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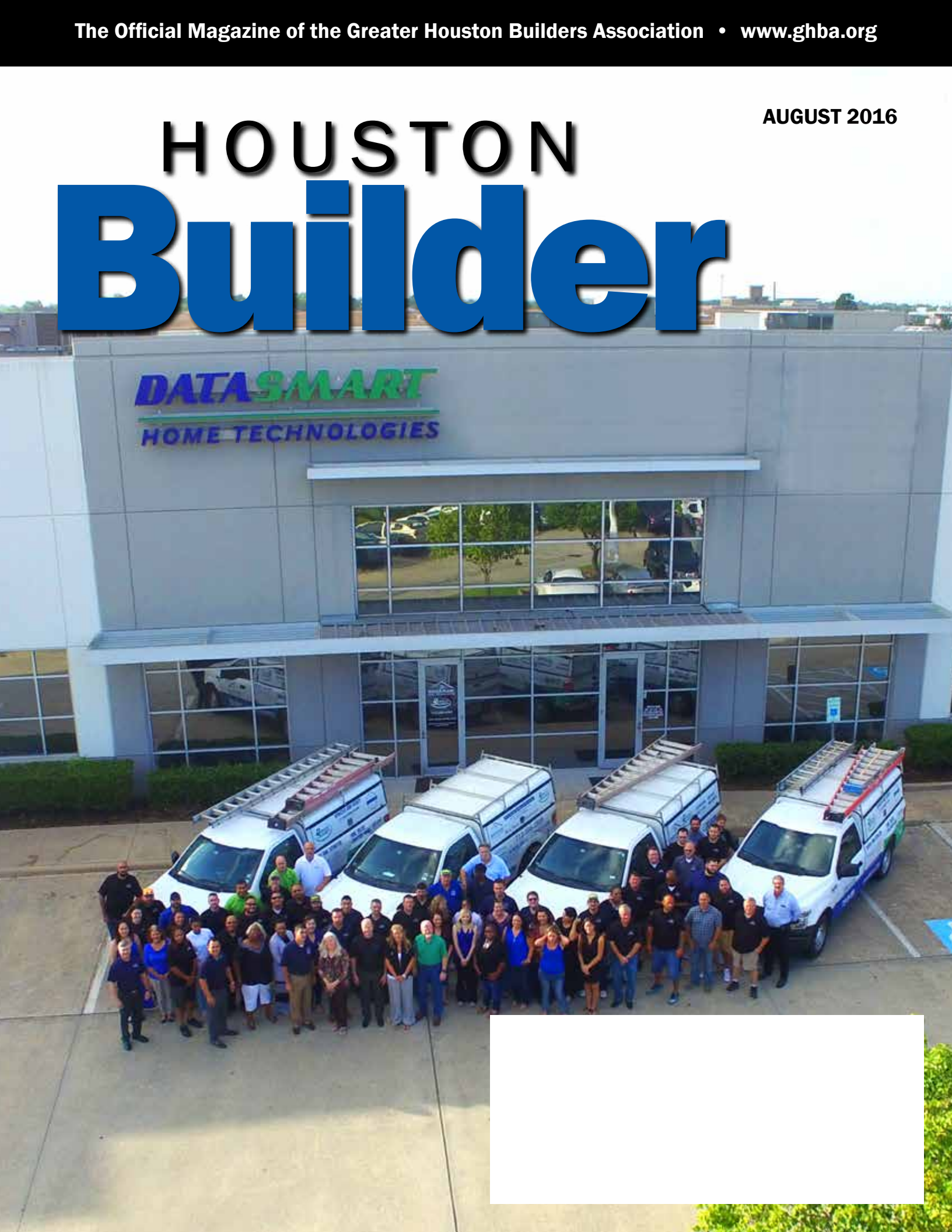
AUGUST 2016

HOUSTON Builder



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Read more about Datasmart Home Technologies and Duncan Security's unique business model. It's a winning formula for builders and homebuyers alike!

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Greater Houston Builders Association Mission

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Advertising/Editorial Information:

Contact Brittany Feldmann at (832) 215-7232 or bfeldmann@ghba.org. Houston Builder encourages members to submit articles for publication. Articles should relate to members and to the homebuilding industry. For questions or to submit a letter to the editor, email bfeldmann@ghba.org.

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It's Good to be in Houston, Texas

Article by GHBA President PARKE PATTERSON, Parke Patterson Land Development

Well, maybe not so much in the summer.

The Houston Association of Realtors reported that Houston set a record for the first half of 2016, with over 36,000 sales. This was a 2.7% increase over the first half of 2015. This was during a time when most everyone—builders, developers, suppliers, economists and even cities expected and were planning for fewer sales and less business.

The single-family home median price—the figure at which half of the homes sold for more and half sold for less—rose 2.5 percent to a record high of $230,538 in June. Not long ago, the "affordable" price for a single family home as judged by the City of Houston for specific assistance programs was $140,000. Today, it's $213,000. Rising homes prices is not necessarily good for Houston, especially when salaries don't match the increases. See California.

Keeping prices down and affordable at all levels of income is important to our economy, so GHBA keeps a close watch on any regulations that would add to the cost of a home.

Thankfully, one number is down—land development costs. The decrease in some construction and oilfield work has made contractors extremely competitive in the pricing and bidding.

Which of us predicted a bull stock market? I sure didn't. Yet, the S&P 500 set a new record recently. After the Brexit scares the market has roared back. When I learned that pundits, prognosticators, and experts get bonuses based on hits and followers on their social media accounts, it made me doubt who is looking for a headline and who has serious insight.

There is no doubt that the economy is personal. Our opinion of the economy is biased. If you're working, the economy is good. If you're not, the economy is bad.

International investors look for upside and opportunity and safety in markets, especially in a world of increasing turmoil. They've roared into the United States, Texas. That's a vote of confidence.

Our readers are a well-traveled group. We've all seen places that are more beautiful, have scenic terrain, more comfortable summers, varied outdoor activities and thought "this place is cool, I could live here." But, there are few places on the entire planet that offer the myriad of opportunity, a low cost of living, abundance of water, generally a fair and predictable development/construction process, a can-do attitude in business, and more amenity-filled master planned communities than anywhere else.

Even in the so-called "down time," it's good to be in Houston!

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By **BRADLEY PEPPER,** Director of Government Affairs

Texas Comptroller Offering Waiver Regarding Sales and Use Tax

As part of an ongoing effort to help Texas businesses ensure they comply with state laws, the Texas Comptroller of Public Accounts has initiated an outreach program to help educate homebuilders about their tax liabilities on homes that they build and sell.

Homebuilders generally build and sell new homes for a single amount. According to the Comptroller's office, for sales and use tax purposes this single amount is referred to as a lump-sum contract and includes the materials incorporated into the structure, labor charges, overhead and profit.

Homebuilders using a lump-sum contract are not required to collect sales tax on the lump-sum selling price of the home, but they must pay sales or use tax to suppliers located in Texas when purchasing, leasing or renting taxable items needed to complete the home. Items purchased from sellers and vendors located outside of Texas that are brought or shipped into the state also require a sales or use tax be remitted to the Comptroller's office unless that seller collected and provided a receipt for the Texas use tax.

Examples of taxable items could be: materials (lumber, drywall, concrete, bricks, flooring, plumbing and electrical), consumable items (sandpaper, form lumber, electricity) and equipment (backhoes, cranes, specialty tools, etc.).

The Comptroller is offering a one-time waiver of penalty and interest on sales and use tax owed if you voluntarily remit it to their office. This waiver is available to homebuilders who do not hold a Texas Sales and Use Tax Permit and who have not been previously contacted by the Comptroller's office regarding sales and use tax owed.

As part of the Comptroller's outreach, some homebuilders may receive a letter from the Comptroller regarding the proper collection and remittance of sales and use tax. The letter will ask the homebuilder to review their records to determine if they have purchased any items for which the seller did not collect Texas tax, and explain how to remit any tax due. The time period for this waiver is for taxable transactions during the period of August 1, 2012 through July 31, 2016.

If you have questions about this effort or how it might apply to you, please call 1-800-688-6829 or 512-305-9899, ask for a Business Activity Research Team member, and inform them you are calling regarding the homebuilder project.

If you have questions about this article or would like to get involved on the Government Affairs Committee, contact Bradley Pepper at (281) 664-1430 or bpepper@ghba.org.

GHBA Submits Letter Regarding IRS Proposed MUD Regulations

Earlier this year, the Internal Revenue Service (IRS) released proposed Treasury Regulations which, if enacted, would greatly change the guidelines for defining a "political subdivision" for purposes of issuing tax-exempt bonds.

Specifically, to be considered a political subdivision an entity must satisfy a new three prong test: exercise sovereign powers, serve a governmental purpose and be governmentally controlled. The previous definition required that to be considered a political subdivision an entity must demonstrate one of the three sovereign governing powers—the power to tax, the power of eminent domain or the police power.

The inclusion of the two new tests is problematic because of how tight the requirements are written. To satisfy whether an entity serves a "governmental purpose" the focus will not only be on the purpose for which the entity was created, which is usually determined from the legislation authorizing its creation, but also the entity's conduct after its creation and whether it provides a significant public benefit with no more than incidental private benefit.

The definition of whether an entity is "governmentally controlled" is the most concerning. The proposed regulations provide rules for determining both what constitutes control and which parties must possess the control for this requirement to be met.

They define control to mean "ongoing rights or powers to direct significant actions of the entity," and set forth three non-exclusive benchmarks of rights or powers that constitute control. They also define that control be held by either a general purpose State or local governmental unit or in an electorate established under an applicable State or local law of general application, "provided the electorate is not an unreasonably small number of private persons."

The GHBA is very concerned that the proposed regulations will significantly undermine the ability of Texas municipal utility districts (MUDs and other similar districts) to cost effectively finance the water, sewer and flood protection facilities that our members rely on in providing high quality housing in well sought after communities.

In an effort to oppose the proposed rules, the GHBA has engaged TAB, the Utility District Advisory Corporation (UDAC), NAHB and other state and local stakeholders to refine a strategy and identify next steps. Public comments were due on May 23, 2016 and a hearing held on June 6.

After working to craft comments opposing the proposed regulations, UDAC submitted 48 pages of comments to the Treasury and subsequently, the GHBA also submitted a letter supporting those comments and outlining our concerns.

If Texas MUDs are unable to issue tax exempt bonds to finance infrastructure facilities, it will certainly impact the cost of housing throughout Texas and in particular the greater Houston area. That said, we do not anticipate any action will be taken regarding these rules for the remainder of the year and it is difficult to predict whether this will be a priority for a new administration. We will continue to track these proposed regulations as they move through the rule-making process.

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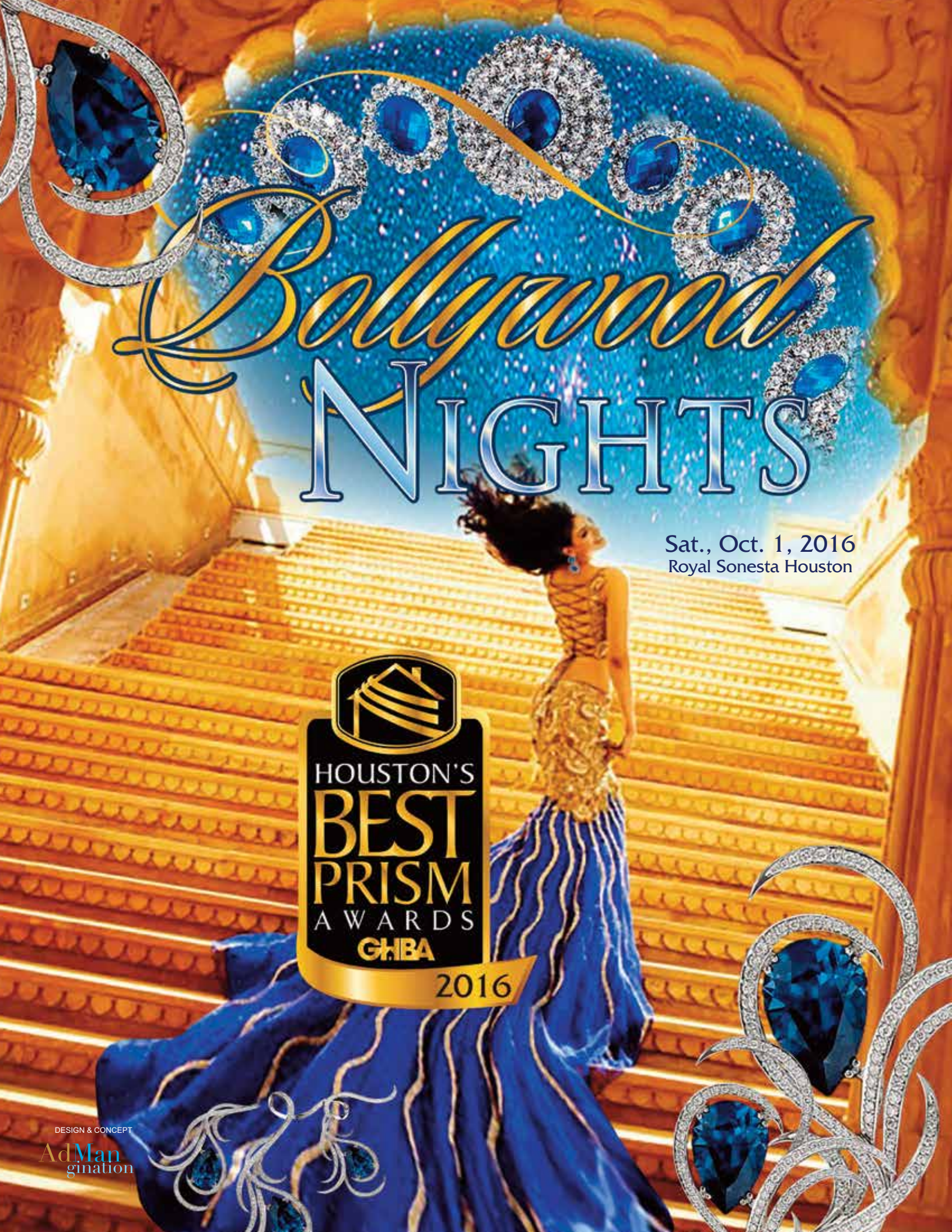
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Economic Forecast: Q3 - Q4 2016

Decent but nothing remarkable, says Eisenberg

Despite GDP again slowing in Q1, as has been the case for the past few years, the economic recovery that began in July 2009 remains intact. The poor performance of the U.S. economy from January through March was almost expected, and the incoming employment, housing, and service sector data all point to a modest economic pickup.

GDP growth the rest of the year should average 2.2%, with growth in Q2 closer to 2.75% as the economy rebounds from a tough Q1. The combination of continued wage growth and increased residential construction activity suggests that 2016 will probably improve as it progresses.

Despite weak energy prices, a continued strong dollar that has hurt manufacturing by making U.S. exports costly and imports cheaper, and a struggling agricultural sector, the rest of the economy is okay.

As long as the service sector and construction continue to expand and wages rise, the U.S. economy will continue to grow despite the headwinds it faces.

Labor Market

Importantly, the labor market continues to strengthen, voluntary quit rates are rising and are almost back to where they were before the Great Recession, the number of involuntary terminations keeps falling, and job creation, while down from last year, remains strong. At this rate, there will be little slack in the labor market 12 months from today.

Lastly, passage of the FY 2016 budget package has boosted economic activity as it extended some tax breaks and eased spending caps on domestic and military spending, making fiscal policy pleasantly expansionary.

A Bright Spot in Housing

A definite economic bright spot in 2016 has been housing, and that is due to rising household formation. After averaging well over 1.2 million annually from 1983 through 2006, household formation plummeted to just 600,000 in 2014. Since then, it has been rising by about 1.2 million a year.

Add to this slightly improved access to credit, and housing starts should reach an annualized average rate of 1.19 million during the second half of 2016, their best level since late 2007, with new single-family construction contributing at a pace of 810,000 units and multifamily adding 380,000.

Despite being severely constrained by a lack of inventory, pending home sales are strengthening and existing home sales should rise by 3% annually, while home prices should rise by 5% annually.

Areas of Growth

As for inflation, it remains benign but shows signs of slowly rising from its current level. The dollar is likely to strengthen slightly in the latter part of the year and oil prices appear to be rising, thus the two trends that have exerted strong deflationary pressures on imports and energy respectively should dissipate.

Moreover, as the unemployment rate continues falling, labor shortages are becoming increasingly widespread. This pushes up wage growth, which is definitely rising, albeit modestly, and thereby boosts household spending.

However, rising prices and wages will push the Fed to raise short-term rates by one-quarter-of-one percent as early as July, and certainly by November or December. Long-term rates have bottomed and 10-yr Treasuries will end the year at close to 2% as the economy strengthens.

Continued Modest Growth Expected

In short, the economy continues to grow modestly. Short-term interest rates are likely to start rising, wages are rising, and residential construction activity looks to continue to slowly strengthen as we go into 2017.

Most critically, continued solid job creation will keep consumer spending up and the likelihood of a recession during the next six months, close to zero.

Article by Elliot Eisenberg, Ph.D., president of GraphsandLaughs LLC. His daily economics and policy blog can be found at www.econ70.com. Subscribe to have the blog delivered directly to your email by visiting the website or by texting the word "BOWTIE" to 22828.

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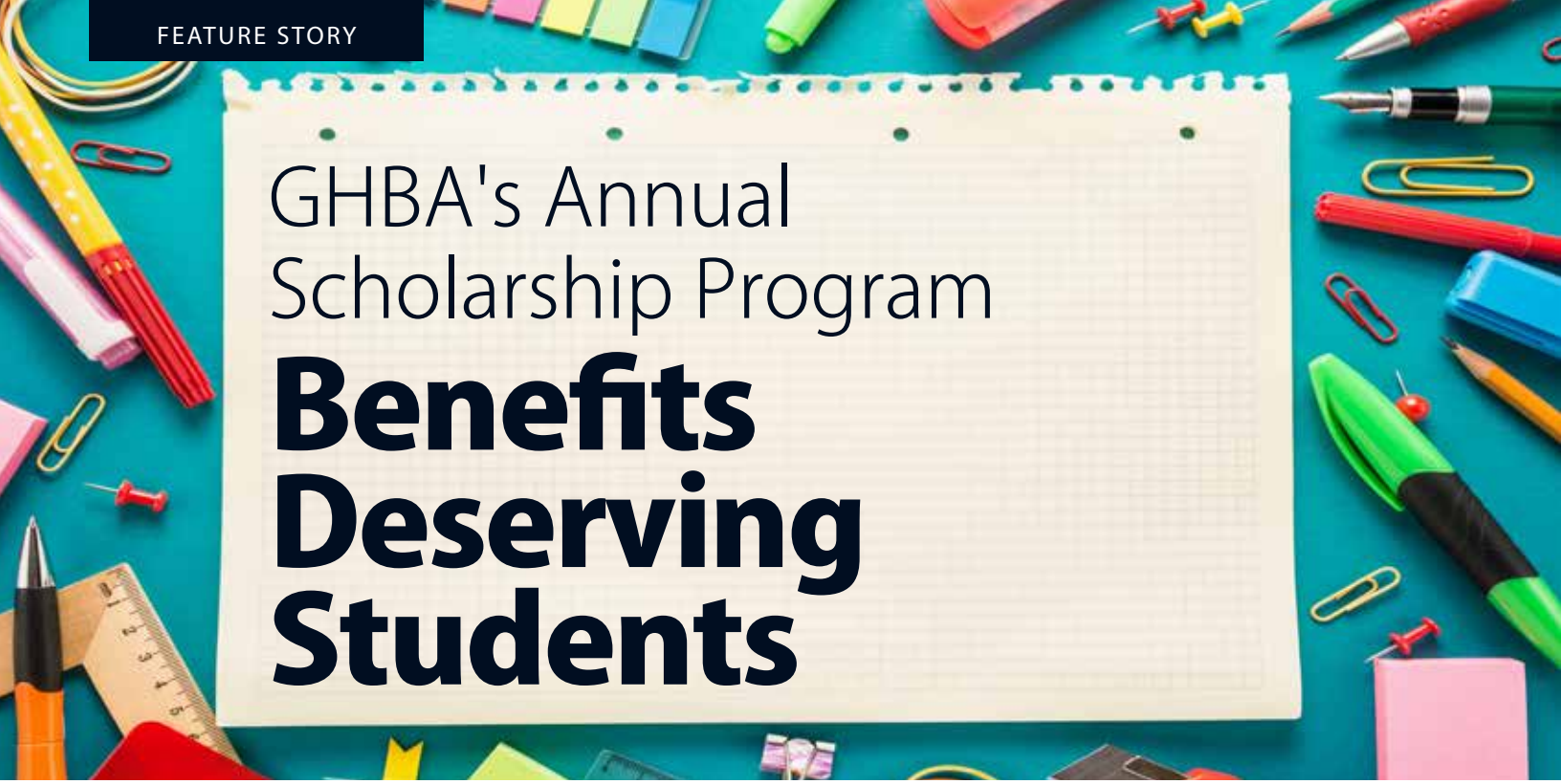

GHBA's Annual Scholarship Program

Benefits Deserving Students

Each year, the GHBA Associate Council awards scholarships to students whose parents are members of the association. These scholarships are made possible through the generous donations of our members. Thank you to all our donors who make these awards possible!

This year, five deserving winners were presented with scholarship checks in the amount of $3,000. An official ceremony will be held at the October GHBA board meeting.

The Associate Council would like to extend a special thank you to our outstanding donors. Contributors who donate $3,000 or more to the GHBA Scholarship Fund are recognized by having a scholarship awarded in their name.

This year, three companies stepped up as presenting donors: Heritage Construction, Chesmar Homes, and the Will Ulrich Foundation provided by Newmark Homes.

Congratulations to the following scholarship recipients. GHBA wishes you all the best in your college careers and beyond!

ARICKA ANDERSON is the daughter of Rick and Jill Anderson. Rick is the general counsel at David Weekley Homes. Aricka was also a recipient of the GHBA scholarship last year. She will be a sophomore at Texas A&M University in the fall majoring in Business Management. Aricka completed her freshman year at A&M with a 4.0 grade point average.

Aricka participated in the MSC OPAS and won the MSC First Year Involvement Award. She also earned first place in the Startup Aggieland $10 Startup Challenge. This year she also joined the Aggie Icers, the marketing team for Texas A&M's men ice hockey team and was recently elected Treasurer for the upcoming season. She was also named a BP (British Petroleum) Scholar for her participation in BP's Discover Days program. This summer she will be studying abroad participating in the Texas A&M's European Marketing program.

ALLISON MCMANUS is the daughter of Jay McManus, division president for M/I Homes and an active member of the GHBA for 22 years. Allison attends the University of Oklahoma majoring in Journalism with a minor in French. Allison is a member of the Kappa Alpha Theta sorority and serves as the online media director. She is active in many organizations like the Campus Activities Council, Honors College, director of recruitment for the High School Leadership Conference, a Gaylord College ambassador, President's Leadership class and the social media chair for the Oklahoma Creativity Festival. She was awarded the PACE Award for Outstanding Freshman and a finalist for Outstanding Sophomore. While doing all this, she also works for Oklahoma Scholastic Media and BOE Creative Services.

Jeff Hunt, president/owner of Heritage Construction, has selected **MCKENNA POWERS** as the recipient of the Heritage Construction Scholarship. McKenna is the daughter of Breck and Jeannine Powers and a previous scholarship recipient as well. Breck is a general partner of LBJ Construction. McKenna will be a junior at Texas A&M in the Fall with plans on majoring in biomedical science. During her sophomore year she was on the Dean's list for the College of Veterinary Medicine and Biomedical Sciences. She also was part of the Coed Intramural Basketball Champions. She was the treasurer for the Cupcakes for a Cause Event for the past two years. McKenna is a member of the Biomedical Sciences Association and a long time member of the US Pony Club. She has done community service helping with the Texas A&M "Big Event" and has also tutored college freshman in chemistry and served as an advisor for young US Pony Club members.

Don Kline, president of Chesmar Homes has selected **AMANDA CAFFEY** as the Chesmar Homes Scholarship recipient. Amanda is the daughter of Craig and Leah Caffey. Craig is a builder sales representative for Goodman Manufacturing and a long time member of the GHBA.

Amanda will be a sophomore at Syracuse University in the Fall with plans on majoring in Broadcast & Digital Journalism, Policy Studies. As a freshman at Syracuse, she was selected to be the community relations chair for the Orange Seeds, a leadership empowerment organization made up of a selected group of freshman and transfer students that are involved in various on and off campus volunteer opportunities. She also serves as a university tour guide and student ambassador and serves as a mentor for second grade students. She also works on the campus Citrus news crew and is an assistant video editor for the Daily Orange student newspaper.

MADELINE TOMLINSON is the 2016 recipient of the "Will Ulrich Scholarship" which was provided by generous donations from the employees of Newmark Homes, in his memory.

Madeline is the daughter of Greg and Leslie Tomlinson. Greg is president of Builders Post-Tension and a very active member of the GHBA since 1989. Madeline will be a sophomore at UCLA in the fall majoring in Biochemstry and is in the Honors College there.

During her first year at UCLA she has join the Delta Gamma Sorority, and participated in their Service for Sight Foundation activities. Madeline was also a counselor at CampMed, a three-day camp for underprivileged high school students who are interested in the health care field. She participated in the UCLA's Hospital MAPS Program, (Measuring to Achieve Patient Safety) where she monitors patient safety procedures carried out by the medical professionals and is a member of the Premedical Peers Association.

A BIG THANK YOU TO OUR GENEROUS DONORS!

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A Winning Formula for Builders, Homebuyers

Datasmart Home Technologies and Duncan Security's Unique Business Model

More than 16 years ago, Randall Duncan got an idea for a company that could meet the growing demands for home technology while working with several different Houston home builders in the insurance business. As it is with any successful entrepreneur, he realized a need that was not completely or comprehensively fulfilled and set out with a plan that was founded on the relationships he built and a passion for exceptional customer service.

That vision has become a business model unlike any other in the national housing market and today is represented by Datasmart Home Technologies and Duncan Security, a 5,000 square-foot design center, seven additional showrooms in partnerships with various builders and the recognition as a national leader among key industry suppliers.

A home systems technology integrator, Datasmart's primary clients are production, semi-custom, custom and estate home builders spanning from the north to the south ends of the Houston market, from Galveston to Montgomery counties.

Datasmart provides builders with the programs and solutions they need to offer their customers everything they expect with home technology including security, entertainment, environmental control and lighting. Duncan Security provides home buyers with the option of smart security monitoring services after they move into their new home.

Duncan and his team have a growing list of builder partners, a very distinctive approach and a real hands-on customer service program. These are the key components of the company's unique business model and platform focusing on a tailored customer experience that is described as "offering a custom process to a production builder and a production process to a custom builder."

Randall Duncan along with Director of Business Development Rocky Flores and Director of Marketing Jaime Garza each maintain a true personal approach to working with their clients. They become familiar with everyone from company principals to on-site sales and construction, and ultimately home buyers who benefit from Datasmart's local showrooms where they can actually see and experience a number of different home automation and security features and how they function in a home.

The relationship with Datasmart and new-home buyers begins early in the builder's construction process or a time that Duncan refers to as "stage appropriate."

"The beginning of the construction process is the most cost effective and the least intrusive to home buyers who always agree that they do not want to have to add these features after they move into their new home." He adds that this part of the home-buying experience is created to compliment the builder's design center process with most home buyers ultimately adding many more options.

Every home buyer encounter is supported by a face-to-face meeting with a trained Datasmart technology consultant to determine the buyer's individual needs, a scheduled appointment at one of the company's showrooms, open and constant communication with the builder's construction and on site sales teams, and a complete customer service and warranty program provided by Datasmart.

The company's approach and reputation for customer service has also earned it accolades from key industry suppliers and

vendors such as BEAM by Electrolux, a leading provider of central vacuum systems in the United States and one of Datasmart's national vendors. Rapidly growing in popularity, this feature that was once only found in high-end custom homes, is making a big comeback in new homes and across all price ranges because of its availability in the construction process and prices that are often surprisingly affordable to new-home buyers.

Laura Kerlagon, Western US Sales Manager for BEAM Central Vacuums says that Datasmart has had a tremendous impact on the sales of BEAM Central Vacuums in the Houston market. "Their sales team takes the time to walk the customer through all of their options, and also takes the time to really get to know that customer so they can educate them on options that they may not be aware of that could be of benefit to them," she said. "Simple questions such as 'does anyone in your home have allergies or asthma', or 'do you have pets,' are little questions that open doors for the sale, and more importantly, the opportunity to improve that customer's way of life. Datasmart excels in this area."

Earlier this year, Taylor Morrison launched its Interactive Home 2.0 in the Houston market working with international technology provider Legrand and its Intuity Home Intelligence platform, and partnering with Datasmart to build "interactive homes" priced from the $190,000s to more than $1 million in nearly 40 communities across the greater Houston area. Datasmart's experience, reputation and local presence were important considerations for the national builder prior to the program's debut.

"Datasmart has been instrumental in the launch of our Interactive Home 2.0™ and our continued success in Houston," said Jim Ellison, Vice President of Sales and Marketing for Taylor Morrison in Houston. "We focus on creating a product that's inspired by our customers and Datasmart does the same. As long as our customers want home technology, we will continue to work tirelessly to deliver solutions. The local aspect was important to us," he adds. "Datasmart understands our culture, values and dedication to our customers."

The dedication to its customers has earned Datasmart the Dealer of the Year award by Legrand for the past three years. Joshua Roberson, National Builder Sales Manager for Legrand says the award is multi-faceted and cites Datasmart's exhibition of strong brand support, excellent installation practices and significance as a partner of Legrand dedicated to making products that better support customer needs as the criteria for the award.

"Datasmart has been a very supportive and active partner with the Interactive Home program," Roberson said. "The program is really a three-way relationship between the builder, system integrator and the manufacturer. Datasmart has a fantastic culture of doing whatever they can to help the builder and home buyer and that approach sets them apart and merits winning our top national dealer award."

The corporate culture that defines Datasmart has proven a winning formula for the company, which is represented by the familiar faces of Randall Duncan, Rocky Flores and Jaime Garza.

A dedicated Platinum GHBA member and supporter for more than eight years, Duncan and his team have developed strong relationships with builders and continue to be avid supporters of the association and its missions. Business Development Director Rocky Flores is the current president of the GHBA's Associate Council and is one of many Datasmart and Duncan Security employees to volunteer their time and support to the association.

Datasmart and Duncan Security's focus will continue to be the Houston housing market with its main objectives to remain a trusted builder partner and a valuable resource for both home builders and home buyers, and to provide the most beneficial and valuable home automation systems and features that meet the diverse demands of everyone from millennials to baby boomers.

A LOOK INSIDE THE GHBA
Bona Fide Association Plan

What makes the GHBA medical plan so price competitive compared to the other options in the market, and how does it work?

The simple answer lies in its status as a "Bona Fide Association" plan. There are many associations out there that claim to have association plans but they are really just glorified enrollment systems that provide little to no benefit at all to member companies.

The GHBA is a Bona Fide Association which allows companies to be underwritten outside of "community rating" and off the exchange. This means that GHBA rates are determined by claims experience reports or the health status of employees. These reports and health statements are reviewed by an actuarial firm to scale each potential member company up or down on a premium grid.

The program rates average 20 to 30 percent lower than the same plan in the regular market, and there are substantial savings even for very large companies.

There are currently more than 100 companies under the program ranging in size from two to more than 300 employees. The current monthly premium generated by the program is over 1.3 million and there are over 5,000 individuals covered.

The association plan is administered under one contract with nine plan options: five PPOs, three HSAs and one HMO. You can offer as many of these plans as options to your employees as you want.

In addition to the underwriting advantage, the program is written as one large group and therefore benefits from price advantages because of its size. The size and favorable loss ratio of the program are very beneficial for companies on the renewal. Instead of moving every year or two, it can provide you a low cost, high quality and long term solution to your company's healthcare needs.

The Stevenson Group also handles a significant amount of the administrative duties, including:

- Addition of new employees to your plan(s)
- Termination of employees off your plan(s)
- Cobra administration for all of your plans at no cost to you
- Billing issues (we handle all billing for each company so problems are quickly resolved)
- Claims adjudication
- Compliance issues
- And so much more

We price all of the carriers in the market on a daily basis, and if you qualify through our underwriting, there is probably not going to be a better place for your company's insurance from a cost and quality stand point. To learn more, contact Brian Stevenson at (281) 752-9303 or brian@thestevensongroup.com.

THE STEVENSON GROUP

Come See Why Over 6,000 Members Are Part of The Stevenson Group!

Offering GHBA Association Medical Plans as well as specially designed 401k plans, The Stevenson Group has helped save millions of dollars for member companies.

The Stevenson Group allows you to focus on what you do best: leading your business. Contact us to find out more!

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*As of print date.

HomeAid Houston

HomeAid's Project Playhouse Raises Over $80,000 for the Homeless

HomeAid Houston's 2016 Project Playhouse was a game–changer this year as the event raised a total of $80,496 for Houston's mission "to build new lives for homeless families and individuals through housing and community outreach."

HomeAid, a 501c3 charity of the Greater Houston Builders Association, builds transformational housing for Houston's homeless. HomeAid, the Houston Astros and the Astros Foundation partnered with M/I Homes on this 10th annual fundraiser. Raffle tickets for a chance to win the playhouse in a drawing were sold for $5 each over a period of several months. The drawing was held on June 22 at the Astros vs. the Angels game.

Jay McManus, president of the Houston Division of M/I Homes, and his six year old son, Jake McManus, drew the winning ticket. The winner is GHBA member Kim Cooke with Benefit Concepts, Inc.

"It was a thrill for me to receive the call that I had won the playhouse," said Kim. "It was exciting to win, and at the same time to know that my ticket purchase went toward such a great cause."

M/I Homes designed and constructed this year's playhouse with donated materials and labor from GHBA members. M/I's team created a video game style design they named Pixel Playhouse that featured air conditioning, tempered safety glass windows, a plasma TV, a treasure chest, a front porch, exterior torches and game seating. Pixel Playhouse also included a hand–created rug, tree and artwork that turned virtual into reality.

"M/I Homes was honored and excited to participate in Project Playhouse this year," said Jay McManus, division president. "What better way to raise money to end homelessness? This is a tremendous opportunity for M/I Homes in Houston to give back to the community and involve our employees by doing what we do best—build homes!"

The M/I Homes Project Playhouse team included David Gipe, vice president of operations; Keith Blum, vice president of purchasing; Bobby R. McNeese, sales manager; Chasity St. Andre, escrow officer; James Lee, construction superintendent; Hanan Foteh, senior administrator; Jean Pearcy, sales administrator; Linda Lynch, senior administrator; Steve Madrid, construction superintendent and Stephanie Wright, sales manager.

"HomeAid thanks the incredible team at M/I Homes for their commitment to Project Playhouse and to the dozens of volunteers who worked at the Astros games raising awareness about homelessness in Houston," said Cindy Hinson, president of HomeAid Houston. "Companies like M/I Homes are helping to improve the lives of so many less fortunate through their hard work and a dedication to a cause."

Lisa Clark, HomeAid Board Member Rocks Raffle Ticket Sales

The Legend of Lisa continues as she sets new records for HomeAid's Project Playhouse raffle ticket sales.

This year, Lisa raised $8,125 by selling 1,625 tickets. Lisa is a HomeAid board member and vice president of Ryko Development, Inc. She has generated thousands of dollars in sales for Playhouse each year. Her connections, skill, tenaciousness, competitive spirit and above all, her love for HomeAid, motivate her and inspire her to challenge others to the task.

"It is really very easy to sell a $5 raffle ticket when you can convey the importance of where the money goes," said Lisa. "I explain that the funds raised go directly to HomeAid Houston and to the projects that are changing lives all over our city. There are no hidden agendas, it's all up front, and that is important to me."

Lisa gathers her stacks of raffle tickets as soon as they are available and she is off and running. "I carry hundreds of them with me throughout the day," she explained. "I have them when I go to meetings, lunches, both business and social, and I keep them at my desk when people drop in the office. I've been known to take them home as well, and my neighbors know what's about to happen when they see me coming."

"The Legend of Lisa continues to touch all of us involved with HomeAid," said Cindy Hinson, president of the board. "Lisa Clark works hard at her real job, and she works just as hard for the homeless men, women, children and veterans we serve as a non-profit charity. We can't thank her enough for all she does."

WINNER OF PIXEL PLAYHOUSE SAYS TIMING IS EVERYTHING

Kim Cooke with Benefit Concepts, Inc., winner of the Pixel Playhouse, says the timing of winning the playhouse was perfect for her. Kim had purchased a farmhouse outside of Houston and her grown children reminded her that since they had always had a playhouse growing up, the new yard needed one as well; after all, they would give her grandchildren someday....

"Even before I bought a raffle ticket for Project Playhouse this year, I was thinking about building a playhouse for the property," Kim said. "My grown daughters and my extended family come to visit and it was a big topic of conversation."

Kim has supported HomeAid for several years by purchasing Playhouse raffle tickets. "When I got the call," she said, "one of the first things I thought was I better get it installed by November, because that's when my daughter is getting married, and everyone will be at the house during that time. I wanted Pixel Playhouse to be a part of the festivities."

As Kim plans the installation, her daughters are studying the playhouse rendering and photos to see what added colors and features they want to make. "We want to add additional activities such as a sewing machine and video games," said Kim. "The playhouse will be an age-friendly activity center. I can't express enough how thrilled I am that I won, and how happy I am to be part of something so special as giving to projects that help the homeless."

HomeAid thanks all of our 2016 sponsors, volunteers and sales teams for making this year so successful!

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Meridiana is Newest Community to Join Benefit Homes Fundraiser

The GHBA's annual fundraiser, the Benefit Homes Project, received a generous donation of a homesite from one of the newest family-oriented master-planned communities off Texas 288.

This 2,700 acre community is called Meridiana, and it is blazing new trails with a variety of unique amenities. The community is nestled within Brazoria County just south of Highway 6. The lot is being donated for a Benefit Home to be built by Trendmaker Homes.

In addition to the luxury homes by Houston's finest homebuilders that are being offered, Meridiana is committed to learning and exploration for every stage of life. The community is collaborating with the local schools, to work with faculty within the Alvin Independent School District to implement discovery experiences designed to educate, motivate and inspire all ages. Each of the experiences will be designed to fit into the District's curriculum for students from kindergarten through high school.

In Galileo's Lab, for instance, fixed outdoor features will allow students to study weather, water quality, the solar system, gravity and velocity. The setting with shaded, outdoor classroom space will also feature birdhouses, butterfly gardens and fauna at the water's edge.

"A relative newcomer to the Houston market, Rise Communities is quickly becoming a household name for innovation and for providing a long list of amenities that are setting a new standard of quality for today's master-planned communities," said Will Holder, chairman of the Benefit Homes Project. "Trendmaker is excited to partner with Meridiana as we build this Benefit Home that will raise valuable funds and awareness."

Each year two homes are built for the Benefit Homes Project with donated land, materials and services by GHBA members. The homes offer a variety of the most popular features and amenities on the market today. They are sold at market value

and the majority of the proceeds benefit Texas Children's Cancer Center, the Alzheimer's Association and HomeAid Houston. Since the fundraiser began, $9.5 million has been raised.

Meridiana also offers a waterfront Amenity Village where residents can enjoy a resort-style family pool with cabanas, café, kids' splash pad, spacious fitness center with on-site personal trainers and outdoor amphitheater.

The Amenity Village will also be home to a glass-enclosed conservatory set over the water and a fully customized, 40-foot luxury Ambassador's Yacht where Meridiana dog ambassador Soleil, will invite residents to spend the night in honor of a birthday or special occasion.

Meridiana will be accessible by the new Meridiana Parkway (now County Road 56), currently under construction, creating an easy commute heading north to the Texas Medical Center or south to Dow Chemical, BASF and other Brazoria County workplaces.

A second home is being built for the 2016 Benefit Homes Project by Castletree Homes. Castletree's home recently sold in the new community of Miramesa near Hwy 290 and Fry Rd. The community developer, Land Tejas Cos. donated the homesite.

BUILDER/DEVELOPER TEAMS

CASTLETREE HOMES
A Windsor Steele Company

LAND TEJAS COMPANIES

Meridiana

TRENDMAKER HOMES

OUR CHARITIES

alzheimer's association
the compassion to care, the leadership to conquer

HomeAid Houston

Texas Children's Hospital

In its 36 years, the Benefit Homes Project has donated more than $9.5 million to local charities.

INFO: Please contact Lisa Pepitone at (281) 664-1425 or LPepitone@ghba.org for more information on how you can participate as a Benefit Home builder/developer or donate labor/materials as a Project vendor.

Education Corner

DESIGNATION COURSES

Diversification: New Profits for Builders

Approved for: GMB
Instructor: Ed Harrison
Date: Tuesday, August 23
Time: 9 am to 5 pm
Fee: $220 members / $330 non-members

Content: In today's economic environment, home building firms may encounter many opportunities to diversify. Commercial development, remodeling, special use structures, light industrial or institutional projects—all may tempt a builder to seek new market niches. This course will help you to assess the possibilities and decide whether diversification is the right strategy for your company.

As a graduate of this course, you will:
- Know what trends affect the industry
- Identify incentives to diversification
- Understand the risks of diversification
- Know how to quantify the benefits of a new niche

Who should attend? Residential builders of all sizes

To learn more and go further, visit
ghba.org/education

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Weatherization Partners Ltd

NAHB

GENERAL EDUCATION

(Not for designations)

2015 IRC Energy Code Update

BE PREPARED FOR CHANGES COMING YOUR WAY!

Instructor: Dave Yelovich, CGB, CGP
Date: Thursday, August 11
Time: 2 pm to 5 pm
Fee: $35 members / $50 non-members

Content: The State of Texas adopted the energy provisions (Chapter 11) of the 2015 International Residential Code as the minimum standard for all new homes starting September 1. You, your framer, cornice man, AC contractor, insulators and others will need to be on board.

What are the new rules? What will that look like in the field? What will it take to comply? Don't be left in the dark. Join us as we tackle these questions and much more.

Who should attend? Builders, remodelers and all companies & trades in the residential construction industry.

BIG CHANGES COMING!

September 1, 2016 is just around the corner. Do you know the significance of that date? Join us at the GHBA on Thursday, August 11 from 2 - 5 p.m. as we review a topic that will change how you build and remodel homes.

The State of Texas adopted the energy provisions (Chapter 11) of the 2015 International Residential Code as the minimum standard for all new homes starting September 1. You, your framer, cornice man, AC contractor, insulators and others need to be on board.

What are the new rules? What will that look like in the field? What will it take to comply? Don't be left in the dark. Join us as we tackle these questions and much more.

Masonry Seminar

ABC'S OF HOME BUILDING SERIES

Instructor: Dave Yelovich, CGB, CGP
Date: Tuesday, August 16
Time: 4pm to 6 pm
Fee: $35 members / $50 non-members

Content: This class will cover the basics of brick, stone and stucco. You will gain a better understanding of how to lay brick and stone, mix mortar, and the best way to clean mortar, brick and stone for a great looking finished project. We will also cover proper stucco applications and the materials necessary for quality projects.

Who should attend? Construction superintendents, remodelers, volume builders, custom builders and contractors

Accelerate 2017 Marketing Goals through Customer Experience & Digital Strategies

STICKS & BRICKS OF SALES & MARKETING SERIES

Instructor: A panel of speakers moderated by Christy Stratton
This powerful seminar will feature sales, marketing, and customer experience subject matter experts. Panelists will provide key insights into a creating a comprehensive customer experience including strategy and execution for improved outcomes and more.
Date: Wednesday, August 17
Time: 9 am to 11 am
Fee: $35 members / $50 non-members

Strategy/Purpose: Incorporating recent marketing trends to your customer engagement strategy often adds complexity and costs to an already limited budget. If only there were proven ways to innovate your marketing game without hindering what you do best...building relationships with customers. You're in luck! GHBA is offering an informative class focusing on Customer Experience and Digital Strategies. Discover what gaps you might have in your current marketing approaches as you learn pragmatic and creative ways to market to your customers from industry leaders.

Topics covered:
- Digital transformation to enable your sales and marketing teams
- Enhancing customer experience and increasing conversion and return on investment
- Leveraging data and technology to improve sales outcomes
- Dovetailing digital and traditional marketing approaches
- Discovering the experience your customers truly want
- Marketing pitfalls in the digital space
- And much more...

Scheduling for a Remodel

NUTS AND BOLTS OF REMODELING SERIES

Instructor: Jeff Hunt, CGR, GMB, CAPS, CGP
Date: Wednesday, August 17
Time: 4 pm to 6 pm08/17/16 4pm to 6pm
Fee: $35 members / $50 non-members

Content: Time is money. How about more of both? Learn how to effectively schedule a project, cutting down on completion times and maximizing your profits.

GHBA HIRES INTERN THROUGH HIRE HOUSTON YOUTH PROGRAM

As part of the Hire Houston Youth program, created by Mayor Sylvester Turner, the GHBA is proud to announce that Simone Castille has been brought on board as a summer intern through August 19. Simone is assisting the staff in a variety of areas.

Simone recently graduated with a BS in Criminal Justice from Prairie View A&M University. In addition to her internship with GHBA, Simone is also a substitute teacher in the Aldine Independent School District. Simone's accomplishments are impressive as she is a member of the National Society of Collegiate Scholars at Prairie View A&M and was awarded Certificates of Achievement in Recognition of Excellence in Academics for all four years at Prairie View A&M.

"We were excited to take part in the Mayor's new Hire Houston Youth program," said Casey Morgan, CEO of the GHBA. "The GHBA is always an active, high energy, work-driven environment. The Mayor's program gave us an opportunity to hire Simone who has proven to be a wonderful asset to the staff. Her commitment and willingness to contribute her time in all areas, is a reflection of her desire to learn and develop into a successful young woman within the workforce."

Mayor Turner created the Hire Houston Youth program to connect Houston's local youth to job opportunities that exist within the City of Houston. Hire Houston Youth recruits, screens and matches companies with talented young Houstonians between the ages of 16-24 who meet that company or organization's qualifications.

Young people need real world experiences, employment opportunities, mentoring, and enrichment activities, especially over the summer when, on average, all students experience learning loss. Workforce programs and summer employment have the capacity to set youth on a path to a long-term career while helping to decrease unemployment. And, for at-risk youth, having a meaningful job, even for the summer, decreases their likelihood of dropping out of school. Summer employment can be a life-changing experience.

"I am a dedicated and hardworking individual," said Simone, "and I am excited to learn all I can at the GHBA about the association and about the building industry. This internship allows me to be exposed to several areas including membership development and administration, and it helps me improve my communication skills with others. I know this experience will help me further my future career. I can't thank the GHBA enough for giving me this opportunity."

CROSS CREEK RANCH SPROUTS SUSTAINABLE TREE FARM

With well over 2,400 homes sold since its inception in 2008, Cross Creek Ranch has seen significant growth in the number of homes, amenities and residents. But growth of a different kind has been happening on a quiet 40 acres tucked into the community's western boundary — a tree farm, now marking its tenth year.

The tree farm is typically home to about 2,500 trees of varying sizes at any one time, with the dominant varieties being live oak, bald cypress, loblolly pine, nuttall oak and red maple. Once grown to a size that can be transplanted, the trees are used to supplement the 3,200-acre community that has already been developed.

Cross Creek Ranch General Manager Rob Bamford estimates more than 1,500 trees have been moved into open spaces of Cross Creek Ranch. "This is a great cost-saving move for any community, especially one that will have as many trees as Cross Creek Ranch," he said. "We are able to purchase very young saplings and seedlings and let them mature for several years until they can be transplanted."

Many of the current seedlings in the tree farm will be used to landscape the final phase of Flewellen Creek, under construction now. Approximately 4,500 trees have been planted along the already restored portions of the creek, and Bamford estimates about 10,000 trees will ultimately adorn the landscape, provide shade along the trails and be home to nesting birds when the linear park is complete.

Bamford, who also initiated a tree farm at another Houston development years ago, said the majority of communities do not have the luxury of growing their own trees.

"First, you have to have the real estate to do it," he said. "And you need a long enough development cycle that you can dedicate acreage for a significant amount of time to the project without interfering with the introduction of new neighborhoods or amenities."

Bamford said Cross Creek Ranch has about five years of active development remaining, and the tree farm will most likely one day be transformed into park space, a neighborhood and other community features.

WOODSON'S WHEELS INSPIRES RESIDENTS TO ENJOY THE OUTDOORS AT WOODSON'S RESERVE

Woodson's Reserve, a 692-acre master-planned community located in Spring, TX, is encouraging residents to enjoy the outdoors and live active, healthy lifestyles through their Woodson's Wheels program. The program gives each family who moves into the community one personalized Woodson's Reserve cruiser bicycle from Bike Barn, a local well-known bike shop, upon closing their home.

The Woodson's Wheels program was introduced in the fall of 2015 to the first 10 homeowners. Today over 30 families are exploring the community's biking trails, over 115 acres of open space, and preserved nature areas on their new wheels.

The Woodson's Reserve 'True Living' promise values the importance of staying active and spending time with friends and family outdoors. "We are thrilled to have a program in place that encourages residents to explore the great outdoors and stay active." says Jim Jenkins, Toll Brothers' vice president of master-planned communities.

"In addition to exercise and transportation, the bike program at Woodson's Reserve is also intended to inspire our residents to 'Think Outside,' and to create more opportunities for neighbors to connect and build lifelong friendships," says Margarita Flores, Toll Brothers' Houston marketing specialist of master-planned communities.

Woodson's Reserve is jointly developed by Toll Brothers and Cernus Development.

Green reaches new heights...

GBGC Program Updates

"Green" that Makes Sense

DPIS Engineering LLC has been blessed to be part of the Green Built Gulf Coast program since its inception. I have personally been fortunate to serve with many other quality team members in making "green" building a reality for many of our customers. We certified the first Silver Level home in the program, and have certified several thousand homes in the Greater Houston area. Our builders have been able to offer a full comprehensive green program on affordable housing, first-time buyer, move-up, and custom homes.

The beauty of this program is that it is local, and that it is green that makes sense. We have enrolled production builders, in-town builders, custom builders, and even build-on-your-lot builders in the program. Via DPIS' proprietary process we are able to take a builder from zero-to-green in 30 minutes. We also complete the verification with zero added trips beyond our full certification process of Energy Code / Energy Star / Guardian Energy programs. It is a great compliment to any above-code building program, and offers valuable market differentiation.

I have served as the primary verifier for the DPIS team for over six years and have worked with the GHBA on several training and marketing campaigns and presented to custom builder groups, met with consumers, homebuyers, and industry trade partners. I have also served on the interpretations sub-committee for several years now, and have provided technical guidance upon request.

I am very thankful to work with such a great team here at DPIS, and throughout the industry in the verification of the Green Built Gulf Coast program.

CLAYTON MORRIS & FAMILY
Clayton is Vice President of Operations for DPIS Engineering LLC
Certified Building Official: 8408655

go green with confidence

Learn more at greenbuiltgulfcoast.org

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GREATER HOUSTON BUILDERS ASSOCIATION

To learn more about becoming a GBGC builder or associate, contact Donna at dbuenik@ghba.org or call 281-664-1429.

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Trendmaker Homes

2016 Membership Chair

TONER KERSTING

Snyder Energy Services

GHBA would like to welcome all our newest members. By joining the GHBA, you've made a significant investment in both the building industry and your own business. Now that you are a member of the GHBA, we invite you to stay actively involved in the association events and activities.

Getting the most out of your membership means getting involved. We invite you to attend events, join a committee or council, start working toward a NAHB designation or volunteer for a charity project. The GHBA hosts over 200 networking events annually, including 100 industry-specific education classes, and has 16 council, committees and divisions in which to participate. Association involvement will lead you to that pivotal next step in building relationships within the industry.

Visit ghba.org for information on all upcoming events or contact the Membership Department at (281) 664-1425 to get involved and put your membership to work!

If you have been a GHBA member for awhile, please take a minute to extend a warm "hello" and congratulate our newest members for supporting the building industry. And remember, "When doing business, call on a member first!"

JUNE SPIKE OF THE MONTH

DEBBIE PAGE
1st Infiniti Enterprises Inc.

RETENTION SPIKE OF THE MONTH

RICHARD MOGRIDGE
Bluegill Energy Management

WELCOME NEW MEMBERS

BUILDERS

Bravo Homes LLC
Erika Bravo
21431 Lindell Run
Porter, TX 77365
(832) 768-5759
evert.bravo@yahoo.com

Chavez Residential Design+Build, LLC
Alexander Chavez
30203 Legacy Pines Dr.
Houston, TX 77386
(713) 291-1225
chavez@chavezresidentialdesignbuild.com
www.chavezresidentialdesignbuild.com

Cook Custom Homes
Jon Cook
3026 Lake Island Dr
Montgomery, TX 77356
(281) 630-5178
jon@cookcustomhomestx.com

Kristal Construction, Inc.
Johnnie Staggs
920 Memorial City Way
Suite # 425
Houston, TX 77024
(713) 400-7585
johnnie@kristalconstruction.com
kristalconstruction.com

Riverstone Builders, Inc.
Robert Davis
2707 Haverhill Dr.
Houston, TX 77008
(713) 826-2360
bob@riverstonebuilders.com
riverstonebuilders.com

Venhomes LLC
Jose Ocque
1846 Snake River Rd, Ste B
Katy, TX 77449
(281) 945-2146
jose@jjprojectsok.com
www.venhomesok.com

DEVELOPER

Empire Continental Land LP
Steve Sellers
10850 Richmond Ave., Ste 130
Houston, TX 77042
(713) 239-2925
ssellers@empirecontinental.com
empirecontinental.com

REMODELER

SHR Remodeling, Inc.
Stephen Twarowski, CGR, CAPS
7610 Fur Market Drive
Houston, TX 77064
(713) 409-8978
shr@shrremodeling.com
shrremodeling.com.com

ASSOCIATES

AirHome
Jason McQuillin
2900 Murrell Rd.
Rockledge, FL 32955
(321) 638-1331
jason@airhome.io
www.airhome.io

CJ's Builder Services
Randy Lee
23501 Cinco Ranch Blvd, Suite H120-170
Katy, TX 77494
(281) 900-0327
cjsbuilderservicesrl@hotmail.com

Certified Business Brokers
Dan Alexander
14121 Wickchester Ln, Ste 100
Houston, TX 77079
(281) 974-6008
dalexander@certifiedbb.com

Enterprise Fleet Management
Meredith Creger
10401 Centrepark Drive
Suite #400
Houston, TX 77042
(713) 300-9104
meredith.s.creger@efleets.com

Kwikset Hardware
Dianna Grotenhuis
19450 Dry Canyon
Katy, TX 77449
(281) 905-4501
dianna.grotenhuis@spectrumhhi.com
www.kwikset.com

Republic Automation
James Sasser
3934 University Blvd.
Houston, TX 77005
(832) 689-2441
james@republicautomation.net

Spic and Sparkle LLC
Traci Callender
P.O Box 441601
Houston, TX 77244
(832) 628-4362
clientservices@spicandsparkleinc.com
spicandsparkle cleaningservices.com

Versatex Building Products
Mike La Porte
222 Mason Creek Dr. #415
Katy, TX 77450
(713) 703-4956
mlaporte@versatex.com

Western Pacific Building Materials
Randy Lutz
7607 Bluff Point Rd
Houston, TX 77086
(832) 975-0070
r.lutz@gowestpac.com
www.gowestpac.com

RENEWALS

The following companies have shown their commitment to the industry by renewing their memberships. Companies in bold have supported the association for 10 years or more. Thank you!

COMPANY	NAME	JOIN DATE
1st Infiniti Enterprises, Inc.	**Andy Loyd**	**1997**
2-10 Home Buyers Warranty	**McCalle Fryar, CGA**	**1989**
A & S Engineers, Inc.	William Baird	2008
Abbott Contracting, LLC	**Larry Abbott, CAPS**	**2004**
Aberdeen Building Group	Scott McNinch	2009
All Texas Fence Inc	Chris Davis	2011
Amailey Plumbing, LLC	Scott Talley	2009
America's Home Place, Inc.	Tim Blackstock	2015
Anthony Renard Remodeling, L.L.C.	John Pedersen, CGR	2010
Arizona Tile	Allison Wilson	2007
Ashton Woods	**Dan Gezella, CSP, MCSP**	**1989**
Ashton Woods	**Paul Sims**	**1989**
B & A Builders, Inc.	**Richard Burch**	**1989**
Benchmark Engineering Corporation	**Saib Saour**	**2000**
Benchmark Mortgage	**Mark Cady**	**1992**
Beth Wolff Realtors	Ed Wolff	2014
Boe Creative Services	**Cheryl Perry**	**1998**
Boutros Construction, Inc.	Mark Boutros, GMB	2009
Boylan Fine Custom Homes, Inc.	**Richard Packard**	**2001**
Builder's Choice, Inc.	Ivan Madrigal	2015
Builders Select Insurance Group	Curt Jones	2015
Bush Rudnicki Shelton, PC	James Rudnicki	2013
Cadence Bank	Mike Holtkamp	2013
CDS Community Development Strategies	**Steve Spillette**	**1974**
CenterPoint Energy New Homes Program	**Chris Lallier**	**2002**
Charter Title Company	**Sharon Peterson**	**1990**
Chase Drywall Ltd.	Jeremiah Magaro	2007
Circa Lighting	**Rene Chapman-Wood**	**2005**
D. L. Doyle Construction Co.	**Doug Doyle, CGR, GMB**	**2003**
DECOR Builders Hardware Inc.	**Chandler Eaddy**	**1972**
Design Originals Custom Home Plans, LLC.	Robert Faust	2014
Diversified Thermal, Inc	**Doug Walsworth**	**2006**
EDI International	**Victor Mirontschuk**	**1984**

COMPANY	NAME	JOIN DATE
EHRA	**Jim Russ**	**1983**
Elron Construction, Inc.	Rona Milbauer	2015
Floor & Decor	Hilda Amesquita	2013
Flooring Services of Texas Design Gallery	**Mark Johnson**	**1998**
Frankel Building Group	Scott Frankel, CGB, GMB, CGP, MCGP	2007
Gaiennie Lumber Company	Velvet Phillips	2013
Goodman Manufacturing Company Inc	**Edward Neumann**	**1994**
Greens Blue Flame Gas Co. Inc.	Dean Green	2009
Home Exterior Systems LLC	Vicky McCollim	2015
Houston Association of Realtors-Casa Bella Development	Joseph Licata	2015
Houston Association of Realtors-Keller Williams Signature Realty	Al Rincon	2015
ISC Building Materials	Larry Galik	2014
J. Kyle Homes	Jason Hammonds	2009
J. W. Neathery, Inc.	**Jay Neathery**	**2003**
Johnson Development Corporation	**Larry Johnson**	**1992**
Kolbe Hill Inc.	Robert Hill	2014
Langford Engineering Inc	**Tim Hardin**	**2005**
Lone Star Building & Construction Services, Inc.	**Wayne Ball, CGR, CAPS**	**1984**
M. R. Olson Homes	Mark Olson	2014
Macedo Homes	Santiago Macedo	2014
Majestic AC	**Rod Pine**	**2003**
Merrick Coastal LLC	Barry Neptune	2014
Metrostudy	**Lawrence Dean**	**1982**
Mirror Gallery, Inc.	**Rodney Simmons**	**1991**
Mitsubishi Electric Cooling & Heating	Jeff Dicker	2014
Morgan Group Development, LLC	Michael Born	2015
MPKA Consulting, LLC	George Sims	2008
National Sign Plazas, Inc.	**Steve Startzell**	**2002**
Novatecture Design Group	Ray Barazandeh	2011
NRG Spray Foam Insulation Co.	Daniel Vargas	2014
Paxson & Associates, P.C.	**Stephen Paxson**	**1989**
Paxson & Associates, P.C.	Mark Thomas	2014
Pella Windows & Doors	**Mike Reed**	**1989**
Pepco Sales & Marketing	**Jim McStravock**	**2005**
Perfection Supply	**Sal Frusco**	**1986**
Probstfeld & Associates	**Mathew Probstfeld**	**1997**
Prosperity Bank	Debbie Wintermeier	2015
Qualified Inspection Services/Energy Smart	**Don Tippit**	**2000**
Quintessa Homes and Properties, LP	Jake Gopinath	2012
R&W Stone, Inc.	Jorge Rodriguez	2012
Rafter B Builders	Matt Bronikowski	2015
REALEX Homes	Nick Peters	2008
Renewal By Andersen of Houston	**Robert (Bob) Birner, CGR, CAPS, CGP**	**2001**
Robert L. Bradley & Associates, Inc.	**Robert Bradley**	**1992**
S. Cook Construction, L.P.	Sherry Cook	2013
Seaside Construction	Jeff Ehrich	2012
Sherwin-Williams Paint Company	**Mike Bernal**	**1989**
Stoecker Corporation	**Michael Stoecker**	**2004**
Stone Meadow Homes	Greg Blume	2015
Stone Systems of Houston	Jason Chavez	2011
Stuckey Builders, LLC	Kevin Stuckey	2013
Sundance Const. LLC DBA Sundance Builders	**John Payne**	**2004**
The Muller Law Group, PLLC	Richard Muller	2015
The Woodlands Development Company	**Tim Welbes**	**1986**
Tolunay-Wong Engineers, Inc.	**Daniel Wong**	**2002**
Unique Builders and Development, Inc.	Steve Zitman	2014
Universal Lights	Ronni Cohen	2010
Venetian Stairs/Indital USA	Margie Melgar	2013
Walker-Zanger	**Karen Phelps**	**1994**
Wisenbaker Builder Services	**Debbie Yorek**	**1973**

MEMBERPROFILE

WESTERN PACIFIC BUILDING MATERIALS was founded in 1991 by Bob Harrison and Jeff Johnson to ship great quality windows, doors, and mouldings to new home builders. Bob was a prior owner of Lone Star Door and Plywood and Jeff was an outside salesperson for the company.

Western Pacific is headquartered in Portland, Oregon and has locations in Colorado, Oregon, Washington and most recently is returning to its Lone Star roots by opening a brand new 80,000 square foot location in Houston, Texas.

The Houston team is led by local millwork authorities Randy Lutz and Loren Cook who both have more than 30 years of experience serving the home builders in the greater metro area. Western Pacific's customers return year after year because, "They get the details right!"

Learn more at **www.gowestpac.com** or call **(832) 975-0070**.

2016 Associate Council Chair

ROCKY FLORES
Datasmart/Duncan Security

You Get What You Give

How are you utilizing your membership?

Summer is heating up and so is the Associate Council! After a short break in July, we are re-charged and ready to rock.

We're getting things off on the right foot with an amazing panel of speakers for the August 4 Associate Council Luncheon. Marco Cordon from Lennar Homes, and Matt Carr and Tim Byrne from DR Horton will be joining us.

The luncheon theme is "Back to School," but don't worry you won't have to know much about Algebra, Chemistry or translating the Spanish language. Simply show up to our meeting and gain a deeper knowledge of Construction 101 taught by the scholars themselves!

As we enter the second half of the year, take a step back and determine how you are utilizing your GHBA membership. It brings to mind a quote from a wise ol' member of our Associate Council, "Remember, this is a marathon, not a sprint." You'll get out of your membership what you put into it, and it takes time.

If you are not yet on an associate committee, I would advise you to consider joining one. The best way to form relationships is to be involved!

There are opportunities to join several committees in the Associate Council alone including, speaker planning, community service, bbq cook-off, golf tournament, chili cook-off, sponsorship and membership.

For more information on any of these committees feel free to email me at rflores@datasmartll.com or Peggy Means at pmeans@ghba.org. We would be more than happy to point you in the right direction and to help you maximize your GHBA membership.

It's time to start thinking about those mouthwatering ribs, tender briskets and smoldering chickens… yes, the Associate Council BBQ cook-off is only a few months away! Stay tuned for more information in the next few months because this year's event will be the best one yet! Attend our monthly lunches for the latest update. See you there!

ASSOCIATE COUNCIL BOARD

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COMING UP:

ASSOCIATE COUNCIL MONTHLY LUNCHEON

Thursday, August 4
11:30 a.m. at GHBA Education Center
9511 W Sam Houston Parkway N
Houston, TX 77064

Cost: $20 earlybird; $25 after Aug. 1

Topic: Back to School with Construction 101

Panelists: Marco Cordon, Lennar Homes; Matt Carr and Tim Byrne, DR Horton

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ASSOCIATE COUNCIL MONTHLY LUNCHEON

Thursday, September 1
11:30 a.m. at GHBA Education Center
9511 W Sam Houston Parkway N
Houston, TX 77064

Cost: $20 earlybird; $25 after Aug. 29

Panelists: TBA

SPONSORED BY: Goodman Air Conditioning & Heating

BBQ & WILD GAME COOK-OFF

Friday, November 18
2-9 p.m. at Houston Farm & Ranch Club
#1 Abercrombie Dr., Houston, TX 77084

More details coming soon!

Get TICKETS at ghba.org/calendar

ASSOCIATE COUNCIL INFO AND SPONSORSHIPS:
Contact Peggy Means
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DO YOU KNOW SAM?

SAM stands out from the crowd. SAM is a leader. SAM doesn't jump on the bandwagon; SAM is driving it! People know they can rely on SAM, because SAM gets things done.

Associates make up about two-thirds of the GHBA membership and through extra financial commitments from sponsorships, they finance a large portion of the advocacy and ongoing work on behalf of the housing industry.

The Sustaining Associate Member Program (SAM) is just our way of saying "thanks!"

Any associate member whose financial contributions through sponsorships and advertising reach $10,000 or more during the year will become a Grand Sustaining Associate Member. Any associate member whose contributions reach between $5,000 and $10,000 during the year will become a Premier Sustaining Associate Member. (This recognition is exclusively for financial contributions made by ASSOCIATE members on an annual basis.)

Recognition for our SAMs includes: a monthly listing in *Houston Builder* magazine; distinguishing ribbons on name tags at all events; recognition of the top member of each (current year's) Sustaining Associate Member group at the association's forecast and political luncheons; listing on the signage display in the entranceway of the GHBA building; and GHBA officers will convey the value of Sustaining Associate Members when they speak at their visits to all councils, committees and divisions.

Our SAMs really "go the extra mile." If you see one of these superstar associates, please take a minute to say 'thank you.' Find out more at www.ghba.org/SAM.

MEET SAM

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Join the 2016 SAM list!
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Thank you to our current **HOME-PAC** supporters!

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Bo Butler
Bruce Craig
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James Ellison
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Russel Garrison
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Greg Madrey
Stephen McNiel
Ron Martin
Michael Pelletier
James Reid
Stephen Tobin
Greg Tomlinson
John Williams
Johnathan Zschech

CAN YOU AFFORD NOT? TO PARTICIPATE

Changes in state and local law or regulations could be detrimental to your business and bottom line. Your contribution to the PAC is an investment in the future of our industry and one of the most affordable options for political involvement.

MAKE YOUR VOICE HEARD.

YES, I WILL SUPPORT HOME-PAC 2016 AS A ...

VOTING TRUSTEE: Voting trustees may make payment in as many as four installments, but may not vote until fully paid. Chairman's, President's, Governor's, Capitol and Council Club Trustees receive one vote.

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❑ Capitol Club ($2,000 - $2,999) ❑ Council Club ($1,000 - $1,999)

NON-VOTING MEMBER:
❑ Sustaining ($250 - $999) ❑ Foundation ($1 - $249)

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HOME PAC

281.970.8970 | ghba.org/homepac

THANK YOU TO OUR 2016 CBC ANNUAL SPONSORS

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CUSTOM BUILDERS COUNCIL

2016 Custom Builders Council Chair

BRANDON LYNCH, GMB, CGP, CAPS

Keechi Creek Builders

Now that the quiet and hot summer is over, hold on to your hats for a loud and steamy third quarter!

Know the Law—Paths to 2015 Energy Code Compliance

House Bill 1736 will take effect on September 1, 2016. This legislation makes the energy provisions of the 2015 International Residential Code (IRC) the minimum standard for energy efficiency all across Texas. It also ensures that the state cannot adopt another energy code for six years and amends one of the compliance tools to make it more attainable for those who choose that path of compliance.

HB 1736 will change how you build and remodel. Air leakage, duct blaster tests, air barriers, whole-house ventilation, HERS, ERI, SEER, SHGC, U-Factors, R-Values, compliance methods, mandatory provisions, stickers, lighting, insulated headers, ladder tees, and more are mentioned in this new code.

Are you ready for it?

To ease the transition into the state energy mandates, the Custom Builders Council will host the TAB 2016 Energy Code Training on Thursday, August 18 at 11:30 a.m. at the Norris Center Town & Country. James Rodriguez with Fox Energy will guide us through the new code. Don't miss this one!

Lender Panel

In September, the council will feature a lender panel that will speak on whether or not credit has loosened for builders, developers and buyers in 2016 and what specific deals banks are looking to make. The panelists will also discuss where they see the market heading for the later part of the year.

Seeking 2016 CBC Charity Project Donations

There is still time to donate money to our Casa de Esperanza project. Please contact Donna Buenik at 281-664-1429 or dbuenik@ghba.org for more information.

COMING UP:

CUSTOM BUILDERS COUNCIL MONTHLY LUNCHEON

Thursday, August 18
11:30 a.m. at Norris Conference Center
City Centre, 816 Town & Country Blvd. #210
Houston, TX 77024

Speaker: James Rodriguez, Fox Energy

Cost: $35 early; $45 after Aug. 10

Topic: TAB Energy Code Training

A new statewide Energy Code takes effect September 1. Are you ready for it?

Join James Rodriguez, Fox Energy, as he guides builders on how to prepare for the implementation of HB 1736 and a new minimum energy code for most new residential construction. Know the law and how it affects you!

SPONSORED BY: cbusa

TABLETOPS: Cambria, Carrier, Ideal Windows, Marvina Stone, Suncoast Post-Tension

CUSTOM BUILDERS COUNCIL MONTHLY LUNCHEON

Thursday, September 15
11:30 a.m. at Norris Conference Center
City Centre, 816 Town & Country Blvd. #210
Houston, TX 77024

Cost: $35 early; $45 after Sept. 7

Topic: Lender Panel

CUSTOM BUILDERS COUNCIL INFO AND SPONSORSHIPS:
Contact Donna Buenik
(281) 664-1429
dbuenik@ghba.org

THANK YOU TO OUR 2016 BABA ANNUAL SPONSORS

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BAY AREA BUILDERS ASSN INFO AND SPONSORSHIPS:
Contact Peggy Means
(281) 664-1431
pmeans@ghba.org

2016 Bay Area Division Chair

BOB DOUGLAS

The Johnson Development Corp.

Back in the Game

Half time is almost over. Gear up, it's time to get back in the game!

After a short summer break, the Bay Area Builders Association (BABA) has a full slate of luncheon speakers and events planned to close out the summer and take us through the fall. Please take advantage of the opportunity to network with your fellow professionals by attending these events.

The BABA Speed Selling Event will be on Thursday, September 22 at Top Golf in Webster, Texas. This exciting and productive event offers face to face interaction with the decision makers of the Bay Area's top builders. Participants receive approximately 5 to 7 minutes of personal face time with up to 20 builders, and the event typically lasts approximately 3 hours.

The speed selling event is limited to just 20 GHBA associate attendees, so hurry and snag a spot before it sells out. (Event is also categorically exclusive, e.g. only one lumber supplier, one warranty company, etc).

Next on the agenda is one of our most popular events—the annual BABA Golf Tournament! Gather your team and start practicing your swing for this fun event on Thursday, October 13 at Magnolia Creek Golf Course.

Sponsorships are still available for both of these upcoming BABA events. Contact Peggy Means at pmeans@ghba.org or 281-664-1431 for more information.

COMING UP:

BABA MONTHLY LUNCHEON

Tuesday, August 2
11:30 a.m. at La Brisa Mexican Grill
501 N. Wesley Dr., League City 77573

Cost: $30 earlybird; $40 after July 31

SPONSORED BY:

TABLETOPS:

BABA MONTHLY LUNCHEON

Tuesday, September 6
11:30 a.m. at La Brisa Mexican Grill
501 N. Wesley Dr., League City 77573

Cost: $30 earlybird; $40 after September 4

SPONSORED BY:

TABLETOPS:

BABA SPEED SELLING

Thursday, September 22
2 p.m. to 5 p.m. at Top Golf
21401 Gulf Fwy, Webster, TX 77598

Let BABA help you make connections. 3 hours, 20 builders... you're on the clock! Contact Peggy at pmeans@ghba.org; 281.664.1431 for details!

BABA GOLF TOURNAMENT

Thursday, October 13
8 a.m. to 5 p.m. at Magnolia Creek Golf Course
1501 Bay Area Blvd, League City, TX 77573

Start gathering your team! (4-person scramble)

BAY AREA BUILDERS ASSOCIATION
a Division of the GREATER HOUSTON BUILDERS ASSOCIATION

Speed Selling Event

GOLF!

SELLING!

NETWORKING!

THURS., SEPT. 22nd • 2 pm - 5 pm

Top Golf in Webster 501 N. Wesley Dr., Webster, TX 77573

Get face to face interaction with 20 of the Bay Area's top builders & decision makers!

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Cocktail Sponsor (exclusive) $ 2,000.00
6ft. display table at dinner/awards and a Station

Station Sponsor (7 spots available) $ 1,000.00
Associate to set up product information and host at one of the golf bays.

Give-Away Sponsor $ 750.00
6ft. display table at dinner/awards

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Event participation is limited to only one company of each type of vendor. (e.g. only one lumber supplier, one warranty company, etc.).

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Contact: Peggy Means at pmeans@ghba.org or 281-664-1431 for more info.

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MONTGOMERY COUNTY INFO AND SPONSORSHIPS:
Contact Mel Audain
(281) 664-1428
maudain@ghba.org

MONTGOMERY CO. BUILDERS AND DEVELOPERS
GREATER HOUSTON BUILDERS ASSOCIATION

2016 Montgomery County Division Chair

RON MARTIN

Ron Martin Interests

Be "The Umami"

We urge you to become The Umami for your company. By attending our events in Montgomery County, you will develop these skills.

Umami does not get the same press coverage as its taste teammates. We know Salty, Sweet, Sour, and Bitter much better. But Umami does what a leader does. It does what you should do. It enhances the team by balancing them to be more palatable. It produces results that are long lasting and mouthwatering.

If we were in the food business, we would try to model after Heinz Ketchup. Malcolm Gladwell describes it as a perfect food in his article *The Ketchup Conundrum*. Umami gets the credit for producing these results.

We want you to be The Umami for your company. We want you to get credit for your great results. Come to our events and stay informed on trends, headwinds, and tailwinds. Help your team be more palatable, long lasting, and mouthwatering.

COMING UP:

MONTGOMERY COUNTY BUILDERS & DEVELOPERS DIVISION MONTHLY LUNCHEON

Wednesday, August 24
11:30 a.m. at AMERICAS Restaurant
21 Waterway Ave, The Woodlands 77380

Cost: $40 earlybird; $50 after Aug. 17

SPONSORED BY: Bonded Builders

TABLETOPS: dupure, Ferguson Bath, Kitchen & Lighting Gallery

MONTGOMERY COUNTY BUILDERS & DEVELOPERS DIVISION MONTHLY LUNCHEON

Wednesday, September 28
11:30 a.m. at AMERICAS Restaurant
21 Waterway Ave, The Woodlands 77380

Cost: $40 earlybird; $50 after Sept. 21

Get tickets at www.ghba.org/calendar

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GREATER HOUSTON BUILDERS ASSOCIATION

2016 Sales & Marketing Council President
KRISTINA JONES
Highland Homes

Are You Sending the Right Emails?

Email campaigns have not been very effective for me as a marketer. I'm pretty sure I understand why but sometimes you're just working to check a box that says I've done that, or you're under a deadline to get something out quickly so you create an email campaign knowing it could have been better if you had more time.

When you're rushed or under the gun you tend to make small mistakes that sabotage these campaigns before they even have a chance to be successful.

A colleague forwarded me this article posted on MarketingProfs.com written by Meera Kothand. It has some good points I thought I would share regarding common email marketing mistakes.

1. IMPROVE YOUR LIST QUALITY: Be sure the people you are sending your email to actually want to receive it and are interested in what you're selling.

2. AUTO RESPONDERS WORK: If you set up consistent, appropriate responses then auto responders can work.

3. DON'T WASTE AN OPPORTUNITY: If you get a lead to engage you by filling out a registration form or some other form of contact do not waste your initial communication with them on a generic "thank you" email.

4. SEGMENTED LISTS: Try to break down your list into targeted groups based on their needs, this will increase the effectiveness of your email content and the likelihood that whoever is reading it will find it relevant and want to open your email.

5. USE BROADCAST EMAILS SPARINGLY: You should have a diverse email marketing plan that includes broadcast emails but also targeted emails to your buyer profiles.

6. DON'T OVER COMPLICATE THINGS: You are distracting your end user with buttons; websites, blogs, etc. Focus on one call to action that is most important.

7. GO MOBILE: Make sure your emails are mobile optimized. The majority of users are opening email on their smart phone.

8. RE-ENGAGEMENT: Don't give up on the leads that have not responded in 6-12 months. Have a plan to win them back or get them to re-engage with you.

Happy Selling!

COMING UP:

HOUSTON'S BEST PRISM AWARDS

Saturday, October 1
6 p.m. to 12 midnight
Royal Sonesta Hotel

HOUSTON'S BEST PRISM AWARDS GHBA 2016

Help us honor the best of the best in Houston's housing industry. Awards will be presented in the categories of People, Product & Promotion.

Hurry for earlybird ticket pricing, now through September 15!

Sponsorships available! Contact Mel at maudain@ghba.org; 281-664-1428

SMC NETWORKING & TOP PRODUCERS

Wednesday, November 9
6 p.m. to 8 p.m.

Join us as we recognize Houston's top sales professionals for Q2 & Q3 2016. We'll also announce the 2017 SMC board of directors. Don't miss this one!

Get TICKETS at www.ghba.org/calendar

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REMODELERS COUNCIL INFO AND SPONSORSHIPS:
Contact Lisa Pepitone
(281) 664-1425
lpepitone@ghba.org

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Creative Property Restoration

REMODEL HOUSTON! REMODELERS COUNCIL

It's Garage Sale Time!

The year has moved quickly and we find ourselves nearing the end of summer. After we participate in the rescheduled AIA Sandcastle Competition on Saturday, August 20, you would think that the Remodelers Council would be in relaxed summer mode, but that is not the case! On September 24 and 25 the Council will hold its annual garage sale at the Texas Home & Garden Show at NRG Center.

The Garage Sale Committee members have been hard at work throughout the year planning the garage sale and soliciting donations. The garage sale is a great place to donate your leftover inventory or items you have tucked away in your warehouse. GREAT NEWS—your donations are tax deductible as charitable donations!

In addition, donating or volunteering is a great way to help others less fortunate in our community. The proceeds from the annual garage sale fund the Council's annual charity project. That is why it is so important to be involved. The hard work at the garage sale produces compounded benefits for our

community. Past charity projects include renovations for Casa de Esperanza, FamilyTime Crisis Center, Sonrise Shelter, Open Door Mission, SIRE Houston Therapeutic, Epiphany Community Health Outreach Services and many others.

Contact Tamie Sanchez, with Lone Star Building & Construction Services at tamie@lonestarbuilding.com for details about how and where to donate. If you would like to volunteer at the garage sale, contact Jennifer Wall with BMC at jennifer.wall@stocksupply.com.

Sandcastle Competition

This year's AIA Sandcastle Competition was rescheduled for Saturday, August 20 due to weather. We hope you can join us on East Beach in Galveston to enjoy some great food, beverage and networking in the sand!

Special thank you to all our Sandcastle sponsors—BMC; Ferguson Bath, Kitchen & Lighting Gallery; RoofTec; Milgard Windows & Doors; Sherwin Williams; A-Plus Glass Services; Abbott Contracting; Manna Distributors; Craftsmanship by John; Divine Renovation; Heritage Construction Services; JeldWen; JRG Builder & Remodeler; LBJ Construction; Legal Eagle Contractors; My Design Team; Remodeling Concepts; Stevens Landscape Services; Third Coast Builders; Walker-Zanger and Whodid It Designs.

Upcoming Luncheons

Mark your calendar for these upcoming luncheons.

AUGUST 9 – CODE UPDATE Dave Yelovich with Tilson Homes will cover the New Energy Code, OSHA's rule to protect workers from exposure to respirable crystalline silica, the NAHB-OSHA Confined Spaces Rule Settlement and other important code updates.

SEPTEMBER 13 – CITY OF HOUSTON PANEL Come hear from Mark McAvoy, executive director, Houston Permitting Center; Earl Greer, acting building official, Building Code Enforcement; and Luis Villasana, plan review administration manager, Building Code Enforcement.

OCTOBER 11 - FINANCIAL BUSINESS PLANNING Karin Tyson with 20/20 Financial Advisors and John Madsen with BENTLEY, BRATCHER & ASSOCIATES, P.C will share strategies to protect your remodeling business and hit the ground running in 2017.

NOVEMBER 8 – LEAD PAINT CERTIFICATION/RECERTIFICATION Scott VonGonten will cover EPA Lead: Renovation, Repair and Painting (RRP) Program Certification / Recertification. If you will be working on homes built before 1978 or child-occupied facilities, you must comply with both firm certification requirements as well as individual renovator certification requirements.

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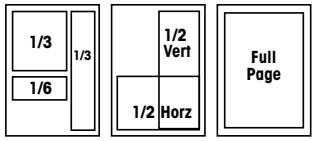

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Director of Government Affairs
Bradley Pepper - (281) 664-1430
BPepper@ghba.org

Director of Builder Programs
Donna Buenik - (281) 664-1429
DBuenik@ghba.org

Publisher - Print & Web
Brittany Feldmann - (832) 215-7232
BFeldmann@ghba.org

Director of Membership/Marketing
Lisa Pepitone - (281) 664-1425
LPepitone@ghba.org

Membership Coordinator
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VBonilla@ghba.org

Special Events Director
Melvina Audain - (281) 664-1428
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GGodwin@ghba.org

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Lincoya Ferguson - (281) 664-1434
LFerguson@ghba.org

Administration & Communications Coordinator
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CFagan@ghba.org

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Janet Todd - (281) 664-1424
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Public Relations Director
Terry Swenson - (281) 382-9977
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HomeAid Houston Executive Director and CEO
Bette Moser, CAPS, CGP, CGA - (281) 664-1436
BetteMoser@homeaidhouston.org

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SDouglass@homeaidhouston.org

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pshugart@homeaidhouston.org

CALENDAR OF EVENTS

Stay informed and connected at association meetings and events.

August

MEETINGS AND EVENTS

Tuesday, August 2
11:30 a.m. - Bay Area Builders Association Luncheon, at La Brisa, 501 N Wesley, 77573

Wednesday, August 3
1:30 p.m. - Developers Council Meeting

Thursday, August 4
9 a.m. - Education Committee

11:30 a.m. - Associate Council Luncheon, "Back to Basics with Construction Executives"

2 p.m. - Finance/Executive Committee

Tuesday, August 9
11:30 a.m. - Remodelers Council Luncheon, "Code Update: New Energy Code, Confined Space Rule, Respirable Crystalline Silica Update and More," at Lakeside Country Club, 100 Wilcrest, 77042

Thursday, August 11
11:30 a.m. - Codes and Standards Committee

Thursday, August 18
11:30 a.m. - Custom Builders Council, "TAB Energy Code Training," at Norris Center, City Centre, 816 Town & Country Blvd #210

Saturday, August 20
9 a.m. to 5 p.m. - AIA Sandcastle Competition Day, Galveston's East Beach, Site #4
Rescheduled Date

Tuesday, August 23
5 p.m. - Remodelers Council After-Hours Networking hosted by Big Ass Fans

Wednesday, August 24
11:30 a.m. - Montgomery County Builders & Developers Division Luncheon, at AMERICAS Restaurant, 21 Waterway Ave., The Woodlands

Tuesday, August 30
11:30 a.m. - Volume Builders Committee Quarterly Meeting

Wednesday, August 31
10 a.m. - Green Built Gulf Coast Quarterly Meeting

EDUCATION

Thursday, August 11
2 p.m. to 5 p.m. - 2015 IRC Energy Code Update

Tuesday, August 16
4 p.m. to 6 p.m. - Masonry Seminar (ABCs of Home Building Series)

Wednesday, August 17
9 a.m. to 11 a.m. - Accelerate 2017 Marketing Goals through Customer Experience and Digital Strategies (Sticks & Bricks of Sales and Marketing Series)

4 p.m. to 6 p.m. - Scheduling for a Remodel (The Nuts & Bolts of Remodeling Series)

Tuesday, August 23
9 a.m. to 5 p.m. - NAHB Course: Diversification, Capitalizing on New Business Opportunities

Wednesday, August 24
9 a.m. to 12 noon - Green Built Gulf Coast (GBGC) Verifier Training Course

September

MEETINGS AND EVENTS

Thursday, September 1
9 a.m. - Education Committee

11:30 a.m. - Associate Council Luncheon

2 p.m. - Finance/Executive Committee

Tuesday, September 6
11:30 a.m. - Bay Area Builders Association Luncheon, at La Brisa, 501 N Wesley, 77573

Wednesday, September 7
1:30 p.m. - Developers Council Meeting

Tuesday, September 13
11:30 a.m. - Remodelers Council Luncheon, "City of Houston Building Official Panel," at Lakeside Country Club, 100 Wilcrest, 77042

Thursday, September 15
11:30 a.m. - Custom Builders Council, at Norris Center, City Centre, 816 Town & Country Blvd #210

Thursday, September 22
12 noon to 5 p.m. - BABA Top Golf Speed Selling

Saturday & Sunday, September 24 - 25
9th Annual Remodelers Council Garage Sale, at Texas Home & Garden Show, NRG Center

Wednesday, September 28
11:30 a.m. - Montgomery County Builders & Developers Division Luncheon, at AMERICAS Restaurant, 21 Waterway Ave., The Woodlands

Thursday, September 29
5:30 to 8:30 p.m. - Remodeler/Builder Only Networking hosted by Ferguson Bath, Kitchen & Lighting Gallery

EDUCATION

Tuesday, September 20
4 p.m. to 6 p.m. - Roofing Seminar (ABCs of Home Building Series)

Wednesday, September 21
9 a.m. to 11 a.m. - MLS for Builders (Sticks & Bricks of Sales & Marketing Series)

Tuessday, September 27
Building Science Seminars with Dr. Joe Lstiburek Three sessions available featuring three different topics: 9-11 a.m., 11:30 a.m. - 1:30 p.m., 3-5 p.m.

Thursday, September 29
9 a.m. to 5 p.m. - NAHB Course: Risk Management and Insurance

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HOUSTON BUILDER, AUGUST 2016, VOLUME 29, ISSUE 08

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Periodicals postage is paid at Houston, Texas. Offices are located at 9511 West Sam Houston Parkway North, Houston, TX 77064; phone is (281) 970-8970.

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