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SEPTEMBER 2016

HOUSTON Builder

StrucSure Home Warranty Shines at Sunbelt

(and also hangs out with HGTV Fixer Upper stars Chip & Joanna Gaines) pg. 24

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Builder
The Official Magazine of the Greater Houston Builders Association

September 2016 | Volume 29 | Number 9

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Is it working? GHBA gets the first quarterly progress report on the City of Houston's Special Revenue Fund benchmarks.

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The Texas Association of Builders (TAB) recently announced the winners of the 2016 Excellence Under 45 Awards. Two of the three winners are GHBA's very own! Congratulations to John Williams, VP of Construction Services of K. Hovnanian of Houston, and John Leggett, CGB, CEO of On Point Custom Homes.

22 **GHBA Members Strongly Represented in 2016 Star Awards Roster**
The highly coveted Star Awards are given annually in conjunction with the Sunbelt Builders Show to recognize excellence in all areas of the home building industry. Many of the winners were local GHBA members. Their exemplary work represents to the best of the best!

26 **Dr. Joe Lstiburek Tackles Gulf Coast Energy Code Compliance**
September 1, 2016 brings a new energy code to the State of Texas. To help members understand the "whats and whys" behind the new energy code, world-renowned building science guru Dr. Joe Lstiburek will present three separate discussions at the GHBA on Tuesday, September 27, geared specifically towards Gulf Coast builders.

28 **GHBA's Second Quarter Report Card**
The GHBA staff, councils, divisions and committees have been busy lately! In case you missed it, here are a few highlights and successes from the second quarter of 2016.

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HomeAid Houston's annual HALO (HomeAid's Amazing Ladies' Organization) luncheon offered a bold look at the realities of living homeless in Houston.

32 **Benefit Homes Project: A Home for Good**
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—Meridiana.

ON THE COVER

Pictured on the cover (L to R): Jason Rice, Scott Whisenant, Chip Gaines, Joanna Gaines, D'Ann Brown, Tiffany Acree, and Adria Ellerbrock.

As a Presenting Sponsor for the Sunbelt Builders Show, StrucSure Home Warranty got the opportunity to meet HGTV's Chip and Joanna Gaines and hear more about their journey and guidelines for success.

Read more about the Sunbelt experience on page 24.

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Greater Houston Builders Association Mission

To provide advocacy, education, professional development, and valuable services to its members and the homebuilding industry.

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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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Observations from NAHB's Midyear Meeting

Article by GHBA President PARKE PATTERSON, Parke Patterson Land Development

Several GHBA members and a lot of Texans attended the National Association of Home Builders (NAHB) Midyear Meeting in Miami last month. Below are observations from this informative and very valuable trip.

Presidential Candidates

Donald Trump himself and Hillary Clinton's economic advisor, Gene Sperling, addressed the attendees. Trump grew up a homebuilder's son and obviously is now a developer/builder/property owner on a very large scale. All opinions aside, both presentations were calm, mature, and informative.

Our national officers made personal pleas to both sides to keep housing affordable and home ownership reachable by easing regulations. According to the candidates, home ownership is on their radar. NAHB is prepared to work with either candidate.

Like a broken record, I'll repeat, "It's good to be in Houston."

An overall theme across the conference was that many markets across the U.S. still have not recovered and are still down after several years. Many local associations are suffering with membership decline, market decline, and lack of involvement and influence.

GHBA continues to thrive, influence others, and our membership numbers are outstanding. While Houston may have some softness, not one builder has told me "I have enough lots."

Our Industry is Aging

At every state and national builder conference, there is an overriding theme that our industry is getting old and there are fewer people taking up the skills of homebuilding and land development. A builder/developer recently told me, "I'm the only developer for our market and I don't have the time or manpower to buy lots or develop land to meet our demand to build homes, and there is nobody behind me to carry on when I leave or retire."

I was very fortunate to have a mentor in Jim Box, who literally pulled me to the places I needed to be to learn the ropes and the systems to develop lots.

I urge you leaders to be a mentor to a young professional who needs encouragement to succeed and carry on our industry.

Speaking of young leaders, I'm pleased to congratulate John Williams of K. Hovnanian Homes, who has agreed to be the president of GHBA in 2019. John was president of GHBA's Young Professionals Committee and is currently president of TAB's Young Professionals Committee. John was also recently presented with TAB's Excellence Under 45 Award.

GHBA has already had two outstanding women—Lisa Clark and Leslie King—as president. GHBA is diverse, rewards effort, and provides growth and professional opportunities if you put in the effort.

The Regulatory and Affordability Environment

The two biggest concerns repeated nationwide are that regulations are increasing and housing affordability is decreasing. The number one goal of GHBA and NAHB is "advocacy"– a fancy name for educating and lobbying. We strive to keep regulations fair in order to protect affordability, one of Houston's greatest assets.

Future Leader of NAHB is a Texan

The president of NAHB next year will be Granger MacDonald, a builder/developer from Kerrville.

Granger will work to protect our industry on a national basis and state basis. NAHB will be examined for its effectiveness and fiscal prudence from the top to the bottom after having operated roughly the same for 75 years.

As a member of GHBA, you are automatically a member of the Texas Association of Builders and the National Association of Home Builders. So, speak up to make your voice heard locally and nationally. Show up for your industry. ■

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

GHBA Gets the First Quarterly Progress Report on Special Revenue Fund

As we have previously reported, in the fall of 2015 the City of Houston Planning and Development Department (P&D) introduced a proposal to create a special revenue fund (SRF) to collect development fees, along with a new development fee schedule which included increased fees and previously established fees that were not being assessed.

In exchange for the new fee schedule and increased fees, the GHBA and other stakeholders worked with the Planning Department to establish service level benchmarks to help determine the effectiveness of the SRF.

After working with the GHBA and other development stakeholders, the Houston City Council adopted those measures. Originally proposed to take effect on January 1, the GHBA was successful in working with the Houston City Council, P&D and other stakeholders to delay the implementation until March 1.

P&D asserted that the creation of the SRF and fee realignment would increase development-related staffing levels over previous budget levels, including additional plan reviewers, increase quality of reviews and improve technology and supplies.

In summary, the SRF was expected to pay for P&D's development services. They claimed that the structure would ensure that as development activity fluctuates with the market, fee revenue commensurate with that activity would be available for development services.

Last month, members of the GHBA Government Affairs Committee met with the City of Houston Planning and Development Department Director Pat Walsh and members of his executive staff to review the first quarterly report on the implementation of the SPF.

Of the eight benchmarks, the Planning Department staff has met or exceeded six.

These benchmarks were divided into two categories, Permit Center Improvements and Subdivision Plat Office Improvements. With the aid of the dedicated funds, the P&D were able to increase their Permitting staff from four to nine. Some of the improved service levels standards are listed below.

PERMIT CENTER IMPROVEMENTS

Site Plan Compliance Review (Single-Family Residential Plans)

- **Previous Service Level:** Review takes upwards of 15 days or longer
- **Current Service Level:** 90% of plans reviewed within 3 business days

Expedited Plan Review (within 24 hours)

- **Previous Service Level:** Daily program capacity of two (2) commercial plans and two (2) single-family residential plans
- **Current Service Level:** Daily program capacity fifteen (15) commercial plans and 25 single-family

SUBDIVISION PLAT OFFICE IMPROVEMENTS:

Subdivision Plat Staff Recommendations (excluding variance & public hearing items)

- **Previous Service Level:** 90% of staff recommendation provided to applicant by 9 AM on the day of Planning Commission
- **Current Service Level:** 90% of staff recommendations provided to applicant by 3 PM on the day before Planning Commission

Subdivision Plat Recordation Appointments

- **Previous Service Level:** Appointments available within 10 business days
- **Current Service Level:** Appointments available within 5 business days

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.

Continued on next page

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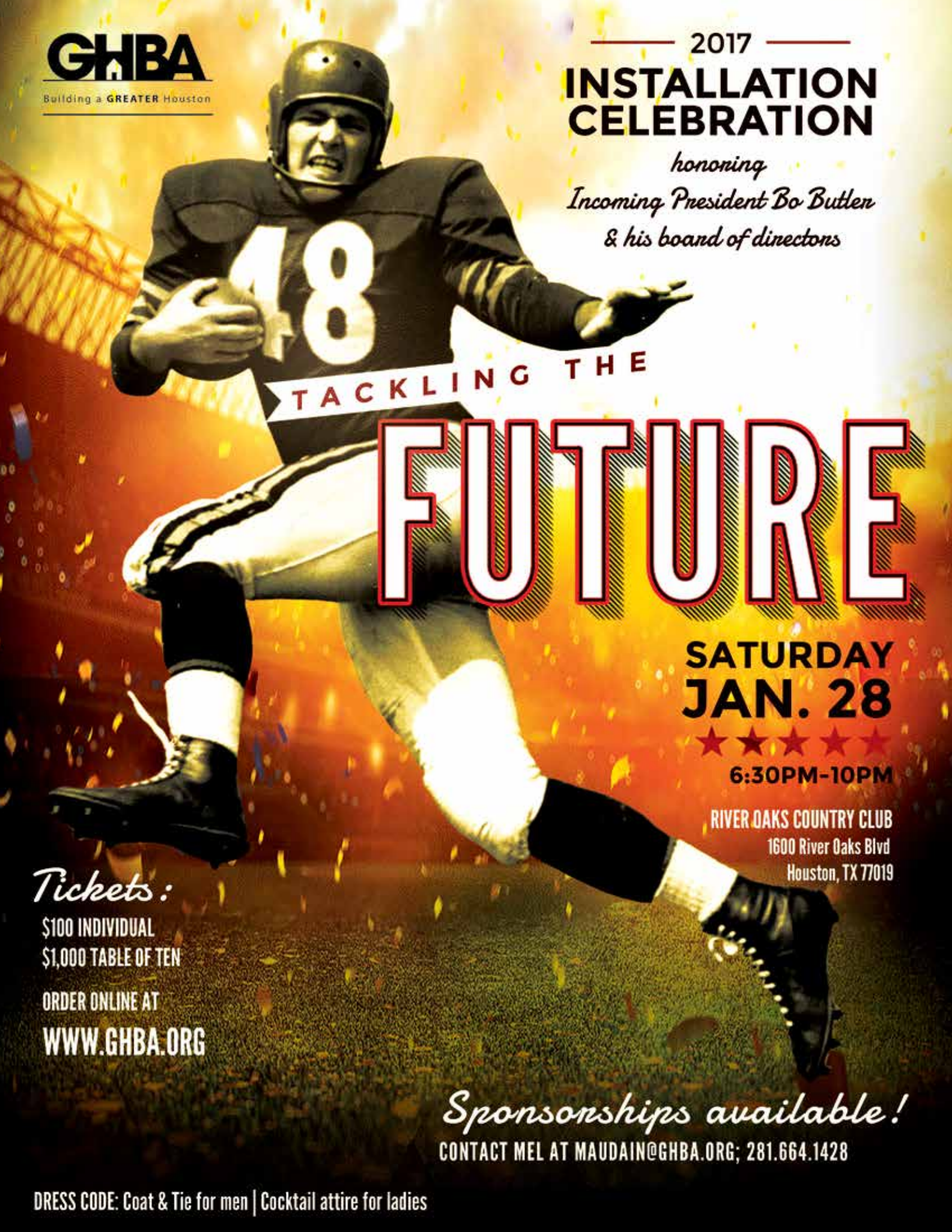

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"Advocacy Report," continued from page 12

Planner of the Day (POD) Service

- **Previous Service Level:** Walk-in/Telephone POD service not available the day before and the day of Planning Commission
- **Current Service Level:** Walk-in/Telephone POD service available each business day

As for service levels missed, for planner of the day service at the Permitting Center the benchmark was set to cut wait times from 11.5 minutes to five, but the current level is 10 minutes on average. To further reduce the wait time to the five minute goal, planning staff is going to increase staff from one to two.

In addition to improved service level standards through the SRF, the Planning Department has worked with the GHBA to gather constructive feedback and work with P&D staff on ways to develop improvements. Their goal is to get insight on how the customer experience actually is and where the problems areas lie.

Be Advised:
New Statewide Energy Code Now in Effect

Make sure you are in compliance

As a reminder, during the 84th Texas Legislative Session in 2015 the GHBA and other stakeholders sought legislation to create consistency and reduce the burden of implementing new energy codes. The result was House Bill 1736 that mandates a new minimum energy code for most new residential construction and some remodeling work beginning on September 1, 2016.

This will result in significantly better compliance rates and allow for more cost effective implementation of the state energy code. HB 1736 requires adoption of the energy efficiency chapter of the International Residential Code (IRC) as the energy code in Texas for single-family residential construction and prohibits the State Energy Conservation Office (SECO) from adopting a new code more than once every six years.

Starting September 1, all new homes must be tested. This includes testing the ducts for tightness and also doing a Blower Door Test on the house to check for overall air tightness of the home. In our region, the maximum amount of air allowed to escape the house when tested is 5 ACH, or air changes per hour. ■

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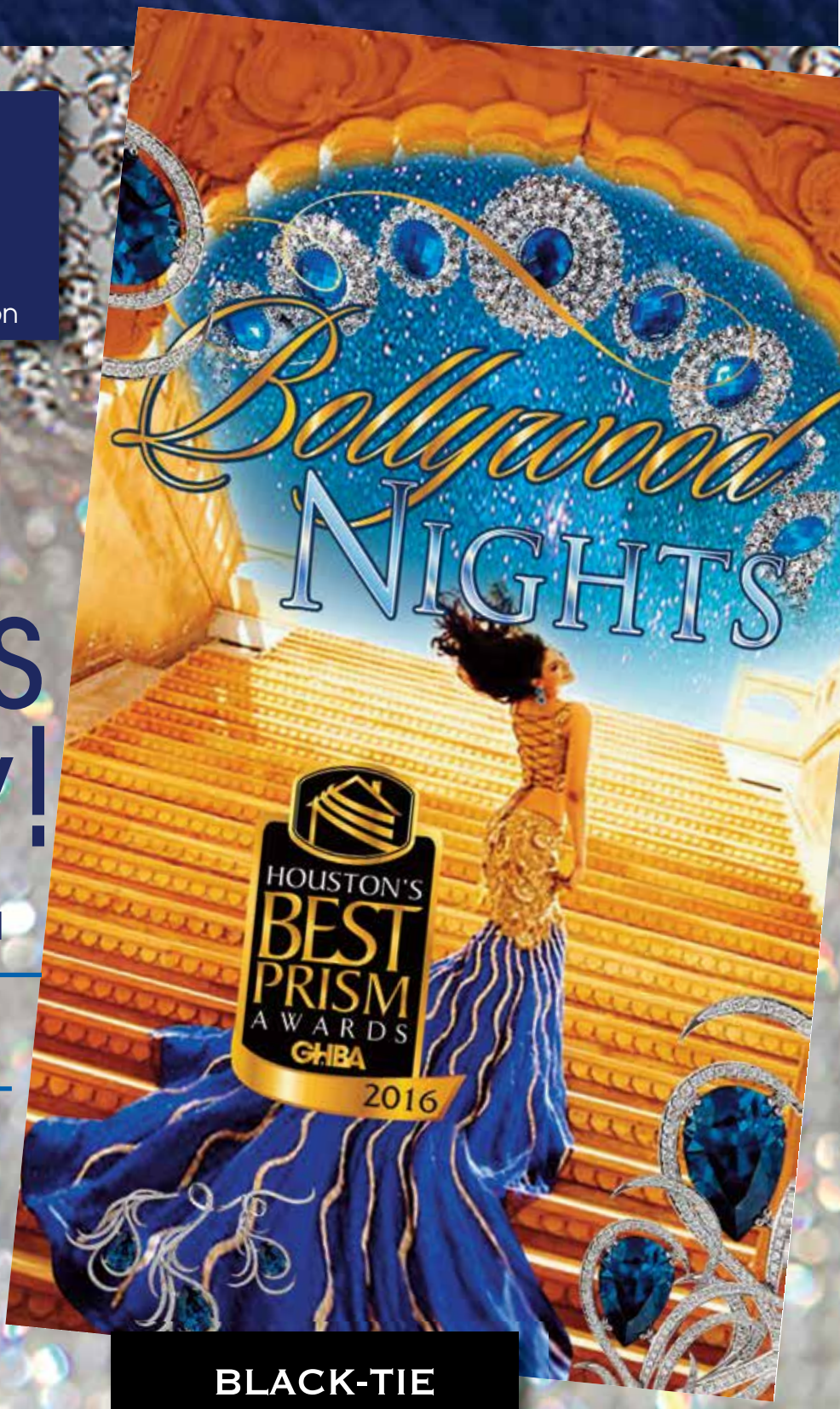

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THE CONTRACTS

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Jim Russ
Douglas Singleton
Carl J. Stephens
Bob Stout
Edward Taravella
Michael Van
Steve T. Wilson

SUSTAINING MEMBERS ($250 - $999)
Eric Alarid
Kena Armstrong
Michael Brisch
D'Ann Brown
Bo Butler
Bruce Craig
David Daniels
Robert Douglas
James Ellison
Rocky Flores
Russel Garrison
Chris Hawkins
Kimberley Lawrence
Greg Madrey
Stephen McNiel
Ron Martin
Michael Pelletier
James Reid
Stephen Tobin
Greg Tomlinson
John Williams
Johnathan Zschech

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John Williams and John Leggett Honored at **2016 Excellence Under 45 Awards**

The Texas Association of Builders (TAB) recently announced the winners of the 2016 Excellence Under 45 Awards. Two of the three winners are GHBA's very own!

Congratulations to **John Williams, VP of Construction Services of K. Hovnanian of Houston** and **John Leggett, CGB, CEO of On Point Custom Homes**.

These members are to be commended for their commitment of time, energy and efforts to the growth and prosperity of the Texas building industry. Their unmatched enthusiasm and love for building proves that our future is in good hands.

"Not only does John Williams contribute his time to the GHBA and support our many events, advocacy efforts and overall growth, but he regularly contributes his valuable expertise on the home building industry," says Casey Morgan, CEO of the Greater Houston Builders Association, the local chapter of TAB. "GHBA is a better association because of members like John."

"It is an honor to be selected as one of the three winners of the Texas Association of Builders' Excellence Under 45 Award," says John Leggett, CEO of On Point Custom Homes. "I am constantly seeking new and innovative ways my company, On Point Custom Homes, can positively impact the building industry in Texas. I look forward to see how our industry grows and develops over the years and am thrilled to play a significant role in that progression."

About the TAB Excellence Under 45 Award Program: The program was developed by the TAB Young Professionals Council to highlight and reward young professionals who have committed their time, efforts and careers to the Texas building industry. The program is designed to acknowledge their hard work and success, reward their performance and dedication, and showcase them as future leaders of the industry across our state.

Winners were called on stage during the Star Awards Cocktail Receptions & Presentation at the Gaylord Texan Resort and Convention Center in Grapevine, TX on August 4, 2016 and presented their awards.

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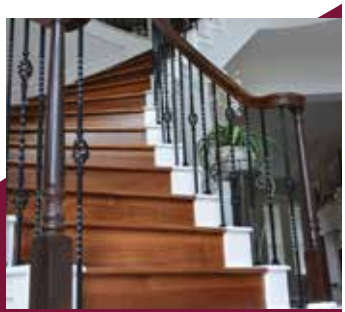

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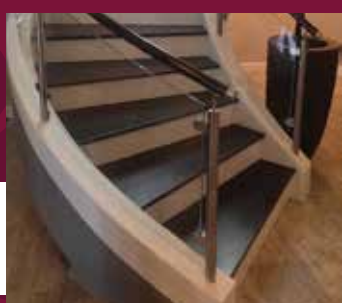

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GHBA Members Strongly Represented in 2016 Star Awards Roster

The Texas Association of Builders (TAB) announced and presented the 2016 Star Awards winners on Thursday, August 4 at the Gaylord Texan Resort and Convention Center in Grapevine. The highly coveted Star Awards are given annually in conjunction with the Sunbelt Builders Show to recognize excellence in all areas of the home building industry.

In 1992, the Texas Association of Builders launched the Star Awards – the only statewide tribute to excellence in the home building industry. The 2016 Star Awards recognized the outstanding work of builders, remodelers, architects, designers, sales and marketing professionals, construction professionals and industry leaders in Texas and the Southwest.

Entries were judged by a distinguished panel of industry experts.

Many of the winners were local GHBA members. Congratulations to the following companies. Your exemplary work represents to the best of the best!

For more information about the Star Awards and a complete list of winners, visit texasbuilders.org.

2016 GRAND AWARD WINNERS

Custom Builder of the Year: Jauregui Architecture Interiors Construction

Volume Builder of the Year, High Volume: Toll Brothers

Developer of the Year: Bridgeland Development, LP

WINNERS BY COMPANY

329 Design
Submitted by EaDo Creative
Project Manager of the Year - Andrea Kralj Lagow

Ashwood Designs & Custom Homes
Custom Builder, Best Kitchen, $500K-$750K
Custom Builder, Best Master Bathroom, $500K-$750K

Bridgeland Development, LP
Grand Award, Developer of the Year
Developer, Best Billboard
Developer, Best Print Ad
Developer, Best Website – www.Bridgeland.com

Cambria Style
Associate, Best Direct Mail Piece
Associate, Best Print Ad
Associate, Best Website – www.Cambriausa.com

Craftsmanship by John
Remodeler, Best Kitchen Renovation, $100K-$250K

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Drees Custom Homes
Volume Builder, Best Product Design Over $1M

Gehan Homes
Construction Manager of the Year - David Huber
Sales Manager of the Year - Ross W. Norman, III
Volume Builder, Best Print Ad
Volume Builder, Best Online Advertisement
Volume Builder, Best Website – www.GehanHomes.com

J. Patrick Homes
Volume Builder, Best Product Design, $500K-$650K
Volume Builder, Best Showroom/ Sales Center

Jauregui Architecture Interiors Construction
Grand Award, Custom Builder of the Year
Best New Custom Home Over $1M
Custom Builder, Best Architectural Design, $2M and Over
Custom Builder, Best Overall Interior Design, $2M and Over
Custom Builder, Best Outdoor Living Space, Over $1M
Custom Builder, Best Kitchen, Over $2M
Custom Builder, Best Master Bathroom, Over $2M
Custom Builder, Best Print Ad

Keechi Creek Builders
Remodeler, Best Kitchen Renovation, $25K-$50K

Kent Moore Cabinets Design Center
Associate, Best Showroom / Sales Center

McVaugh Custom Homes
Custom Builder, Best Kitchen, $250K-$500K
Custom Builder, Best Master Bedroom, $500K-$750K
Custom Builder, Best Outdoor Living Space, $500K-$1M

On Point Custom Homes
Custom Builder,Best Architectural Design, $250K-$500K
Custom Builder, Best Outdoor Living Space, Under $500K
Custom Builder, Best Special Promotion

Rancho Sienna by Newland Communities
Developer, Best Overall Community 20 Acres or More

Remodelers of Houston
Remodeler, Best Addition $100K-$250K

Rise Communities
Best Special Project, Best Special Feature of a Community
Developer, Best Sales Brochure
Developer, Best Showroom / Sales Center

Röhe & Wright Custom Homes LLC
Multifamily, Best Architectural Design for Attached Homes
Multifamily, Best Overall Interior Design for Attached Homes
Custom Builder, Best Sales Brochure
Custom Builder, Best Showroom/ Sales Center

Sitterle Homes
Marketing Professional of the Year - Erika Ramon

Sneller Custom Homes & Remodeling and Chairma Design Group
Remodeler, Best Whole House Renovation, $500K-$1M
Remodeler, Best Addition, $50K-$100K
Remodeler, Best Bathroom Renovation, $100K-$250K

Studio Bespoke
Multifamily, Best Overall Interior Design for Community Space

Texas Custom Patios, Stafford, TX
Remodeler, Best Outdoor Living Space, $40K-$60K
Remodeler, Best Outdoor Living Space, $60K-$100K

Texas Elite Custom Homes, LLC
Custom Builder, Best Master Bathroom, $750K-$1M

Toll Brothers
Grand Award, Volume Builder of the Year (300+ home volume)
Volume Builder, Best Interior Merchandising, Over $1M
Volume Builder, Best Interior Merchandising, $500K-$650K
Volume Builder, Best Product Design, $750K-$1M

Woodforest
Developer, Best Radio Commercial

Woodtrace a Friendswood Development Company
Submitted by Boe Creative
Developer, Best Direct Mail Piece

Zander Homes, LLC
Custom Builder, Best Direct Mail Piece ■

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STRUCSURE HOME WARRANTY SHINES AT SUNBELT

(AND ALSO HANGS OUT WITH HGTV FIXER UPPER STARS CHIP & JOANNA GAINES)

StrucSure Home Warranty was a Presenting Sponsor again at this year's Sunbelt Builders Show™ in Grapevine, Texas. The show, which draws thousands of residential construction industry professionals, continues to grow year after year, which is a testament to Texas builders and the strength of the Texas homebuilding community.

This year's Opening Session was "How to Build a Brand" by Chip and Joanna Gaines of Magnolia Homes. As a Presenting Sponsor, StrucSure got the opportunity to meet Chip and Joanna and hear more about their journey and guidelines for success.

Sunbelt has continued to cultivate lasting relationships for StrucSure Home Warranty over the years and provides direct and measurable value to our company each time we participate. If we didn't see you at this year's show, we look forward to seeing you next year!

From Left to Right: Jason Rice, Scott Whisenant, Chip Gaines, Joanna Gaines, D'Ann Brown, Tiffany Acree, and Adria Ellerbrock

CONGRATULATIONS TO THIS YEAR'S HOUSTON-AREA STAR AWARDS WINNERS:

Ashwood Designs & Custom Homes | Bridgeland Development, LP | Cambria | Craftsmanship By John
EaDo Creative | Freed Advertising for Rise Communities | Friendswood Development Company
J. Patrick Homes | Keechi Creek Builders | McVaugh Custom Homes | On Point Custom Homes
Rohe & Wright Builders | Remodelers of Houston | Sneller Custom Homes & Remodeling | Studio Bespoke
Texas Custom Patios | Texas Elite Custom Homes | Woodforest Development | Zander Homes

StrucSure Home Warranty is a proud member of the Greater Houston Builders Association

StrucSure Home Warranty CEO Jerry Thompson (second from right) and the Sunbelt Crew

StrucSure's Booth

In-Booth Builder Education with Don Shelton of Bush Rudnicki Shelton

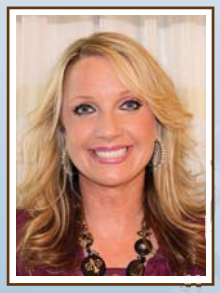
Free Beer for Show Attendees Complements of StrucSure

Scott Whisenant of StrucSure presenting during the trade show floor education session

StrucSure's Texas Sales Team on Stage with Scott Norman of the Texas Association of Builders (left) and Robert Wood, Sunbelt Chair (right)

StrucSure was a proud Presenting Sponsor of the show again this year.

D'Ann Brown, VP of Sales for South Texas, with CEO Jerry Thompson (both sitting) and Team StrucSure



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EDUCATION SPOTLIGHT:

Dr. Joe Lstiburek Tackles Gulf Coast Energy Code Compliance

Three training sessions offered Sept. 27 at GHBA

September 1, 2016 brings a new energy code to the State of Texas. Using 2x4's and batt insulation have been a staple of home building in the Houston area for many years but all that may change under this new code. To help us understand the "whats and whys" behind the new energy code, world-renowned building science guru Dr. Joe Lstiburek will present three separate discussions at the GHBA on Tuesday, September 27, geared specifically towards Gulf Coast builders.

Fair warning: these sessions will sell out, so register early.

Morning Session, 9 a.m. to 11 a.m.

During the morning session, Lstiburek will dive into whole house ventilation, humidity issues, make-up air, and the silver octopus in our hot and humid attics—the duct system.

Lunch Session, 12 noon to 2 p.m.

Dr. Joe will give us a peek behind the curtain as he discusses "gaming the ratings game." The parties behind the rules we have to follow sometimes don't agree on what actually makes it into the code book. (Imagine that!) What's the big deal between 3 ACH and 5 ACH? Mandatory mechanical ventilation requirements mean we have to pump fresh air into the house. What is too much and what is too little for the Gulf Coast region? Stay tuned for the answers to these questions and more!

Afternoon Session, 3 p.m. to 5 p.m.

In the afternoon, Lstiburek will focus on common building techniques used in Houston, including considerations for stone, brick, and stucco. Advanced framing allows more fluffy stuff in the walls and that's a good thing, right? Dr. Joe will finish up by tackling the issue of wood floors on concrete slabs along the Gulf Coast.

Wow, that's three separate sessions and loads of information you can apply to your building processes right away.

We all know how to build a house, but as we tighten them up under this new code you need to be aware of the science behind the new code. Reserve your spot for one, two, or all three of these educational sessions at ghba.org/calendar.

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GBGC Builder Spotlight

Darling Homes: A Proud Green Built Gulf Coast Certified Builder

GREEN BUILT GULF COAST
GREATER HOUSTON BUILDERS ASSOCIATION

For more than 28 years, Darling Homes has held its reputation as a distinguished and leading Texas home builder through the use of innovative building practices, thoughtful design elements and premier community locations. With a focus on quality construction and the delivery of a personalized living experience for homebuyers, Darling continues to improve and advance its home designs using advanced building methods and technologies in collaboration with Green Built Gulf Coast (GBGC).

Darling Homes is a proud builder under the GBGC program of more than 1,200 homes throughout greater Houston. The practices used in building GBGC-certified homes not only improve the air quality inside the home, but result in lower maintenance costs, less energy consumption and greenhouse gas emission while still allowing residents to keep modern luxuries and conveniences.

In addition to the GBGC building techniques, Darling Homes implemented a new innovative building technology, Zip System, which is used to protect the quality and structure of the home during the construction process. This unique home building technology is designed to reduce leakage and prevent moisture from seeping in from the outside. Darling also recently began using LED lights throughout its homes, resulting in energy efficiency and reduced energy costs for the consumer. With these building methods and economically-friendly products, Darling Homes offers the ideal balance of superior craftsmanship and luxurious livability.

In 2016, Darling Homes unveiled two model homes promoting green home building and environmentally friendly technologies. The new homes utilize the homebuilder's latest green practices at Parkway Terrace in West Memorial and Stillwater in Conroe.

On the forefront of incorporating these building practices are two dedicated and hardworking individuals, Steve Mein, Darling Homes Houston's estimating director, and Travis Avery, purchasing director.

With 32 years of experience in the homebuilding industry, **STEVE MEIN** has worked in nearly every department of homebuilding, including construction, sales, management and marketing positions. As a result, he provides diverse and extensive experience and knowledge in the industry. As Darling Homes' estimating director, Mein is responsible for balancing an aligned budget and coordinating the plans for each component of a home. From concrete and wood flooring to windows and door knobs, each element of the home is carefully chosen to meet the guidelines of both GBGC certification and Darling Homes' building techniques.

Mein demonstrates a thorough understanding of what it takes to build a GBGC-certified home by actively attending classes and programs, including construction laboratories to better understand the science of homebuilding, as well as participating in philanthropic events for reconstruction and building both locally and abroad. Because of his consistent work ethic and eagerness to bring innovative building techniques to the company, Darling Homes continues on its momentum of delivering green-efficient homes.

As green building practices continue to evolve, **TRAVIS AVERY** ensures each Darling Homes design encompasses GBGC guidelines while delivering a one-of-a-kind home. As Darling Homes' purchasing director, Avery plays a vital role in the delivery of a green-certified home. He is responsible for hiring and training contractors to implement specific building practices, as well as researching and analyzing the specifications of each product used in the homes.

Avery is tasked with incorporating better building practices to improve energy efficiency and provide homes that are correctly sealed from water and moisture penetration. As products innovate and energy codes change, Avery adjusts Darling Homes' products, ensuring each element is compliant with green homebuilding. His performance as a purchasing director is a reflection of his extended knowledge and insatiable interest in the science of building as he regularly attends GHBA meetings, training programs and remains in-touch with the industry. By providing a careful balance between green-home technologies and Darling Homes' unique architectural style, Avery demonstrates a strong understanding of ever-changing building practices and the needs and desires of today's homebuyers.

By developing strong building techniques, advancing in home design functionality and paying special attention to detail, Darling Homes continues to provide the highest level of livability to its buyers.

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AdvanTech ZIP System

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Trendmaker Homes

Q2 2016 @ GHBA

IN CASE YOU MISSED IT... HERE ARE A FEW HIGHLIGHTS FROM THE SECOND QUARTER

SCHOLARSHIPS

$15,000 in scholarships were awarded to five deserving students through the Associate Council's annual program. Awardees are children of GHBA members, and the funds are generously provided by association members.

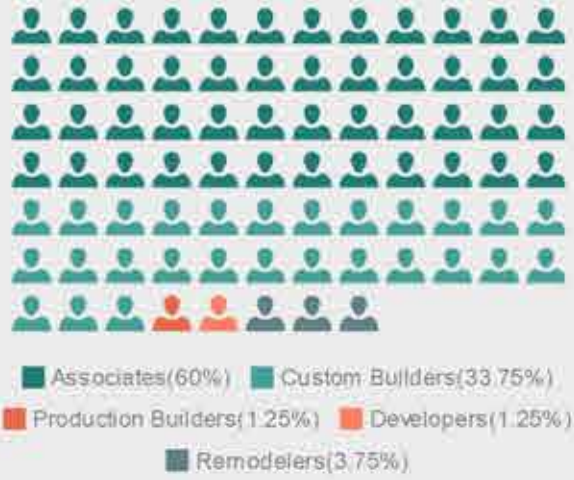
EDUCATION

12 CLASSES

408 TOTAL ATTENDANCE

GROWING RANKS

80 NEW MEMBERS!



GOING GREEN

2 NEW BUILDERS JOINED GREEN BUILT GULF COAST (GBGC)

ELEVATED STANDARDS

The Green Built Gulf Coast program recently adopted the 2012 National Green Building Standard. Adapting to the new standard will elevate Green Built Gulf Coast certified homes above typical code compliant homes in the region, extending benefits to both builders and overall, the homeowner. Talk to your third-party verifier for more details! #gogreen

LARGE EVENTS

More than 860 attended Mid-Year Forecast Luncheon, where economist Dr. Mark Dotzour shared positive news for the Houston homebuilding industry.

Over 500 GHBA members entered the Houston's Best PRISM Awards. Winners will be announced at a black tie gala on Saturday, October 1 at the Royal Sonesta Hotel. Early bird pricing ends Sept 15.

66 teams of hopeful anglers competed for glory at the annual BABA Fishing Tournament & Crawfish Boil at Floyds on the Water at Harbor Walk. A 38 lb. drum fish was the heavyweight champ.

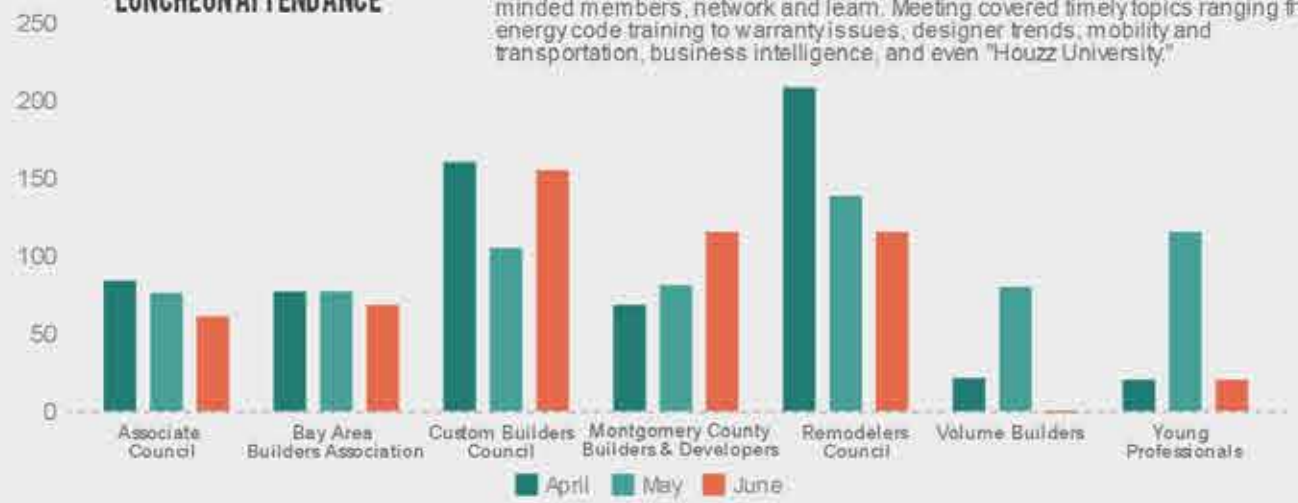
60 Volume builders connected one-on-one with associate members at the Volume Builders "Top Golf" Speed Selling Event.

65 Custom Builders Council members teamed up for a charity work day to refresh the landscaping at Casa de Esperanza.

COUNCILS

LUNCHEON ATTENDANCE

GHBA's monthly council luncheons are the perfect opportunity to connect with like-minded members, network and learn. Meeting covered timely topics ranging from energy code training to warranty issues, designer trends, mobility and transportation, business intelligence, and even "Houzz University."



GOVERNMENT AFFAIRS

GOVERNMENT AFFAIRS COMMITTEE

In May, member stakeholders participated in a roundtable discussion on the current practices and procedures at the Houston Permitting Center and how GHBA can collaborate with city departments to streamline and improve service.

Government Affairs Committee members sat down with new City of Houston Mayor Sylvester Turner and Chief Development Officer Andy Icken to share issues and concerns regarding development and homebuilding, as well as offering to partner with the Mayor's office as a resource when policy issues concerning the homebuilding industry arise.

In addition, Government Affairs held regular quarterly meetings with both the City of Houston Planning Department and Director Pat Walsh, as well as the Houston Permitting Center and acting Building Inspector Earl Greer to offer constructive feedback and work with those departments on ways to develop improvements.

CODES & STANDARDS COMMITTEE

Four stakeholder meetings were held to review and complete GHBA sponsored amendments to the 2015 IRC for the City of Houston.

DEVELOPERS COUNCIL

May: A presentation from David Hagy, a managing partner with Texas Central Partners, about progress in creating a privately-backed, high-speed rail line between Houston and Dallas.

June: Developers hosted Tom Glab of the Texas Commission on Environmental Quality (TCEQ) who provided an update on TCEQ's work regarding the issuance of bond anticipation notes, final construction inspections and review periods for expedited creation applications.

HOME-PAC

In May, HOME-PAC endorsed State Representative candidate Earnest Bailes (HD-18) won the Republican Party Primary Runoff to replace retiring Appropriations Chairman John Otto.

GHBA HOME-PAC trustees participated in 13 fundraising events for state and local officials throughout the region.

YOUNG PROFESSIONALS

More than 75 YPs enjoyed networking with current and prospective members at St. Arnold's Brewery.

The Steering Committee met two times to discuss helping facilitate the NAHB Student Chapter program at Jones High School, finalizing volunteers and commitments for the Young Professionals Night for HomeAid's Project Playhouse at Minute Maid Park and upcoming outreach and networking events.

CHARITY

BENEFIT HOMES PROJECT

Trendmaker Homes broke ground on a Benefit Home in Meridiana on a lot donated by Rise Communities.

MORE THAN

$9.5 MILLION

DONATED TO LOCAL CHARITIES

TO GET INVOLVED IN Q3, VISIT GHBA.ORG OR CALL US AT 281.970.8970

HomeAid Houston

HomeAid's Annual HALO Event Touches Hundreds of Houston's Professional Women

HomeAid Houston's annual HALO (HomeAid's Amazing Ladies' Organization) luncheon offers a bold look at the realities of living homeless in Houston. And through the sharing of dreams and goals, this event also delivers stories of hope and inspiration.

Years ago, in a kitchen with only a handful of women gathering for lunch, HALO was born. Today, with the direction and vision of Toy Wood, retired GHBA CEO, 400 professional women who are leaders in their fields attend this distinguished event.

"HomeAid is proud to host such a large gathering of powerful women who are discovering the impact homelessness has, not just on families and individuals, but on our community," said Toy Wood. "HALO is reaching new heights in its ability to tell the story about homelessness while raising much needed funds to make things happen."

HALO's theme this year is "Serving Children – Preserving Futures."

GUEST SPEAKERS:

Rebekkah Wallin, Boys & Girls Country
Susan Molitar, Casa de Esperanza
Regina Hearne, Gracewood
Barbara Page, Santa Maria Hostel

SPONSORS & UNDERWRITERS

Luncheon Underwriters
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Larissa Poindexter | Oppenheimer & Co.

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Martha Bersch | Schwartz, Page & Harding
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Craig Gentry | Wells Fargo
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Lynne Humphries Robinson | Allen Boone Humphries LLP
Edward Martin | Tilson Homes
Mike Moody | Newmark Homes
Pam Puckett | Costello Inc.
Becky Ullman | KB Homes
Tiffany Soltis | Wilson, Cribbs + Goren
Maggie Williams | David Weekley Homes

Cornerstone Table Hosts
McCalle Fryar | 2–10 Home Buyers Warranty
Lisa Gentry | Retired GHBA CFO
Jennifer Hamelet | Mirador Builders
Cindy Hinson | Lennar/Village Builders
Linda Kilgore | Aliana Development
Becky Ratcliff | Westco Grounds & Maintenance
Samantha Snow | Chesmar Homes
Jennifer Taylor | Newland Communities
Greg Tomlinson | Builders Post–Tension
Jennifer Wall | BMC
Toy Wood & Casey Morgan | GHBA

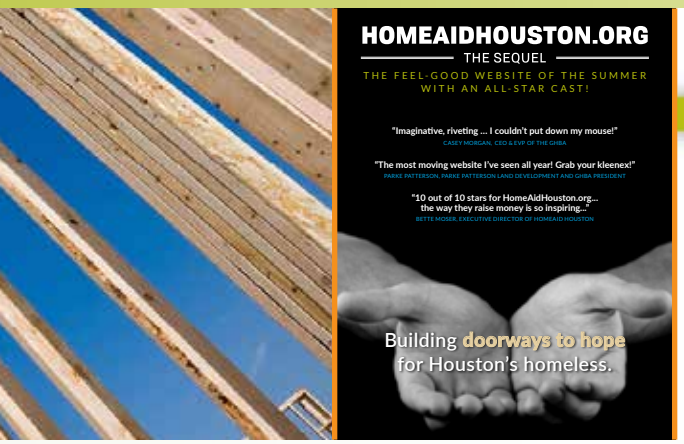
HomeAid Premiers New Website—A 10 out of 10 Stars!

There was no red carpet needed for the premier of HomeAid's new website at homeaidhouston.org. This much anticipated sequel to the debut site is creating a lot of chatter among HomeAid fans. The critics have spoken, and it's a winner!

Working with small egos and a smaller budget, the production was a compilation of extreme talent from Blue Tangerine, Kovach Marketing, On–Target! Marketing and Advertising and the staff at HomeAid. These credits reflect the passion and true understanding of performers who know how to represent homelessness in our community and to educate the public.

Experiencing this production has been designed for ease of use, as well as being jam–packed with stories and opportunities to take part in something big. A DONATE HERE button is one of the lead characters and a READ MORE option keeps the audience coming back for more. The cinematography is outrageous with its colorful photos and graphics that tell the underlying story.

This production is showing on a computer near you and there is no ticket necessary for a fun afternoon or evening. To experience first–hand what the critics are saying, visit www.homeaidhouston.org for more information.



New & Important Developments at HomeAid

JAMES MILLER

James Miller, the Houston region president of McGuyer Homebuilders Inc. (MHI), has joined the HomeAid Houston board of directors.

A native Houstonian, James is a graduate of the University of Texas at Austin with a degree in Architectural Engineering. He started in the home building industry as a builder and worked as a project manager and a division manager before moving into his current role at MHI. James has been employed at MHI for 26 years. He has recently completed his second, and final, three–year term on the board of the Center for Hearing and Speech, and currently serves on the board for the Stratford/Westside chapter of Young Life. He and his wife Cynthia have three children, Taylor, a UT graduate; Zachary, a Harvard sophomore; and Jalan, a junior at Stratford High.

PATRICK MAYHAN

Patrick Mayhan, purchasing manager for Westin Homes and a HomeAid board member for four years, has been elected to the leadership ladder beginning in 2017. Patrick's deep commitment to HomeAid and his role as an advocate for the homeless within the community, speak volumes about his true dedication to serving men, women and children in crisis. Patrick will be HomeAid's secretary in 2017, vice president the following year, and president in 2019.

He has been a part of the new home building industry for over 20 years with stints at Newmark Homes, David Weekley Homes and, for the past 14 years, at Westin Homes. Patrick currently serves as chair of the HomeAid Project Management Committee. He has also been active as the vice president of the Bay Area Builders Association board. A native Houstonian, Patrick and his wife Michelle and their son Landon live in the West Houston area.

Meridiana Community Showcases GHBA Benefit Home

New to the Houston area, Meridiana a 2,700 acre master-planned community is now the home to a 2016 GHBA Benefit Home. This family-oriented community is located in a rapidly growing area along Texas 288 just south of Highway 6 and the Medical Center. Rise Communities, Meridiana's developer was quick to come on board this GHBA fundraiser.

Trendmaker Homes is partnering with Meridiana to build its F501C Plan with the fourth bedroom option.

The community is offering a variety of unusual amenities. In addition to luxury homes, 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.

"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," Holder added.

PHOTO LEFT: Rendering of Meridiana Community Center entrance

PHOTO ABOVE: Groundbreaking ceremony for Trendmaker's Benefit Home. Pictured (L to R) are Benefit Homes Chair Will Holder, Trendmaker Homes; Parke Patterson, 2016 GHBA president; Casey Morgan, GHBA CEO and executive vice president; and Dan Naef, Rise Communities.

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

About the Project: 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.

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

Risk Management and Insurance for Building Professionals

Credit: GMB; Continuing Ed.: CAPS, CGA, CGB, CGR, GMB
Instructor: John Hubbard
Date: Thursday, September 29
Time: 9am to 5pm
Fee: $220 members / $330 non-members

Content: Today builders face a liability insurance crisis. Coverage has become scarce, expensive and restrictive. In this environment, builders must employ comprehensive risk management strategies to reduce construction risks and other exposures.

As a graduate of this course, you will:
- Understand how to reduce, avoid, and transfer risks
- Get practical solutions to obtain the most competitive quotes
- Be confident that your coverage will meet your needs
- Know how to make insurance claims

Who should attend? Land developers, accountants, architects, planners, designers, residential builders, commercial contractors, engineers

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

2016 NAHB EDUCATION PARTNERS

ACES Builders Warranty, Inc.
Bonded Builders Warranty Group
Builders Post-Tension
Environments for Living, Topbuild Home Services
Sherwin-Williams Paint Company
StrucSure Home Warranty
Suncoast Post-Tension, Ltd.
Trendmaker Homes
Weatherization Partners Ltd

GENERAL EDUCATION

(Not for designations)

Growing and Managing Your Business While Maintaining Your Sanity

Instructor: Burk Moreland
Date: Wednesday, September 7
Time: 9am to 11am
Fee: $35 members / $50 non-members

Content: As a builder in the Houston market, it's likely that business is really good. The market is "proving to be resilient," according to Real Estate economist Mark Dotzour, and the best years are yet to come. It may be so good that you have more business than you know what to do with right now. Though that's a great problem to have, it brings a unique set of challenges in terms of managing the business you've got, being poised and ready for new business, and keeping your sanity in the process. In this educational seminar, Burk Moreland, certified John Maxwell Coach and Trainer and owner of Rainmaker Builders, will present four keys to maintaining your sanity as the market blooms and your business grows. Walk away from this session with real-life examples and results produced within an already successful subcontractor in the homebuilding industry.

Topics Covered:
- When the going gets tough, remember your Why
- Always be on the hunt for talent
- An intro to the art of delegation
- Always appreciative, never satisfied - creating a culture of gratitude and hunger, all at the same time

Roofing Seminar

THE ABC'S OF HOME BUILDING SERIES
Date: Tuesday, September 20
Time: 4pm to 6pm
Instructor: Kelly Harris, PetersenDean Roofing & Solar
Fee: $35members / $50 non-members

Content: Roofing seems like a fairly simple topic but it can be tricky. A common source of warranty calls revolve around leaky roofs. GHBA member Kelly Harris with PetersenDean Roofing will clarify the details about a good roofing job. The proper underlayment, the correct method to install fiberglass shingles, how valleys are done, how roof penetrations can be made water tight, proper venting techniques, and many other topics will be discussed. Other types of roofing systems will also be presented. This two-hour presentation will give you the ability to recognize a quality roof job as it is going on as well as after it is complete.

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

The What, Why and How of MLS for Builders

STICKS & BRICKS OF SALES & MARKETING SERIES
Date: Wednesday, September 21
Time: 9am to 11am
Fee: $35 members / $50 non-members
Instructor: Nathan Goble, quality assurance manager for the Houston Association of REALTORS® Multiple Listing Service (MLS)

Content: HAR's Nathan Goble will share the "what" and "why" of the MLS in your business and its importance to your success. Learn key tips and tools for making each listing more effective, leading to better visibility and more sales of your new home inventory.

Topics covered:
- What is MLS?
- Why is MLS important to the real estate industry including resale and new home inventory?
- How do you list a property on MLS?
- What are the SECRETS TO SUCCESS?
  - Verifying the map of your property
  - Accuracy of information is key
  - Reporting sales in a timely manner
  - Listings cannot be entered after the sale has occurred
  - Pictures can be of similar or like construction so long as at least one is of the listed property (slab, frame, etc)

Who should attend? Builder sales professionals, remodelers, volume builders, custom builders and contractors

Building Science Seminars with Dr. Joe Lstiburek

Date: Tuesday, September 27
Fee: $50 per person, per session (3 sessions offered)
Content: Don't miss this opportunity to hear Dr. Joe Lstiburek, a renowned forensic engineer who investigates building failures. His authority on moisture-related building problems and indoor air quality is internationally recognized. His work as a consultant, author, and speaker has influenced building codes and standards in every climate zone. *EcoHome* magazine called him the "father of building science." Dr. Lstiburek is currently a principal of Somerville, Massachusetts-based Building Science Corporation. In his work, Lstiburek consults with homebuilders on problems and new building technologies. He has conducted numerous forensic investigations and often serves as an expert witness on cases involving building failures. Lstiburek has been involved in the development of standards and industry resources by U.S. government agencies. He is the principal investigator for the Building Science Consortium, an industry group in the U.S. Department of Energy's Building America Program that encourages the development of energy efficient innovations in the homebuilding industry.

MORNING SESSION (9 AM TO 11 AM)
IAQ and HVAC - Ventilation, source control, part load humidity, make-up air for range hoods and clothes driers, air pressures, duct leakage, R-6 vs R-8 ducts in attics. Think it's easy building in the South? Humidity, tight construction and big fans that sick coupled with air conditioners that don't run long enough to dehumidify no matter how small you make them...

LUNCH SESSION (12 NOON TO 2 PM) *(LUNCH IS INCLUDED)
Politics - The Building Code, RESNET and ASHRAE - "Gaming the ratings game" What a mess! Don't these folks talk to each other? Three different groups and three different requirements. Learn how to stay out of trouble in a dysfunctional industry.

AFTERNOON SESSION (3 PM TO 5 PM)
Building Enclosure - Stone, brick, stucco, advanced framing, spray foam, wood floors on slabs. Regular methods of installing brick and stucco stone no longer work with OSB sheathings, high levels of insulation and modern housewraps. What are the new rules you need to know? And the walls are easy – wood floors are worse.

DREES CUSTOM HOMES DEBUTS IN GRAND CENTRAL PARK

Drees Custom Homes' one-story Kentshire design is part of a roster of floor plans priced from the $410,000s that Drees Custom Homes is debuting in Houston. "All but three of the plans we are offering in Grand Central Park are new to the Houston area, and the model is brand new to the company," said Chris Olson, Houston sales manager. "Grand Central Park is such a unique community that we took a targeted approach based on thorough market research to decide what to build there."

Olson said Drees' collection of floor plans will appeal to empty nesters drawn to the promise of Grand Central Park's active lifestyle. Four of the nine designs are one-story homes and all feature downstairs guest suites. Each plan also emphasizes outdoor living with large patios, glazed windows and optional sliding glass doors that create an indoor-outdoor living area.

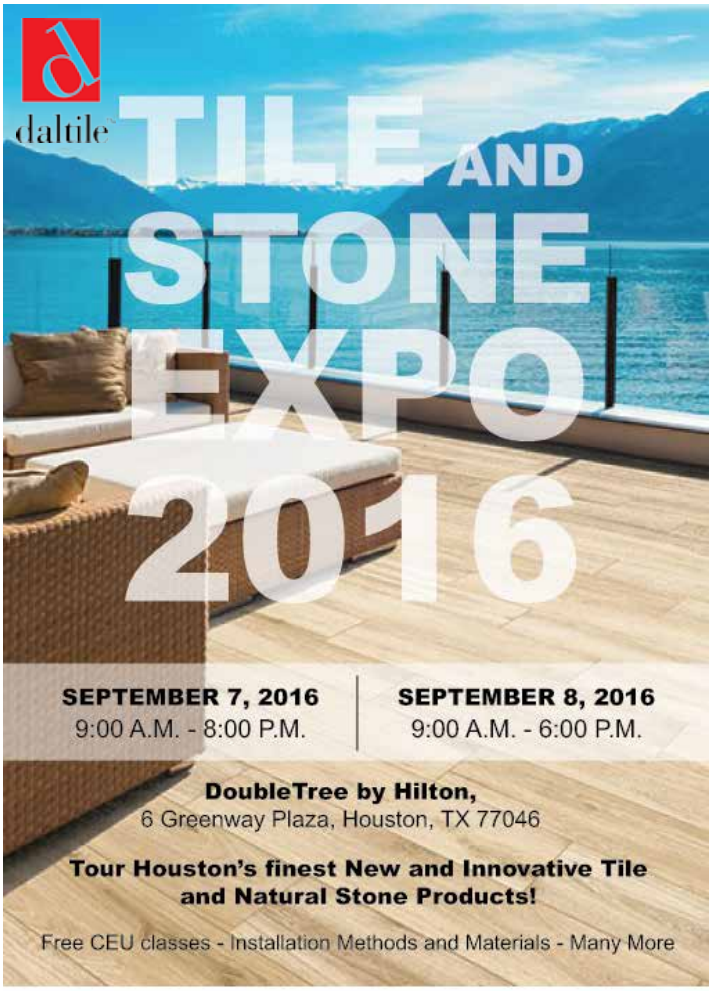
Olson said exterior elevation choices will also feature options for painted brick — something not typically seen in Houston. "I can't think of another production builder that has painted brick exteriors," he said.

MILGARD RECOGNIZED WITH PRESTIGIOUS CRYSTAL ACHIEVEMENT AWARD FOR MOST INNOVATIVE WINDOW

Milgard® Windows & Doors was recognized with the 2016 Crystal Achievement award for the most innovative window, from Window & Door magazine, for its new Essence Series® radius casement.

"This product is using cutting edge technology," said Chad Martinez, product manager for Essence Series windows and doors at Milgard. "It's designed with a durable phenolic exterior that allows more flexibility for custom shapes not available with fiberglass material. Plus, it has a streamlined look with no visible fasteners."

For more information, visit www.milgard.com/EssenceRadius



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!

GHBA Building a GREATER Houston

14800 Saint Mary's Lane Suite 105 Houston, TX 77079 (281) 752-9300 www.TheStevensonGroup.com

ALL HOMES START HERE

IBS 2017
Register by Nov. 11 & Save!

TOP 3 REASONS YOU SHOULD ATTEND

Improve your business at the **industry's premiere event** with access to the latest products, vital industry knowledge and key business partners—experience the **2017 NAHB International Builders' Show®** (IBS) and get **all the tools you need to grow your business in 3 days! Here are the top 3 reasons you should attend:**

1. **Education:** Access to 80% new content in **130+ IBS education sessions**
2. **Exhibits:** Explore more than **1,400 top manufacturers and suppliers**
3. **High Performance Building Zone:** See the latest methods and tips in action with **live construction demos** led by building science experts

See more reasons to attend today and register by November 11* to save!

*Rates increase on November 12, see BuildersShow.com/fees for more information.

2017 NAHB International Builders' Show®

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NAHB CELEBRATING 75 YEARS | IBS

AD1317

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!"

JULY SPIKE OF THE MONTH

BRANDON LYNCH
Keechi Creek Builders

RETENTION SPIKE OF THE MONTH

LESLIE WOODS
ACES Builders Warranty

WELCOME NEW MEMBERS

BUILDERS

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aztecdb@yahoo.com
www.aztecdb.com

Loftech Homes, LLC
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2401 Main St. Ste 100
Houston, TX 77002
(713) 343-6150
casey@loftechhomes.com

Star Custom Homes
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gary@starcustomhomes.com
www.starcustomhomes.com

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mrgwdawson@yahoo.com
grunburgwindowsdoors andironworks.com

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www.korbininsulation.com

Masterpiece Cabinet Co.
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CGR, CAPS, CGP
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Conroe, TX 77302
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masterpiececabinetcompany@gmail.com
masterpiececabinetcompany.com

Quartet Engineers
Vijay Jha
1839 Harland Drive
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vijay.jha@quartet-eng.com
www.quartet-eng.com

Radcliffe Bobbitt Adams Polley PLLC
Joshua Ellery
2929 Allen Parkway
Ste. 3450
Houston, TX 77019
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jellery@rbaplaw.com
www.rbaplaw.com

Smooth Move Services
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P. O. Box 690089
Houston, TX 77269
(281) 760-3705
erin@houstonwastesolutions.com
www.smoothmv.com

Southwest Precision Printers
Tim Tully
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(713) 777-3333
ttully@swpp.com
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Mike McCarthy
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Terry's Landscape
James Terry
24786 Saddlespur Ln
Katy, TX 77494
(713) 574-0058
admin@terryslandscape.com

Thermo Dynamic Insulation of Houston
Chad Hargrave
8331 FM 1960 Bypass Rd. W.
Suite K
Humble, TX 77338
(281) 570-7611
chad@thermodynamicinsulation.com
thermodynamicinsualtion.com

Wilson Amplifiers
Andrew Hansen
5010 Wright Road, Suite 100
Stafford, TX 77477
(281) 738-3838
andrew@wilsonamplifiers.com
wilsonamplifiers.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
A.D.Vice Construction	David Vice	2015
ASID- Designs Anew Houston, LLC	Barb Mueller, CAPS, ALLIED ASID, AKBD	2009
Acme Brick	**Mike Schrab**	**1981**
Affordable Shade Patio Covers, Inc.	JD Morris	2007
American Villas	Nader Shirazi	2012
America's Home Place	Jordan McDonald	2012
Bac Trac Plumbing Co.	**Cliff Mountain**	**1986**
Bethany Homes, Inc.	Mark Millis	2013
Bluegill Energy Management, LP dba Enerlogic	**Richard Mogridge**	**2003**
Brendan Homes LP	Kurt LaBarge	2007
Brickhouse Construction, LLC	Brad Krisch	2013
Brooks Harris Custom Homes	**Brooks Harris**	**2006**
Bug Defence (Mosquito Misting Systems)	Greg Corbett	2009
Builders Alliance LLC	Chad Hall	2015
Builders Digital Experience (BDX)	**Mandy Harper**	**2003**
Building Products Plus	Eric Lincoln	2015
Cabinets & Designs, Inc.	Maria Frank	2011
Celebrity Title Company, LLC	Kelly Frazier	2014
Century Communities	**Chris Chew**	**2005**
Cherry Creek Mortgage Co.	Armon Higham	2013
Citylife Homes, LLC	Rick Walsh	2007
Closet Factory	Don Yokovich	2007
Compliance Resources, Inc	**Kurt Karikka**	**2004**
Cornerstone Home Lending, Inc.	**David Bravo**	**2005**
Cornerstone Overhead Garage Doors, LLC	Iris Espinoza	2012
Cornerstone - A Division of Richelieu America Limited	**Steve Lawrence**	**2004**
Cox Hardware, Inc.	Virgil Cox	2015
Design Dwell Interiors	Stephanie Vaughan	2015
DuPure International, Inc.	**Natalie Medders**	**2005**
Durango Doors of Houston	Jill Dragonetti	2014
Entergy	**George Cornwell**	**2002**
Evans Cabinet & Door Ltd.	**Edward Rogers**	**1993**
Facundo Home Builder Inc	**Miguel Facundo**	**2005**
Fairmont Homes LP	**Michael Pelletier**	**2005**
Flooring Systems	Camille Willson	2009
Foundation Homes, LLC	Clayton Richter, GMB, CGP	2008
Fox Energy Specialists	**James Rodriguez**	**2004**
Franklin Welding Service, Inc.	Robert Salazar	2013
Friendswood Development Company	John Hammond	2009
Gareth Construction	Jeff Davies	2011
Gehan Homes, LTD	Don Forslund	2011
Green Machine & Tool Inc.	Shane Churchell	2015
Gulf Coast Railings, Inc.	Paul Hurst	2014
Gullo Construction, Inc.	Frank Gullo	2010
Higginbotham Insurance Agency, Inc.	Rick Dernehl	2010
Horace Homes LLC	David Beck	2007
Houston Association of Realtors- Doug Erdy Team	Doug Erdy	2015
Houston Habitat For Humanity, Inc.	Johnny Zaborowski	2013
Installed Building Products	Jennifer Derrick	2013
J Williams Staffing Texas, LLC	Stacy Rummage	2010
Journey Construction	**Bill Neighbors**	**2001**

COMPANY	NAME	JOIN DATE
K & N Builders Sales	Justin Hawes	2009
KVB Designs LLC	Kimberly VanBelle-Ebel	2013
Kinsmen Homes LLC	John Ramsey	2008
Kohler Co	Lori Smith	2011
Leckhampton Homes LLC	Steve Norwood	2010
Lights Camera Action Innovations	James Winfield	2012
Materials Marketing Corporation	Doranne Frugoni-Baker	2012
McIntyre + Robinowitz, Architects, P.L.L.C.	Bob Robinowitz	2015
Memorial Builders	Andres Palandjoglou	2010
Metropolitan Escrow and Title	E'Delano Craine	2013
Mirador Builders, LLC	Jennifer Hamelet	2007
Mohawk Industries	Andy Kelley	2015
Noblecrest Homes, LLC	Ray Vargas	2012
Pam Blohm Interiors, LLC	**Pam Blohm, RID, MIRM. CAPS, CGP**	**1996**
Partners in Building, LP	**Kim Simmons**	**1987**
Patina Metals, Inc.	**Jeff Emmott**	**1981**
Petersen Dean Roofing & Solar	**Jeanie McHugh**	**1988**
Pioneer Bank	Tim Ashcraft	2013
Post Oak Publishing, Inc.	**Michael Blalock**	**1999**
Poulson Custom Homes	**Dennis Gau**	**2003**
Punum Roofing Houston, Inc.	**Timothy Walsh**	**2001**
RAVE Electrical Service, LLC	Victor Mitosinka	2009
RCOT Construction Company	**Stephen Cryan**	**2005**
Reliant - an NRG Company	Rob Porras	2014
Remodelers of Houston, a division of William Shaw and Associates, Inc.	**Shawn Vacek, CGR, CGP**	**1994**
Renaissance Windows & Doors	Craig Perkins	2014
Roberson Building Group	Chris Roberson	2015
Ryan Barrett Homes	**Greg Stessel, GMB**	**2003**
Röhe & Wright Custom Homes LLC	**Andy Suman**	**1999**
Safety Maker, Inc.	**Andrew Hilliard**	**1990**
Sandler Training	**Troy Elmore**	**2005**
Saye Plumbing Contractors, Inc.	**David Theiss**	**1989**
Scholl Forest Industries, Inc.	Ward Scholl	2013
Smart Vent Products, Inc.	Ryan Werda	2015
Solaris Homes	Jim Waller	2010
Sterling Builders	**Adam Hill**	**2000**
Stewart Door LTD	Tom Walton	2014
Stiffel Homes LLC	Scott Stiffel	2008
Sweitzer + Associates Landscape Architects, Inc.	**Bill Sweitzer**	**2001**
Trinity Signature Homes LLC	Clay Hudson	2013
TWFG Insurance Services	Chris Hawkins	2015
Taber DeBord Signature Homes	Brian DeBord	2014
Texas Concrete Placement, Inc.	Peter Eickstead	2008
The Tobin Firm PC	C. Stephen Tobin	2015
Trammell Crow Residential	Scot Davis	2012
USI Champion Insulation	Pat Dwyer	2012
Virkus Construction LLC	Eimar Virkus	2014
Vogler Sheet Metal Company, Inc.	James Kaiser	2013
Walker Residential, LLC	Russell Walker, CGB, GMB, CGP	2014
Wiseman Builders LLC.	Robert Wiseman, CGB, GMB, CGP	2014

MEMBERPROFILE

VENHOMES is an experienced home building company that was started in Oklahoma City, by Jose Ocque. In 2016 Venhomes relocated to Katy, Texas. Bringing our innovative and creative business dedicated to the construction of fine quality homes to Houston and its surrounding areas.

Venhomes are a blend of modern and traditional, practical and beautiful, simple and strong. Clean, thoughtful designs give every bit of space a purpose. They are energy-efficient and environmentally responsible. They're the perfect place to call home.

"Ven" is the Spanish word for "come." Venhomes, is an invitation for you to "come home."

To learn more, contact Jose Ocque at **(405) 409-2549** or visit **www.venhomesok.com**.

MEMBERPROFILE

ENTERPRISE FLEET MANAGEMENT offers total solutions and services for managing your company fleet, including sales, financing, maintenance, fuel, tracking, reporting, and resale. Drawing from a strong infrastructure, Enterprise has the fleet management tools, programs, and services to help improve productivity and drive down costs by looking at your total cost of ownership. Reach out today to see how we can help impact your business.

To learn more, visit **www.efleets.com** or contact Meredith S. Creger at **(713) 300-9104**; **Meredith.S.Creger@efleets.com**.

MEMBERPROFILE

TUFF STRIKE is a heavy duty, high security strike plate that installs on your door jamb to provide added security to your home or building. Tuff Strike is a low cost, highly effective way to help secure exterior doors from forced entry, nearly 67% of all burglaries are from doors that have been kicked in. Please go to www.tuffstrike.com and view the 30 second video, by Fort Bend Police Officer Richard Crantz, to see first-hand just how vulnerable exterior doors are to forced entry and how Tuff Strike provides the security and protection you need!

To learn more, visit **www.tuffstrike.com** or contact Sarah Denman at **512-638-0446**; **sales@tuffstrike.com**.

MEMBERPROFILE

COMMERCIAL INTERIOR PRODUCTS is a Houston-based company specializing in providing interior building products for commercial and residential construction projects.

With more than 25 years of industry experience, we have built and maintained an extremely loyal customer base through our dedication to timeliness and reliability, exemplary customer service, and a relentless desire to set the gold standard and exceed expectations at every opportunity. We take a great deal of pride in upholding the reputation we have earned and our employees conduct themselves with professionalism and integrity.

From ceilings to walls to insulations and tools, Commercial Interior Products has an extensive inventory of quality products. We have a local focus but are also affiliated with Gypsum Management and Supply, Inc., the largest independent distributor of drywall, acoustical and other specialty building products in the United States.

Our continuing goal is to be the company that you can rely on for every request. We offer will call, delivery, and job stocking options and are eager to earn your business and loyalty.

For more information or to request a job quote, email Greg Cofer at **gcofer@ciphouston.com** or call **(832) 467-1818**.

MEMBERPROFILE

ENERGY AUDITORS PROJECT MANAGERS INC. (EAPM) works with residential and commercial project teams to develop and implement field verified high-performance buildings. Our company and strategic partners are proficient in the Leadership in Energy and Environmental Design (LEED) Green Building Rating System, as well as Energy Star, and various other state-administered Energy and Resources conservation programs.

EAPM works as owner's advocates to ensure the client's goals are communicated to the project team, as well as working to integrate energy and environmental goals that includes the adoption of a specific energy program from design to construction.

Balancing financial goals with social and environmental objectives has created a new measure of building and project execution performance. Our firm has local project managers in Houston and its metropolitan area able to work on projects all over the great state of Texas. Our core skill sets include: energy modeling, duct leakage testing, project management, energy construction inspections, enhanced commissioning, project due diligence (owner), air or smoke infiltration testing, building code inspections, and forensic investigations.

To learn more call **(832) 748-7962** or email Ulysses Bustamante at **bustamante.ulysses.pm@gmail.com**.

MEMBERPROFILE

MONTEBELLO CUSTOM HOMES founder, Orlando Rodriguez, was intrigued by design and building and at an early age. His love for design led him to pursue and earn a Bachelor of Environmental Design degree from Texas A&M University's College of Architecture.

From charming residences to estate-sized manors, each Montebello Custom Home embraces the highest level of detail and workmanship that homeowners expect. Utilizing a team of professionals, timeless design and innovative construction, Orlando Rodriguez personally guides the process of building from initial design to final completion. Each home is built so you and your family can build memories for years to come…

To learn more, contact Orlando Rodriguez at **(281) 605-8045** or **orlando@montebello-customhomes.com**.

MONTEBELLO
Custom Homes

MEMBERPROFILE

WILSON AMPLIFIERS is the leading provider of cell phone signal boosters: FCC-approved devices that boost 3G & 4G LTE signal for all cellular devices on all US & Canadian network carriers.

Whether in the city or countryside, our certified signal booster support and in-house Install Pro Team have served over 30,000+ clients and ended the frustrations of poor cell signal, dropped calls, stuck texts, slow internet, and unreliable coverage.

Our signal boosting solutions work for home, commercial buildings, and vehicles. Satisfied B2B clients include Microsoft, Nike, Tesla Motors, Shell, etc.

To learn more, visit **wilsonamplifiers.com** or contact Andrew Hansen at **281-738-3838; andrew@wilsonamplifiers.com.**

WilsonAmplifiers

National Association of Home Builders

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and many more...

NAHB

nahb.org/MA

2016 Associate Council Chair

ROCKY FLORES

Datasmart/Duncan Security

I hope everyone is staying in the shade and having a great summer so far. The year has flown by and I'm sad to say we only have a few more Associate Council meetings left in 2016. So make sure you don't miss the final meetings! The Council has some exciting speakers lined up to help build your business.

At the August Associate Council meeting, several construction executives brought us "back to basics." A panel of highly respected builders spoke about challenges within the inner loop and their success stories. I'd like to thank DR Horton's Matt Carr, Tim Byrne, and Lennar's Marco Cordon for taking time to participate on the speaker panel.

It's time to start thinking about those mouthwatering ribs, tender briskets and smoldering chickens… yes, the Associate Council BBQ Cookoff is just around the corner on November 18. This is a great time for networking with fellow associates and prospective customers, not to mention, a lot of fun for everyone! To accommodate attendee growth, the event is moving to a new and bigger venue this year—Houston Farm & Ranch Club. Start planning now and reserve your booth as space will sell out rather quickly.

Are you a new member to the GHBA? If so, do you have a mentor? My advice to every new member: find a mentor to aid in your involvement journey. Seasoned association members are more than willing to share their expertise and experience to help you along the way. If you are seeking a mentor all you need to do is ask! If you're having trouble finding a mentor on your own, we will find a good match for you.

Let's finish out the 2016 year strong! I look forward to seeing everyone at the next few meetings.

Have a powerful September!

PHOTO TOP: August Associate Council Luncheon - pictured (L to R) are Matt Carr, DR Horton; drawing winner Tristan Fithen, MLAW Engineers; and Marco Cordon, Lennar Homes.

PHOTO CENTER: May Associate Council Luncheon - pictured (L to R, front row) are Kurt Karikka, Compliance Resources, sponsor; Matthew Rubenstein, Royal Homes; drawing winner Michael Lindsey, Houston Window Fashions; (back row) James Miller, McGuyer Homebuilders; Karl Mistry, Toll Brothers; and Greg Tomlinson, Builders Post Tension (sponsor).

PHOTO BOTTOM: June Associate Council Luncheon - pictured (L to R) are drawing winner Ulysses Bustamante, Energy Auditors Project Managers; Tim Drone, J. Patrick Homes; Bob Kulpinski, Darling Homes; and drawing winner Johnny Grier, Fashion Glass and Mirror.

COMING UP:

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

TOPIC: "Race to the Finish"
Purchasing Managers from top Houston homebuilders discuss closing the fiscal year and preparing for 2017

PANELISTS:
Austin Garrett, Newmark Homes
Mireya Gordillo, Greeneco Builders
Frank Sifuentes, Toll Brothers

SPONSORED BY:

Goodman Air Conditioning & Heating

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ASSOCIATE COUNCIL MONTHLY LUNCHEON

Thursday, October 6
11:30 a.m. at GHBA Education Center
9511 W Sam Houston Parkway N
Houston, TX 77064

Cost: $20 earlybird; $25 after Oct. 3

Panelists: TBA

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
(281) 664-1431; pmeans@ghba.org

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

Speed Selling Event

GOLF!

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THURS., SEPT. 22nd • 2 pm - 5 pm
Top Golf in Webster 21401 Gulf Freeway, Webster, TX 77598

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

To-date, these Builders area confirmed to attend:

- Bayway Homes
- Bilmar Homes
- Cabo Homes
- Castletree Homes
- Chesmar Homes
- Harbor Classic Homes
- Jo-Ja Services
- Tilson Homes
- Trendmaker Homes
- Westin Homes

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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.

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

GOLF TOURNAMENT 2016

THURS. Oct. 13th

7:00 am check in
8:30 am shotgun start

Magnolia Creek GOLF CLUB

1501 West Bay Area Blvd.,
League City, TX 77573

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  - Opportunity to hand out awards to winners
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- KOOZIE SPONSOR (2 available) - $350
- TROPHY SPONSOR (exclusive) - $1500
- DRIVING RANGE (exclusive) - $350
- TEE SPONSOR (exclusive) - $250
- BEVERAGE CART SPONSOR - $500 (3 available)
  Ferguson Bath, Kitchen & Lighting Gallery, Hotchkiss Insurance Agency, LLC
- $5,000 PUTTING CONTEST SPONSOR - $500

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Builders Post-Tension, RMF - HECM Loan Specialists

CLOSEST TO THE PIN -(Sold Out)
Huber Engineered Woods, Sherwin-Williams Paint Company

- INDIVIDUAL HOLE SPONSORS - $300 (7 available)
  Bonded Builders Warranty Group, Compliance Resources, Inc., Milgard Windows & Doors, Texas New Mexico Power, The Stevenson Group
- $15,000 HOLE-IN-ONE (exclusive) - $850 Available
- DOOR PRIZE SPONSORS – $100 (unlimited)
  ACES Builders Warranty, Inc.

STRAIGHTEST DRIVE - (Sold Out)
Carrier UTC Multi-Family Property Management

BABA Golf Tournament 2016: PLEASE RESPOND NO LATER THAN FRIDAY, SEPT. 30, 2016 FOR SPONSORSHIP.

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

CUSTOM BUILDERS COUNCIL

2016 Custom Builders Council Chair

BRANDON LYNCH, GMB, CGP, CAPS

Keechi Creek Builders

A Low HERS Commands a Higher Price – Improving Energy Efficiency in Custom Homes

By now you've heard the news: effective September 1, a new energy code comes to town. The August Custom Builders Council meeting was well attended by builders and mechanics preparing for the new rules. James Rodriguez with Fox Energy guided the group through all the mandatory items, such as air leakage control, installing insulation, HVAC duct leakage control, installing the correct size unit, and lighting controls.

All of these mandatory items will result in a HERS (home energy rating system) score. Our state target is a rating of 65. The lower the HERS number, the better.

The new code will also improve compliance rates and be more cost effective for consumers. Heating, cooling and water heating constitute the largest cost of homeownership outside of the mortgage loan. The HERS Index Score will tell you how well the home performs energy-wise and will also provide invaluable information about the existing home you live in, like how efficiently it is operating and where you can make modifications for greater energy savings. When you're selling a home, a low HERS Index Score can command a higher resale price. And when you're buying a home, you can anticipate the costs of energy bills and efficiency upgrades.

Coming this fall...

The week of September 6 marks the work week for the CBC's charity project at Casa de Esperanza. There is still time to donate money! Please contact Donna Buenik at 281-664-1429 or dbuenik@ghba.org for more information.

CBC's September 15 meeting will feature a lender panel to discuss current lender requirements for building a typical spec home.

On October 20, CBC will host the 14th Annual Product Expo at the Sam Houston Race Park. We have sold all 115 booth spaces and look forward to seeing over 500 remodelers and builders attend the much anticipated contract seminars.

If you are a custom builder or remodeler and are currently using the TAB contracts you must attend these seminars annually. To register for a seminar, visit www.ghba.org/expo.

COMING UP:

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. 8

Topic: Lender Panel

Has credit loosened for builders, developers and buyers in 2016? What deals are banks looking to make? Where do bankers see the market heading? Our expert panelists have the answers!

SPONSORED BY: Ferguson Bath, Kitchen & Lighting Gallery

TABLETOPS:

Builders Post-Tension · The Bath & Kitchen Showplace · Cambria · DataSmart Home Technologies / Duncan Security · Cosentino · Morrison Plumbing | Appliances | Hardware

PRODUCT EXPO

Thursday, October 20
12 noon to 6 p.m. at Sam Houston Race Park
Free to attend for builders, remodelers, developers

Contract Seminars:
10:30 a.m. - 12 noon - Custom Builder Session
1:30 p.m. - 2:30 p.m. - Remodeler Session
3:30 p.m. - 5 p.m. - Custom Builder Session

Learn more at ghba.org/expo

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Suncoast Post-Tension

Trendmaker Homes

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

MCBDD Can Help You Achieve Your Goals

Are you achieving your goals? Are you leading a balanced life? The Montgomery County Builders and Developers Division can help!

Zig Ziegler taught us to set goals in seven different areas to work towards a balanced life. Let's review these seven areas and note how MCBDD can help:

SOCIAL - MCBDD provides a great environment to meet old and new friends over breakfast, lunch, golf, and after work networking events.

WORK - When we meet, we discuss industry trends, threats, successes, headwinds, and tailwinds. You perform better at work because you are better informed.

FAMILY - We have several family events during the year. Also, our association provides resources for family health care and retirement savings. Each year we provide opportunities for college scholarships.

SPIRITUAL - Each time we assemble, we start with prayer. We reach out to our community to share our God-given talents though our charities, HomeAid and Operation Finally Home.

MONEY - Our association provides education, resources, and expertise to guide members in their personal financial planning.

INTELLECT - We offer a wide range of classes targeted to very specific topics. We also offer a series of classes that lead to designations in several fields.

HEALTH - Happiness is essential to healthiness. We offer happiness, but you do have to get out of the office and come be part of our association!

We look forward to your involvement at our next MCBDD event. Let us help you attain goals and achieve balance.

COMING UP:

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

SPONSORED BY: Eyedite Surveillance 855-4No-Theft

MONTGOMERY COUNTY FORECAST LUNCHEON

Wednesday, November 2 at 11:30 a.m.
The Woodlands Waterway Marriott Hotel
1601 Lake Robbins Dr., The Woodlands 77380

Cost: $65 earlybird; $75 after Oct. 27

CENTERPIECE SPONSORS:

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ZONDA - Meyers Research LLC

Get tickets at www.ghba.org/calendar

Available Sponsorships

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- ❑ Tee Sponsor $350
- ❑ Door Prize Sponsor $100

Thank You to Our Current 2016 Sponsors

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The Stevenson Group | ConnectOne Security
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Suncoast Post-Tension, Ltd. | DuPure International, Inc.
Goodman Manufacturing Company, Inc.

For sponsorship or general information please contact Mel Audain at maudain@ghba.org or 281.664.1428.
Register online at http://www.ghba.org/calendar

MONTGOMERY CO BUILDERS AND DEVELOPERS
GREATER HOUSTON BUILDERS ASSOCIATION

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

2016 Remodelers Council President

STEPHEN McNIEL, CGR, CAPS

Creative Property Restoration

REMODEL HOUSTON! REMODELERS COUNCIL

City of Houston Panel

Join the Remodelers Council on Tuesday, Sept. 13 for one of the most important luncheons of the year – a City of Houston panel. Builders and remodelers are encouraged to attend to hear about inspections, permitting, building code enforcement, plan review, flood recovery and more. We will 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. Don't miss this one!

It All Starts Now!

RMC's annual Charity Garage Sale is upon us. Every charitable thing the Remodelers Council does starts with the funds raised by this event. Our mission as an organization is to serve our members, the industry and our community. For several years, the Council has been able to help numerous nonprofit groups such as Casa de Esperanza, Family Time Shelter, SIRE Therapeutic Equestrian Center, ECHOS Community Center, Jacquelyn House, Open Door Mission, Habitat for Humanity and The Sonrise Shelter. These are just a few of the beneficiaries of our charitable efforts and we are excited about the prospect of being able to help many others in the future.

The RMC is once again asking you to open your hearts and warehouses for the 9th Annual Charity Garage sale. The garage sale is a great place to donate any leftover inventory or items you have tucked away in your warehouse. And, GREAT NEWS, your donations are tax deductible as charitable donations!

The Charity Garage Sale will be held in conjunction with the 21st Annual Texas Home & Garden Show at Reliant Center on Saturday and Sunday, September 24-25. It's not too late to donate or volunteer.

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

Networking at its Finest!

A BIG thank you to Big Ass Solutions for hosting a Remodelers Council After-Hour Networking at Yellow Rose Distillery on August 23. A great time was had by everyone and Big Ass Solutions gave away over $5,000 in HAIKU fans and lighting. Builders and remodelers were also treated to a pre-opening "hard-hat" tour of the brand new Big Ass Fans showroom. We want to welcome Big Ass Solutions to Houston and the Remodelers Council. Thank you for hosting a great event!

Builders and remodelers, be sure to join RMC on November 10 at The Conservatory Underground Beer Garden & Food Hall for a fabulous networking event hosted by Ferguson Bath, Kitchen & Lighting Gallery. Register for this builder/remodeler ONLY networking event at www.ghba.org/calendar.

Reach 50,000+ Potential Clients

Time is running out to advertise in the 2017 *Houston Remodeling Guide*.

The *Houston Remodeling Guide* is one of the best ways to market your company to over 50,000 consumers all year long. The guide is distributed in 50 high-end retail locations like Sherwin-Williams stores, Ferguson Bath, Kitchen & Lighting Gallery, BMC, DalTile, Morrison Supply, Cabinets & Designs and many more. The guide is also distributed to consumers at seven area home shows annually, including shows in The Woodlands, Katy, Cy-Fair, Houston and Sugar Land.

To learn more or to advertise, contact Amy Robinson, Fort Bend Publishing, at 832-274-6212 or amy@lifestyles-magazines.com.

"Leo Meerman Scholarship"

This year the Remodelers Council will award two $1,000 scholarships to children of Remodelers Council members. The deadline to apply is October 31, 2016 and the scholarships will be awarded in December. Contact Lisa Pepitone at lpepitone@ghba.org for additional details or to request an application.

Advertise in the 2017
HOUSTON REMODELING GUIDE

The **annual** remodeling publication of the Greater Houston Builders Association

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- ✓ The Detering Company
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- ✓ Ferguson Bath, Kitchen & Lighting Gallery
- ✓ Gulf and Basco
- ✓ Daltile
- ✓ Cabinets & Designs
- ✓ Lighting, Inc.
- ✓ Morrison
- ✓ Natural Stone Gallery
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- ✓ GHBA Lobby
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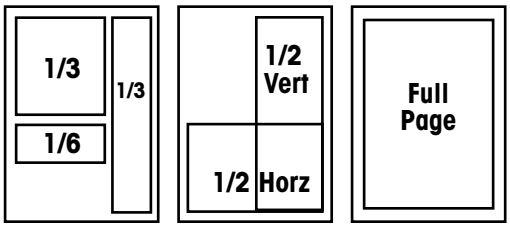

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HoustonNewcomerGuides.com

SALES & MARKETING COUNCIL INFO AND SPONSORSHIPS:
Contact Mel Audain
(281) 664-1428
maudain@ghba.org

SALES & MARKETING COUNCIL
GREATER HOUSTON BUILDERS ASSOCIATION

2016 Sales & Marketing Council President

KRISTINA JONES

Highland Homes

What Can Marketers Learn from Fantasy Football?

As marketers we look for inspiration in all sorts of places. I thought I'd try giving you some wealth of knowledge that I've extracted from parenting or my home life, but the problem is that in my house the conversations are all about fantasy football right now. So, let's go with it. There has to be something we can learn from this! I ran across this article on randallreilly.com that I thought was fitting. John Burleson agrees that something can be learned from fantasy football. Here are his thoughts:

Know the Landscape. One of the worst mistakes you can make coming into a fantasy football draft is not doing any research. The same is true for marketers. Keeping a finger on the pulse of your industry is critical for marketers. You need to know general industry information and audience specific demographic information, media usage habits, pain points and so on.

Reevaluate Every Week. Just because your team played well last week doesn't mean each and every starter should stay on your roster. You need to reevaluate every week: did someone play well, are there favorable matchups, is someone in a slump, who is on bye? Nowhere is this more true than marketing. Every campaign is your game day, and that means you need to optimize for success. You can't do that if you're relying on the same channels regardless of your objectives, goals and results.

Sleepers, Sleepers, Sleepers. Every fantasy player can tell you they are looking for a sleeper. Everybody is looking for a player they can pick up off waiver wires or late in the draft that will have a big impact in the season. Marketers too need to be looking for a sleeper, but this is a little different. Sure, you're always looking for a channel where you can put in a little money and accomplish big goals. But few marketing channels are consistent in that way.

So what exactly is a sleeper in terms of marketing? Well, you could be looking for the above, but you might also be looking for a place where you can build a community beyond your normal marketing fold. For instance, think Instagram or YouTube. In many cases these platforms are highly underused. To find a sleeper, you have to try some new things.

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, earlybird pricing ends Sept. 15!

SPECIAL HOTEL RATE: $119 + tax
Use code 1001GHBA16 when booking.

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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Stay informed and connected at association meetings and events.

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, "Lender Panel," 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

Wednesday, September 7
9 a.m. to 11 a.m. - Growing and Managing Your Business while Maintaining your Sanity (Building Blocks of Business Series)

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

October

MEETINGS AND EVENTS

Saturday, October 1
6 p.m. to 12 midnight - Houston's Best PRISM Awards, "Bollywood Nights" at the Royal Sonesta

Tuesday, October 4
11:30 a.m. - Bay Area Builders Association Luncheon, at La Brisa, 501 N Wesley, 77573

Wednesday, October 4
1:30 p.m. - Developers Council Meeting

Thursday, October 6
9 a.m. - Education Committee

11:30 a.m. - Associate Council Luncheon

2 p.m. - Finance/Executive Committee

4 p.m. - President's Reception, Member Orientation & Networking

Tuesday, October 11
11:30 a.m. - Remodelers Council Luncheon, "6 Retirement Account Options When Leaving Your Job or Retiring," at Lakeside Country Club, 100 Wilcrest, 77042

Thursday, October 13
8 a.m. to 5 p.m. - Bay Area Builders Association Golf Tournament, at Magnolia Creek Golf Club

Thursday, October 20
12 noon to 6 p.m. - Product Expo, at Sam Houston Race Park

EDUCATION

Wednesday, October 12
2 p.m. to 4 p.m. - 30 Ways to Improve Your Construction Business (Building Blocks of Business Series)

Tuesday, October 18
2 p.m. to 4 p.m. - Architectural Blueprint Reading & Estimate Calculations (ABCs of Home Building Series)

Thursday, October 20
10:30 a.m. to 12 noon - Custom Builder Contract Seminar (at the EXPO)

1:30 p.m. to 2:30 p.m. - Remodeler Contract Seminar (at the EXPO)

3:30 p.m. to 5 p.m. - Custom Builder Contract Seminar (at the EXPO)

Tuesday, October 25
3 p.m. to 5 p.m. - Scheduling for a Remodel (Nuts & Bolts of Remodeling Series)

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