

ACTION NEWS

The Official Publication of the
Southwestern Indiana Builders Association

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

SIBA DATES

- Sept 5 - SIBA Office Closed
Labor Day, Company Holiday
- Sept 13 - Holiday Inn, 5:30pm
SIBA M'ship Mtg.....p5,10
- Sept 23,24,25 - Washington Square Mall
Home & Rem. Expo.....p10
- Sept 27 - Whirlpool Corporation, 5:00pm
RC Mtg - Tour Whirlpool.....p6

Affiliated with:



SEPTEMBER, 2005
VOL. 28, NO. 9



President's Message

by **BILL BADGER, SR,**
Badger Construction, Inc.

September is here and, as usual, I am waiting until the last minute to submit my newsletter article. Some of us work better under pressure and impending deadlines, and it looks like I fit into that category!

Speaking of pressure, SIBA is right out front in staying with the current and future issues facing the building industry. They are continually monitoring local issues that directly affect construction. They are constantly planning and researching, and keeping up-to-date. All of these issues require true dedication to our field. A great example is the BAT program and the State and Local code changes. SIBA is committed

See **PRESIDENT'S**, page 10

*"Too many people overvalue
what they are not and
undervalue what they are."*

—Malcolm Forbes

MEMBERSHIP RECRUITING CONTEST \$1000 in PRIZES

Deadline: October 7, 2005

FIRST PLACE:	\$500
2ND PLACE:	\$250
3RD PLACE:	\$250



STANDINGS:

- 1- TIED: Bill Badger 2 New Members
- 1-TIED: Mike Martyn 2 New Members
- Many members tied for 3rd with only
1 New Member Recruited!

See page 5 for details!

SEPTEMBER HIGHLIGHTS:

- Code Items, Sept 11.....pg4*
- Associate Appreciation.....pg9*
- RC Hosts Expo.....pg11, Insert 4*
- Back to School @ Sept 13 Mtg.....pg11*
- Fall Classic Golf Supports PAC.....pg16*
- How to Network.....pg18*

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SAT. 9-5

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**ACTION NEWS
2005 DEADLINES**

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

EXECUTIVE OFFICES

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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"

RATES

Size	1X	3X	6X	12X
Ninth	\$27	\$80	\$160	\$320
Half	\$54	\$160	\$320	\$640
Full	\$107	\$320	\$640	\$1280
Insert	\$187	\$560	\$1120	\$2240

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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.

SEPTEMBER EVENTS



The Pedtke Perspective

by
Bill Pedtke

Of course I'm going to write more about the building code – we're the Builders Association! The new building code goes into effect September 11, 2005. This means that all permits pulled AFTER September 11 are required to be built to the new building code.

All permits pulled BEFORE are allowed to be built to the old building code. However, permits pulled before the new code goes into effect have the option to switch and comply to the new code, as long as you make the local building department aware of your decision. Those who choose the new code can't pick and choose their favorite parts. If you switch, you switch for everything!

Complying with the building code may be the most effective method of limiting a builder's liability. Laws and contracts can limit a builder's liability, but the limit on code violations may never end.

Builders should also be aware of their subcontractors' work complying with the building code. Most subcontractors are extremely knowledgeable about the code requirements. But if your sub has a problem complying with code requirements, then you should have a problem hiring that subcontractor. Laws hold the contractor responsible.

Regular membership meetings continue this September 13 at the Holiday Inn. Our meeting program revolves around education. First we'll hear from Brent St. Clair who is the representative from the local Building Trades program. Attendees will learn about the programs available to high school aged students who are interested in the construction industry.

Also in September, we are happy to have Rich Welage and Brian Lindsey from Vincennes University's Construction

Technology Department. Rich and Brian run an outstanding program, and SIBA builders need to know the curricula are included in the Vincennes Program. Several SIBA builders hire graduates from the Vincennes program because their students have already begun their training in construction-related fields. Students who invest in their own training are more valuable than those who need to learn everything on your jobsites.

The Remodelors' Council is doing something that deserves your attention and participation. The Home and Remodeling Expo (September 23-24-25) is an exhibition at Washington Square Mall for the general public to learn about home and building products and services. The H&R Expo already has Nextel on board as a major sponsor, and has put together an effective advertising budget for getting homeowners to the show.

Since this is a service by your Builders Association, exhibit space is priced very low, as are other special exposure opportunities. SIBA volunteers are doing the work to make the Expo a reality. And the H&R Expo promises something no other show will – more than half the proceeds will be given to local charities. That point alone is reason for your support for this Expo. But as booths continue to sell, this show promises to grow into a major event for connecting to the consumers.

PROPERTY MAINTENANCE CODE

The City of Evansville is considering the adoption of a property maintenance code. Anyone interested in participating in the process should contact the SIBA office ASAP. The first committee hearing for Ordinance G-2005-20 is scheduled for September 12 at 5:20 p.m. in the City Council Chambers at the Civic Center Complex.

PRETTY IMPORTANT CODE ITEMS & CHANGES

For most residential construction in Indiana, the building code is determined by state government, and it is enforced by local government. Indiana law says there is a statewide building code. This means a local government cannot enforce a more stringent code without first getting approval by the State Building Commission.

In determining the statewide code, Indiana adopts a model code and makes amendments to it. The amendments are equally enforceable as what's printed in the model. Indiana adopted the IRC 2003, which goes into effect along with the Indiana Amendments on September 11, 2005.

The Builders Association plays a major role in the writing of the amendments, in order to maintain affordability for all Hoosiers trying to own a home. Items that

See **CODE ITEMS**, page 10

TRENT VANHAAFTEN MEETS SIBA BUILDER

SIBA Builder Jeff Happe met with State Representative Trent VanHaaften, District 76 (west side of Evansville, Posey County, and parts of southern Gibson County). VanHaaften is a friend of affordable housing and is serving on Indiana's Interim Study Committee on Eminent Domain, the red-hot issue brought



to America's attention by the Supreme Court's recent decision.

VanHaaften supports community

growth and agrees effective infrastructure is the key to the success of Indiana's communities.

2005 MEMBERSHIP TOTALS

As of:	12/31/04	7/31/05
Builders	119	120
<u>Associates</u>	<u>265</u>	<u>281</u>
Total	384	401
<i>Y-T-D Net Growth: 4.4%</i>		<i>Annualized Retention: 87.5%</i>
<i>Total jobs represented: 18,318!</i>		

Up For Renewal...

- 84 Lumber
- A+ Heating & Cooling
- Benthall Bros., Inc.
- BFI
- Buck's Crane Service, Inc.
- Business Forms Specialists
- Complete Lumber, Inc.
- Danco Construction, Inc.
- David Stevens Construction Inc.
- Elliott's Excavating
- Evansville Tile Distributors
- Happe & Sons Construction
- JD's Construction, Inc.
- Meuth Concrete Services
- Rita Heathcotte, CPA
- Ryan's Excavating, LLC
- Schiff Air Cond. & Heating, Inc.
- Self Insurance Services
- Trusses by Hobgood, Inc.
- Waterfield Financial Corp.
- Wayne Supply/CAT Rental Store
- Windows of Evansville

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

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 Zl 2 dd` TReV
 > V^ SVc
 2 a acVTReZ _
 > ` _ eY

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 eYZl DVaeV^ SVc



FALL CLASSIC GOLF SUPPORTS SIBA PAC

(See page 16)

\$1000 CASH FOR RECRUITING

At the October 11th Membership Meeting at the Holiday Inn, Membership Committee Chairman, Mike Zehner, will give away \$1000 in cash prizes to the top three recruiters of 2005. Every member who has recruited a new member since April 1st will be entered in the contest. The member recruiting the most new members before October 7th will receive \$500. \$250 will go to the next 2 top recruiters. Current recruiting standings since April 1st (as of 8/19/05):



- Bill Badger 2
- Mike Martyn 2
- Jill Hayden 1
- Todd Tucker 1
- Scott Edmond 1
- Jack Tubbs 1
- Scott Railey 1
- Danny Davis 1
- Brent Holweger 1
- John Penninger 1
- Dan Buck 1
- Larry Koch 1
- Jeff Happe 1
- David Stone 1
- Toby Nelson 1
- John Ebach 1
- David McClary 1
- Mike Zehner 1
- Walt VanZilen 1
- Mike Talbert 1
- Chris Combs 1
- Shannon Frank 1
- John Mattingly 1



Next Membership Meeting: September 13th

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

"A Smoke-Free Environment"

5:30 p.m.

**\$17 with reservation
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~ RSVP ~

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~PROGRAM~

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- Schenk's Sod Farm
- Stewart Drywall & Painting
- Tenbrage Seed Company

As of 8/19/05, 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.

SIBA SHIRTS FOR SALE

Short-sleeved golf shirts and T-shirts sporting the SIBA logo are now available at the SIBA office. Golf shirts in tan or yellow can be purchased for \$17 each, and T-shirts, in many bright colors to choose from, are only \$9. Shirts are available in 3 sizes ranging from Large to XX Large and can be purchased at the SIBA office during normal business hours, 8:30am to 4:30 pm.



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 Kight Lumber Co., Inc.
 Kitchen Interiors
 Koressel Glass Company
 Lance Cabinet Shop
 Lensing Wholesale Inc.
 Light Concepts
 Louisville Tile Distrs. Inc.
 Michael Gourley & Sons
 Old National Bank
 Overhead Door Co. of Evansville
 Paint 'N Stuff, Inc.
 PPG / Porter Paints
 River City Elevator
 Scholz Drywall & Interiors, Inc.
 Sears Contract Sales
 Shelter Distribution
 Sherwin Williams
 Sun Windows, Inc.
 Swat Pest
 Windows of Evansville

REMODELERS COUNCIL

2005 Officers

Chairman: Damien Scheessele
 Vice Chairman: Larry Koch
 Secretary/Treasurer: Mike Freeman

REMODELING MARKET REMAINS STRONG IN SECOND QUARTER

WASHINGTON, August 23 - Remodeling activity continued to grow in the second quarter of 2005, according to the National Association of Home Builders' (NAHB) Remodeling Market Index (RMI). Today's second quarter results were slightly below the seasonally adjusted first quarter of 2005 but remained in the positive growth range.

"The high rates of home sales and home price appreciation are helping fuel strong remodeling activity," said Remodelers Council Chairman Don Novak, CGR, CAPS, CGB, a remodeler from Cedar Rapids, Iowa. "Though we saw little change overall, the RMI still shows above average activity for the past quarter and this will continue into the third."

The RMI is derived from a quarterly national survey of more than 500 remodelers and is seasonally adjusted. The current market conditions index dropped one half a point from 52.9 to 52.4. The future expectations index also moved down from 53.6 to 52.8. Both indexes continue to show above normal activity.

Regionally, strong readings in the Northeast, South and West were partially offset by a sub-par reading for the Midwest. Current market conditions in the Northeast improved from 53.8 to 59.1 and the West gained nearly five points from 53.6 to 58.5. Conditions dropped in the Midwest from 48.9 to 44.7 and in the South from 58.4 to 55.7.

"A maintenance of positive readings in most parts of the country reflects remodelers' confidence in their component of the housing sector," said NAHB Chief Economist Dave Seiders. "In markets where there is strong real estate appreciation, remodeling continues to see near-record growth."

Owner-occupied units saw a slight increase in current market activity moving from 55.8 to 63.3. Renter-occupied units had a nearly two point decrease from 47.7 to 45.8. In the futures expectation index, the reverse trend was true. Owner-

occupied units index dropped from 56.7 to 55.8 and renter-occupied units index increase from 41.0 to 43.0.

The RMI "special questions" section survey covered questions on remodelers' profile. In 2005, 64 percent of remodelers responding had 20 or more years of experience. This is an increase from 59 and 54 percent from 2003 and 2002, respectively. The level of education saw wide changes from previous years. In 2005, 32 percent of remodelers had completed an advanced degree in graduate school. Previously in 2003 and 2002, only 10 and 11 percent earned an advanced degree. While 42 percent of respondents said they earned a college degree this year, this is a marked decline from 53 percent in 2003 and 50 percent in 2002.

ABOUT THE RMI: *The RMI is based on a quarterly survey of professional remodelers, whose answers to a series of questions were assigned numerical values to calculate two separate indexes. The first index gauges current market conditions and is based on remodelers' reports of major and minor additions and alterations, plus maintenance work and repairs, on both owner-and renter-occupied dwellings. The second index gauges expectations for the near future and is based on remodelers' reports of their calls for bids, amount of work committed for the next three months, job backlogs and appointments for proposals. A variety of "special questions" are also asked at the end of the survey to help pinpoint market trends of economic growth in the country.*

REMODELERS' COUNCIL NEXT MEETING

September 27, 2005

TOUR:

Whirlpool Corporation

5401 US Hwy 41 North

INCLUDES:

Program, Dinner & Tour

RSVP & DETAILS:

Shannon @ 479-6026

SIBA Spike Club Members

(as of 7/31/05)

SUPER SPIKES

(250-499)

Tommy Thompson	329
<i>Thompson Homes, Inc.</i>	
Bob Hatfield	260
<i>Custom Homes by Bob Hatfield</i>	

ROYAL SPIKES

(150-249)

Carl Shepherd	225
<i>Shepherd Construction, Inc.</i>	
Mike Talbert	212
<i>Homes by the Talbert Group</i>	
Steve Heidorn, CGR CGB CAPS	182
<i>Heidorn Construction, Inc.</i>	
Scott Jagoe	181
<i>Jagoe Homes, Inc.</i>	
Ron Dauby	174
<i>Core Contractors</i>	

RED SPIKES

(100-149)

Ron McGillem	140
<i>R.A. McGillem Custom Homes</i>	
Alan Bosma, CGB CGR	136
<i>Bosma Construction, Inc.</i>	
C. Frank Scholz	129
<i>Scholz Drywall & Interiors, Inc.</i>	
Jeff Hatfield	124
<i>Core Contractors</i>	
Sandy Smith Jones	123
<i>Sandy Smith Builder, Inc.</i>	
Dan Buck	117
<i>Dan Buck Development</i>	
Glenn Nurrenbern	117
<i>Nurrenbern Construction</i>	
Larry Koch, CGB	106
<i>Koch Construction, Inc.</i>	
Damien Scheessele	105
<i>Scheessele & Sons Construction</i>	
W.C. "Bud" Bussing	103
<i>Bussing Construction</i>	

GREEN SPIKES

(50-99)

Brad Sterchi	98
<i>Sterchi Homes Corporation</i>	
Brad Killebrew	91
<i>Killebrew Brick, Inc.</i>	
Al Bauer, Jr.	87
<i>Bauer Homes</i>	
Mike Martyn	73
<i>Martyn Custom Homes</i>	
Bill Badger, Sr.	71
<i>Badger Construction, Inc.</i>	
Dick Zirkle	67
<i>Benthall Brothers, Inc.</i>	
Danny Davis	61
<i>Davis Homes</i>	
Bill Jagoe	55
<i>Jagoe Homes, Inc.</i>	
John Peninger, CGB GMB	54
<i>Homes by John Peninger</i>	
Jim Muth	52
<i>Complete Lumber, Inc.</i>	
Darrell Spears	52
<i>Spears & Norman Homes</i>	
Jim Arvin	51
<i>Arvin Sign Services</i>	

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.



NAHB SPIKE CLUB

LIFE SPIKES

(25-49)

Herb Schumacher	46
<i>Schumacher Custom Homes</i>	
Walt VanZilen	44
<i>Selective Homes by Chad & Dad</i>	
Rick Oakley, CGR CAPS	38
<i>Creative Interiors/ReBath</i>	
Robbie Sears	31
<i>VECTREN</i>	
Bert Warner	31
<i>Windows of Evansville</i>	
Jill Hayden	28
<i>J.H. Hatfield Homes</i>	
Ted Ubelhor	27
<i>Fifth Third Bank</i>	
Rick Schapker	26
<i>Pella Windows & Doors</i>	
Mike Frank	25
<i>Insulpro, Inc.</i>	

BLUE SPIKES

(6-24)

Chris Combs	24
<i>Combs Landscape & Nursery</i>	
Mike Zehner, CGB GMB	24
<i>Zehner Development Corporation</i>	
Brent Holweger	22
<i>Holweger Development & Construction</i>	
Jeff Happe	21
<i>Happe & Sons Construction</i>	
Tony Arvin	12
<i>Arvin Construction Co., Inc.</i>	
Jon Newcomb	11
<i>Folz Realtors</i>	
David McClary	10
<i>River Valley Homes</i>	
Jennifer Mitchell	9
<i>Windows of Evansville</i>	
Bruce Miller	8
<i>Barrington Development</i>	
Chad Ailstock	7
<i>Ailstock Homes, Inc.</i>	
Chuck Murphy	6
<i>Murphy Homes, Inc.</i>	

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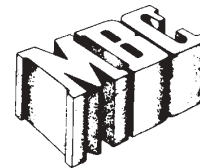
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Evansville, IN 47711

JUST SAY THANKS



MEMBERSHIP MOMENTS

by
Shannon French Holt

September has only thirty days. That's not nearly enough time to fully appreciate and appropriately recognize the numerous contributions Associate members make to our Builders Association. During Associate Member Appreciation Month, I want to make sure that we take time out of each one of its 30 days to not only think about what Associates do, but to actually do something to highlight their activity.

Listing everything Associates do should be easy enough, because for every active Associate member, there is a unique contribution being made. When Associates pay their membership dues or purchase exhibit space or provide a sponsorship, they literally put their money where their mouth is. But, to the extent that financial support is given, somebody has to plan, coordinate, and implement the various events and programs that make SIBA so successful. Again, Associate members rise to the occasion.

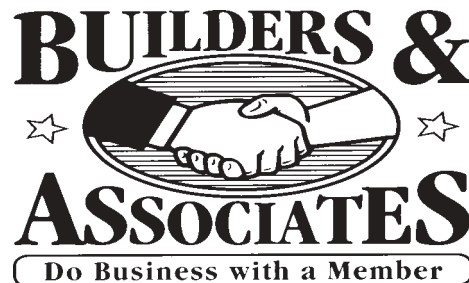
As Committee or Council Chairs and Vice-Chairs, Associates exhibit true leadership qualities by focusing the energies and talents of a diverse group of members. No less important are the Associates who serve as committee members, they too take

time away from their professional responsibilities and contribute selflessly to SIBA's success.

You may think that it would be enough to recognize Associates for what they do for our Association, but doing so would neglect the equally generous spirit that shows itself when our Associates take part in numerous activities. Again, they see their roles as encompassing a wider scope than just their business, and we are all better for it.

As Associate Member Appreciation Month continues, I ask that we reflect on how we can show appreciation for Associates and "Just do it." For example, we can organize special events to show our appreciation for Associates, but that will never be as good as true, unstaged appreciative remarks coming from fellow members—coming from you. Think about all Associates do, and offer them a few kind words to encourage them to do it even better.

I want to thank our Associate members for their contribution throughout the year. September is their month and I know that we'll do all we can to make it a special, memorable, and worthwhile time for our active Associates.



SEPTEMBER ASSOCIATE APPR MONTH

To celebrate Associate Appreciation Month, SIBA will once again be presenting one very deserving associate with the Darrell Dunlap Associate of the Year award at the September 13th Membership Meeting. Associates were nominated by builders on the Board and voted on by builder members attending the Annual SIBA Golf Outing and the August 9th Otters Game. Join us at the Holiday Inn on September 13 to thank all associates for their time, efforts and financial support this year.

2005 NOMINATIONS FOR SIBA'S "DARRELL DUNLAP" ASSOCIATE OF THE YEAR

Bruce Biggerstaff, Sr., *B.M.B.*
Byron Cooper,
Sticks & Stones Landscape Materials
Ann-Marie Dougan, *VECTREN*
Shannon Frank,
McCray Lavallo Frank & Klingler
Jennifer Mitchell,
Windows of Evansville
Bruce Moreland,
King's Great Buys Plus
Larry Northenor,
People's Trust & Savings Bank
Darren Spainhoward,
Old National Bank
Ted Ubelhor, *Fifth Third Bank*

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Evansville, IN 47715
Phone: 812-568-2030
Fax: 812-401-1025

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Evansville, IN 47715
Phone: 812-476-9708
Fax: 812-476-5529
E-mail: stacey@swatpest.com
WebSite: www.swatpest.com

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Irvin Vittitow
850 Landis Lane
Mt. Washington, KY 40047
Phone: 502-538-6820
Fax: 502-538-6834
E-mail: vittitowbasements@yahoo.com

PRESIDENT'S,

continued from cover

to staying abreast of the latest information. If you have any questions, concerns or comments, SIBA is there to assist and listen. We all need to step back and realize just what SIBA can do for the building industry. Oftentimes, we are so busy with our projects and deadlines that we forget who is out there helping us make a living. Now that is what I call pressure!

On a final note, let's try to increase our membership numbers - the more, the mightier we will be as a group. It only takes a few moments out of your day to speak with someone about the benefits of joining SIBA.

CODE ITEMS, *continued from page 5*

are not necessary for the integrity of the structure should remain optional, and not be included as code items.

The following are significant items that are changes in the IRC 2003 and Indiana amendments:

You are strongly advised to refer to the exact language in each section for full description of requirements.

defeated a proposal to require a drainage pan for water heaters (2801.5) and cooling equipment (R1411.3.1), and limited pans under such equipment located "over finished ceilings" only.

NEW CODE BOOKS FOR SALE:

The new code becomes effective on September 11, 2005, so be sure to purchase your code book as soon as possible. The Indiana amendments will not match the old code book (IRC 2000). The exact version of

Section Number	Subject	Change or Quick Notes
Table 301.2(1)	Climatic and Geographic Table	Relieves nine counties of southwestern Indiana from unreasonable seismic restrictions, and creates the C1 Seismic Design Category with requirements reasonable for our seismic threat.
R311.5.6	Handrails	Handrails are required on at least one side of each continuous run of treads or flight with FOUR OR MORE RISERS.
R311.5.6.2 (Exception #1)	Continuity	Handrails can be interrupted by a newel post at the turn or by a landing.
Table 401.1.1(1)	Foundation Wall Limits	Vertical steel reinforcement is required if more than 4 feet of unbalanced fill.
R403.1.3	Steel in footers	Two #4 bars are required to be placed longitudinally in the bottom of the exterior footings. Bars shall be placed in the bottom half of the footing, at least 6 inches apart and not less than 3 inches from the bottom and the sides of the footing.
R408.2 Exception #5	Conditioned Crawl Spaces	Crawl space vents are not required when the ground surface is covered with an approved vapor retarder material, the space is supplied with conditioned air and the perimeter walls are insulated in accordance with the Indiana Energy Code. See Chapter 11 of the Indiana Amendments.
Table R502.3.3(2)(h)	Interior Balcony	Footnote (h) permits use of this span table for an interior balcony. Without it, there is no load requirement stipulated for a builder's responsibility.
R502.8.1 Exception	Sawn Lumber	The changes in this section increase the permitted holes in joist spans, giving your subs flexibility for locating pipes, etc.. See section for details.
Figure 502.8	Cutting Notching and Drilling	The changes in this section adds flexibility by increasing the drilling and notching permitted in solid lumber joists. See figure for details.
602.10.1	Braced Wall Lines	These changes required additional bracing for walls.
R703.7 Exception #2	Masonry veneer height limits	Brick veneer in C1 is limited to 30 feet, plus 8 additional feet for gabled ends. Wall bracing is increased 1.5 times requirements of Table R602.10.1.
Table 703.4	Wrap under Brick	House wrap is not required over water-repellant sheathing materials applied to manufacturer's instructions, AND a 3/4-inch air gap is provided.
	Wrap under Vinyl	House wrap is NOT REQUIRED under vinyl siding, unless by manufacturer instructions.
R703.7.4.2	Air Space	Change reduces air space between masonry veneer and sheathing from 1-inch to 3/4-inch.
R703.7.6 (1) and (2)	Alternate Drainage Details	This change removes weepholes and flashing beneath brick veneer IF, AND ONLY IF, the wall cavity is drained through foundation wall or basement wall to an approved drainage system.
Chapter 11	Energy Code	Chapter 11 of the IRC 2003 replaced entirely by Indiana Amendment. See Ch 11 in Amendments.
R1101.4	ResCheck	Permits use of easy-to-use "ResCheck" software to determine compliance with this Energy Code.
R1102.1.10	Air Leakage	Provides exception to sealing all sources of air leakage in the the building envelope. Specifically, vertical seams and joints with gaps of 1/8-inch or less that break over a stud are exempted from the sealing requirement.
Table 11-5	R-Values	See table for R-value requirements for different components of house; OR envelope method as determined by ResCheck (See R1101.4) Vanderburgh, Posey and Warrick counties are in the Ohio River region.
R 2005.5 Exception	Excess Flow Valves	Permits APPROVED Excess Flow Valves as an alternative to seismic straps on water heaters.

Playing Defense..... The Builders Association also works to defeat items from reaching the code if they threaten affordability unnecessarily. The SIBA provided technical data to defeat an increase in foundation bolts from 7 inches to 15 inches, see R403.1.6. SIBA also

the code is IRC 2003, Fifth Printing. For SIBA members only, code books are available through the SIBA office for \$70. This price includes the loose-leaf book, cover, Indiana Amendments and turbo tabs as long as supplies last. Call or stop by the SIBA office.

RC HOSTS FIRST-EVER HOME EXPO

September 23-24-25 @ Washington Square Mall

Exhibitor Deadline September 15th

It's New. It's Exciting. And it's about darn time!

The SIBA/Nextel Home and Remodeling Expo is a new three-day event for SIBA Builders and Associates to display their products and services - homes, subdivisions, remodeling projects, building materials or services - to a greater customer base. The Home and Remodeling Expo is sponsored by SIBA's Remodelers' Council, and we're proud NEXTEL is on board as a Partner for the 2005 Expo!

In addition to more than 80 great booth locations, the Home and Remodeling Expo offers valuable packages for Sponsorships and Advertising. And because volunteers are providing the Expo, prices are affordable and open to SIBA members only. What a great way to reach customers!

See INSERT page 4 for the Home & Remodeling Expo booth layout or check us out on the web at www.SIBAonline.org. Click on "Meetings & Events" under "For Members" and download the Exhibitors Agreement, layout and sponsorship forms or call the SIBA office for more details.

As with previous fundraisers, the Remodelers' Council has committed 55% of the net revenue from the Expo to various charities in southwestern Indiana. Over the past 11 years, RC has raised and donated more than \$35,000.

September 13th is



at the SIBA Membership Meeting

COLLEGE TEAM NIGHT

September is Back To School Night at the September 13th General Membership Meeting for the Southwestern Indiana Builders Association.

Sticking with SIBA's popular theme nights, Builders and Suppliers who attend the meeting are encouraged to wear clothes that promote their favorite high school, college, or university.

Attendees are expected to wear shirts, sweatshirts, buttons/pins, or hats that promote or represent the IU Hoosiers, Purdue Boilermakers, UE Aces, USI Eagles or Kentucky Wildcats, among many of the local high schools.

The Program Speakers for the evening will be separated into two halves of related topics.

The first speaker is Brent St. Clair of the Evansville-Vanderburgh Building Trades Vocational Technical program. Brent is involved with the Student-built home that is entered each year in the Parade of Homes, and will discuss the value of having students work on the home.

Secondly, Rich Welage and Brian Lindsey, will describe the Construction Technology program at Vincennes University. These faculty advisors will describe the education provided to students by the Vincennes program, as well as what can be expected by future employers in the building industry.

The meeting promises to be, well... educational, of course!



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BUILDERS' TIP: PAINTING LOTS OF DOORS ALL AT ONCE

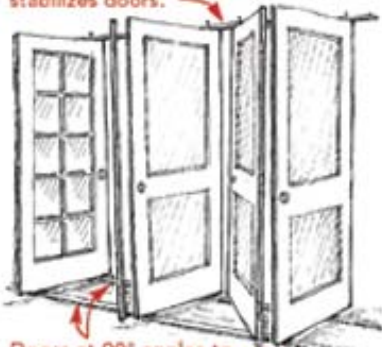
When I paint the interior of a house, I often end up with 30 or more doors that need painting.

I've found that the easiest way to do this task is to start by taking all the doors out of their frames and move them into the largest room in the house or into the garage, where they will be painted.

There, I stack the doors atop one another and paint their tops and bottoms with a roller. Then I put down two rows of 1x2 strips and stand the doors up on them in long lines, as shown in the drawing.

- The first door is set at a 45-degree angle to the strips and the next door is set at 90

A 1x2 nailed to top rails stabilizes doors.



Doors at 90° angles to one another rest atop 1x2s.

degrees to that so that they look like one long folding door.

- One person stands the doors up and a second person connects them by nailing a 1x2 across the top.
- Once the doors are ganged together, I remove all the hardware and put the fittings for each door in a Ziploc bag

coded to its door.

- With this method, I can paint all the doors at once using a spray, roller or brush.

Finally, I allow them to dry and then reassemble them all in one spot.

— Jon Tobey, Monroe, Wash.

Tips & Techniques provided by Fine Homebuilding. ©2005 The Taunton Press

DIRECTORY UPDATES

The following are corrections, changes and updates to the 2005 Membership Directory and Reference Handbook. Please make the appropriate changes to your directory to keep it up-to-date.



Dunn Building Services, Inc.

New Name:

Dunn Building & Consulting, LLC

Pg. 27

Reid Development, Inc.

New Address: 3030 Thornhill Dr.
Evansville, IN 47725

New Phone: 812-626-8888

New Fax: 812-626-8889

Pg. 39

Graber Insealators, Inc.

New Address: 12324 E. 250 N

Loogootee, IN 47553

Pg. 79

Krystal Kleene

New Name: A&J Cleaners

Primary Contact: Cyreena Seibert

New Address: 2705 S. Alvord Blvd.
Evansville, IN 47714

New Phone: 812-475-8917

Pg. 90

Morley & Associates, Inc.

New Address: 4800 Rosebud Lane

Newburgh, IN 47630

Pg. 98



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Scenes from Bosse Field



Builders & Baseball w/the Otters, August 9th



Builders David McClary and Mike Greenwell were great sports as they entertained the crowd between innings.



6th Annual Fall Classic Golf Outing

Thursday, October 13th @ Quail Crossing



10:30 a.m. Registration Opens
11:45 A.M. **SHOTGUN START** (Scramble Format)
Dinner & Prizes Following Golf

GOLF FEES: \$60/player; \$240/4-some (Includes: Golf, Cart, 2" Chop Dinner, Range Balls)
DINNER ONLY: \$20.00 Per Person (Open to all non-players!)

* Limited to first 27 teams registered! Teams Accepted on First-Come, First-Served Basis!
*** All net proceeds benefit SIBA BUILD PAC!**

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HOLE SPONSOR: \$500
REFRESHMENT SPONSOR: \$100

(Sponsorships include advertising in newsletter and golf program and signage and/or banner on the course.)

REGISTRATION *(Mark all that apply)*

Foursome Registration _____ Tournament Sponsor _____ Hole Sponsor _____ Refreshment Sponsor _____

COMPANY or TEAM: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

PLAYERS: 1) ** _____
2) _____
3) _____
4) _____

** Player #1 is responsible for getting tournament information to other players.

Make checks payable to: SIBA

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HOLE SPONSOR: \$ _____
REFRESHMENT SPONSOR: \$ _____
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Energy Efficiency Tax Credit Provisions in the Conference Report to H.R. 6, the Energy Policy Act of 2005

The following is a summary of the three energy efficiency provisions enacted in the recently passed Energy Bill for housing.

New Homes

\$2000 credit for homes that have a level of annual heating and cooling energy consumption which is at least 50% below comparable unit built in accordance with the standards of Chapter 4 of the 2003 IECC (including supplements)

- Effective after December 31, 2005 through December 31, 2007

Existing Homes

10% of amount paid for energy efficient improvements up to \$500 (with no more than \$200 being for windows)

- Must meet prescriptive criteria for such component established by 2000 IECC (including supplements)
- Effective after December 31, 2005 through December 31, 2007

Commercial Property

\$1.80 per square foot tax deduction for commercial residential properties for 50% reduction below ASHRAE 90.1-2001

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HOW TO NETWORK AT AN ASSOCIATION MEETING

Did you know that approximately 70 percent of all jobs are found through networking?

Needless to say, effective networking is vital to your continued business success. Very rarely does business just “fall into our laps.” Instead, successful business partnerships are created when we make an effort to target potential customers, establish communication, and cultivate longterm relationships.

As a member of the home builders association, you should try to take full advantage of all the business-building opportunities of your membership. By getting actively involved in the association, you can develop a substantial network of business contacts. There is nothing like working side-by-side with another member on a committee or community project to learn what really makes them tick, and to show them what you are all about. But to get to that point, you first have to master the basics of networking, the first step toward connecting with other people.

Below are the “Top 10” secrets for networking. Feel free to adapt these basics to your own approach, and develop a networking style that feels most natural and honest to you. You will be networking like a professional in no time!

BEFORE THE MEETING

1. Develop a memorable introduction for yourself. It should be brief (five to seven seconds) yet intriguing. *“Hello, my name is Joe Builder, and I help people landscape the homes of their dreams.”*

2. Put your business cards in only one pocket of your jacket. Leave the other

pocket free to put in business cards from your new contacts. This way, you will look prepared when you pull your card out easily from one pocket instead of fishing through a pile of cards.

3. Check your appearance (and your breath)! You only get about ten seconds to make a first impression. Why take any chances?

DURING THE MEETING

4. Smile! Be friendly and show enthusiasm. People are drawn to pleasant people.

5. Ask questions and, above all, listen to the answers. A general membership meeting is also a social function. Give and get information. Ask other members how long they have been involved in the association, what committees they serve on, or if they have ever heard the guest speaker before. Find out what interests them and keep on that subject. You do not have to know much about the topic; the important thing is to simply establish a good dialogue.

6. Do not sell. Do not sell. Do not sell! This point cannot be emphasized enough!

Networking is a means of giving and getting information; it is a mutually beneficial exchange. It is not a one-way street for you to make sales. It is not making one party feel intruded upon at an event that was intended to be fun. This is a great opportunity to find out about a person’s interests in a relaxed atmosphere, and to let him know how you can help him in the future; but do not try and close a deal at a monthly meeting or any other social event. There is a time for everything, and **this is not the time.**

7. Hand out your business card wisely.

If it is not suitable to the conversation, or if you have not even really had a conversation, keep your card in your pocket. Use your business card as a means to follow-up a personal exchange and as a way for that person to remember you.

8. Moderate your eating and drinking.

Do not drink too much, and do not be the first person in the buffet line. Good manners still matter a lot, especially when you are making a first impression.

AFTER THE MEETING

9. Follow-up with the contacts you have made. If you told someone at the meeting about a recipe she would enjoy, send it immediately with a handwritten note. Did you see a magazine article on that product a particular builder member was talking about? Mail it to him with a personalized message. Such small courtesies are remembered for a long time.

10. Volunteer for any committee or association activity that you expect the targeted customer to attend, based on your earlier conversations. Volunteering for the association is one of the best ways to show your trustworthiness and commitment as a partner in the industry, and one of the best opportunities to work next to builders. Whether that means sponsoring an event or joining a committee or council, you can be pro-active in your networking strategies without being aggressive.

Remember, the follow-up contact you make after the meeting is just as important as your initial encounter. Treat the potential customer or client as you would like to be treated, and you will definitely be on the right track to increased sales.

EYE ON THE ECONOMY ~ By David F. Seiders, NAHB Chief Economist

Energy prices surge again but ‘core’ inflation remains under control ...

Crude oil prices have been hitting record highs in recent weeks and the price of gasoline at the pump has climbed to new records as well. Even so, spending by businesses and individuals has moved ahead nicely, a least partly reflected in record sales of SUVs and other light trucks in July. We’re betting that energy prices will not seriously weaken the U.S. economy during the 2005-2006 period, although there’s certainly the risk of a major supply shock in an already tight market.

The core components (excluding prices of food and energy) of the Producer Price Index (PPI) and the Consumer Price Index (CPI) decelerated to some degree in June. The Fed’s favorite inflation gauge — the core price index for Personal Consumption Expenditures — showed a year-over-year rise of 1.9% in June, down from other recent readings, and the market-based version was up by only 1.6 percent. Even so, both versions were up by 2% on a year-to-date basis, at the upper end of the Federal Reserve’s apparent comfort zone for both 2005 and 2006, and the recent increases in

unit labor costs suggest additional upward pressure on core inflation down the line.

NAHB Chief Economist David Seiders analyzes the economy from the point of view of the housing market every other week in the free e-newsletter, “Eye on the Economy.” The preceding is a reissue of his Aug. 11 edition.



COPYRIGHTS FOR HOMEPLANS

QUESTION: A builder is contacted by a homeowner to construct a residence from sketches provided by the homeowner. The builder then hires a designer or architect to draw the plans from the sketches, which the builder has minimally modified. The homeowner and the builder split the cost of the design / architectural fees. Who owns the copyright to the plans? (See below for the answer)

As the building market continues to become more competitive, builders consistently look for ways to set themselves apart from other builders. One avenue of doing this is to work with homeowners to create unique floorplans and designs or to build speculative homes with the builder's own plans. Once a builder creates this design, what prohibits another builder or homeowner from utilizing that design? **Copyright laws!**

At the moment it is created, an original homeplan design is given copyright protection under federal copyright laws. Although plans are given protection, the creator of the design should follow certain procedures to safeguard those plans. This can be done by one or more of the following methods: (i) putting the copyright symbol (©) on the design, along with the date of

the design and name of the person who created the design; (ii) in addition to placing the symbol, date and name as listed in (i) above, placing written notice on the design that it is an original design that is protected by copyright laws and unauthorized use of the design is unlawful; and (iii) obtaining a formal copyright registration of the design with the United States Copyright Office. Item (iii) is the most costly and burdensome, but offers the builder the most protection.

When the creator has a copyright of a plan design, no one may use the design (or any spin-off of the design) without the creator's permission. The copyright laws also extend this protection to the actual home that is built. Thus, if a homeplan is copyrighted and then built, no one can copy the floorplan and design off of the new home. This does not extend, however, to distinctive features of the home.

The answer to the question above regarding who owns the copyright to the plans - - it is the designer / architect that retains ownership and the copyright to the house plans. This answer may surprise some and may become a predicament for builders, especially when a homeowner, after spending countless hours with a builder, decides not to use the builder and then

obtains the blueprints from the designer and hires another builder to construct the home.

The key to a builder protecting himself is for the builder to make sure he obtains the copyrights to all plans he develops. This can be done by taking the following steps:

1. At a minimum, taking steps described in subsections (i) and (ii) above;
2. Confirming that the builder's contract with the drafter / architect states that the builder shall be the owner of the plan; and
3. Having a contract with the homeowner setting forth the builder shall own the plans.

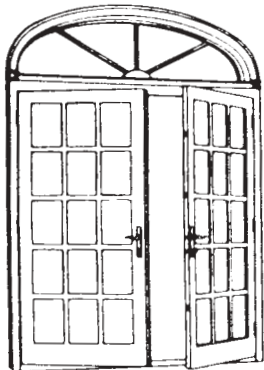
Builders should also be wary when a homeowner brings them plans from which to build. The builder needs to confirm that the homeowner has the right to use the plans that the homeowner is providing the builder. Failure to do so could result in the builder infringing upon the copyright of another builder or designer.

The information above is for informational purposes only and is not intended as legal advice. Due to the complexities of applicable laws and facts specific to each matter, it is advisable to consult with a qualified attorney with respect to any issues involving copyrights.

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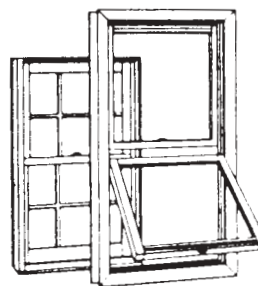
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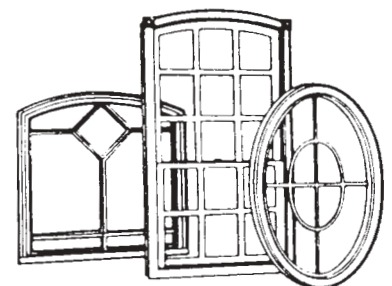


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NEW STANDARD NEARS FOR AIR CONDITIONERS, HEAT PUMPS

The Department of Energy (DOE) is requiring new residential air conditioners and heat pumps manufactured after Jan. 23, 2006 to operate at a 13 SEER (seasonal energy efficiency rating). The new standard is 30% more stringent than the current requirement for an energy efficiency rating of 10, which has been in effect since 1992.

The department made its decision last year, after the U.S. Court of Appeals for the Second Circuit rejected efforts of the Bush Administration to lower the new standard to a SEER 12.

With the support of the Air Conditioning and Refrigeration Institute (ARI), NAHB challenged the SEER 13 standard when it was first proposed by DOE at the start of 2001.

NAHB soundly objected to the higher SEER requirement at a public hearing, testifying that in most parts of the country, especially the northern states, the energy savings from the higher standard would never pay for the higher cost of the product, thus creating an undue burden on working families striving to afford to buy a home.

NAHB's efforts to overturn the proposed standard included additional meetings and letters to DOE arguing that entry-level home buyers would derive no value from the equipment upgrades if they could not afford their cost.

NAHB demonstrated that the efficiency increases could only be considered cost-effective in very specific parts of the country with certain climatic conditions. The association said that 75% of the consumers purchasing a 13 SEER would never realize sufficient cost savings in energy consumption over the life of the product to offset its higher price.

Major equipment manufacturers decided last March to retool the industry rather than mount another challenge to the DOE regulation, effectively bringing NAHB's fight against the SEER 13 requirement to an end.

For more information, e-mail John Loyer at NAHB, or call him at 800-368-5242 x8303.

HAVE AN EXTRA EDGE AT NETWORKING EVENTS

By Patricia Fripp, CSP, CPAE

We all attend events promoted as the perfect format to make new contacts and develop potential business relationships. I never stop being amazed how many talented and well-educated people often do not know how to maximize these events.

Here are two easy ways you can make the most of networking events.

1. Travel with your own PR agent.

It's simple and cost free. Enlist a co-sales professional, friend, or fellow speaker to form a duo. My networking buddy in San Francisco is Susan RoAne, the best-selling author of *How to Work a Room*, *Secrets of Savvy Networking*, and *What Do I Say Next?* We attend many meetings together.

Here's what we do. When we arrive at an event, we alternately separate and come together. I'll walk up to Susan as she is talking to someone, and she'll say, "Larry, let me introduce you to Patricia Fripp. Patricia is truly one of the greatest speakers in the country." And, I will turn around and say, "Larry, I bet Susan is too modest to tell you she's the best-selling author of three books."

When you do this, just as RoAne and I do, you're saying great things about each other that you'd love your prospects to know, but modesty prevents you from telling them.

Suppose Natalie and Fred are secret partners. As Fred walks up, Natalie says to the person she's been talking to, "Jack, I'd like you to meet Fred. Fred has taught me nearly everything I know about sales and our product line. There has never been a sales contest in our company he hasn't won." Then, Fred can say, "Well, Natalie's being very generous. It's true; I've been with our company for sixteen years. But, Natalie's been here for only six months, and she's brought in more new business than any other person in the fifty-three year history of our firm, so she knows a couple of things too. I tell you, you couldn't do better than work with someone as enthusiastic as Natalie."

2. If you are shy volunteer yourself a greeter.

Much of the value of meetings can be lost if you are retiring or fundamentally shy. For many people, mingling with a room full

of strangers can be an unpleasant or even scary experience. Seventy percent of the population rates themselves as at least "situationally shy," says Susan RoAne in her networking books.

I encourage you to focus on all those exciting new people and messages instead of the butterflies in your stomach offer to take a job that requires interacting with other attendees. For instance, when you wear a name tag with a ribbon that says "Greeter," you can issue name tags, sign up people for work shops, or just direct traffic: "How do you do? I'm Chris Carter. Nice to meet you. Name-tags are here. Food is there. How do you do? I'm Chris Carter. Nice to meet you." Soon you've met many new people and will get cheery nods of recognition throughout the event, making them more responsive and at ease.

Here's a bonus thought about connecting.

The key to connection is conversation. The secret of conversation is to ask questions. The quality of the information you receive depends on the quality of your questions. If you have a conversation it may lead to a relationship. A relationship could lead to new business. A business relationship when nurtured can and will lead to long term success.

So what are you waiting for? Put on your Sunday best and go meet some new people!

Patricia Fripp, CSP, CPAE is a San Francisco-based executive speech coach and award-winning professional speaker on Change, Customer Service, Promoting Business, and Communication Skills. She is Past-President of the National Speakers Association, author of Get What You Want!, Make it So You Don't Have to Fake It, and numerous video and audio programs on presentation skills, marketing, sales, customer service, leadership, team building and more.





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The Icynene® Advantage Bonus Room over the Garage



One of today's most popular home features is the bonus room over the garage. These rooms offer the homeowner desirable additional space, but are often uncomfortable – either too hot or too cold. Unfortunately, what should be a positive feature becomes a source of callbacks for the builder. Callbacks not only cost money for the builder, they are a major cause of homeowner dissatisfaction. The recently released “Housing Continuum Survey” found that 33% of homeowners who built their homes were unhappy with post-construction service – the callbacks required to fix problems.

The uncomfortable temperatures in bonus rooms occur because of significant heat transfer through the floor to/from the unconditioned space below. In theory, to maintain a comfortable and consistent room temperature, the floor in a properly insulated room should be at room temperature. In practice things are quite different. In the north, it is common to find floors that are 10° F cooler than the room. In the south, an extra cooling zone can be required just to handle the bonus room. Why? Because it is virtually impossible to install a fiber batt in a garage ceiling so that it is in contact with, and stays in contact with, the floor above. It is also impossible to install it accurately around bracing and bridging between joists.



Unfortunately, due to voids and air spaces that allow air movement, fibrous materials do not perform to their rated R-value. Because air gaps usually exist between the floor and insulation, there is room for air to infiltrate from the exterior. The cold/hot air essentially “short-circuits” the insulation material and renders it ineffective. When this happens, it means that the floor is essentially not insulated. More importantly, homeowners are left uncomfortable and customer satisfaction declines.

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S	M	T	W	T	F	S
				1	2	3
4		6	7	8	9	10
11	12	13 SIBA M'ship Mtg 5:30pm @ Holiday Inn	14	15	16	17
18	19	20	21	22 	23	24
25	26	27 RC Tour @ Whirlpool	28	29	30	
Expo @ Washington Square						
		August 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31				

SEPTEMBER

S	M	T	W	T	F	S
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2	3	4	5	6	7	8
	West Side Nut Club FALL FESTIVAL 					
9	10 	11 SIBA M'ship Mtg, 5:30 @ Holiday Inn	12	13 	14	15
16 	17	18	19	20	21	22
23	24 	25 RC Meeting, 4:30 @ SIBA Office	26	27	28	29
30 	31 	November 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30				

OCTOBER

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.

BUILDING UP YOUR BUSINESS WITH BUILDER MEMBERS

Ten Tips for Associate Members

If you're an associate member who expected to get mega-business from builders as soon as you joined, you may have been a little disappointed. Like most worthwhile things in life, it just doesn't happen overnight. Shaping your own career took time and nurturing; so did developing your client base. The rules don't change at the builders association. It still takes an investment of time and patience to reap the rewards of membership. However, I've discovered that you can maximize the return on your dues investment and achieve your business goals through the association, if you follow a few steps for success:

1. Clearly define your goals. What is it that you want from your membership? Increased sales, an enhanced image, greater credibility and visibility? Clarifying what you want will help you develop the right strategies to achieve your goals.

2. Identify your potential customers. Which specific types of builders should you target?

Are there also associate members who may need your products and/or services?

3. Develop a list of your customers' biggest concerns. Consider what keeps them awake at 2:00 a.m. Focus on building long-term business relationships.

4. Determine your role in supporting the needs of your potential customers. Compare your goals to your customer's needs to determine how you can meet their needs. Look for common bonds.

5. Identify association activities for involvement. Which areas will give you the most exposure to your target customers? Where can you work side-by-side with builders to develop a trusting relationship?

6. Identify your level of commitment. How much time or what kind of service can

you afford to give your association and potential customers? Decide what you can commit to, and then keep your commitments. Demonstrating your ability to follow-through is important when working with potential customers.

7. Get involved! Volunteer for an association project. Join a committee, sponsor an event, or teach a class. Build your business by building relationships.

8. Mind your manners. Be subtle in your approach to builders at meetings. Attend and participate, but don't try to hard sell anyone.

9. Stay on top of industry news, techniques, and trends. Read your local, state, and national newsletters and publications and share the information with your potential clients. They'll appreciate the time- and cost-saving updates.

10. Refer a builder to a new client. Everyone loves new business!



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HOW TO (AND HOW NOT TO!) BUILD TRUST WITH BUILDERS

by Darl Williams

Trust is critical in customer relationships. With that in mind, ask yourself this question: Are you sure that everyone you come in contact with trusts you — without a doubt? If your answer is somewhat tentative, consider using the following tips to help you build trust and develop stronger relationships.

- **Understand the business.** The more you understand the builder's business, the more the builder will trust you.
- **Speak the language.** Do you know the various industry terminologies, from finance to construction? Your prospective customer should be thinking, "*This person knows my industry!*"
- **Ask thought-provoking questions.** Probing questions look below the surface and seek answers to important issues. We trust people who make us think.
- **Do what you say you will do.** Follow through on even the smallest commitments. Beat deadlines if at all possible.
- **Take quick and full responsibility.** Mistakes happen. Straight talk and candor generates trust during this kind of situation.

- **Share and respect each other's values.** Do you cheer for the same football team? Do you share the same political views? When we know where people are coming from, it's easier to build trust.
- **Show you care.** Send a card and celebrate your builder's special day.

What **Not** to Do

Here are five things to avoid so you can continue to build and retain trust with your accounts:

- **Don't exaggerate!** Nothing will destroy hard-earned credibility faster than exaggeration. Once you stretch the truth about anything, people will generalize and presume that you always do so. They will discount what you say and do. Tell it like it is, period!
- **Don't be afraid to use emotion!** Aristotle said no appeal to logic is ever as good as the appeal to emotion. We trust those who elicit emotional bonds, between people — and likewise between products.
- **Don't ask a good question and then be a poor listener.** You have to learn how to give your undivided attention to the builder or contract distributor. Maintain eye contact and nod to indicate you are hearing what is being said.

· **Don't be afraid to have an uncomfortable situation.** If you need to stand up for your company or for your product because it's the right thing to do, then do it. While the shortterm impact of a disagreement may be uncomfortable, in the long run, you'll earn respect for it. People trust people who have convictions.

· **Don't be afraid to step up and admit if you or your company makes a mistake.** The bigger the mistake, the more trust you'll gain for stepping up to the plate and taking responsibility for it.

Someone once said, "Trust is not what we say when someone is listening. Trust depends on what we do when no one is watching."

Article reprinted with permission from SELLING SMART newsletter written by Darl G. Williams, Strategic Sales Development.

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