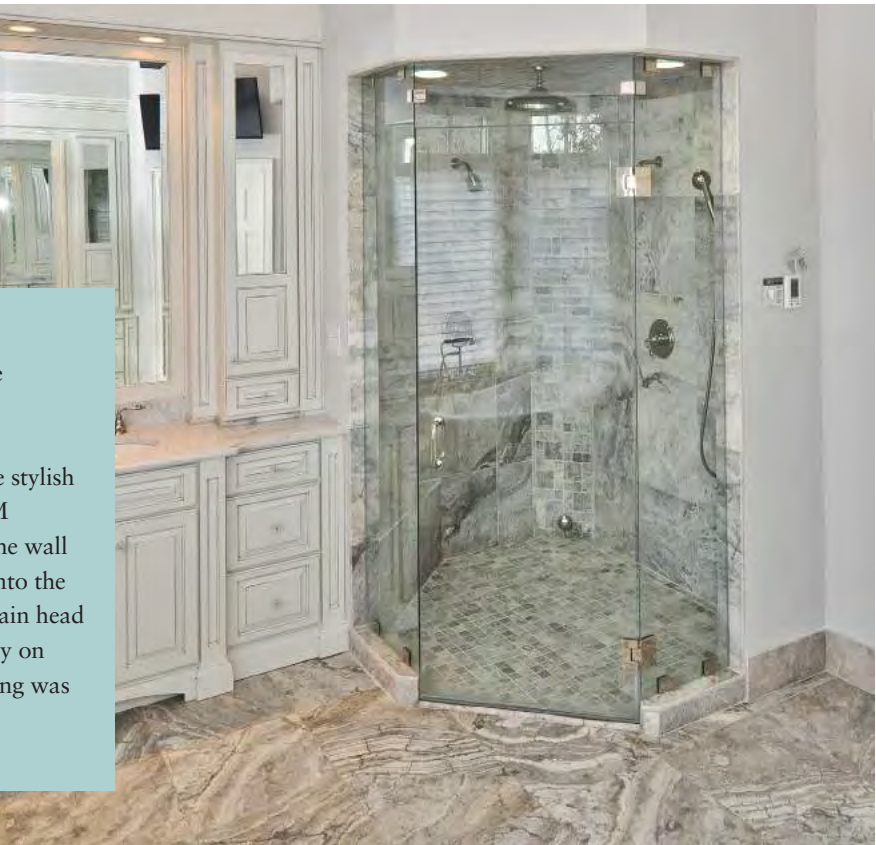


WILLIAM BLAKENEY BUILDING COMPANY INC.
Home Builders Association of Tuscaloosa

The William Blakeney Building Company Inc. delivered on the homeowners' desire for a luxurious and comfortable home through this whole house remodel project. Among the master bath's features are Carrera marble countertops on custom his and hers vanities, a glass shower with steam machine and a large freestanding tub. Carrera marble was hand laid in a herringbone pattern on the floor and a new window installed for additional light.

THE LETLOW COMPANY, LLC (*Table of Contents photo*)
Lee County Home Builders Association

As part of a guest cottage set in a secluded area of the homeowner's property, this bath by The Letlow Company, LLC takes its design cues from its surroundings. The project incorporated natural elements such as cedar on the walls and ceiling, slate tile on the floor and in the shower, and white oak cabinets to give a rustic feel.



ELM CONSTRUCTION, LLC
Greater Birmingham Association of Home Builders

Proving that aging-in-place features can be stylish as well as functional, this redesign by ELM Construction, LLC, includes blocking in the wall for future grab bars and a curbless entry into the shower, which also features an oversized rain head fixture. To keep the floors warm and toasty on even the coldest winter days, radiant heating was installed beneath the new marble flooring.

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(Source: U.S. Dept. of Energy)



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cover pullout

BATH TRENDS MAKING A SPLASH



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on the cover

TOULMIN CABINETRY – Home Builders Association of Tuscaloosa: Gutting the existing bathroom gave Toulmin Cabinetry the opportunity to reconfigure the entire floor plan and give the owners their dream master retreat. The freestanding bathtub was relocated to the center of the room with a large window added so that the room is now flooded with natural light. White Carrera floor and shower tiles, custom inset cabinetry, marble countertops and polished nickel fixtures tie the look together.



P E R S P E C T I V E

As we head into the fall, it's exciting to see the momentum for all of our HBAA events and activities going strong. We're coming off of one of the best Summer Meetings we've ever had, with our highest attendance since before the downturn. It was fun to see so many longtime attendees mixing and mingling with our newcomers. We've received positive feedback on all aspects of the Summer Meeting, from the food to the council and committee meetings to the educational sessions and entertainment. None of this would have been possible without our Summer Meeting sponsors, so please join me in thanking them for their generous support."



For our final statewide event for the year we'll be heading northward to Music City! Please make plans to join us for the HBAA Annual Convention, October 27-29 at the Hilton Nashville Downtown in Nashville, Tennessee. This will be our first Convention in Nashville in many years and we couldn't ask for a better setting than being right in the heart of downtown, within walking distance of many popular attractions. There will, of course, be plenty of opportunities for you to enjoy some live music while you're there, beginning with our Thursday night welcome reception at Honky Tonk Central.

We've also got a variety of meetings and education planned, and our Friday night awards banquet will give us a chance to reflect on the past year, honor many individual and local Home Builders Associations for their achievements, and welcome our incoming slate of officers for 2017. You can get all the details about the Convention on page 26 of this issue.

As you read through this issue you'll notice that we've devoted several pages to highlighting the work of the Alabama Home Builders Foundation, specifically its scholarship program. This year the Foundation was able to award scholarships to 66 students throughout the state who are pursuing studies in building-related programs. Thanks to the support of so many of you through the Foundation's Annual Golf Classic or by making donations throughout the year, we're able to help provide the education these students need to prepare themselves for success in our industry. As the holidays approach, please consider making a donation to the Foundation in honor or memory of a loved one. Your contributions can help the Foundation continue to carry on its work of promoting careers in the homebuilding industry and building our future workforce.

Finally, I want to take a moment to acknowledge our associate members. September has been designated as Associate Appreciation Month by the National Association of Home Builders, and, as a builder member, I want to express my sincere gratitude for all of the HBAA's associates. From sponsoring events to contributing to our various fundraisers to helping plan and carry out activities, our associate members play a huge role in making this association so successful. Thank you, associate members, for all that you do to support and serve the HBAA! And I want to remind my fellow builder members to take every opportunity you can to show your appreciation and do business with our associate members.

Enjoy your fall and be sure to join us in Nashville for Convention!

A handwritten signature in black ink that reads "Mark Reid". The signature is stylized with a large "M" and a long, sweeping underline.

Mark Reid

2016 HBAA President

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FUND ISSUES \$16 MILLION DIVIDEND

The Trustees of the Alabama Home Builders Self Insurers Fund issued a \$16 million dividend this year to qualifying members. Of the 5,338 Fund members at the time of the dividend issue, more than 3,800, or 72.7%, of them qualified for the dividend.

In the past three years alone, the Fund has distributed approximately \$62.5 million in dividends and safety credits to its members. In the Fund's thirty-year history, more than \$273.3 million has been distributed to qualifying Fund members.

The Fund remains one of the most popular benefits of membership in the HBAA. Open exclusively to eligible HBAA members, the Fund offers workers' comp coverage at competitive rates with superior customer service. To learn more about membership in the Fund, visit www.AHBFund.com or call the Fund at 1-800-745-3863.



DRUSE HONORED WITH CAREER ACHIEVEMENT AWARD

Fran Druse, the Executive Officer for the Baldwin County Home Builders Association, has been honored with the Seldon Hale Career Achievement Award from the National Association of Home Builders. She was presented with the award during the 2016 Association Leadership Institute in San Antonio.

Druse, who began working for the BCHBA 29 years ago, helped grow the association from 155 members to more than 600 today. She has created successful partnerships with technical schools, housing organizations, code officials and charitable groups in the community. In 2015, she led the effort to incorporate a new 501 (c) 3 charitable arm of the BCHBA to enable members to contribute to community service projects. In addition to her work with the BCHBA, Druse serves as a board member for her local Humane Society and on the Advisory Board for the trade schools of the Baldwin County Board of Education.

FILE FOR RECLASSIFICATION TO REDUCE PROPERTY TAX BY 50%

If you have inventoried houses, be sure to visit the courthouse in your county between October 1 and December 31 and file for reclassification (revenue form ADV-44) of the property in order to reduce your property tax by 50%. This opportunity is a result of the HBAA's

successful efforts to pass Act #2011-544, the Homeowners and Storm Victims Protection Act of 2011. For details about the Act, contact Jason Reid, HBAA Regulatory Affairs Director, at 1-800-745-4222 or email jasonreid@hbaa.org.

WANTED: PROJECTS TO BE FEATURED ON HBAA INSTAGRAM

Have a recently completed new build or remodeling project that you'd like to show off? The HBAA is looking for projects by its member builders and remodelers from across the state to feature on its Instagram account ([instagram.com/hbaalabama](https://www.instagram.com/hbaalabama)). If you're a current HBAA member, you may email photos of your recent projects to

lisawatkins@hbaa.org for consideration. Please be sure to include your full company name, location and a brief description of the project.

Follow @hbaalabama on Instagram to see featured projects, photos from HBAA events, news about upcoming activities, contests and more!



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LOCAL HBA NEWS

GREATER MONTGOMERY HBA UTILIZES NEW APP FOR PARADE OF HOMES

The Greater Montgomery Home Builders Association added a new consumer tool to its Parade of Homes this year. The Parade Craze app, downloadable for use on any smart phone or tablet, featured an interactive satellite-driven map to direct Parade attendees to any of the houses available for touring. It also provided a way for each Parade builder and their homes to be highlighted with photos and contact information.

The Parade featured 64 homes located in ten villages throughout the River Region, with a central site in the Woodland Creek development. It was there that the 2016 Ideal Home was located. Built by members of the GMHBA under the leadership of GMHBA President Chad Stearns, the Ideal Home featured the latest in design trends and ideas.



GMHBA President Chad Stearns (center), along with members of the GMHBA and the Montgomery Area Chamber of Commerce, cuts the ribbon on the 2016 Ideal Home, the centerpiece of the GMHBA Parade of Homes.



David Trammel of GRC Granite, Joe Hocklander of Mobile Gas and HBAMM 1st Vice President Robert Mullen of Robert Mullen Builders enjoy the HBAMM Business After Hours event at the Custom Closets showroom.

MOBILE MEMBERS ENJOY SCAVENGER HUNT AT BUSINESS AFTER HOURS EVENT

Neighboring businesses Custom Closets and Mainstreet Flooring served as joint hosts for the Home Builders Association of Metro Mobile's recent Business After Hours event. Attendees were able to explore both showrooms while enjoying food catered by Panera Bread. They also participated in a scavenger hunt, with the winner receiving a gift card for flooring and a closet makeover worth \$1,000.

TEAMS DRIVE HOME IMPORTANCE OF MEMBERSHIP IN BIRMINGHAM MEMBERSHIP DRIVE

Members of the Greater Birmingham Association of Home Builders brought out their competitive spirits for a month-long baseball-themed membership drive in which they were divided into four teams: the RECO Royals, led by the Remodelers Council's Joshua Dean; the Diamond Divas, led by the Professional Women in Building's Amanda Parker; the Associate All-Stars, led by Melissa DeCarlo of the Associates Council; and the Hall of Famers, led by Joe White of the Past Presidents.

Throughout the month, the teams competed to see which would bring in the most new members. A Commitment Day was held at the GBAHB office for teams to make phone calls inviting prospective members to join and asking lapsed members to rejoin. Members

who joined during the drive received an added incentive of \$300 in event credits to use throughout the year.

The Diamond Divas won the team competition with 23 new members and earned a pizza party for their efforts. Joshua Dean won a free trip to the HBAA Summer Meeting for being the individual who recruited the most members during the drive.

"Making the drive a themed competition energized our members to really work hard and increase membership numbers," said GBAHB Membership Director Sarah Stinebaugh. "The baseball theme made it fun and brought out the competitive side of our members."



GBAHB membership drive participants gather on Commitment Day to make phone calls to prospective and past members asking them to join.

SENATOR MARSH SPEAKS TO CALHOUN COUNTY MEMBERS

For the second year the Home Builders Association of Greater Calhoun County held a joint membership meeting with the Calhoun County Board of Realtors. The guest speakers were Senator Del Marsh and his wife, Ginger. They discussed their experience with remodeling the former Victoria Inn in Anniston and reopening it as the Hotel Finial.

HBAGCC President Tony Waddell and Realtors President Rita Smith present Senator Del Marsh with a plaque welcoming to Anniston the new hotel owned by Marsh and his wife.



SHOALS GOLF TOURNAMENT RAISES MONEY FOR SCHOLARSHIP FUND



The Shoals Home Builders Association recently held its Scholarship Golf Classic at the Blackberry Trail Golf Course. Mike Losey served as the chair for this year's event, which raised money for the SHBA's scholarship endowment fund at Northwest Shoals Community College. The scholarships are given to second year students who are studying the building trades.

The team from Southeastern Concrete Design, comprised of Rick Russell, Bobby Smith, Gene Clements and Larry Black, was the winner of Flight 1, while the team from Ready Mix USA-- Jim Bishop, Mike Bishop, Buddy Carden and Ben Steltenpohl--was the Flight 2 winner.

Anthony Ramos of CrossRoads Building Supply presents Mike Bishop of Vulcan Materials with a Fitbit watch doorprize donated by CrossRoads at the SHBA's Scholarship Golf Classic.

MOBILE ASSOCIATES HOST AUCTION FUNDRAISER FOR LOCAL CHARITY

The Home Builders Association of Metro Mobile's Associate Council hosted its Annual Wine & Beer Tasting and Silent & Live Auction Event at Coast Design Kitchen & Bath. Members came to support and raise money for St. Mary's home, a local orphanage that the HBAMM has supported for many years. Domke Market brought in wine reps and a local brewery donated beer samples. Everyone who attended enjoyed tasting the different flavors and bidding on great auction items, with Joe Fesenmeier of Gotta Go Portables serving as auctioneer. The Associate Council was able to donate \$1500 to St. Mary's Home.



Leslie Davis of Keller Williams Mobile, Barbara Fretwell of Coast Design Kitchen & Bath and Scott Schoppert of Alabama Roofing Supply check out the silent auction items available for bidding at the HBAMM Associate Council fundraiser.



Bret Slaton, President of the HMCB Foundation, presents grants to Tequila Slocum, Marketing Director of the Academy for Learning and Character Development, and Darin Geiger, Executive Director for the Family Services Center.

HMCB FOUNDATION SUPPORTS TWO LOCAL CHARITIES

After receiving several grant applications, the Huntsville Madison County Builders Foundation chose to support the Family Services Center's Housing Programs and the Academy for Learning and Character Development.

The Family Services Center provides homebuyer training through several of its programs, including Money and Credit Management, Home Shopping, Basics on Borrowing and Mortgages, Closing and Homeownership. The funds are used for the operation of these programs.

The Academy for Learning and Character Development is a non-profit community program that provides safe, affordable, high quality childcare in a developmentally appropriate environment for preschool and school age children. This grant will be used to help fund resurfacing of its parking lot to improve curb appeal and provide expanded play space during non-traffic hours for games and a tricycle track.

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HBAMM President Cullen Jacobs of RCJ Construction and Secretary Bo Wilder of Bo Wilder Contracting, Inc. spend time with some of the campers at Camp Rap-A-Hope.

MOBILE REMODELERS REEL IN SUPPORT FOR CAMP RAP-A-HOPE

The Home Builders Association of Metro Mobile's Remodelers Council held its 8th Annual Fishing Tournament at Dockside Marina in Mobile. This year the association partnered with the Alabama Coastal Fishing Association and the Mobile Kayak Fishing Association to get more anglers involved in the event.

Ben Nelson of Door-N-Gutter took first place with the biggest speckled trout catch. The event raised money for Camp Rap-A-Hope, a weeklong summer camp for children who have or have had cancer. Thanks to this year's tournament, the Remodelers Council was able to donate \$500 to the camp, as well as provide a hotdog and hamburger lunch for all the campers.

BALDWIN COUNTY ASSOCIATES' FISHING TOURNAMENT RAISES MONEY FOR CARE HOUSE

The Baldwin County Home Builders Association's Associate Council Fishing Tournament proved to be a successful fundraiser. Sponsored in part by Safety Plus Inc., the event was chaired by Don Druse, with the weigh-in taking place at Big Daddy's Grill on the Fish River. The tournament raised \$1,200 for Care House, the Baldwin County Child Advocacy Center.



Members of the BCHBA's Associate Council celebrate a successful fishing tournament fundraiser for Care House.



GREATER BIRMINGHAM PWB MAKES DONATION TO SAFEHOUSE OF SHELBY COUNTY

The Greater Birmingham Association of Home Builders' Professional Women in Building council recently presented a check totaling \$1,175 to SafeHouse of Shelby County, a domestic violence shelter for women and children. These funds were raised as part of the PlayHouse for SafeHouse benefit project. The PWB partnered with Lawson State Community College to build playhouses which were silent auctioned-off at the 2016 Home Building & Remodeling Showcase in March.

Katherine Higgins, PWB Past President, and Sarah Drexler, GBAHB Director of Communications (right), present a donation to Erin Bodden with SafeHouse of Shelby County.

HOWARD SURPRISED WITH CELEBRATION FOR 50 YEARS OF BUILDING

John Howard of John Howard Homes was in for a great surprise when he showed up for what he thought would be a continuing education class for the Home Builders Association of Metro Mobile. Instead, it turned out to be a surprise party in his honor celebrating his 50 years in the home building industry. Many of Howard's business associates and family members were in attendance for the celebration, during which HBAMM Board member Doug Anderson presented him with a plaque in recognition of his service to the HBA and to the home building industry.

Howard, along with his wife, Betty, started John Howard Real Estate, Inc. in 1965. What began in a one-room office in Prichard has since grown into a group of companies specializing in subdivision development, new home design and construction, and new home sales. A member of the HBAMM since 1969, he served as its President in 1983. He also served as HBAA President in 1987, and served two years as a National Vice President representing Alabama and Tennessee on the executive committee for the National Association of Home Builders. In 1992 he was inducted into the Alabama Building Industry Hall of Fame.

During the celebration, Howard announced that working keeps him young and that he enjoys what he does, and that he has no intention of retiring anytime soon.



HBAMM member and HBAA Past President John Howard (center left) is surprised with a party celebrating his 50 years in the home building industry.



ALMAROAD HONORED FOR SPIKE STATUS

The members of the Home Builders Association of Greater Calhoun County took some time to honor longtime member and Past President Sam Almaroad at a recent membership meeting. Almaroad was presented with a Spike pin in recognition of having 750 Spike membership credits, the highest of any HBAGCC member.

HBAGCC President Tony Waddell presents Sam Almaroad with his 750 Spike pin.

MOBILE MEMBERS GET SNEAK PEEK AT SHOWCASE HOME

Several members of the Home Builders Association of Metro Mobile recently got a sneak peek at the association's 2016 Showcase Home. Robert Mullen of Robert Mullen Builders is the lead builder on the home, which is being constructed for the HBAMM's fall Parade of Homes. The home is located in the Elysian Fields development in Saraland.

HBAMM members get their first look at the 2016 Showcase Home being built by Robert Mullen Builders in Saraland.



ATHENS/LIMESTONE HBA SHOWS OFF SHOWCASE HOME

The Athens/Limestone Home Builders Association kicked off its 2016 Parade of Homes with a ribbon cutting at its 2016 Showcase Home. Rene Hood was the lead builder on the home, which was located in the Piney Creek development in Athens. Ribbon cutting attendees, including ALHBA members as well as representatives from the Athens-Limestone Chamber of Commerce, enjoyed touring the home afterward.

ALHBA President Terrell Carden is joined by fellow members and representatives from the Athens-Limestone Chamber of Commerce for the ribbon cutting on the 2016 Showcase Home.

ATHENS/LIMESTONE BASS TOURNAMENT DRAWS BIG CROWD

More than 100 boats turned out for the Athens/Limestone Home Builders Association's Annual Bass Tournament, which was held at Ingalls Harbor. Robbie McDowell served as the tournament director and Keith Griffin served as the assistant director. Proceeds went toward supporting the ALHBA's building fund, membership activities and student scholarships.

Members of the ALHBA celebrate a big turnout for their annual bass tournament.



2016 HBAA SUMMER MEETING DRAWS LARGEST CROWD IN YEARS

With its largest crowd of attendees on hand since before the downturn, the 2016 HBAA Summer Meeting, held at the Hilton Sandestin Beach, was deemed by many to be the best ever. Well-attended council and committee meetings, timely educational sessions, outstanding entertainment and a couple of surprise “celebrity” appearances ensured that attendees went home with lots of knowledge and a host of great memories.

As usual, the educational sessions proved to be a popular draw for attendees. The education kicked off on Thursday with a panel discussion featuring expert advice to builders on how to avoid the most common mistakes that could lead to lawsuits, licensure complaints and code violations. On Friday, Carol Morgan with mRELEVANCE conducted a session on how companies can manage their online reputation, while Ryan Meres with the Institute for Market Transformation provided a preview of upcoming energy code changes.

Also getting high marks from attendees was the weekend entertainment, including The A-Town A-List, whose high-energy music kept the dance floor rocking during the Friday night dinner/dance. Saturday afternoon saw the return of the HBAA’s classic pool party, featuring live music from The Cooties and frozen drinks and snacks to keep the adults entertained, plus carnival games and inflatables for the children.

After a fantastic Summer Meeting, HBAA members are eagerly anticipating the 2016 HBAA Annual Convention, taking place October 27-29 in Nashville, Tennessee.

(See page 26 for a Convention preview and registration information.)



Members and their children rocked out to the A-Town A-List at the Friday night dinner/dance.



During the Saturday Board of Directors meeting, members of the Alabama Home Builders Licensure Board presented HBAA President Mark Reid with a plaque honoring his late father, Jack Reid, for having served on the board since 1995. Front row: AHBLB member Peggy Turner with Mark Reid; Back row: AHBLB Executive Director Chip Carden and board members Lynn Corder, Ken Kirchler, Bill Deloney and Don Spurlin.



Adults and children alike enjoyed an afternoon of fun and games at the Saturday afternoon pool party.



The HBAA’s new fitness trainer, Clifford Simmons (aka BUILDPAC Chair Cliff Pitman), showed up at the ABPAC/ Governmental Affairs Meeting to encourage members to stretch for their wallets and support BUILDPAC.



HBAA 1st Vice President Dan “Porter Waggoner” Taylor dons a sequined jacket during the board meeting as he invites Summer Meeting attendees to the 2016 HBAA Convention in Nashville.



The members of the Alabama Residential and Energy Codes Board also presented a plaque commemorating the late Jack Reid, who had served on the board since its inception. From left: Cory Ellis, Heather Goggin, Jimmy Rutland, HBAA President Mark Reid, Bill Deloney, Shon Richey and Sonny Richardson.



Proving that the pool party was indeed for kids of all ages, HBAA Past Presidents Mark Saliba, Kenneth Chandler and Todd Slyman and HBAA National Director Blake Corder (second from right) faced off in a cutthroat game of Hungry Hungry Hippos.

*The HBAA would like
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If you are still shying away from using social media in your business, out of fear of making your company vulnerable to public comment, you should be afraid but not afraid to use it, afraid to *not* use it. Of course, managing your online reputation isn't limited to only social media sites, there are lots and lots of online sites to take into consideration.

At this year's HBAA Summer Meeting in Destin I discussed online reputation management, the crux of which is about being proactive about your company's reputation online. Instead of waiting for unhappy customers to voice their opinions online, businesses should proactively take steps practically every day to keep their reputations intact.

WHY BOTHER?

Just Google "social media mistakes" and you will find all kinds of examples of social media fails. So why should you even bother with social media? Social media boosts search engine optimization, drives traffic to your website, helps your business engage with customers, builds brand and helps manage your reputation. Social media helps to create a sales funnel; you can use social media to interact with customers and clients in order to convert them from leads to prospects and ultimately, to buyers.

LISTENING/MONITORING

Start by researching what's out there on your company. Google your company name. Search the hard terms, like your company name plus "sucks" and "reviews" and other terms that you can think of that might be out there. Stay on top of what is being

said by making use of listening and monitoring tools, like Google Alerts, Twitter lists and Twitter searches, Sprout Social and Hoot Suite, to track the online conversation about your business.

When you Google your company name, the first page of search results is the most important. In our reputation management programs, we work to fill up the first page with authentic, helpful and useful information about a business including a business' website(s), corporate blog, related blogs, Google+, Facebook, LinkedIn, YouTube, Twitter and news about your company from trustworthy news sites. Proactively publishing positive news

and using social media fills up your page one results with what you want prospective customers to see. A corporate blog acts as a syndication hub; you can publish all of your business news there, and integrate your marketing, improve search results and SEO and increase traffic. Posting news to public relations sites is another way to help reach those goals; some of these sites are free, some are paid, and posting can easily be done by your public relations or marketing team or agency.

TESTIMONIALS AND REVIEWS

Kill two birds with one stone with online testimonials and reviews. Consumer reviews have a favorable impact on local search rankings, which means more traffic, which means prospects that you can turn into happy customers, which means more traffic, and on and on. Customer reviews help establish believability, transparency, credibility, and a sense of security for new customers. According to statistics compiled by Invesp, **90% of consumers read online reviews before visiting a business, and 88 percent of consumers trust online reviews as much as personal recommendations.** Positive reviews are powerful tools for converting clicks into customers.

So how do you get reviews? Put very simply, you ask for them! Print a small counter-top sign asking for reviews in your lobby, or on a sales center or model home desk. Print business cards asking for reviews and give them to satisfied customers. Ask for reviews on your website, or link to review sites in your email signature.

Testimonials can be a great sales tool. Turn testimonials into attractive handouts/sales flyers, then post this content on your website, or shared in emails or mailers. Video testimonials are great for posting online and/or linking to in social media posts, e-newsletters and more. Get testimonials from happy customers, as soon as possible, at the point of sale, or within a few days following the sale. Help customers put into words the nice things that they have said about the buying process, reminding them of unique selling propositions, like customer service, personalization options, value, etc. Offer to help save them time by drafting the testimonial and emailing it to them to review it. Be sure to get permission to use the customer's testimonial, their name and the community in which they live. And keep in mind that some customers are sensitive to having reviews posted due to privacy concerns.

Review sites, like Google+ Local, the YellowPages, SuperPages, Yelp, Angie's List and Facebook's Nearby, all can help build customers through positive online reviews. BrightLocal's Local Consumer Review Survey found that 40 percent of consumers form an opinion by reading just 1-3 reviews and 68 percent say positive reviews make them trust a local business more.

HOW TO MANAGE YOUR ONLINE REPUTATION

BY CAROL MORGAN



Carol Morgan, Managing Partner of mRELEVANCE, LLC focuses on marketing strategy and integrating public relations, social media, content and creative to tell engaging stories for clients that garner measurable traffic. She is the author of several best-selling books on social media including her latest, "Social Media 3.0." Actively involved in the National Association of Home Builders, Carol was named NAHB's 2015 Woman of the Year. You can learn more about her company at marketingrelevance.com.

continued on pg 20

In 2016, the Alabama Home Builders Self Insurers Fund
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Google+ is the biggest “fish” in the pond of review sites. Your company Google+ listing displays the business name, address, phone number, images and location on a map. You must have a valid business address for a precise listing. Sign up for a Google account, enter your complete company information, and then focus on making the page as informative and appealing as possible, by adding further information about the business, including photos and videos, and encouraging reviews from customers.

How exactly does Google determine local ranking? Local results are based primarily on relevance, distance and prominence. According to Google, these factors are combined to help find the best match for a search. For example, Google algorithms might decide that a business that’s farther away from your location is more likely to have what you’re looking for than a business that’s closer, and therefore will rank it higher in local results.

THE DARK SIDE OF ONLINE REVIEWS

Nielsen Media Research found that, other than actual “recommendations from people I know,” consumer opinions posted online have the most influence on purchasing decisions. This means that online customer reviews are now more important than TV ads, print ads, corporate websites, radio, etc. Because of the influence that online reviews have over purchasing decisions, businesses are under greater pressure to present positive reviews to boost sales, unfortunately this leads some companies to engage in untrustworthy acts. It has been estimated that as many as one in seven online reviews may be fraudulent.

Posting fake, edited and cherry-picked reviews to enhance sales can trick consumers, and state regulators have begun cracking down on these deceptive practices. Review sites will usually take down reviews that seem phony or were obviously posted by business owners, SEO companies or reputation management companies. It should go without saying that one way to protect your reputation is by maintaining authentic reviews. An occasional negative review is inevitable, and being deceitful or counterfeit will only damage your brand.

DEALING WITH NEGATIVE FEEDBACK

There are several different types of negative feedback; and most of them, though they may be painful to hear, can expose real problems that need to be addressed. Some negative reviews reveal straight-up problems that shed light on real issues that need to be dealt with; others offer constructive criticism, with suggestions on how to improve. Often, negative reviewers are angry, because they felt that they have been wronged. Sometimes their anger is legitimate, and sometimes, it is not. Here is where trolls/spammers also come in. These “attackers” have no valid reason for being angry with your business, and may be using negative reviews (whether true or not) to promote a competitor’s business.

RESPONDING TO NEGATIVE REVIEWS

When (not if, but when) you receive a negative review, do not panic. Do not freak out. Do not hit the delete button or retaliate. Instead, take some time to process the complaint and determine the best way to respond (do not take too long; depending on the site, a response may be expected within a few hours). Since the feedback was public, it’s important to respond publicly, in a transparent, positive and sincere manner. Stay professional, thank the customer for their feedback, express concern and let them know that you are looking into the problem. Do not appear desperate to please, but instead be anxious to help find a solution. Do as much research on

the issue as possible and follow up with the customer, providing them with options for a solution. Let others see that you are taking responsibility and control of the situation.

There are times when negative reviews can truly damage a business, and in those cases, businesses can seek legal action. Statements of opinion are generally legally protected, so the legal avenues for addressing defamatory comments can be tricky. Most review sites are protected from liability for the content posted by their users. Because of this, these publishers have little incentive to take down content without a court order. Court orders can be difficult to obtain because reviews are often posted anonymously. If a defamatory comment has been posted, and you are unable to reach a resolution with the poster, your first course of action is to determine if the comment violates the site’s terms of service. If it does, you may be able to get the site to remove the statement without any legal action. If it does not, you will need to acquire legal counsel to obtain a court order for the site to remove the statements.

THE BOTTOM LINE

The main takeaway from the presentation was for members to be proactive in their online reputation management. A proactive strategy monitors the online conversation about your company, pre-emptively solicits positive feedback and keeps in mind that online reviews will not be perfect (but has a plan for effectively dealing with negative reviews). An online reputation management program requires an investment in your brand’s online presence, but proactively generating good content, posting often, listening and being active and engaged, all help build a good reputation defense. ■



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Bath Trends

MAKING A SPLASH

KIMBRO RENOVATIONS, INC.
Greater Montgomery Home Builders Association

By relocating the entrance into the master bath, Kimbro Renovations, Inc. was able to make the new shower, featuring jumbo white subway tile, glass tile detail and a frameless floor-to-ceiling enclosure, the focal point of the room. Custom-built vanities with Shaker-style doors were topped with marble and complemented with glass backsplash tile.

According to a recent survey by the National Association of Home Builders, bath remodels top the list of most common remodeling projects for the fifth time since 2010. Eighty-one percent of remodelers surveyed reported that bathrooms were a common job for their company, edging out kitchen remodels at 79%. An estimated 28% of remodelers reported also working on bath additions.

Spending on bath remodels, particularly in the master bath, is on the rise, according to the Houzz & Home Overview of U.S. Renovation in 2015. According to Houzz, the average spent on master bath remodels grew 12% year over year, with

major remodels running on average \$25,600 for a larger master bathroom and \$12,000 for a smaller room. That spending increases by 44% when a professional remodeler is involved.

The impact on Alabama's remodeling industry is evident in the entries submitted in the Bath Remodels categories of the Alabama Remodeling Excellence Awards (AREA) competition, presented annually by the HBAA Remodelers. The number of bath entries typically runs a close second to the number of kitchen remodel entries each year. In the 2016 competition, projects totaling over \$880,000 were submitted in the bath categories alone.



For many HBAA remodelers, bath projects comprise a healthy portion—up to 50%—of their business, as homeowners recognize that making changes in one of the smallest rooms of their home can yield the biggest impact. While many clients opt for traditional, timeless design updates, quite a few are also incorporating trends into their design.

“Most of our projects for bath remodels involve ‘trendy’ items,” said Kevin Shubird of WSC Distinctive Builders LLC, a member of the Greater Montgomery Home Builders Association, who says that his clients are now asking for walk-in showers, rain showerheads, open cabinets, decorative tile and soapstone countertops. “Most of our clients want the bath to ‘make a statement’ or have a ‘whoa’ factor.”

“With selections of tile, most are trendy,” added Taylor Burton, a Past President of the HBAA and the Greater Birmingham Association of Home Builders. “We are even doing baths with hardwood floors. Everything dates, so the more unique today usually means the quicker it becomes dated.”

Many of Alabama’s bath remodel projects are incorporating the hottest trends reported by the National Kitchen & Bath Association (see sidebar). Chris Kimbro, GGR, GMB of Kimbro Renovations, Inc., a member of the GMHBA, says that heated floors, shower niches and free standing tubs are trends that are most popular with his customers.



REYKEN CONSTRUCTION, LLC

Baldwin County HBA

A larger master suite was on the wish list for this whole house remodel by Reyken Construction, LLC. Using space from an adjoining bedroom, a new master bath was created with a long double vanity of solid birch topped with marble countertops for loads of storage.



PRECISION HOMECRAFTERS, LLC

Greater Birmingham Association of Home Builders

Making the most of a small space, Precision Homecrafters, LLC renovated a bathroom for the homeowners' daughters using twin vanities with chrome legs and open shelving for basket storage. Dark gray octagonal tile was installed on the floor, while handmade white subway tile with contrasting black grout was used on the tub surround and along the sink wall for a crisp, clean look.

For GBAHB member Elliott Pike, CGR, CAPS of ELM Construction, the current trends for his customers include frameless shower enclosures, curbless, zero-entry showers and ultra-quiet ventilation.

"In terms of 'bang for your buck,' upgrading a shower enclosure from old-fashioned framed or curtain to frameless enclosure is one of the best things you can do," said Pike. "It provides a more luxurious feel and finish and in most cases allows more natural light into the shower area. Combined with raising the ceiling height and removing or lowering shower walls (where possible), a frameless shower enclosure is one of the most impactful changes you can make in a bathroom."

Some homeowners are willing to take risks that may make their remodeler think twice.

"We just finished one [bath project] with a bidet seat," said Burton. "It washed you, dried you, vented the bath at the seat and had a seat warmer. The wife wanted it and the husband did not, but after one month he told me that was the best thing he ever did."

"We have had some unusual requests," said Shubird. "For example, one shower was large enough that in the side walls we added open niches for lots and lots of towels. My concern was having towels stored in the shower, but the shower was large enough that there has been no

problems with towels getting wet." When planning a remodel project, no matter the size, remodelers say that it's important to keep future needs in mind.

"One important thing to find out is how much water your fancy shower valve uses," said Burton. "We have some that will deliver around 18 gallons a minute. That's about 12 gallons of hot water per minute so without some water heater updates it's going to be a short shower."

"Really think through shower features to get the best use of shower heads, valves, and locations of each," said Shubird. "Also look at accessibility down the road--keep the new design as 'open' as possible and eliminate any barriers now



2016's Top Bath Trends

The 2016 NKBA Kitchen & Bath Trends Report revealed the top 10 bath trends for the year:

Clean, modern, transitional designs

Universal design features

Neutral colors

Open shelving, floating vanities and wall-hung toilets

Built-in storage

Undermount sinks

Freestanding tubs

Shower amenities like hand showers and shower lighting

Polished chrome faucet finish

Other amenities specified by at least 25% of respondents include: electric radiant floor heating, easy maintenance features, one-piece toilet, electric towel-warmer, humidity-sensing fans, steam showers, smart toilet seats with integrated bidet features, and WaterSense® listed toilets and faucets

Source: National Kitchen & Bath Association (NKBA)

VTS HOMES, INC.

Huntsville/Madison County Builders Association

This master bath remodel, part of a whole house renovation by VTS Homes, Inc., fulfilled the homeowner's desire for updating the 60 year-old house while maintaining its historic charm. A large walk-in shower and stand-alone soaking tub are among the project's dramatic features.

that may need to be addressed down the road. Make the bathroom as large as possible now, again thinking about down the road. Soaker tubs are a popular trend now, if you are young. It may be tough to use 10 years down the road if you are already in your 50s."

Added advice for homeowners involves making sure that their bath redo provides functionality and enjoyment now.

"Make your bath fit YOUR lifestyle now," advised Burton. "Most of us will outlive this update and want or need to do it again anyway. If you use a tub, put a tub in. If you don't...use that space for something more important."

"I always advise my clients to get the design you want with the features you

want," Shubird said. "You may have to wait a while if the budget will not allow it now, but waiting will be the better option. Don't settle for less (including the quality of the plumbing fixtures) just to get 'a new look'."

For design inspiration, check out some of our members' latest bath projects on Instagram (@hbaalabama or #hbaabath) and on Pinterest (pinterest.com/remodelalabama1).

HBAA is Music City-Bound for Convention

This fall the HBAA is heading to Music City for its final statewide meeting of the year, the 2016 HBAA Annual Convention! The Convention will take place October 27-29 at the Hilton Downtown Nashville. All HBAA members are invited to attend.

Taking advantage of Nashville's live music scene, the Convention festivities will kick off with a welcome reception at Honky Tonk Central, one of the city's most popular venues. The night will include drinks, hors d'oeuvres and entertainment by Triple Run.

The Friday night awards banquet, always one of the most anticipated events of the year, will be an opportunity to honor outgoing President Mark Reid and to recognize individuals and local associations for their contributions to the home building industry. The evening will wrap up with plenty of laughs courtesy of a performance by comedian Rik Roberts.

The Convention will also host another installment of its popular "Taking Care of Business" series. This year's session will include a discussion by Dawn Stith Evans of Guin Stokes & Evans LLC on the new overtime rule. The weekend will conclude with the Board of Directors meeting Saturday morning, giving attendees plenty of time to get home early or to stay around and explore Nashville on their own.

To register or for more information about Convention, visit www.HBAA.org or call the HBAA at 1-800-745-4222.



2016 HBAA CONVENTION TENTATIVE SCHEDULE October 27-29, 2016 Hilton Nashville Downtown • Nashville, TN

THURSDAY, OCTOBER 27

7:00 a.m.-6:00 p.m.	Registration
9:30 a.m.-10:30 a.m.	Membership
10:00 a.m.-11:00 a.m.	Investment Property Owners Council
10:30 a.m.-11:30 a.m.	Public Relations
1:00 p.m.-2:30 p.m.	Executive Officers
1:30 p.m.-2:30 p.m.	Past Associates Committee Presidents
2:30 p.m.-4:00 p.m.	HBAA Remodelers
2:45 p.m.-3:45 p.m.	Professional Women in Building
3:00 p.m.-4:00 p.m.	Land Developers
4:00 p.m.-5:00 p.m.	Governmental Affairs/ABPAC
5:30 p.m.-7:00 p.m.	Welcome Reception at Honky Tonk Central*

**Family members and other guests must be registered in order to participate in these activities.*

Note: All meetings are open to all attendees. If this is your first time attending a state meeting, we especially encourage you to attend as many meetings as possible so that you can discover what interests you.

FRIDAY, OCTOBER 28

7:00 a.m.-6:00 p.m.	Registration
7:00 a.m.-9:00 a.m.	Breakfast for All Registrants*
8:00 a.m.-9:00 a.m.	Local Presidents
8:30 a.m.-9:30 a.m.	Past State Presidents
9:00 a.m.-9:30 a.m.	AHB Foundation Directors
9:30 a.m.-11:30 a.m.	Taking Care of Business Seminar Series
11:30 a.m.-12:30 p.m.	Executive Committee
1:00 p.m.-2:00 p.m.	Associates/AVPs
5:30 p.m.-6:30 p.m.	Reception
6:30 p.m.-9:00 p.m.	Officer Installation, Hall of Fame & President's Awards Banquet*

SATURDAY, OCTOBER 29

7:00 a.m.-12:00 p.m.	Registration
7:30 a.m.-9:00 a.m.	Breakfast Buffet for All Attendees*
9:30 a.m.-11:00 a.m.	Board of Directors Meeting



Scholar



ALABAMA HOME BUILDERS FOUNDATION AWARDS

ships
**TO 66
STUDENTS**

Sixty-six students will be better prepared for careers in the homebuilding industry, thanks to scholarships presented to them this year by the Alabama Home Builders Foundation. The Foundation, the charitable arm of the Home Builders Association of Alabama, annually awards scholarships to students desiring to study the building trades or construction-related curricula at two-year, four-year and technical colleges throughout the state.

The Foundation's scholarship program was established in 1997 in an effort to draw new tradespeople to the housing industry and to provide them with the tools and training needed to be successful. The majority of the scholarship funds come from proceeds from the Foundation Golf Classic, which is organized by the HBAA's Past Associate Committee Presidents and takes place each May.

In addition to providing scholarships from its general fund, the Foundation awarded several designated scholarships this year. Matthew Holland of Gadsden received the Bentley Owens scholarship, given in memory of one of the founding members of the Home Builders Association of Alabama who was deeply devoted to education.

Students receiving Malone-McQueen scholarships included Justin Mobley of Troy, Frank Moody of Montgomery, Alden Pettway of Selma, Thades Rich of Montgomery, Cedric Russell of Midfield and Demartae Shackelford of Montgomery. The scholarship is given in memory of Charles and Mary Malone and William N. and Polly McQueen.

Alex Kirkland of Coker and Benjamin Powell of Northport each received Buchalter scholarships, given in memory of Aubrey E. Buchalter and Barbara H. Buchalter.

Rodney Tyler Phillips of Henagar, Benjamin Ferguson of Rainsville and Jake Freeman of Collinsville were awarded Dekalb scholarships, given by the Foundation on behalf of the Dekalb County HBA members for pursuing an education in masonry.

Carson Phillips of Killen was selected as this year's recipient of a Past Presidents scholarship, funded by former Presidents of the HBAA.

The Foundation also presented several scholarships to students selected by their instructors. These included Drew Alexander of Killen, Quenterrious Hall of Selma, Cameron Hardy of Birmingham, Christine Mathews of Adamsville and Ty'Shawn Pettway of Selma.

An additional scholarship was presented to a student who excelled in carpentry and cabinetmaking at the state SkillsUSA competition. Carly Stanford of Springville received the scholarship after her first place win, becoming the first female in Alabama to win the carpentry and cabinetmaking division.

Any student wishing to study the building trades at a two-year, four-year or technical school in Alabama is eligible to apply for a scholarship. The scholarship deadline is March 15 and the recipients are announced in April. Scholarship applications are available online at www.ahbfoundation.org, or students may call Artemis Moore, AHB Foundation Director, at 1-800-745-4222 for more information.

**BENTLEY OWENS
SCHOLARSHIP
RECIPIENT**



MATTHEW HOLLAND
Gadsden
Gadsden State Community
College: Electrical Technology

**BUCHALTER
SCHOLARSHIP
RECIPIENTS**



ALEX KIRKLAND
Coker
University of Alabama -
Tuscaloosa: Construction
Management



BENJAMIN POWELL
Northport
University of Alabama -
Tuscaloosa: Engineering -
Civil

**DEKALB
SCHOLARSHIP
RECIPIENTS**

RODNEY TYLER PHILLIPS
Henagar
Wallace State Community
College - Selma: Masonry

JAKE FREEMAN
Collinsville
Wallace State Community
College - Selma: Masonry

BENJAMIN FERGUSON
Rainsville
Wallace State Community
College - Selma: Masonry

**MALONE-MCQUEEN
SCHOLARSHIP
RECIPIENTS**



JUSTIN MOBLEY
Troy
Wallace Community
College - Dothan: Industrial
Maintenance - Drafting



FRANK MOODY
Montgomery
Auburn University:
Building Science

ALDEN PETTWAY
Selma
Wallace Community
College - Selma: Masonry

THADES RICH
Montgomery
Fortis College: HVAC

CEDRIC RUSSELL
Midfield
Lawson State Community
College: Plumbing

**DEMARTAE
SHACKLEFORD**
Montgomery
Auburn University:
Carpentry/Building Science

**PAST PRESIDENTS
SCHOLARSHIP
RECIPIENT**



CARSON PHILLIPS
Killen
University of Alabama -
Tuscaloosa: Engineering -
Mechanical

**INSTRUCTORS'
SCHOLARSHIPS**



DREW ALEXANDER
Killen
Northwest Shoals
Community College:
Carpentry/Cabinet making

QUENTERRIOS HALL
Selma
Wallace State Community
College: Masonry

CAMERON HARDY
Birmingham
Bevill State Community
College: HVAC

CHRISTINE MATHEWS
Adamsville
Bevill State Community
College: HVAC

TY'SHAWN PETTWAY
Selma
Wallace State Community
College: Masonry

**SKILLSUSA
SCHOLARSHIP**



CARLY STANFORD
Springville
ITT Tech: Project
Management

**GENERAL FUND
SCHOLARSHIP
RECIPIENTS**

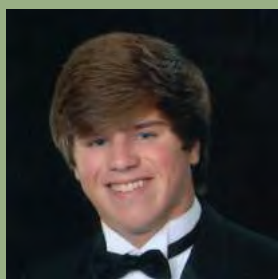


RAPHEAL ANDERSON
Montgomery
Fortis College: Electric
Technology - Industrial

NABIL ARAFEH
Birmingham
Lawson State Community
College: HVAC

TIMOTHY BIBB
Montgomery
Alabama A&M - Huntsville:
Construction Management

JONATHAN BLACKWELL
Jasper
Bevill State State Community
College - Sumiton: HVAC



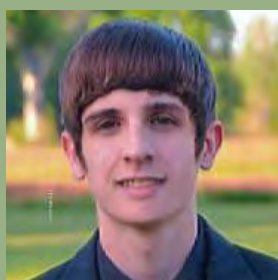
DANIEL BURTON
Vestavia Hills
University of Alabama -
Tuscaloosa: Construction
Management/Business

JESSICA CAMPBELL
McCalla
Lawson State Community
College: HVAC



TROY EVAN CARAWAY
Florence
Northwest Shoals
Community College:
Carpentry and Cabinet making

RYAN CRANE
Dora
Bevill State Community
College - Sumiton: HVAC



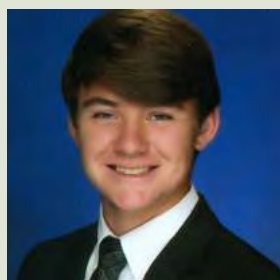
KEVIN DADY
Geneva
Wallace State Community
College - Dothan:
Electrical Technology



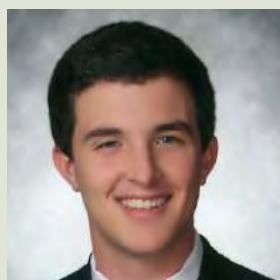
ERIN DAFFIN
Mobile
Bishop State Community
College: HVAC

BRADY DUTTON
Jasper
Bevill State State Community
College - Sumiton: HVAC

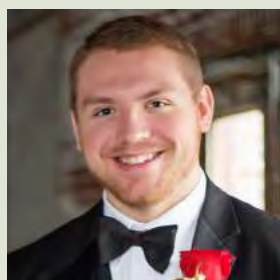
DAYTON FULGHUM
Valley
Central Alabama Community
College: Carpentry



JOSEPH GARLAND
Mobile
University of South Alabama:
Engineering - General



JACKSON HARMENING
Huntsville
Auburn University:
Building Science



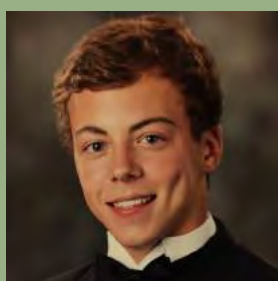
WILLIAM HENDRIX IV
Cullman
Wallace State Community
College - Hanceville:
Project Management/
Building Science

ASHLEY HOLT
Russellville
Northwest Shoals Community
College
Carpentry



JONATHAN HOWARD
Rogersville
Northwest Shoals Community
College: Carpentry/
Cabinet making

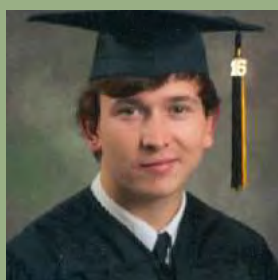
ALEX ISBELL
Ohatchee
Gadsden State Community
College: Electrical Technology



AUSTIN JOHNSON
Montgomery
Auburn University:
Engineering - Civil



JORDAN JOHNSON
Bay Minette
Auburn University:
Building Science



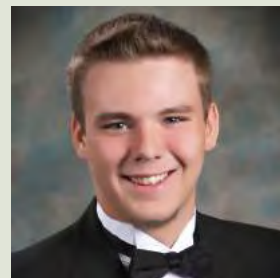
DUSTIN JOHNSTON
Opelika
Southern Union State
Community College: HVAC



DARRIN JONES
Birmingham
Lawson State Community
College: HVAC

JERRY JONES
Whistler
Bishop State Community
College: Electrical Technology

TYLER KIGHT
Guntersville
Snead State Community
College: Welding



JOHN KIRK
Gordo
Shelton State Community
College: Industrial
Maintenance - Electrical

ROBERT LEWIS
Bessemer
Lawson State Community
College: HVAC



ALEX MCCASKEY
Sweet Water
Alabama Southern University:
Electrical and Instrumental

JEREMY MCCOLLOUGH
Oakman
Bevill State Community
College - Sumiton: HVAC

MICHAEL SETH MILES
Valley
Southern Union State
Community College: HVAC

Make a Lasting Impact on Our Industry's Workforce

You can make a lasting impact on the future of Alabama's building workforce by partnering with the Alabama Home Builders Foundation. Your tax-deductible gift will help the Foundation further its mission to provide education to students seeking careers in the homebuilding trades. Here are a few ways that you can help:

■ Outright Gifts

Immediate gifts of cash, appreciated securities, real or tangible property are welcome additions to the AHB Foundation. Gifts made in memory or honor of another individual are an ideal way to leave a lasting legacy.

■ Designated Scholarships

Contribute to an existing designated scholarship or create your own legacy by establishing a designated scholarship in your family's name. Designated scholarships are created in perpetuity, with a base amount of \$15,000.

■ Wills and Revocable Living Trusts

A gift to the Foundation by will or living trust permits you to retain all your assets during your lifetime. Designations may be made for a percentage of your estate or a specified amount.

■ Charitable Trusts

Charitable trusts can provide life income to you and/or a loved one. After your lifetime(s), the trust principal passes to the Foundation. Additional charities may also be named by you as principal recipients.

■ Beneficiary Designations

You may add the AHB Foundation as a revocable beneficiary of your qualified IRA, pension plan, bank account or insurance policy.

For additional information about how you can support the Alabama Home Builders Foundation, contact Artemis Moore at 1-800-745-4222 or email artemismoore@hbfaa.org.



GEORGE MORGAN JR.
Bessemer
Lawson State Community College: HVAC

JORDAN PARKER
Owens Cross Roads
Calhoun Community College: Engineering - Civil

DECORY PATTON
Fairfield
Alabama A&M - Huntsville: Engineering - Civil



DIANGELA POPE
Bay Minette
Faulkner State - Bay Minette: Drafting

LEONARD RHODES
Birmingham
Bevill State State Community College - Sumiton: HVAC

SANTAVIER RICHEY
Tuscaloosa
Wallace State Community College - Selma: Masonry

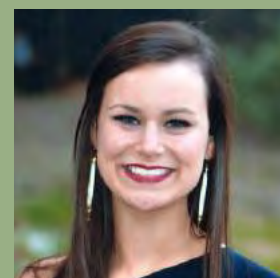
DARREN ROBERTS
Empire
Bevill State State Community College - Sumiton: HVAC



THOMAS RUSH
Hoover
Auburn University: Building Science

HAKEEM SAFFORD
Camden
Wallace State Community College - Selma: Masonry

LANDON SHORT
Jasper
Bevill State Community College - Sumiton: HVAC



MADISON SINCROFT
Tuscaloosa
University of Alabama - Tuscaloosa: Interior Design

MARCUS SMITH
Florence
Northwest Shoals Community College: Carpentry/ Cabinet making

CHANCE SMITHERMAN
Jacksonville
Gadsden State Community College: Drafting - Mechanical Design

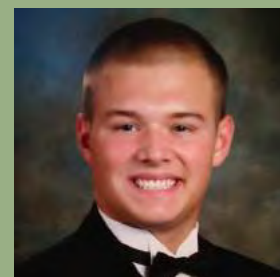
JOHN JACKSON SOMERS
Tuscumbia
Northwest Shoals Community College: HVAC & Welding

RICKY SPAIN
Birmingham
Lawson State Community College: HVACR



TAYLOR TROTTER
Cordova
Bevill State State Community College - Sumiton: HVAC

BRAYDON TWILLEY
Logan
Wallace State Community College - Hanceville: Electrical Technology



JUSTIN WILKES
Springville
Gadsden State Community College: Carpentry



2015 CHEVROLET SILVERADO 1500

STACK YOUR OFFERS FOR AN EVEN BETTER DEAL

Example offer for NAHB members who are business owners:

$$\begin{array}{ccccccc}
 \text{Up to} & & & & \text{Up to} & & \\
 \$1,000 & + & \$3,750 & + & \$400 & = & \$5,150 \\
 \text{Private Offer}^1 & & \text{National Fleet Purchase Program (FVX)}^2 & & \text{Upfit Cash Allowance}^{3,4} & & \text{In potential value}
 \end{array}$$



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 offer¹ 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 Program² and Business Choice³ 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 Program⁵ 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. ¹Offer eligible for non-CAP customers only through 12/31/15. See dealer for details. ²To 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. ³Not valid with all offers. See dealer for details. Take delivery by 9/30/15. Amounts include parts and labor. ⁴On 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. ©2015 General Motors. All rights reserved.

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LOCAL HBAs

SUPPORTING
EDUCATION



HMCBA scholarship recipients (front row) Jonathan Grace, Jackie Motter; (second row) Jordan Parker, Nathan Anderton, Samuel Akers, Brandon Walker, Devan Whitworth

HUNTSVILLE/MADISON COUNTY BA

The Huntsville/Madison County Builders Foundation awarded a total of \$12,000 in scholarships to ten students this year. Thanks to the support of its members over the years, the Foundation has been able to award more than \$182,000 in scholarships to students pursuing careers in building-related fields.

The Burl and Betty Chandler Scholarship Awards were presented to Jackie Motter, studying HVAC technology at Calhoun Community College, and to Devan Whitworth, studying concrete management at Middle Tennessee State University. Other scholarship recipients included: Samuel Akers, studying building science construction at Mississippi State University; Nathan Anderton, studying welding technology at Calhoun Community College; Adam Browner, studying civil engineering at Garden State Community College; Austin Browner, studying civil engineering at the University of Alabama-Birmingham; Jonathan Grace, studying architecture at Auburn University; Jackson Harmening, studying building science at Auburn University; Jordan Parker, studying civil engineering at the University of Alabama-Huntsville; and Brandon Walker, studying civil engineering at Auburn University.



ENTERPRISE HBA

The Enterprise Home Builders Association awarded a scholarship to Justin Cade Mobley from Zion Chapel High School. He plans to study drafting.

EHBA President Tony Johnson presents a scholarship to Justin Cade Mobley at a General Membership Meeting.



GREATER GADSDEN HBA

The Greater Gadsden Home Builders Association presented a scholarship to Jose Ortiz to study carpentry at Gadsden State Community College. His goal is to own his own construction company and build houses.

GGHBA scholarship recipient Jose Ortiz

BALDWIN COUNTY HBA

The Baldwin County Home Builders Association awarded \$6,500 in annual scholarships to local students this year. The recipients included: Alex Holobaugh, studying chemical engineering at Auburn University; Jordan Johnson, studying building construction at Auburn; Peyton Lindsey, studying construction management at the University of Southern Mississippi; Anniestacia Miskel, studying civil engineering at the University of South Alabama; Clay Pitman, studying civil engineering at Auburn; and Jackson White, studying building science at Auburn.

Since 1997, the BCHBA has awarded scholarships to deserving students pursuing careers in the home building industry. Qualifying students must be enrolled in construction-related studies in a technical school or college. To date, the Association has awarded \$79,300 in scholarships to help students in Baldwin County prepare for careers in the home building industry. The BCHBA's 2016 Scholarship Committee included Barbara Fretwell, BCHBA Associate Council Chairwoman, Chris Bumpers, BCHBA Associate Council Treasurer and Fran Druse, BCHBA Executive Vice President.



BCHBA President Chris Farlow, Executive Vice President Fran Druse (back row) and Associate Council Chair Barbara Fretwell (far right) with scholarship recipients Alex Holobaugh, Jackson White, Jordan Johnson, Peyton Lindsey and Clay Pitman.



GREATER MONTGOMERY HBA

The Greater Montgomery Home Builders Association's Professional Women in Building (PWB) presented its annual scholarship to James Tomberlin, a recent graduate of Brew Tech Magnet High School. He plans to attend Shelton State Community College and study applied science-management supervision/general business. His ultimate career objective is to own and operate a low income home building development.

"We are so proud of James' educational accomplishments and look forward to seeing his continued success in college," said PWB President Casey Burns.

GMHBA scholarship recipient
James Tomberlin

WALKER COUNTY HBA

The Walker County Home Builders Association presented \$5,000 to five students this year. All five are attending Beville State Community College. The recipients were: McKayla Davidson, studying civil engineering; Brady Dutton, studying HVAC; Jon-Michael Harrison, studying electrical; Darren Roberts, studying HVAC; and Luis Dominguez Santos, studying electrical.



WCHBA Executive Officer Linda Wright, far right, with scholarship recipients McKayla Davidson, Darren Roberts and Jon-Michael Harrison.

GREATER BIRMINGHAM AHB

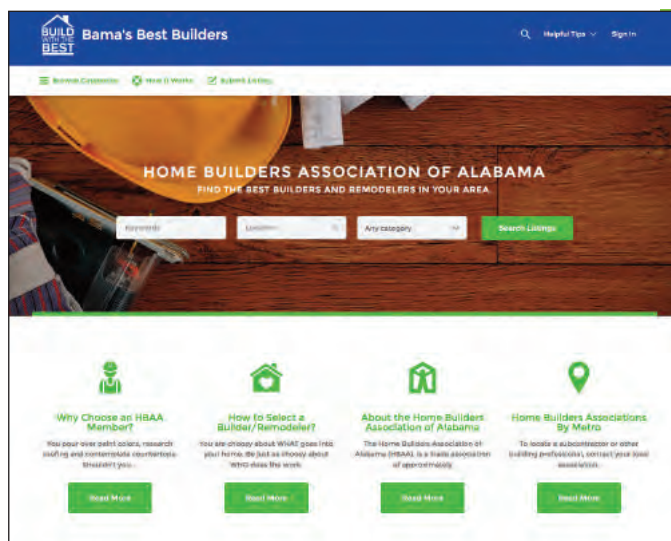
The Greater Birmingham Association of Home Builders's Educational Trust Fund awarded scholarships totaling \$12,500 this year to 14 students in their area. David Allain received the Buddy Berry Scholarship to study civil engineering at Auburn University.

Students receiving general scholarships included Daniell Burton, studying business at the University of Alabama; Jessica Campbell, studying HVAC at Jefferson State Community College; Steven Carlisle, studying construction management at Tuskegee University; Jerel Collins, studying carpentry at Lawson

State Community College; Nicolas Collins, studying welding at Lawson State; Robert Oden Harchelroad, studying building science at Auburn University; Andrew Hobson, studying electrical at the Construction Education Foundation of Alabama; Ian Nene, studying building construction at Lawson State; Alejandro Mendez, studying HVAC at Lawson State; George Morgan, studying HVAC at Lawson State; Le'Andre Slaughter, studying welding at Lawson State; Omar Taylor, studying HVAC at Lawson State; and Dantez Weathers, studying HVAC at Lawson State.

HBAA builders and remodelers--have you claimed your FREE company listing on the newly redesigned Bama's Best Builders website yet?

With the Bama's Best Builders website, consumers can easily find builders and remodelers in their area. Now you can customize your company listing on the site with project photos, social media links and more to help you really stand out from the competition. Go online today to claim and update your free listing!



HOW TO CLAIM YOUR FREE 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 to the site and begin personalizing your listing to include details such as:
 - Background information on your company
 - Photos of projects your company has completed
 - Links to your website, Facebook, Pinterest, Houzz and other social media accounts
 - Customer reviews

www.BamasBestBuilders.com

It pays to be a member of the HBAA!

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



MEMBER REBATE PROGRAM

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

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

To learn more and to sign up, visit www.hbarebates.com/hbaa.html.



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
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Jeep



¹ Based on 3-5 pickup-based conventional cab chassis over 10,000 GCWR. ² Family members must reside in the same household as member. Not available on SRT models. On The Job (OTJ) incentives vary depending on model chosen. See dealer for NAHB allowance and OTJ incentive details and eligibility requirements. ©2016 FCA US LLC. All Rights Reserved. Chrysler, Dodge, Jeep and Ram are registered trademarks of FCA US LLC. FIAT is a registered trademark of FCA Group Marketing S.p.A., used under license by FCA US LLC. Cummins is a registered trademark of Cummins Inc.

DON'T MISS THIS CHANCE TO PUT YOUR REMODELING WORK IN THE SPOTLIGHT!



Make plans now to enter the 2017 Alabama Remodeling Excellence Awards, honoring the best of the state's remodeling industry. Awards will be presented in a variety of categories for work completed between June 30, 2015 and December 31, 2016.

Registration deadline: January 16, 2017

Entry deadline: February 27, 2017

Awards banquet: April 8, 2017



Learn more at
www.RemodelAlabama.com

EDUCATION

HBAA EDUCATION: YOUR BLUEPRINT TO SUCCESS

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.

Dates and/or times and locations are subject to change if necessary. A course may be cancelled if minimum of 6 registrations are not received. Cancellation policy: To avoid course fee payment, registrants must give at least 48 hours notice to cancel. Registration required for all courses and tests. To register or for more information, contact Kory Boling, HBAA Education Director, at 1-800-745-4222 or koryboling@hbba.org. Check the HBAA website calendar for the latest educational offerings: www.HBAA.org

CLASS LOCATIONS:

HUNTSVILLE: Huntsville Madison County Builders Association office (2804 Bob Wallace Avenue)

IRONDALE: Alabama Associated General Contractors of America office (5000 Grantswood Road, Conference Room One)

MOBILE: Home Builders Association of Metro Mobile office (1613 University Blvd. S.)

MONTGOMERY: HBAA office (7515 Halcyon Summit Drive, Suite 200)

SPANISH FORT: Five Rivers Delta Resource Center, Blakely Hall (30945 Five Rivers Blvd.)

RESIDENTIAL BUILDING IN ALABAMA COURSE

DATE	COURSE	LOCATION
October 13-14	Residential Building in Alabama	Montgomery

PROFESSIONAL DESIGNATIONS EDUCATION

DATE	COURSE	INSTRUCTOR	LOCATION
September 30	Construction Contracts and Law	Tom Cooper	Montgomery
November 18	Profitable Business through Quality Practices	Tom Cooper	Montgomery

QCI/STORMWATER EDUCATION

DATE	COURSE	LOCATION
October 5	QCI Continuing Ed Course	Huntsville
October 6	QCI Initial Certification Course	Huntsville
November 1	QCI Continuing Ed Course	Irondale
November 2	QCI Initial Certification Course	Irondale
December 7	QCI Continuing Ed Course	Montgomery
December 8	QCI Initial Certification Course	Montgomery

LEAD PAINT CERTIFICATION EDUCATION

DATE	COURSE	LOCATION
October 12	Lead Paint Continuing Ed	Huntsville
November 17	Lead Paint Initial Course	Montgomery
December 14	Lead Paint Continuing Ed	Mobile

SAFETY EDUCATION

DATE	COURSE	LOCATION
November 3	Safety 6 Construction Course	Irondale
November 29	Safety 6 Construction Course	Huntsville
December 7	Safety 6 Construction Course	Spanish Fort
December 13	Safety 6 Construction Course	Montgomery

RESIDENTIAL BUILDING IN ALABAMA COURSE INFORMATION: This two-day course is designed to help licensed homebuilders comply with the Alabama Home Builders Licensure Board regulations. The cost is \$400 for both days for HBAA members and \$600 for non-members.

PROFESSIONAL DESIGNATIONS COURSE INFORMATION: Professional designations classes will take place from 9 a.m. to 4 p.m. with lunch provided. Fees are \$225 for members and \$450 for non-members.

QCI INITIAL COURSE INFORMATION: All initial courses will take place from 8 a.m. to 5 p.m. with lunch provided. Cost is \$350 for HBAA members, \$500 for non-members and \$200 for governmental/non-certification participants.

QCI CONTINUING ED COURSE INFORMATION: All continuing ed courses will take place from 12:30 p.m. to 4:30 p.m. Cost is \$100 per attendee.

LEAD PAINT INITIAL COURSE INFORMATION: All classes will take place from 8 a.m. to 5 p.m. with lunch provided. Cost is \$125 for HBAA members and \$225 for non-members. No walk-ins allowed.

LEAD PAINT CONTINUING ED COURSE INFORMATION: All continuing ed courses will take place from 12:30 p.m. to 4:30 p.m. Cost is \$75 for HBAA members and \$175 for non-members.

SAFETY EDUCATION COURSE INFORMATION: This six-hour course condenses the OSHA Construction 10-Hour Course into one day and covers the common residential and light commercial jobsite hazard while offering practical injury prevention measures. It also includes resources for developing an effective safety and health program and instruction for responding to an OSHA inspection.

The cost is \$35 for members of the Alabama Home Builders Self Insures Fund and \$50 for HBAA members who are not participating Fund members. For details and to register, contact the Fund at 1-800-745-3863.

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John Freisen - 256.428.1016

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CAL END AR

HBA
EVENTS

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

OCTOBER 27-29, 2016



2016 HBAA Annual Convention (Hilton Nashville Downtown, Nashville, TN)

JANUARY 10-12, 2017



2017 International Builders Show, Orlando (Visit www.buildersshow.com for details)

JANUARY 16, 2017



Registrations due for 2017 Alabama Remodeling Excellence Awards competition (Visit www.RemodelAlabama.com for details)

FEBRUARY 21-22, 2017



2017 HBAA Winter Meeting (Embassy Suites, Montgomery)

FEBRUARY 21, 2017



2017 HBAA Legislative Reception (Alabama Department of Archives and History, Montgomery)

FEBRUARY 27, 2017



Entries due for 2017 Alabama Remodeling Excellence Awards competition

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