

ACTION NEWS

The Official Publication of the
Southwestern Indiana Builders Association

2175 N. Cullen Ave Evansville, IN 47715
~ 812-479-6026 ~

Providing
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APRIL, 2007
VOL. 30, NO. 4



President's Message

by JEFF HAPPE

Happe & Sons Construction

What makes SIBA a great organization? There are countless ways to answer that question but a few things stand out in my mind. It is the dedication and knowledge of our membership and staff.

There are people within this organization that are experts in anything related to this business. A good example is the lunch and codes meetings that are held on the third Wednesday of each month at the SIBA office. Ron Dauby is as knowledgeable about building codes as anyone I have ever met. It's comforting to know that someone like Ron is around to

See **PRESIDENT'S**, page 25

"No man has the moral right to withhold his support from an organization that is striving to improve conditions within his sphere."

- Theodore Roosevelt

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of all-time! **APRIL 25 & 26**



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APRIL HIGHLIGHTS:

- Pick Your Most Valuable Benefit.....pg 4*
- Proof Your Parade Ad.....pg 8*
- CAPS Classes Coming to Evansville.....pg 8*
- Front Door Pride on Front Burner.....pg 16*
- Early-Bird Golf Registration.....pg 20-21*
(Teams sell out quickly!)

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MON. - FRI. 8-6

SAT. 9-5

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ACTION NEWS is the Official Publication of the Southwestern Indiana Builders Association
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QABS

Mike Zehner, Zehner Development

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Bill Pedtke

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The information provided in this publication is for informational purposes only.
Due to complexities of applicable building codes, construction applications, and facts specific
to each situation, individuals should consult with a qualified contractor
regarding specific construction needs or concerns.

SIBA does not guarantee acceptance by any member nor does it guarantee any products or
services offered by MMIC or Logan Lavelle & Hunt. SIBA recommends that members
perform their own due diligence and consult with appropriate advisors regarding all insur-
ance products and programs.

**ACTION NEWS
2007 DEADLINES**

Issue	Deadline
January	December 15
February	January 12
March	February 16
April	March 16
May	April 13
June	May 11
July	June 15
August	July 13
September	August 17
October	September 14
November	October 12
December	November 16

SPECS

Ad Size	Width	Height
1/9-Page	2 1/2" x	3 1/4"
1/2-Page	7 1/2" x	4 3/4"
Full Page	7 1/2" x	9 3/4"
Insert	7 1/2" x	9 3/4"

All artwork, logos, photos and graphics must
be in black and white or grayscale format.

RATES

Size	1X	3X	6X	12X
Ninth	\$33	\$99	\$198	\$396
Half	\$66	\$198	\$396	\$792
Full	\$129	\$386	\$772	\$1544
Insert	\$225	\$675	\$1350	\$2700

MEMBERSHIP PAYS



The Pedtke Perspective

by
Bill Pedtke

This month especially, I am concentrating on the values of membership in the builders Association. Our membership drive is later this month, so I've been practicing telling people all the good reasons for belonging to the organization.

The typical listener only gives me a few seconds of attention anyway. This includes at my own house. And when I'm selling the benefits of membership, it seems there's even less time on the clock.

Don't get me wrong. I can talk as long, or as little as anyone about the values of membership in this organization. I live it, I breathe it, and I can speak it.

But it's a little tricky selling it. The membership, or anything really, always comes down to giving someone what they want, or need. I need to find their "hot button" and press it. Sometimes someone is looking for networking. Sometimes they're searching for better recognition and credibility. Other times people want education – to learn from someone who really knows what the hell is going on – not just a salesman.

But most times, a prospect wants to know how their membership is going to land on the bottom line. Membership had better pay them back with real dollars.

I'm little short on time this month, and the deadline for this article is coming at me pretty fast. So do me a favor, will you? Please review the reasons for you to belong to the Builders Association, pick one out, and sign up for that reason.

In the very likely event you've already joined the organization, then please pick out another great reason (may be the same one as yours) to belong and use it to sign up another company during the April 25 & 26 Membership Drive. We'll both thank you for it later.

For those who want the instant value – I am proud to announce the Bonus Incentive Package. See the article on page 11 to learn more about how to make the most of the very first dollar spent in the Builders Association. Almost \$1500 in added value will be available to New Members just for signing up on one of those two days.

Also for those who want to make a huge difference in their checkbooks, please be sure to check out the Discount Business insurance program – available to SIBA members only. Members, especially builders and subcontractors are mostly claiming savings of up to 25%. Thousands of dollars are staying in your bank accounts all the while, an insurance package that fits better is providing coverage that was designed specifically for those in the construction fields.

For those who want to improve their business contacts – real networking is available on a monthly basis at our membership meetings. I firmly believe that any company whatsoever could improve their sales by appearing at the SIBA meetings and introducing themselves to builders and suppliers there.

If improving sales to the general public is an objective, then the Parade of Homes is right for you. This extraordinary event gives builders and suppliers one-of-a-kind exposure to a very interesting niche – those who are interested in building, buying, or remodeling a home. An ad in the Parade Book, or signage at the house where you provided materials puts your name and a life-sized example of your work and/or products in front of thousands of prospective buyers.

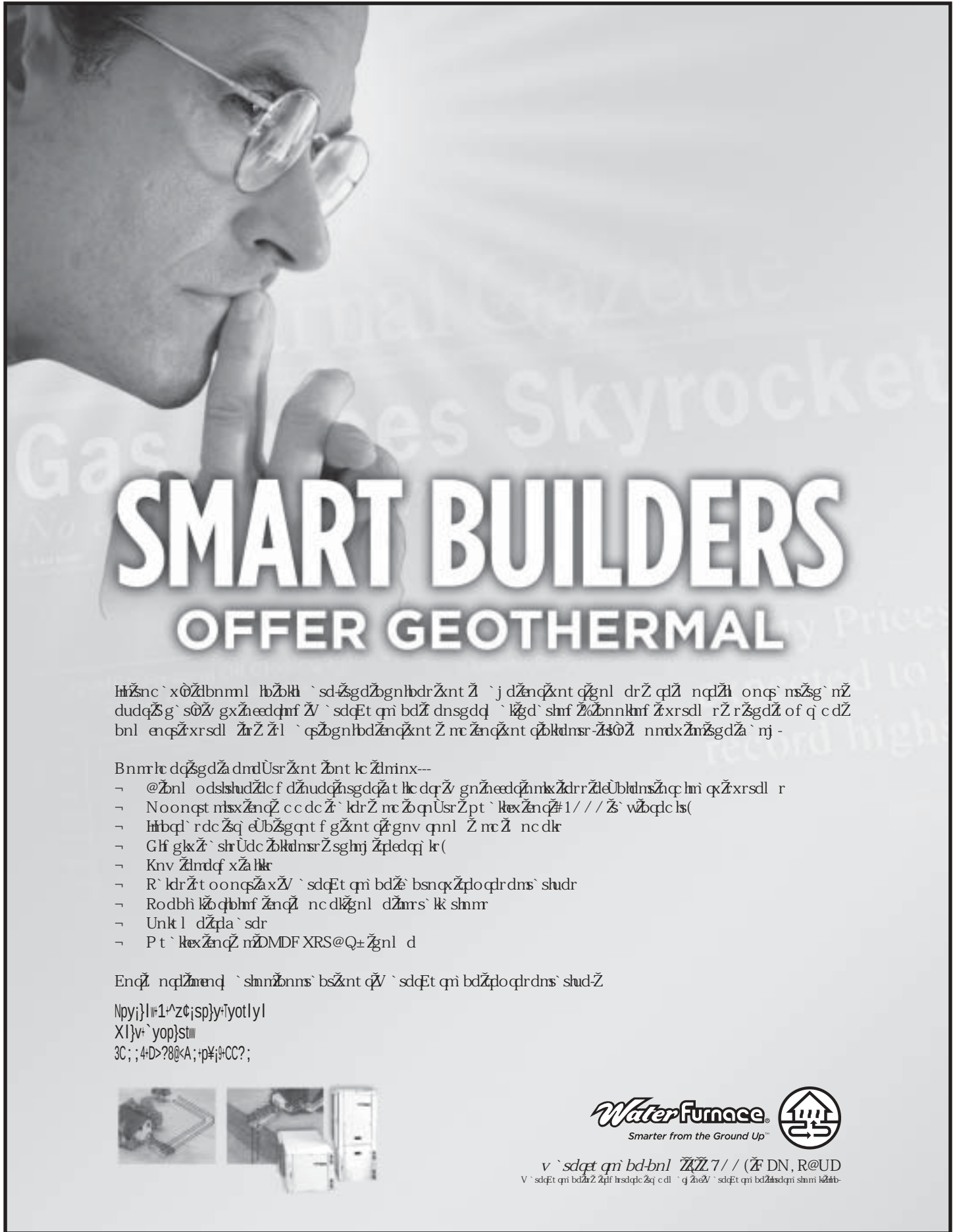
The list of benefits of membership continues to grow each year. Here are only a few more that I can remember right now:

- Members can get mailing labels from the SIBA office. We are providing these at no cost... until more members wake-up and smell the value of this one.
- Perhaps the least utilized aspect of the Association is its website. Go to www.SIBAonline.org, and check out the valuable information we load onto it. Send your customers for information about hiring the right contractor – staying away from the bad ones too! Sometimes getting your customers to compare quotes apples-to-apples is the toughest part of a sale.
- SIBA holds codes meetings from time to time with building officials from the different jurisdictions. Casual conversations about code sections

determines what is expected for compliance. Uniform enforcement of the uniform code is not automatic. In fact, it typically takes a lot of hard work to get builders and inspectors on the same page.

- Are you exhibiting in the Evansville Courier & Press's Home Show? SIBA members qualify for a discounted rate on exhibit space, plus first opportunity to get on the lower concourse level. This alone would pay back your membership dues.
- The Home & Remodeling Expo is a fall event whereby members can display their products and services to the general public. Since this event is owned solely by the association, we are able to keep costs at a minimum. Also, a majority of the proceeds are donated to local charities.
- The Fall Tour of Homes is like a mini-Parade of Homes. Held in the fall, it gives builders a great opportunity to have the consumer come see the homes in an informal setting. Again, a simpler format allows the cost to remain relatively low for the participant.
- The Quality Assurance Builder Standards might be the most valuable aspect of the Builders Association. In short, the program puts in written form the expectations for workmanship in home building. Along with commitment form, all SIBA builders are required to abide by the standards, as well as the findings of the dispute resolution, to maintain their membership. Want to stand out from the crowd? SIBA builders build it right, or they're out of the organization.
- Have you purchased a car or truck lately? Did you take advantage of the GM discount? NAHB members are saving \$500 off the best negotiated price for most GM cars and trucks. If you're considering a purchase, and you like free money, this is worth reviewing.
- This newsletter sells advertising that is very cost-effective. Check out the price chart on page three. If you're wondering if people actually read this newsletter, well... it got you this far.
- And of course, if you're just looking to make some new friends, we have two golf outings each year, as well as a Christmas Dance to celebrate the holidays, and the end of good year.

I'm sure I left out more than a few good reasons to belong to the association. But you can see how the benefits continue to roll.



SMART BUILDERS OFFER GEOTHERMAL

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REMODELERS

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 Core Contractors, Inc.
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 Dunn Building & Consulting, LLC
 Fest Construction, Inc.
 Happe & Sons Construction
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 Homes by John Peninger, Inc.
 JD's Construction, Inc.
 Koch Construction, Inc.
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 Nurrenbern Construction
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 Sandy Smith Builder, Inc.
 Scheessele & Sons Construction
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 Arvin Sign Services
 Benthall Bros Inc
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 Evansville Tile Distributors
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 Insulpro, Inc.
 K-I Lumber & Building Materials
 Ken Stevens, F.C. Tucker Emge Realtors
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 King's Great Buys Plus
 Kitchen Interiors
 Kitchen Traditions, LLC
 Lance Cabinet Shop
 Lensing Building Specialties
 Louisville Tile Distrs. Inc.
 Michael Gourley & Sons Concrete
 Old National Bank
 Overhead Door Co. of Evansville
 Paint 'N Stuff, Inc.
 Patton Heating & Air Co., Inc.
 PPG / Porter Paints
 River City Elevator Co., Inc.
 Scholz Drywall & Interiors, Inc.
 Shelter Distribution
 Sherwin Williams
 Sun Windows, Inc.
 Swat Pest & Lawn Management
 Windows of Evansville

REMODELERS COUNCIL

2007 Officers

Chairman: Nina Lance
 Vice Chairman: Mike Freeman
 Secretary/Treasurer: Rick Oakley

3RD ANNUAL HOME & REMODELING EXPO

The Remodelers Council (RC) is now accepting reservations for exhibit space at the third-annual Home & Remodeling Expo. The 2006 Expo was very successful allowing RC donate more than \$7500 to local charities. AND, the Expo promises to be bigger and better this year.

The Expo is slated for Friday, Saturday, Sunday, November 2, 3 & 4 at Washington Square Mall. Booth fees remain the most affordable in town - \$450 for the first booth and \$350 for each additional booth, with rebates available.

Last year's exhibitors will have first-right-of-refusal on their booth spaces. Exhibitor agreements will be mailed to those companies some time this month with a May 18th deadline. After May 18

agreements will be mailed to all SIBA members, and the RC will accept booth reservations on a first-come, first-served basis.

RC will again be partnering with South Central Radio Group, a 5-station cluster including WIKY and 93.5 the Wolf, as the 2007 Media Partner. The partnership bumps up the Expo advertising more than three-times its normal budget. And, RC officers announced late last year to use a large portion of the 2006 Expo proceeds to help promote this year's event.

For more information about the 2007 Home & Remodeling Expo, contact Remodelers Council Chair, Nina Lance, Lance Cabinet Shop, or Shannon at the SIBA office - 479-6026.

REMODELING HOLDS STEADY

March 12, 2007 - Remodeling activity remained steady in the fourth quarter of 2006, according to the NAHB Remodeling Market Index (RMI), with the component measuring industry perceptions of current market conditions rising slightly from 47.8 to 48.2 on a seasonally adjusted basis and future expectations climbing to 46.0 from 45.4.

"Remodeling retained strength across most of the country compared to late last year," said NAHB Remodelers Chairman Mike Nagel, CGR, CAPS, a remodeler from Chicago, Ill. "Certainly regional economies and housing markets play an important role, but overall we see maintenance of high levels of remodeling activity and solid future prospects."

The RMI component for the rental market registered a strong increase in activity in the fourth quarter, with current conditions increasing from 38.8 to 44.1 and future expectations rising from 37.1 to 42.4.

By comparison, current remodeling market conditions for owner-occupied units dropped from 51.4 to 49.7, while future expectations for this sector edged up from 45.0 to 45.6.

"Though the substantial reductions in home sales and new housing production have had an impact on the remodeling market to some degree, we feel that remodeling of both owner-occupied and rental housing will remain strong compared to other areas of the industry," said NAHB Chief Economist Dave Seiders. "With record levels of home-owner equity and the constant need to upgrade the older housing stock, the remodeling outlook appears quite good for years to come."

continued page

NEXT MEETING:
Tuesday, April 24
@ EVSC Vocational Tech
Center on Lynch Road
11:30am - lunch on own
12:15pm - tour
1:00 - brief RC meeting

REMODELING,

cont'd from pg 6

Regionally, the South reported the most growth, with current conditions increasing to 52.8 and future expectations moving up to 51.1. The current conditions in the West grew to 52.4 but future expectations fell to 51.3. In the Northeast, current conditions moved down to 45.7 while future expectations increased to 50.1. Only the Midwest showed declines in both indexes, with current conditions decreasing to 44.4 and future expectations dropping to 35.7.

In a special section of the survey on which the index is based, remodelers were asked about subcontracting. Approximately one-third of a remodeling company's work by dollar volume was subcontracted out, according to the responses. The median value of a general contractor's subcontracted work in 2006 was \$289,500 (with an average of \$572,323), against a median dollar volume of \$848,214 for general contractors last year. Only 17% of the remodelers who were surveyed reported acting as a subcontractor for other firms, and among all remodelers, work as a subcontractor accounted for only 2% of their dollar receipts.

For more information, e-mail [Jim Lapides](mailto:Jim.Lapides@NAHB.org) at NAHB, or call him at 800-368-5242 x8451.

DIRECTORY UPDATES

The following are corrections, changes and updates to the 2007 Membership Directory and Reference Handbook. Please make the appropriate changes to your directory to keep it up-to-date.

Fehrenbacher Development, Inc.

New Address: [2877 Laura Lynn Lane](mailto:2877LauraLynnLane@aol.com)

New Email: DAFehren@aol.com

Pg 30

David Stevens Construction, Inc.

New Address: [2877 Laura Lynn Lane](mailto:2877LauraLynnLane@aol.com)

New Email: DAFehren@aol.com

Pg 45

Benthall Bros. Inc.

Correct Email: benthallbros@aol.com

Pg 66

EA2/Systems/an Amer. Water Co.

& EMC the BOC Group = Merged

New Name: [EA2/EMC the BOC Group](mailto:EA2EMCtheBOCGroup@aol.com)

Primary Contact: [Travis Hildebrandt](mailto:TravisHildebrandt@emcstl.com)

Email: trhildebrandt@emcstl.com

Phone: 812-421-2120 x210

Fax: 812-421-2134

Website: www.amwater.com

Pg 74 & 75

Evansville Winnelson

New Email: ewinnelson136@hotmail.com

Pg 77

Farm Credit Services

Primary Contact: [Kyle Holt](mailto:KyleHolt@farmcredit.com)

New Email: kholt@e-farmcredit.com

Pg 78

Interior Illusions by Dona

New Email: iluvland2dona@yahoo.com

Pg 89

Lea Matthews Furniture & Interiors

New Email: leamatthews@busenvir.com

Pg 96

McMahon Exterminating Co. Inc.

New Email: mcmahonext@sigeom.net

Pg 101

ThermalCell Insulation LLC

New Email: travismelton@bellsouth.net

Pg 119



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Evansville

4650 Lloyd Expressway
812-426-1900

Newburgh

8090 Park Place
812-853-3900



MEMBERSHIP MOMENTS

by Shannon French Holt

AUCTION AT APRIL MEETING

The 2007 Parade of Homes committee will be auctioning off two live radio remotes. At the April 10th membership meeting at the Holiday Inn, Parade Co-Chair, Jim Thomas, will be selling a two-hour live radio remote on 93.5 the Wolf to the highest bidder. The second remote, on WIKY, will be auctioned at the May 8th membership meeting.

This is a fun and exciting way for any member involved in the Parade to market their company. The Wolf (or WIKY) will bring out one of their on-air personalities to help drive traffic to one specific Parade house. The package includes two hours of on-the-scene broadcasting, five (5) live commercials from the location, 20 commercials to run (in conjunction with SIBA and the Parade of Homes) the week prior to the remote, a minimum of 18 promotional announcements to run before the broadcast.

Bids will be taken during the regularly scheduled Parade Report at the membership meeting. Bidding will start at \$500.

Don't miss this opportunity for an awesome, one-of-a-kind marketing tool!

All members of SIBA are eligible to bid. The only requirements are that the broadcast is held at one of the Parade homes, that the company is a SIBA member and that the company does have products and/or services in that Parade House. Of course, any non-Parade Builder will have to get the ok and coordinate with the builder. SIBA will put the purchasing company in contact with the radio stations to finalize details. SIBA is not responsible for coordinating a non-builder with the Parade Builder. If you are interested but can not attend the April or May meetings, you may call the SIBA office and place your bid before the meeting.

PARADE WEB AD SPACE AVAILABLE

ATTENTION ALL ADVERTISERS!!! The www.2007ParadeofHomes.com web page has ad space available. Advertisers can now purchase banner ads on the Parade of Homes website. Space for 20 banner ads is available on all secondary pages of www.2007ParadeofHomes.com. The maximize exposure for your company, the ads will be rotated in a sequential fashion, so that only six ads will be featured every time a page is visited. All ads will run from May 1 – December 31, 2007. Remember, the Parade of Homes website received over 700,000 hits in June 2006! The rate for all eight months is \$250 per 105 pixels wide by 60 pixels tall ad. Call the SIBA office for more details, 479-6026.

CAPS PROGRAM COMES TO EVANSVILLE

Local Builders and Remodelers will soon have easier access to the CAPS (Certified Aging-in-Place Specialist) designation program, because the program is coming to Evansville. The CAPS program is crossing the country with wild success, and is coming here to the Holiday Inn & Conference Center on Hwy 41 N at Lynch Road, April 18-19-20, 2007.

Why earn a CAPS designation?

The CAPS Program will expand your understanding of the aging-in-place market, provide the necessary technical knowledge & resources, and give you the tools to gain access to the aging population.

What is aging-in-place?

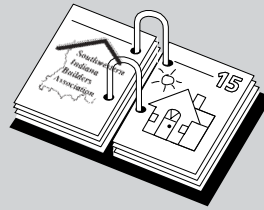
Aging-in-place means remaining in one's home safely, independently, and comfortably, regardless of age, income or ability level. It means the pleasure of living in a familiar environment throughout one's maturing years, and the ability to enjoy daily rituals and the special events that enrich our lives. It means the reassurance of being able to call a house a "home".

Benefits of the CAPS designation:

- Recognition for completing the only national designation program dedicated to improving the knowledge of those who want to serve the aging-in-place market.
- Marketing & customer service tools to gain access to the burgeoning aging-in-place population.
- Technical knowledge to solve the housing needs of the aging-in-place population.
- Greater understanding of the aging-in-place population.
- Official CAPS certificate and lapel pin identifying your accomplishment.

Get your CAPS designation today!
Complete & return registration form on page 4 of the INSERT.

NEED A BID?



Check your SIBA Membership Directory first! OR log onto www.SIBAonline.org click on "Search MEMBERS"

PARADE BOOK PROOF DAYS

Parade builders and advertisers will get the chance to proof their front elevations, 50-word descriptions, addresses and ads in the Parade Book on Monday, April 30 and Tuesday, May 1. No appointments are necessary. The Parade Book proofs will be available both days at the SIBA office from 8:30am until 4:00pm or by email. Call 479-6026 or email sholt@sibaonline.org for more details.



2007 MEMBERSHIP TOTALS

As of:	12/31/06	2/28/07
Builders	126	124
<u>Associates</u>	<u>257</u>	<u>257</u>
Total	383	381

Y-T-D Net Growth: -0.5% Annualized Retention: 84%
Total jobs represented: 18,730!

WELCOME NEW MEMBERS

Lin-Gas, Inc.

Rollie Robertson
 406 S Barker Ave
 Evansville, IN 47712-4999
Phone: 812-424-9021
Fax: 812-424-9056
E-mail: rhrobertson@lingas.com
WebSite: www.lingas.com

N.T.'s Custom Services Inc

Neil Thompson
 481 S 550 E
 Montgomery, IN 47558
Phone: 812-486-2785
Fax: 812-486-2785
E-mail: neil@ntcustomservices.com
WebSite: www.ntcustomservices.com

MR. Construction, Inc

Lori Rodgers
 2409 Covert Ave
 Evansville, IN 47714
Phone: 812-475-8814
Fax: 812-475-8827
E-mail: lori@aplusfinancial.org
WebSite:

Stair Crafters, Inc.

Greg Hall
 7120 E Powell Ave
 Evansville, IN 47715
Phone: 812-774-7322
Fax:
E-mail: stairman819@insightbb.com
WebSite: http://home.insightbb.com

Up For Renewal...

- 31 W Insulation Co
- Arvin Sign Service
- Concrete Supply, LLC
- Deutsch Homes, Inc.
- Elements Interior Architecture Inc.
- ERA First Advantage Realty, Inc.
- Felts Lock Co., Inc.
- GAF Materials Corporation
- Heidorn Construction, Inc.
- Homes by Robert Cook
- K-I Lumber & Building Materials
- Koch Construction, Inc.
- Kraft Nursery, Inc.
- Kroeger Construction Co.
- Life Mortgage Group
- Mirrors Unlimited
- Mr. Fence & Deck-Pros
- Schroeder's Landscapes
- Sprint Nextel
- ThermalCell Insulation LLC
- Winiger Electric

These members are up for renewal in April. If you see them, offer a friendly reminder to renew!

LAST CHANCE TO RENEW

BUILDERS:

Olympia Homes

ASSOCIATES:

- Dal Tile
- Diversified Mech & Plbing Services
- Folz Realtors, Inc.
- Plumbers Supply
- Regions Bank
- River City Elevator Co.
- Shelter Distribution
- Sherry's Home, LLC

As of 3/20/07, these members have not renewed their Membership Dues and will lapse at the end of this month. If you see them, offer a friendly reminder of the benefits of being a SIBA member.

Next Membership Meeting:

April 10th

@ Holiday Inn, Airport
(US 41 & Lynch Rd.)

"A Smoke-Free Environment"

5:30 p.m.

\$20 with reservation: reservations required before NOON on Apr 10

~ RSVP ~

479-6026

~ PROGRAM ~

XXXXX

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 Fifth Third Bank

HOME SHOW

Presented by the Evansville Courier & Press

April 13, 14 & 15
Roberts Stadium

BUILDERS &



ASSOCIATES

Do Business with a Member

SIBA Spike Club Members

(as of 2/28/07)

SUPER SPIKES

(250-499)

Tommy Thompson	329
<i>Thompson Homes, Inc.</i>	
Bob Hatfield	272
<i>Custom Homes by Bob Hatfield</i>	

ROYAL SPIKES

(150-249)

Carl Shepherd	237
<i>Shepherd Construction, Inc.</i>	
Mike Talbert	230
<i>Homes by the Talbert Group</i>	
Scott Jagoe	197
<i>Jagoe Homes, Inc.</i>	
Ron Dauby	194
<i>Dauby Construction</i>	
Steve Heidorn, CGR CGB CAPS	191
<i>Heidorn Construction, Inc.</i>	
Ron McGillem	152
<i>R.A. McGillem Custom Homes</i>	
Alan Bosma, CGB CGR	150
<i>Bosma Construction, Inc.</i>	

RED SPIKES

(100-149)

Sandy Smith Jones	137
<i>Sandy Smith Builder, Inc.</i>	
Trent Hunt	136
<i>Logan Lavelle Hunt Ins. Agency</i>	
C. Frank Scholz	135
<i>Scholz Drywall & Interiors, Inc.</i>	
Dan Buck	127
<i>Dan Buck Homes</i>	
Jeff Hatfield	126
<i>Core Contractors</i>	
Glenn Nurrenbern	119
<i>Nurrenbern Construction</i>	
Brad Sterchi	118
<i>Sterchi Homes Corporation</i>	
Larry Koch, CGB	109
<i>Koch Construction, Inc.</i>	

Damien Scheessele	109
<i>Scheessele & Sons Construction</i>	
W.C. "Bud" Bussing	107
<i>Bussing Construction</i>	

GREEN SPIKES

(50-99)

Brad Killebrew	92
<i>Killebrew Brick, Inc.</i>	
Bill Badger, Sr.	87
<i>Badger Construction, Inc.</i>	
Al Bauer, Jr.	87
<i>Bauer Homes</i>	
Mike Martyn	83
<i>Martyn Custom Homes</i>	
Danny Davis	69
<i>Davis Homes</i>	
Dick Zirkle	68
<i>Benthall Brothers, Inc.</i>	
John Peninger, CGB GMB CAPS	61
<i>Homes by John Peninger</i>	
Darrell Spears	59
<i>Spears & Norman Homes</i>	
Bill Jagoe	55
<i>Jagoe Homes, Inc.</i>	
Jim Arvin	53
<i>Arvin Sign Services</i>	
Jim Muth	52
<i>Complete Lumber, Inc.</i>	



NAHB SPIKE CLUB

SIBA Members must earn six spike credits within two years to become a Blue Spike. Blue Spikes must then recruit two spikes per year until they reach Life Spike status with 25 Spikes.

LIFE SPIKES

(25-49)

Rick Oakley, CGR CAPS	48
<i>Creative Interiors/ReBath</i>	
Walt VanZilen	47
<i>Selective Homes by Chad & Dad</i>	
Herb Schumacher	46
<i>Schumacher Custom Homes</i>	
Mike Zehner, CGB GMB	36
<i>Zehner Development Corporation</i>	
Jill Hayden	34
<i>J.H. Hatfield Homes</i>	
Bert Warner	34
<i>Windows of Evansville</i>	
Robbie Sears	32
<i>VECTREN</i>	
Chris Combs	30
<i>Combs Landscape & Nursery</i>	
Rick Schapker	29
<i>Pella Windows & Doors</i>	
Mike Frank	28
<i>Insulpro, Inc.</i>	
Ted Ubelhor	28
<i>Fifth Third Bank</i>	
Jeff Happe	26
<i>Happe & Sons Construction</i>	

BLUE SPIKES

(6-24)

Brent Holweger	24
<i>Holweger Development & Construction</i>	
David McClary	14
<i>River Valley Homes</i>	
Jon Newcomb	14
<i>FC Tucker Emge Realtors</i>	
Jennifer Mitchell	13
<i>Windows of Evansville</i>	
Bruce Miller	12
<i>Barrington Development</i>	
Chuck Murphy	6
<i>Murphy Homes, Inc.</i>	

MEMBERSHIP DRIVE: 'The SIBA 500'

Everyone has someone they know "should be a member". But now it's time to recruit those companies into the Builders Association. No, really – this is the best time to bring them into the Association!

SIBA is producing its largest membership drive ever – on April 25 & 26 - and it's going to have wild success! The model for this Membership Drive has been successful for associations across the nation, and SIBA's leadership sees that it's going to deliver here too.

Teams of Builders and Associates are already lining up to bring in new members during the two-day drive. They are about to call prospective companies to tell them of the benefits of membership in the Builders Association. But on top of that, we're going to provide a healthy list of BONUS incentives for becoming SIBA members during this two-day drive.

Thanks to some very generous companies and organizations, who are taking full-advantage of the Drive's marketing opportunities, we are able to provide new members a package of added incentives IF AND ONLY IF they join during the two-day drive.

This package has grown and represents a retail value of more than \$1500!!!

Incentives for New Members include:

- Free newspaper print advertising, provided in the *Evansville Courier & Press* (\$200)
- Member's Choice of:
 - A) radio advertising, provided by South Central Communications (\$350); or
 - B) website advertising, provided by South Central Communications (\$2100)

- 1-hour of tax consultation, provided by Harding Shymanski (\$200)
- Free round of golf for a twosome, provided by Rolling Hills Country Club (\$150)
- 30-minute consultation on estate planning, provided by McCray Lavallo Frank Klingler (\$100)
- Box of 500 printed business cards, provided by Mooney Copy Service (\$25)
- Free Tire Rotation, provided by Tornatta Tire (east or west) (\$15)
- Two free oil changes, provided by Advantage Tire in Newburgh (\$30)
- 1 night free stay, provided by the Holiday Inn Conference Center (\$100)
- Free sign service, Provided Signs by Design (\$200)

The offers in the Bonus Incentive Package are genuine offers. They have no-strings attached, but they may have respective requirements for redemption. Contact the SIBA office for complete details.

MAY IS DOUBLE-SPIKE MONTH

May is double-spike month in NAHB's Spike Club. For every new member reported in the month of May (all members recruited during The SIBA 500 will be reported in May), the recruiter will be credited with two credits in the Spike Club.

This should pay-off handsomely for the recruiters in the SIBA 500 two-day membership drive April 25 & 26 which is

expected to bring more than 100 new members!!!

APRIL DRIVE DOUBLES ENTRIES IN 'REVERSE DRAWING'

Recruiters are entered in a Reverse Drawing once per new member recruited during the year. However, SIBA's Mike Zehner Sweetened the Pot when he announced double-entries for new members recruited during the April 25 & 26 Membership Drive. Zehner, Membership Chairman, explains for each new member recruited on April 25 & 26, the recruiter's name will be entered twice in the 2007 Reverse Drawing.

The Reverse Drawing is held toward the end of the year, and awards a cash prize of up to \$1000 to the lucky recruiters. Some past winners have had multiple entries, and some have had only a single entry. But they all agree, "It pays to recruit". Now recruiting pays double!

THE SIBA 500

APRIL 25 & 26

CALL

479-6026

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20% DISCOUNTS FROM DELL IN APRIL

Dell can help you do more for less! As an NAHB member, you can enjoy great savings on Dell's business class desktops and notebooks designed to meet builder's needs. From April 9 – 20, 2007, save 20% on ALL Optiplex desktops and select Latitude notebooks.

With a wide range of customer-driven enhancements, OptiPlex desktops & Latitude notebooks are ideal for home builders as they provide outstanding balance of value and performance. Have the freedom to work from virtually anywhere, and stay connected with mobile broadband* at the job site. Also with Dell, you have the choice to custom build the most secure, efficient technology solution that's uniquely built for your business.

Dell's dedicated sales representatives for NAHB members understand your needs and can recommend a solution that will help improve the security and operation efficiency of your business. To take advantage of your 20% discount, simply call your dedicated sales

representative at 1-888-577-3355 to place your order. (Mon – Fri 7am – 8pm and Sat 8am – 5pm CST). Hurry, offer ends April 20th, 2007.

For more information, please contact Tiffany Smith at 800-368-5242 x8273.

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SAVINGS.

DO'S AND DON'TS OF HIRING QUALITY TRADE CONTRACTORS

By Don Carr

Today's home buyers are more than just consumers; they are also savvy employers searching for the right builder. Nothing is as precious to Americans as family and home, and because buying a home is often the most significant purchase many people ever make, home builders owe it to their customers to ensure the delivery of a quality product that meets their expectations.

The quality of a home is strongly determined by the quality of work and reliability of the trade contractors hired for the job. The old adage, "a chain is only as strong as its weakest link," rings true in today's labor market because the practices of trade contractors can make or break a builder's business.

Just one poorly performing trade contractor in a builder's production crew can undermine the integrity of the finished product, opening the door to revenue-

See **HIRING**, page 17

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- **Increases the number of buyers for new construction:** when a new construction Buyer lists their current home with ERA®, other prospective buyers can often times take advantage of the SSP in order to sell their house to purchase their home listed with ERA®. In essence, we increase the pool of buyers for all our listings, especially a home that will attract a move-up buyer such as new construction. This benefit is another reason to list with ERA® regardless of your interest in the SSP.
- **A multitude of options:** If in the event a Seller needs a contract quicker than one can be market generated, by listing with ERA® a contract can be forthcoming to enable their next home purchase. And if in the event our optimism about their home selling is wrong due to economic conditions outside our control, by listing with ERA® they have the option at any time to proceed with our guaranteed sale program.

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MARCH MEETING



Ferguson's Andy Cook is a pro dealer with special offers for SIBA builders. Cook offered a special trip for builders who qualify.



Special thanks to Lensing for their sponsorship of the March meeting. Kevin O'Donahue, Lensing Building Specialties, greeted the builders and introduced many of his company's associates.



Before explaining the challenges and benefits for the members in the economic development coalition, newly hired executive director Greg Wathen introduced all his family members in the audience.



Welcome to new member Rollie Robertson, Lin-Gas.



SIBA President Jeff Happe congratulates Geri Terry as the lucky winner at the Membership Meeting.



Welcome to new member Greg Hall, Stair Crafters. Transferring to the area, Greg was a member of the Home Builders Association in Peoria, Illinois.



Carl Shepherd(l) and Dan Temme thank Greg Wathen for the valuable information about the newly formed coalition for economic development.



Builders Keith(c) and Richard(r) Scheessele talk with Jim Thomas(l), Bank of Evansville.

MARCH MEETING



SIBA builder John Elpers (right) stops at the Ferguson tabletop to learn more about the opportunities to win prizes. Rich Gardner of Ferguson explains the benefits of dealing with Ferguson.



Special thanks to builder-favorite Ann Marie Dougan of Vectren who announced information about Vectren's incentives for builders.



Vectren's Governmental Affairs Director Ron Keeping talks with SIBA builder Jerry Nord before the meeting starts.



Past President Larry Koch (left) talks business with Guttertech's Bill Gerling at the March membership meeting.



Lensing's Jeff Montgomery shares top secret company information with SIBA Builder Tim Scheu.



Neal Thompson, N.T.'s Custom Services, is welcomed as a New Member at the March meeting.



Membership Chairman Mike Zehner congratulates Ted Ubelhor for his recruiting prize. It pays to recruit!



Lensing's Joe Theby(l) talks with Brent Holweger about the building business.

FRONT DOOR PRIDE STEPS CLOSER TO REALITY

Evansville's new housing program took a few steps closer to reality, and still is on track to begin construction this spring.

The Front Door Pride program has worked out a few points with the sources of funding, including grants from the state and federal government. At March comes to a close the program is finalizing the details on the builder requirements for participating in the new program that is expected to generate about 40 new homes in a targeted city neighborhood.

Although the program is funded much by grants and the government, this is not a low-income housing program. To bring all different households together in a single area, financial incentives were created and are available to all buyers – regardless of income. For many households the incentives are greater.

Builders will be asked to submit a plan and price for a new home to be built on a lot provided by the city and the FPD program. Plans will be kept on-file as a library of choices at different price levels.

Meanwhile, potential buyers are being pre-qualified by the program and

receiving counseling on the basic principles of homeownership.

Once the program is opened, a client would qualify for financing at a given price range. Then, the client would select a house plan and lot that fits within their respective price range. Once the plan is selected, the builder who submitted that plan would be contacted and start building the house – much like a pre-sold.

Front Door Pride is a program that has worked well in other communities as close as Indianapolis. The new housing re-builds neighborhoods and combines different price ranges that brings mix-incomes into a single community. The financial incentives are aimed at all buyers, not just available to all buyers – not

There have been many builders interested in participating in the Front Door Pride program. Some have even considered building a spec home in the area to kick-off the program. Dozens of SIBA builders have attended informational meetings to learn more about the program, and remain interested

in participating.

More information is expected soon from the program's director, Tom Coe. Builders can contact Tom Coe directly at tcoe224@sbcglobal.net.

NAHB Has More Than 300 Resources to Help You Run Your Business More Profitably

Go to www.nahb.org/biztools for instant access to more than 170 timesaving, moneymaking and cost-cutting business resources to help you run your business more profitably. Get guidance on accounting and financial management, business strategy, computers and information technology, customer service, human resources and more. Resources are added weekly!

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BUILDER TIPS ON PROPERTY TAX

Not too many years ago, new housing had an unfair burden on paying property taxes. Since then, Indiana Courts ruled assessments on all housing must be based on their fair-market values. The change is proving to be painful for many voting homeowners, especially as we hear some of the horror stories of drastic increases that no one could afford.

The difference among counties' application of assessment on free-market value could actually turn buyers from one market to another – just across a county line. It's not supposed to happen this way, but is it?

Vanderburgh Assessor Jonathan Weaver attended SIBA's Membership Meeting March 13, handing out forms to petition property tax assessment to the appropriate board of appeals. Since then he's taken a lot of heat at public meetings about drastic increases in property taxes. There's a deadline to file an appeal for the assessment, and it's approaching quickly.

A decision by the Indiana Board of Tax Review (IBTR) may be of special interest to home builders and land developers. Neighborhoods with certain restrictive covenants, the common areas – including parks, ponds, green spaces and clubhouses – might be over-assessed.

The IBTR ruled in *Brenwick TND Communities, LLC and BDC Cardinal Associates, L.P. v. Clay Township Assessor, et al* that two Hamilton County neighborhoods with restrictive covenants place too great a burden on their common areas for the common area property to have any "market value-in-use." The covenants effectively render the common areas devoid of value to anyone other than the lot owners in the neighborhood. The Board reduced the tax liability of the common areas to \$0.00.

For more information on appealing your assessment, contact your assessor's office. For more information on taxing common areas, contact IBA's CEO Rick Wajda (800-377-6334).

HIRING, *continued from pg 12*

threatening delays such as increased cycle time, callbacks and poor customer satisfaction ratings. Worst of all, sub-standard practices by trades can increase the potential for defect litigation.

Recognizing the importance of quality assurance systems within the home building industry, the NAHB Research Center developed the National Housing Quality (NHQ) Program.

With the active participation of industry leaders from across the nation, the program has gained recognition as a leading advocate of, and resource for, quality-related information in residential construction. The following recommendations should serve as a helpful benchmark for builders seeking quality trade contractors to work on a job.

Before Hiring a Trade Contractor, Do's:

- **Look for a quality certified trade contractor.**

If a trade contracting company is NHQ-certified, you can be sure that their quality practices have been rigorously verified by the NAHB Research Center, a name you can trust. Adopt a company policy of showing hiring preference for

See HIRING, page 19

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HIRING, *continued from pg 17*

trades who are certified based on their high quality assurance practices.

- **Ask for and verify references.**
Always check a trade company's references to determine the quality of past performance for other builders. If the company has done high-quality work for people you know, it should do the same for you. Ask those references about the follow-up record of the contractor on customer service and callback issues.
- **Find out if the trade contractor is a member of your industry association.**
A conscientious member of a home builders association should always consider hiring another qualified member first. Doing business with a member is a win-win situation.
- **Verify that the trade performs documented inspections.**
Quality trade contractors should be able to easily demonstrate what quality assurance procedures they have in place. Before hiring, verify that the contractor will perform self inspections

to ensure that all work is 100% complete and will continuously strive to improve quality and safety, and limit liability.

- **Confirm that the trade contractor keeps complete and accurate records.**
Keeping written records is a beneficial policy for any company. Well-documented records are invaluable in defending a lawsuit.
- **Determine the trade contractor's capacity to handle the job.**
Ask trade contractors how many jobs they currently have and what they will do if there is too much work. A quality trade contractor should never take on too many jobs. Spreading crews too thin is an all-too-common reason for inferior quality performance.
- **Review the contractor's documented quality assurance system.**
Having a documented quality assurance system in place is a sensible business practice that takes some of the additional burden off of the builder and eliminates the need to train the trade contractor's crews in the field. There should be a management-level commitment from the trade to deliver on the level of quality required by the builder.

When Evaluating a New Trade Contractor, Don'ts:

- **Don't hire a trade contractor that doesn't seem to understand the business.**
If the trade contractor doesn't understand how to do your work, there is no reason to expect quality results.
- **Don't hire someone who is going to be a burden to your superintendent.**
Your superintendents are already busy, so be sure to hire a trade that will help them solve problems in the field, not one that creates a whole new set of problems.
- **Don't take on contractors who are uncertain of their responsibilities or ill-prepared.**
Your purchasing department writes a scope of work and provides a set of plans for the house. The trade signs a contract and promises to do certain work. It is the trade's responsibility to report to the job site prepared with the right tools and equipment to do the job that has been agreed upon.
- **Don't forget that the lowest price isn't always the best deal.**

See **HIRING**, page 25




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Schedule of Events

7:00 a.m.	Registration Opens
7:30 a.m.	SHOTGUN START
10:30 a.m. - 12:15 p.m.	Putting Contest
11:15 a.m. - 1:00 p.m.	Lunch Is Served
12:15 - 12:45 p.m.	Putting Contest Finals
1:00 p.m.	SHOTGUN START
6:00 p.m.	Dinner Is Served

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Golf Fees: \$115.00/Player

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- Range Balls
- Refreshments on Course

Dinner Only: \$20.00/Person

(Dinner Fees not separable from Golf Fees!)

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Player Registration

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 - 2) _____
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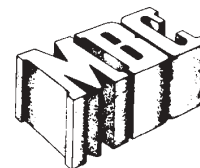
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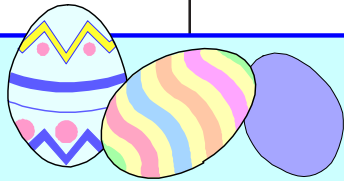





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1	2 Parade Book Ad Copy Deadline	3	4	5	6 Good Friday	7																																										
8  <i>Easter</i>	9	10 SIBA M'Ship Mtg 5:30 pm @ Holiday Inn	11	12	13	14																																										
15	16	17	CAPS Designation Courses @ Holiday Inn			21																																										
22	23	24 RC Mtg @ EVSC Tech Center 12:15 Tour	 The SIBA 500 MEMBERSHIP DRIVE 		27	28																																										
29	30 Parade Book AD PROOF DAYS SIBA 8:30 - 4:00	MAY 1																																														
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Mark your calendars for these SIBA meetings. Members should feel free to call the SIBA office for details on any of the meetings listed on these calendars, or for dates of future events.

Logan Lavelle Hunt welcomes the newest members of the SIBA Business Insurance Program!

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PRESIDENT'S,

continued from cover

debate SIBA's viewpoint with building officials and home inspectors. Ron is able to speak with complete confidence about code issues and his knowledge is obviously well respected.

Another thing that has always amazed me is the time volunteers put into SIBA. I've been asked several times "How do you have time to be President?" I have good people around me that are more than capable of carrying on while I am gone. What I can't figure out and truly amazes me is the involvement of all of the small shops. Their businesses are missing a significant part of their workforce when they volunteer their time. They have the intelligence to spend time honing their business skills rather than chasing their tail.

SIBA's staff makes the organization strong. Bill, Shannon and Nancy are well organized. They are able to anticipate the needs of officers, committees and the general membership. I never feel like I have to pull them along on anything. They are always miles ahead or maybe I'm just that slow! While attending a function at the civic

center with Bill it was refreshing to see that department heads and political figures all know Bill. SIBA has a face in our community.

A business associate told me the other day "Contractors are the eternal optimists." I would have to agree. Anyone that has read any housing related article knows about all of the doom and gloom the media has been throwing out yet we are going to have 81 homes in our Parade this year. If that's not enough optimism for you think about all of the Parade builders dealing with rain, freezing temperatures and frozen dirt through January and February. They are determined to be finished by June and there is no doubt they will be.

SIBA will be stepping up our membership recruiting efforts. Several board members recently went to Indianapolis to get training for recruitment of new members. We will be having our membership drive April 25 and 26. Help us get a jump start by asking subs, suppliers and any other service provider that you deal with if they are members. If they are not invite them to become a member today! I have heard several times "I thought they were a member". Some people are just waiting to be asked.

HIRING, *continued from pg 17*

There is a first cost and a total cost for every element of the new home. A trade contractor's bid may seem like a good bargain at first, but in reality can be much more expensive when you factor in callbacks, delays and warranty calls over the entire course of the job.

Apply these practical "do's" and "don'ts" to your trade contractor hiring process, and you are well on your way to making quality improvements in your business.

The NHQ Program offers builders, trade contractors and manufacturers across the nation the opportunity to learn more about quality assurance in home building. To learn more about the NHQ Program or for a list of NHQ Certified trade contractors in your area, go to www.nahbr.org/qualityprogram.

Don Carr currently manages the NAHB Research Center's NHQ Certified Builder Program. Before joining the Research Center, he was the director of technical services at NAHB, and formerly operated his own semi-custom building company.



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Cust. Homes by Bob Hatfield
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Dauby Construction, Inc.
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Denton Homes, Inc.
Deutsch Homes, Inc.
Diekhoff Construction, LLC
DLR Construction Co.
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Don Dubord Homes, Inc.
Dunn Building & Consulting LLC
Eagle Const. & Development
Elpers Development, Inc.
John Elpers Homes
Exquisite Homes, LLC
Faulkenburg Homes LLC
Fehrenbacher Development Inc.
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Fischer Contracting, Inc.
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Foster Construction
Goebel Realty & Development
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Haas Homes, Inc.
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Happe & Sons Construction
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Heidorn Construction, Inc.
Hinderliter & Sheffer Constr/LLC
Corey Hirsch Construction Co
Mike Hirsch Construction
Holweger Develop. & Const. Inc.
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Homes by John Peninger, Inc.
Homes by R.L. Brown, LLC

Homes by Robert Cook
Hornbeck Corbett Builders, Inc.
Insbrook Development
Jagoe Homes, Inc.
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Kattmann Construction, Inc.
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Keller Group LLC
Kensler Construction LLC
Koch Construction, Inc.
Phil Kost Construction
Kroeger Construction Co.
Kuhlman Construction, Inc.
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Legacy Homes
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LOR-RAN Corporation
MCF Construction
Maken Corporation
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Martyn Custom Homes
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R.A. McGillem Custom Homes
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