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Home Building News is
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Event Recaps
From the Tour or Remodeled Homes, Dave Mitchell, Home & Garden Show and everything in between.
—See page 2



NAHB Designations
What are designations and how can they help your business?
—See page 13

HBA HOME BUILDING News

HBA PDX.ORG

HOME BUILDERS ASSOCIATION OF METROPOLITAN PORTLAND • APRIL, 2013

HBA members specialize in innovative strategies to improve home efficiency

By Jon Bell
For the HBA

In this day and age, builders and contractors — and homeowners — are always on the lookout for greater efficiency in their homes. And from innovative heating and cooling systems to the latest and greatest in insulation, HBA members are tightening things up to save energy and money. Here are three that are making it happen in a few different ways.

Ventilation and HVAC Marnella Homes LLC

All of Marnella Homes' new homes now come with furnaces located inside the home, in conditioned space, as opposed to in the garage, an idea that would seem to be pretty common sense for efficiency in homebuilding these days.

"Surprisingly it's not," said Tony Marnella, owner of Marnella Homes. "A lot of builders are not doing it, but we really see the value in it."

Locating the furnace inside the home means improved efficiency. But it's not just the furnace that makes a difference; it's the ductwork, too. Marnella said in addition to a specific HVAC plan devised along with Pyramid Heating & Cooling, his two-story homes use a web joist system, which allows the ductwork to run in the conditioned space between the first and second floors. The result, again, is increased efficiency — to the tune of between 20 and 35 percent, according to the National Association of Home Builders.

Marnella goes even one step farther and, in his newest homes, installs the furnace in a closet upstairs.

"Rather than putting the furnace downstairs and forcing the air to go up, it's more efficient



Travis Smith of Sky Heating installs a geothermal system in a residential home.

to put it upstairs and blow it directly into the joist bay," he said. "People have some reservations about noise, but if they are installed correctly, you don't have to worry about it."

Another benefit of putting the furnace indoors is that it doesn't draw in any of the fumes from paint cans, lawn mowers or other toxic or noxious substances that might be present if the furnace is in the garage. Instead, sealed systems like those Marnella installs rely on a mechanical air exchanger that draws in fresh outside air. Such a system means there's no need for additional ventilation for radon mitigation.

"Because our homes are continually exchanging air, you never have just stale air in the house," Marnella said.

He also noted that, while the systems he

installs in his homes may cost a little more, they're worth it from both an efficiency and a quality perspective. Marnella also thinks such systems will eventually become standard.

"Ultimately as the codes change, these are going to be mandatory," he said. "We have elected to jump ahead."

Geothermal Sky Heating & Air Conditioning

Back in 2009, the team at Sky Heating & Air Conditioning noticed that there weren't a lot of contractors installing geothermal heat pumps for residential heating and cooling.

"We wanted to change that," said Travis Smith, one of the owners of Sky, "and since

See EFFICIENCY PRODUCTS/page 10



By HBA Chief Executive Officer
Dave Nielsen

Way beyond green...

Last month I traveled to Alabama to visit a new industry conference put on by the state HBA. The conference is called ABLE (Alabama Better Living Expo), and it focused on providing builders, subcontractors, appraisers, and others with information and access to green building construction practices and energy efficiency measures, products and services.

It was extremely well done, very professional, had good attendance and should be a successful conference for the Alabama HBA. I primarily went to get ideas for our own building industry conference — the Ecovative BuildRight Conference & Expo (coming this month!).

While I did pick up several ideas, there's a big difference in the industry's understanding of "green" and "energy efficiency" between Alabama and Oregon. Alabama is just getting into areas that we've been involved in for several years. In fact, we started our Ecovative conference a few years back, since Oregon was at the forefront of increased energy code changes and green building practices.

However, we're now at a point where our industry wants more — and we want the Ecovative BuildRight conference to be the best education you can get locally. We also want it to be affordable and in a one-day time period to keep you away from your business for the shortest time possible.

We expanded it this year to include over 25 sessions covering builder and remodeler issues related to improving the overall quality of construction, helping you with business issues, and increasing your bottom line. In other words, while sustainability and energy efficiency are still components of this conference, contractors (as well as appraisers, realtors, lenders, and others in the industry) will find a lot broader content this year. Check out the program info and course topics on page 18.

I hope you'll join us this year. I guarantee you will get a big ROI for the registration fee and time spent at the conference.

WHAT'S INSIDE THIS MONTH'S ISSUE

Foundation project wrap

Homeless youth in Beaverton have a new place to call home thanks in part to the HBA who partnered with Boys & Girls Aid to renovate a four-plex. The project provides housing to up to six youths as part of Boys & Girls Aid's Transitional Living Program.

UP FRONT, page 7

Ultimate Open House

The seventh-annual UOH is being held April 27-28 and May 4-5. This year promises excellent turn-out and resultant sales in an increasingly competitive housing market. Plus, the successful "Idea Homes" feature will return to showcase new ideas and trends in homebuilding.

UP FRONT, page 8

April is new home month

Check out the hottest trends in new construction as seen at the Best in American Living Awards (BALA). Multigenerational living, cost effective design and entertaining kitchens top the lists of must-haves this spring.

UP FRONT, page 10

Stay informed - build your business (Your weekly LEAD)

You can't take advantage of everything your membership has to offer if you don't know about it. This informative email keeps you up to date on all the opportunities your HBA has to offer.

YOUR BUSINESS, page 17



ECOVATIVE BUILDRIGHT IS FOR EVERYONE! SEE PAGES 13, 15 & 18 FOR MORE INFORMATION ABOUT WHAT BUILDRIGHT CAN DO FOR YOU!

WHEN: Thursday, April 18th, 2013
7:00 AM to 6:30 PM
WHERE: Holiday Inn • Portland
Airport, 8439 NE Columbia
Boulevard

EventRecaps

What you may have missed at recent HBA events. Don't miss out on upcoming events, see what's in store for April on page 4!

HBAPDX.ORG

2013 Tour of Remodeled Homes featured the latest in remodeling trends, including livability and efficiency



The 2013 Tour of Remodeled Homes presented by Standard TV & Appliance showed off 14 beautifully remodeled homes from the area's top remodeling contractors. Consumers who attended the Tour were very interested in meeting the remodelers and talking about their own projects. In the last dozen years, thousands of homeowners have taken the Tour to find a remodeling company, get great ideas and begin the journey of remodeling their homes.

This year, consumers found ideas on how to seamlessly blend the old and new, create new space out of thin air, artfully remodel their kitchen or bath, and increase the functionality, livability, and energy efficiency of their home.

Remodeling companies who participated in this year's tour



included: Arciform LLC, Cascade Custom Remodel & Construction LLC, Cascade Restoration & Remodeling, COOPER Design Builders, Inc., Dual Purpose Construction, Metke Remodeling & Woodworking, Inc, Mosaik Design & Remodeling, Olsen Homes & Renovation, LLC, Parsons Custom Remodeling & Cabinets, Inc., Petrina Construction Inc., SLS Remodel and Additions and T.H.E. Remodel Group.

We'd like to thank the sponsors of the 2012 Tour: Standard TV &

Appliance, Contract Furnishings Mart and STAINMASTER Carpets, The Fixture Gallery, Energy Trust of Oregon, PARR Lumber, Fisher Roofing and Milgard Windows. Thank you to our sponsors for their on-going support of the Tour and the remodeling industry as a whole!

We would also like to say a special thank you to Boy Scout Troop 127 who made the Tour easy and fun for all of our participants and consumers!



Thank you to this year's sponsors:

STANDARD TV & APPLIANCE



Contract Furnishings Mart



Dave Mitchell helped 120 members learn while laughing

On March 19, the HBA hosted over 170 attendees at the sequel to last year's highly popular seminar with Dave Mitchell – the second session of his "Power of Understanding People" series.

Dave is the founder and president of the "Leadership Difference" an entertaining and very enlightening set of programs for leadership development, sales training, customer service and more than 40 other course offerings. The programs are based on proven principles of applied performance and cognitive psychology.

Dave recapped last year's session and built upon the principles of personality type recognition in order to improve personal and professional interactions. The session included:

- Understanding the four different types of personal interac-

tive style

- Learning personality style cues as applicable to customers and how to make appropriate adjustments in your sales
- Learning how to "frame" products relative to the four personality styles
- Reviewing a model for handling objections

Dave asked the audience to use "metacognition" (the process of thinking about how you think) to understand how you have developed your ingrained thought processes and created "schemas" for handling certain situations. By identifying these knee-jerk reactions, you can then work to change them in order to improve your personal interactions. He used the metaphor of a tool belt containing four tools that everyone is born with. Over time, depending on your experi-

ences and people in your life, one tool becomes your go-to tool. If you meet someone who has a different go-to tool, you may not understand them as readily as another who has the same go-to tool. That doesn't mean you can't access those other tools, you just have to get more comfortable with accessing them quickly.

Dave also addressed how you can identify a customer's personal style and adjust your sales approach accordingly, including "framing" the product or service in question in a way they can most easily identify with, thus increasing your chance of closing a sale.

Finally, Dave shared models for handling objections that could stop a sale from closing and recovering from a product or service problem for the best chance of retaining your customer. One



key take-away was replacing the word "but" with the word "and" when overcoming a customer's objection.

A rapt and sold-out crowd learned how to sell to Warriors, Romantics, Experts and Masterminds

Washington County Chair speaks at Lunch.Learn.Link (formerly All Member Lunch)

Washington County Chair Andy Duyck spoke to an audience of almost 100 HBA members and guests at the Lunch.Learn.Link program on March 14. Chair Duyck served as a County Commissioner for sixteen years and has been Chair for the last three years.

Andy started off his comments by expressing his appreciation for the home building industry and acknowledging its strong role in the economic recovery of our region. He noted that single-family permit activity is up between 15-20 percent this year over last

year, while multi-family permit activity has tripled. We're still below where the market needs to be, though, and construction and government jobs are the two areas that still have not seen employment growth since last year.

One area that Washington County has been involved in to help spur development is the Bonny Slope area (known as Area 93). This was brought into the UGB in 2002. However, while it could be more easily serviced by Washington County, it was located in Multnomah County, so that kept things at a stand-

still. As a result of efforts by our industry to address this problem legislatively last year, Andy realized the importance of getting this problem fixed. He agreed to work on having it transferred to Washington County's jurisdiction as long as a few key parameters were met. That is going forward and a bill is in the current legislative session to finalize it, which appears to be going through with no opposition.

Finally, Andy mentioned a couple of other issues he knows are

See LUNCH.LEARN.LINK/ page 6

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For more Event Recaps turn to page 6 >

STANDARD TV & APPLIANCE

The Builder & Designer Choice



Misty Ashworth, Appliance Expert, in our new live Bosch kitchen at Standard's Beaverton showroom



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Tony
35 years experience



Spencer
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Ashley
15 years experience



Marvin
26 years experience



Pat
33 years experience



Misty
9 years experience



Ramona
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Lois
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Glenda
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Dave
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EVENTS & EDUCATION

Refer to details in description to the right

April 5

HBF Auction, 5:30pm - 9:30pm

April 17

Evening at BASCO, 5:30pm - 7:30pm

April 18

EcoVative BuildRight High Performance Conference & Expo, 7:00am - 6:30pm
Builder Forum, 4:00pm - 6:15, including reception

April 19

CCB Business Law Class, 8:00am - 11:00am
BEST Class, 12:00pm-3:00pm
Codes Update Class, 3:30pm - 5:30pm

April 23

UOH Realtor Day, 11:00am - 2:00pm

April 24

Lead Based Paint Class, 8:30 am - 12:30pm

April 27-28 & May 4-5
Ultimate Open House

COMMITTEE & BOARD MEETINGS

All located at HBA unless otherwise noted

April 2

PRO Marketing, 10:30am
PRO Exec, 11:30am

April 9

SOD Exec, 11:00am
SOD Builder, 12:00pm

April 10

Catering Advisory, 11:30am

April 11

HBF Exec, 8:00am
GR/PAC Committee, 10:00am
Exec, 11:30am
Member Services & Communication, 1:15pm

April 15

H&G Show Committee, 12:00pm

April 22

UOH Sign Pick Up, 3:00pm

April 24

NAHB Forecast Webinar, 11:00am
SOD Block Party Committee, 11:00am

April 25

Finance Committee, 1:30pm - 3:00pm
HBA Board Dinner Meeting, 3:00pm - 6:00pm

April 2013

	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				

**16th Annual Benefit Auction for the Home Builders Foundation
BLACK & WHITE GALA,
Presented by Bank Of The West
April 5 • 5:30 pm – 9:00 pm • Governor Hotel, Portland**

For a sneak peak at some of the packages to be auctioned see the Foundation page 7.

Only a few seats left!

5

Evening at BASCO

April 17 • 5:30pm– 7:30pm

BASCO, Portland • Cost: \$15 at the door

You're invited to An Evening at BASCO! This highly anticipated annual event will feature food and drink stations set up throughout BASCO's beautiful showroom for members to peruse, while demonstrators will be on hand to offer fresh delicacies and show off the capabilities of the kitchens' appliances and special features. Please be considerate of our sponsor and RSVP. Contact Rachel at rachel@hbapdx.org.

17



**EcoVative BuildRight High Performance Building & Remodeling Conference & Expo
April 18 • 7:00am – 6:15 pm, including reception • Holiday Inn, Airport**

Cost: \$99 for HBA Members, \$150 non-members

BuildRight is the only local Business to Business residential building conference in the northwest showcasing new and exciting products to provide a great value and benefit to attendees. Contact Shaina at shainas@hbapdx.org or register online at www.EcoVativeConference.com

18

Builder Forum

**April 18 • 4:00 - 6:15 pm, including reception
Holiday Inn, Portland, OR**

**8439 NE Columbia Blvd Portland Airport
Free for pre-registrations by April 15.**

Door: \$10.

An interactive forum geared towards issues affecting housing affordability in the Portland Metro area. Free to industry professionals and elected officials, attendees will have the opportunity to provide feedback to jurisdictional leaders. Register online at www.hbapdx.org or contact Shaina at 503-684-1880

18

CE Core Credit Classes: CCB Business Law, BEST & Codes Update

April 19 • 8:00 am – 5:30 pm • HBA, Lake Oswego

**\$209 for Members, \$229 for Non-Members for all 8 CCB CE Core Credits
Individual Pricing varies**

This is a 2nd day optional addition to the EcoVative BuildRight High Performance Building & Remodeling Conference & Expo that provides attendees with the chance to get all 8 CCB CE Core Credits in one day including BEST, Codes Update, and Business Law. The classes can be taken individually or you can register for the whole day. This special education opportunity will keep you current and in good standing for renewals from now until October 1 when the rules change. Contact: Shaina at shainas@hbapdx.org or register online at hbapdx.org.

19

Lead Based Paint Renovation & Repair Certification Full Day

8:30 AM to 5:00 PM, HBA, Lake Oswego:

This eight hour class will have you complete the EPA - mandated training and certification that you need to be compliant with the new federal law. Register online at hbapdx.org

24

Ultimate Open House presented by NW Natural

April 27-28 & May 4-5 • 11:00am - 5:00pm

Admission is Free

The Ultimate Open House New Home Tour is changing the way homes are sold in the Portland area. For two weekends only, tour new construction condos, town homes and custom-designed homes crafted by the area's top builders. Admission is free; for more details visit www.ultimateopenhouse.net. Contact: Hallie at hallie@hbapdx.org.



Presented by **NW Natural** and
STANDARD TV & APPLIANCE

APRIL 27-28 & MAY 4-5



Spread The Word

To register for any of these events, visit HBApdx.org/calendar or call 503-684-1880

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MemberNotes

NEW & RENEWING MEMBERS • RECRUITING • MEMBER SPOTLIGHTS • APRIL, 2013

HBAPDX.ORG

Member Spotlight: AJ Gomez



Background Information

Title/Company: Global Security & Communication, Inc. President/

CEO & Co-Founder

Years with the HBA: I would guess 10.

Activities involved in with the HBA: Street of Dreams. Plus working with Building Connections Marketing Group, 100+ spikes with BIA of Clark County, Ex- PAC Chair, WA State Board, etc.

Business Basics

Education: University of Portland, BA Business Administration Marketing/Management

How'd you get started: I answered an ad that said "Crime Pays."

Secrets to success: Work hard, adjust, work hard. Keep the store open.

Measuring success: Helping others get what they want. And repeat.

Business mentors or heroes: Too many! Zig Ziglar, Tony Robbins, Napoleon Hill, Authorized Intergrators Network of Alarm/Home Technology Dealers...

Making the Call

Business decision you're most proud of: Sticking our necks out to begin with!

One you'd like to have back: Opening an office in Kansas City that we ended up selling after

years of challenges.

Principals you use for big decisions: What outcome do we desire? Win-win. As far as products go, I measure them on these principles – the product has to be "Good to Great" number 1. Then, "can we be good at it?" is number 2. Third is "are we passionate about it?" And finally, "can we make money at it?"

The best business advice you've received: My Dad told me "there is lots of room at the top" and "everyone needs good people."

Where I've Been, Where I am Going

What you learned from your first job: The grass might actually be greener elsewhere!

First "career" job: Selling signs

to businesses on commission only – this was great training.

As a kid, I wanted to be: A kid!

If I weren't doing this, I'd be: Selling something that benefitted the customer!

Insider Information

People would be surprised to know: I'm the son of a migrant farm worker.

If I could work for free for any cause/charity, it would be: Job training.

Famous words I wished I'd said: There ain't no free lunch. (Wisdom of the ages!)

I need more time on weekends for: My wife, dog, golf, chores, travel, relaxing, socializing and working. Can we make the week-end 96 hours long?

TOP RECRUITERS SPIKE

Congratulations to our Spike recruiters for February 2013

How they earn points: When a current member recruits a new primary member (full membership) they receive one (1) point. Each time the new member renews their membership in the coming years, the current member receives half (.5) points. Each recruitment of an affiliate or PRO member adds half (.5) a point and renewal of affiliate or PRO Council adds a quarter (.25) of a point.

MEMBER NAME	February Total	Total
Spike Candidates		
Garrison Hullinger	1	2
Nancy Long	1	5
Mike Miller	0.5	2.5
Rett Pratt	0.5	2
Spike Members		
Jamie Harris	1	9
Life Members		
Phil Damiano	1	91.75
Dave Nachreiner	1	44
Gordon Root	1	36
Spike 100		
Jim Chapman	2.5	179.25
Joe Ness	1	104.75
Spike 200		
Kimberly Wheeler	1	263.25
Note: Life, Spike 100, and Spike 200 members must recruit at least one new member each calendar year to receive recognition and remain on the Spike List.		

8 new members join the HBA

ASSOCIATE MEMBERS

Windermere Northwest Real Estate

9755 SW Barnes Rd.
Portland, OR 97225
Sonya DeAngelo
Realtors

Smart Place Media

1501 SW Taylor Ste. 200
Portland, OR 97205
Brent Dahl
Advertising & Public Relations;
Marketing

High Performance Homes, Inc.

7504 SW Bridgeport Road
Portland, OR 97224
Cameron Root
Remodelers
Spike: Gordon Root

Key Home Furnishings, Inc.

15151 Bangy Rd.
Lake Oswego, OR 97035
Tina Rose
Furniture

Academy Mortgage Corp.

3 Centerpointe Drive Ste. 290
Lake Oswego, OR 97035
Mike Liane
Lending Institutions - Mortgages

BUILDER MEMBERS

Derek Patterson

18790 NW Idanha Street
Portland, OR 97229
Derek Xenos Patterson
Remodelers

Arbor Restoration & Remodeling

PO Box 10577, Portland, OR 97296
Mike Goodlett
General Contractor; Remodelers

Premier Pools & Spas

29212 SW Tami Loop #11
Wilsonville, OR 97070
Vitaliy Shavlovskiy
Hot Tubs & Spas; Swimming Pools

58 HBA members renewed

30-39 Years

Progressive Builders Northwest
Olsen Homes Inc.

20-29 Years

Wilfert Sheet Metal & Heating
Gary's Vacuflo Inc
Gomes Construction Company
Clean It Up Mark!
Sisul Engineering
Portland Remodel

10-19 Years

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AMSG & Associates Inc.
JP Window Designs Inc.
Rich Bailey Construction, LLC

5-9 Years

Energy Trust of Oregon
Nick Milo Design
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Pyramid Heating and Cooling
Umpqua Bank Home Lending
2-10 Home Buyers Warranty
Emerson Hardwood Company
Elite Development Northwest LLC

1-4 Years

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PNW International Inc.
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Touchmark
Hearth and Home
Residential Const. Inc.
The Wall
Sun Crest Construction Inc.
Pahlisch Homes
Michael Church Homes, LLC
Pacific Lifestyle Homes
Carlson Roofing Co. Inc.
Performance Homes
Brentwood Homes
Central Air, Inc

B.K. Marek Construction Inc

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Westec Windows
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Keller Williams Realty
Professionals

Have you been talking to potential members lately?

We are getting our game plan together for a Spring Membership Drive in May. This social event will feature a special appearance by Bill Schonely, former "Voice of the Blazers." There will be great prizes for those who "slam dunk" new members. Start thinking like an MVP and get yourself geared up. Contact Nancy at (503) 684-1880 for more info.



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Are you taking advantage of the available safety training?

David Davidson
OSHA Safety Management Consultant

OR-OSHA safety and health rules require two types of training: (1) general training to make workers aware of the safety and health aspects of their jobs, and (2) training for workers designated by their employers to do specific tasks or jobs. You will frequently see words like certified, competent person, and qualified person to identify workers who need specific training. You need to know the difference and provide the appropriate training.

Training is an essential part

of every employer's safety and health program. Training helps new or inexperienced workers who tend to have higher injury and illness rates than experience workers. Training is money well spent; it's an investment (rather than an expense) because training results in fewer workplace injuries and illnesses, better morale, and lower insurance premiums.

Do you know about OR-OSHA's Public Educational Workshops? There are several workshops in Salem, most are 4 hour in length, and all are FREE. Other workshops are available on-line. These workshops cover a variety of safety information from safety committee basic training to the

more advanced train the trainer classes. This can also help to increase your safety and health understanding, and your ability to contribute as a safety committee member, supervisor, or manager. For more information please see: www.orosha.org/education

If you have Spanish speaking employees, the "PESO" program can be another great resource. This program is a multi-module bilingual program that comes with a 30,000 word Spanish-English Occupational Safety and Health Dictionary. This program can be downloaded at www.orosha.org/espanol

SAIF also has monthly safety training classes at their regional

offices throughout the state. In addition they have a number of on-line courses to choose from. These training opportunities are available to all SAIF Policyholder at no charge. www.saif.com/employer/training_calendar/employer_calendar

OR-OSHA and SAIF Corporation have extensive video libraries where you can check out DVD or VHS safety videos for up to 2 weeks for free. For more information call OR-OSHA at (503) 947-7453 or SAIF Corporation at (800) 285-8570 ext 5746.



An accident waiting to happen

More Event Recaps

What you may have missed at recent HBA events. Don't miss out on upcoming events, see what's in store for April on page 4!

HBAPDX.ORG



Vendors meet builders and remodelers for a three minute "speed date."

Spring RTS paired builders & vendors for perfect match!

The Spring Reverse Trade Show (RTS) proved to be a fun and fruitful evening for all who attended. Twenty builders and remodelers met with 20 vendors, trade contractors, and suppliers for fast-paced "speed dates." Given just three and a half minutes, attendees were tasked with learning all they could about the newest products and services being offered by each new contact, before the bell rang and everyone raced to the next booth to start again. Builder and remodeler participants commented

that the program is a great value to their business, adding that they met with several vendors or subcontractors that could help them with current projects. Vendors were equally pleased with the evening, commenting that the format was an excellent way to connect face to face with builders and remodelers in the area and get 20 meetings taken care of in just 90 minutes! The Fall Reverse Trade Show will take place on Wednesday September 11. Contact Jessica M. at (503) 684-1880 for more details.

Lunch.Learn.Link.

Continued from page 2

concerns to our industry that he wants to work to address. One deals with the timing of SDC payments, which traditionally have had to be paid up front at time of permit issuance. He realizes this creates a financing burden for builders and that the services really aren't being used until the home is occupied. He is open to suggestions on how to structure the SDC payments to be at closing or possibly financed over time. The second issue, which

he just became aware of, deals with new wetland setback draft rules being proposed by CWS that our industry feels are overly burdensome and may result in a lands taking. He promised to look into that further and help us on the issue.

The program was then opened up to Q&A from the audience. Questions were raised regarding building department staffing, transportation priorities for the region, and the gains tax issue. Andy answered all and thanked our industry for inviting

HBF hosted March After Hours

Members gathered on March 21 at After Hours to learn more about the Home Builders Foundation, the charity of choice of the HBA. Past HBF Builder Captain Rick Lesniak of Blazer Custom Construction and current Builder Captain Nathan Young of Nathan D. Young Construction shared their experiences working with Foundation and how it has affected their life. Nathan related how he has been happy with the attention his company has received for his work on the Next Step renovation for the Portland Rescue Mission. Rick shared about his work on Raphael House, a domestic violence shelter, how moved he was by the time he spent there and their work in the community, and how he ended up joining their board when the renovation was complete.

Dave Nielsen, HBA CEO, shared with the group how the Home Builders Foundation has helped



Nathan Young of Nathan D. Young Construction, and Rick Lesniak of Blazer Custom Construction share from the heart about their experience of being HBF Builder Captains.

shed a positive light on the home building industry in the community and with elected officials. HBF board members were also on hand to answer questions about the current Foundation projects in the community.

HBF is working to develop a pool of potential Builder Captains for a wide range of projects.

Projects vary from small renovations to new construction builds. Leveraging industry expertise and resources reduce the cost of construction for non-profit homeless care providers, gives our industry an opportunity to give back to the community, and even creates amazing marketing opportunities for your company. In addition to Builder Captains, the HBF is always looking for skilled volunteers, vendors willing to donate or discount their product, and cash donations.

After Hours guests who brought in wine donations for the HBF Black & White Gala wine wall were entered into a raffle. Phil Damiano went home at the end of the night with the grand prize of a fantastic Leupold Rangefinder valued at \$300!

If you would like to find out how you can get involved in the Home Builders Foundation, please contact Brenda at 503-684-1880.

Home and Garden Show brought the "wow" factor to Portland

They came by the thousands to the Annual Portland Spring Home & Garden Show® --- homeowners with dreams, plans and ideas and gardeners looking forward to spring and all things green. With more than 300,000 sq. ft. of display space, more than 1,000 booths, and 14 designer gardens, Oregon's largest home, garden and outdoor living show lived up to its reputation and showcased more special features than ever.

New to this year's show was the Made In America house this display home allowed attendees to tour and learn all about Made in America products, materials and of course local services.

The Showcase Gardens were another popular feature. The 14

complete gardens gave consumers a chance to see new designs, color trends, hardscapes, materials and plants of special interest. The Plant Sale, featured top nurseries selling directly to the consumer at competitive prices, and the Orchid Show and Sale offered stunning exotic floral displays and tips from experts.

The local news media paid plenty of attention to the show and vendors. KPTV's Good Day Oregon and KGW's Drew Carney visited the show during the early morning hours and ran spots throughout the weekend. A well rounded advertising campaign featuring the many new and exciting things happening at the show hit home with memorable TV spots, fun radio and eye

catching newspaper ads -- and the patrons responded in droves.

The Fall Portland Home & Garden Show is just around the bend. Be sure to visit -- www.otshows.com for the latest information about how to get involved.

After Hours

One hundred and sixty HBA members and guests came together at the Expo Center Feb. 21 to network and have a good time at the February After Hours, sponsored by Standard TV & Appliance. The event took place in the Made in America special feature, which showcased an all made in America house.



FoundationNews

HOME BUILDERS FOUNDATION NEWS AND EVENTS • APRIL, 2013 • HBA HOME BUILDING NEWS

BUILDHOPEPDX.ORG

HBF wraps up latest housing project that gives youth a place to call home

By Jon Bell
For the HBF

Homeless youth in Beaverton looking for a place of their own, a place where they can feel safe and get their lives on the right track, have a new option thanks in part to the Home Builders Foundation. The Foundation played a central role in the renovation of a 1960s four-plex in Beaverton for Boys & Girls Aid, a nonprofit that works to find safe homes and permanent families for children in need. The apartments, completed in March, will offer homes to up to six youths, ages 16-21, as part of Boys & Girls Aid's Transitional Living Program. The fourth unit will be for an on-site manager. "I would call it a great experience," said Roger Neu, builder captain for the project and the current chair of the HBF. "We had very willing partners, from the City of Beaverton to Boys & Girls Aid and all our contractors. Every-



The Beaverton TLP project was an amazing collaboration with Boys & Girls Aid, the City of Beaverton, HBF and several community partners.

one had a real can-do attitude." The project involved two distinct phases. The first found the city of Beaverton acquiring and renovating the complex through a \$493,000 Community Block Grant from the U.S. Department of Housing and Urban Development. The first phase of renovation included new windows, siding and a roof, and some lead paint mitigation. The Foundation stepped in for the second phase of the project, which was basically a full interior remodel. Neu said that included finishing up the windows, all the woodwork, moving plumbing, removing old cabinets and installing new ones, refinishing the old oak hardwoods and tending to some



Renovations inside and outside of this 4-plex has made this a comfortable home for six youth in Beaverton who were formerly homeless.

electrical upgrades. "It looks pretty darn new on the inside," Neu said. "When you walk in there, it really looks like it was built recently, not 50 years ago." In addition to kicking in \$8,000 in cash for the project, the HBF also enlisted the help of 17 different contractors who contributed in-kind or discounted services and materials. Neu said the initial estimate of the value of those contributions topped \$42,000. "The Foundation has been a fantastic resource for us," said Camille Taylor-Sullivan, facilities manager for Boys & Girls Aid. "Without them, and especially Roger, this would not have happened." As of mid-March, the complex was complete except for the landscaping. That was to be completed soon via a \$15,000 grant to Boys & Girls Aid from Walmart, and a generous donation from System Pavers. Youth who live in the apartments will be able to do so for about 18 months. While living there, they are required to have a job, put 30 percent of their income in savings and earn their high school diploma or general equivalent diploma. The transitional housing program also teaches them basic life skills like financial management and relationship building. Ken Cowdery, executive director of the Foundation, said the project in Beaverton was an ideal fit for the HBF. "This is exactly the kind of project we like to focus on," he said. "It's transitional housing that helps people find a place to call home while giving them an opportunity to prepare for a better future." Though the Boys & Girls Aid complex is now complete — and looks great — Neu said the real rewards of the project have yet to come. "Go back a year later and talk to these young people and hear what it's meant to them," he said. "That is the real gratification."

Black & White Gala

Friday, April 5, 2013

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Oregon Ethics In Business

The Home Builders Foundation has been chosen as a finalist for the 2013 Oregon Ethics in Business (OEIB) Award in the Non-Profit category. Since 2004, this award has recognized organizations and individuals who demonstrate high standards of ethical conduct and social responsibility that deserve to be recognized and emulated. The award is presented by the Rotary Club of Portland in partnership with the Atkinson Graduate School of Management at Willamette University. This is a wonderful recognition for the HBF and all of the HBA members and others in the home building industry who have supported our efforts to provide safe, dignified shelter for the homeless in our community. **Thank you!**



ShowSpotlight

SPECIAL FOCUS EDITORIAL ON UPCOMING HBA SPONSORED SHOWS APRIL, 2013

HBAPDX.ORG

Annual Ultimate Open House promises to be busier than ever!

The seventh-annual Ultimate Open House (UOH) is being held April 27-28 and May 4-5 and is anticipating excellent turn-out and resultant sales in an increasingly competitive housing market. Shorter listing times combined with a squeeze in available stock will make 2013's UOH hop.

Homes in the 2013 UOH offer something for everyone, from a \$235,000 single family in Beaverton to an \$840,000 custom home in John's Landing. The houses feature everything from the latest in energy efficiency and ADA accessibility to dog washes and double sided fireplaces.

Last year's successful mobile app returns with even more user-friendly features and functionality. In 2012, the app had over 1,000 downloads (585 iPhone downloads and 417 Android downloads) during the two weeks of the show. Of even more significance was the total number of homes viewed. Over 25,767 total home views took place, with an average of 25.7 homes viewed per user. Consumers who downloaded the app really use it to check out a variety of homes and help refine their tour home visit process.

In addition, some houses had as many as 370 consumers rate the home using the app, giving the builder feedback on what they liked and didn't like about the home. This was just one of the interactive and customizable features we included in the app. Additional features included: better



What: The HBA's seventh-annual scattered home site show, featuring 23 entries from 16 different member builders.

When: 11 a.m. to 5 p.m. Saturday and Sunday, April 27 and 28 and May 4 and 5

Cost: Free!

For Realtors: UOH homes will be open to Realtors before the show begins on Tuesday, April 23

Sponsors: NW Natural, Standard TV & Appliance, Energy Trust of Oregon and Cobalt Mortgage

More information: Visit www.ultimateopenhouse.net or call 503-684-1880.

turn by turn directions, "starring" homes as favorites so they could be easily found on the user's app, and direct links to the builder's phone, email, website and social media connections.

The successful "Idea Homes" feature will also return for 2013. Idea Homes are designed to showcase new ideas and trends. Tour attendees will make the effort to see these houses, even if they are not interested in that particular home – creating in-

creased traffic and marketing exposure to all tour participants. There are two Idea Homes this year.

One of the idea homes is in the John's Landing neighborhood of Portland. The home, by Renaissance Homes, evokes the charm of classic Portland architecture while showing off all the comforts of today's green technologies. The house has panoramic views of the mountains, the downtown cityscape, and the Willamette.

The other idea home is located in the Dolph Park neighborhood of Portland and built by Portland Development Group. For the second year in a row Portland Development Group is showing off infill building at its best. This new construction is tucked into close-in neighborhoods. The new homeowners will have the best of both worlds – established neighborhoods and maintenance free living.

Other benefits associated with participating in the show include the Ultimate Open House web site (www.ultimateopenhouse.net), the show guidebook, show



builders reporting an average of three to five times more traffic than an average open house (up from two to three times more traffic reported the year before).

Participating builders include: Everett Custom Homes, Fish Construction, Gertz Fine Homes, Hayden Homes, J.T. Roth Construction, JT Smith Companies, Legend Homes, Metropolitan Land Group, Mission Homes NW, Noyes Development Company, Pacific Lifestyle Homes, Pahlisch Homes, Portland Development Group, LLC, Renaissance Homes, Stone Bridge Homes NW and Westland Industries.

signage and a marketing campaign that covers TV, radio and newspapers.

Low interest rates continue to support growing real estate activities, so 2013 is predicted to have even higher attendance rates than last year. Attendance at the 2012 show was up significantly from the previous year, with

An Evening at BASCO

A PRO Meeting for All Members

WHAT: You're invited to An Evening at BASCO! This highly anticipated annual event will feature food and drink stations set up throughout BASCO's beautiful showroom for members to peruse, while demonstrators will be on hand to offer fresh delicacies and show off the capabilities of the kitchens' appliances and special features.



WHEN: April 17, 5:30-7:30

WHERE: 1411 NW Davis, Portland, OR

HOW MUCH: \$15 at door

Spread The Word



To register for this event, visit HBAPdx.org or call Rachel at 503-684-1880



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Continued from page 1

then, we’ve just started to grow to specialize in it.”

While geothermal systems, which transfer heat from the ground to a house in the winter or vice versa in the summer, are not quite commonplace, they have become more popular, especially as their greater efficiency has come to light. Something that’s making them even more attractive of late: they qualify for a federal tax credit for 30 percent of the installed cost.

“That credit goes straight to the homeowner, and it’s a dollar-for-dollar value,” Smith said. “It’s good through 2016, and I think because of it, we’re really seeing a huge increase in systems going in around the country.”

Sky specializes in three main types of geothermal systems: the conventional loop, which involves a fairly shallow trench when installed on a property of about an acre; a horizontal bore, which is deeper; and the most expensive, a vertical bore, which requires extensive drilling underneath a home.

Smith said geothermal systems are much more efficient than other sources like natural gas, oil or propane. Though it can be hard to compare the different systems, Smith said geothermal can save about 60 percent of heating and cooling costs compared to a natural gas furnace and an air conditioner. Systems vary in cost, but an average system, including everything from ductwork to the ground loop system, runs be-



The WaterFurnance 5 Series geothermal system in place.

tween \$20,000 and \$30,000.

Combine their efficiency with the current tax advantage — which also includes credits from the Oregon Department of Energy of between \$600 and \$1,200 — and geothermal systems are definitely worth checking out.

“It’s definitely something to look into,” Smith said. “In the very best situation, (a homeowner’s) payback can be less than a year.”

Insulation Westside Drywall & Insulation

A small strip of foam tape is making a big impact on home efficiency these days.

Josh Kernan, a manager for Westside Drywall & Insulation, said Westside is involved in a pilot program with Energy Trust of Oregon to test the effectiveness of a nontraditional application of Sill Sealer foam tape.

Normally, Sill Sealer tape is used as a moisture barrier between

a concrete foundation and the bottom plate. Through the pilot program, Westside has also been applying the tape to the seal the seam between the two boards — usually 2 x 6’s — that make up the top plate to prevent air infiltration. Applying it on the top plate also creates a gasket over the hurricane clips, further sealing up the construction.

“What they’ve found is that it does create an improvement of one full air exchange (per hour),” Kernan said. “So by adding it, we’ve successfully reduced the number of air exchanges and made it more efficient.”

Westside has also been boosting efficiency in homes through its insulation services, as well. Kernan said Westside specializes in a range of different insulation products, including both closed- and open-cell spray foams, blown-in blanket and a hybrid that combines both a minimum half-inch layer of foam topped by blown-in.

One of Westside’s newest offerings is a spray foam called Demilec APX, which just became available this year. Up until now, spray foam insulation contractors who were looking to move the insulation layer to the roof deck in an attic, as opposed to the attic floor, had to spray the foam insulation, then follow up with a fire-resistant coating. Demilec APX has been engineered to meet strict fire requirements without an additional coating.

Kernan said Westside was expected to begin using the product by the end of March.

April is New Home Month!

NAHB and the Best American Living Awards identify the season’s hottest trends

Each year at the National Association of Home Builders’ International Builders’ Show, the Best in American Living Awards (BALA) provide recognition to builders and design professionals who have accomplished outstanding design achievements. Awards are given in all sectors of the residential housing industry, including single-family production, custom, rental, affordable, interiors, remodeling, community and international.

The BALA awards spotlight the latest design trends, and are often a sign of what will become popular in new residential construction around the country. Here are a few of the top trends home buyers expect to see in new home designs:

Classic yet Contemporary

Homes that are hot sellers on the market right now are those that successfully blend old styles with new. Timeless and elegant spaces are created by blending modern and traditional elements such as crown molding with fewer or

less fancy pieces. Elevations are clean and simple and interiors are fresh and light, not ornate and heavy like the formerly-popular elements such as ornamental columns, complex crown molding and cabinetry with additional applied decorative pieces.

Multigenerational Living

Given the increasing cultural diversity in America as well as the state of the economy during the past few years, many families are all living under one roof. To save money, young adults are living at home after they graduate school, and retired parents are sharing homes with their grown children and their families. Single-family home designs accommodate multigenerational households, such as homes with two master suites, often with at least one located on the ground floor to be more accessible.

Cost Effective Designs

Rectangular home designs

See TRENDS/ page 19

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Oregon Update

Oregon Land Use Bill turns 40 this year and at least four bills in Legislature attempt to re-write it.
—See page 12



Around the Region

Check out a summary of current issues, plus see issues in real-time on the Government Relations Blog.
—See page 12

PROTECTING Your Industry

LEGISLATION • GOVERNMENT RELATIONS • POLITICS • **APRIL, 2013** • PAGE 11

HBA HOME BUILDING News

2013 PAC House underway

Justin Wood,
HBA Staff

Every year for the past several years, Jeff Fish and his company Fish Construction have stepped up to donate their time and effort to build a PAC House for the HBA. The official PAC or Political Action Committee of the HBA is Oregonians for Affordable Housing. This PAC is what our HBA uses to support pro housing issues, measures and candidates of importance to our industry. There are several ways that contributions are made to our PAC every year. These range from a \$50 dues check off as part of your yearly dues, events such as PAC poker tournaments and the PAC Pitch & Putt and various other small fundraisers over the course of the year. None of these events come close to raising the amount of money that our primary source, the PAC House raises. In 2012, the PAC house raised almost \$60,000 for use by our PAC to help get pro housing candidates elected in the last year's elections.

The PAC House works by getting a builder, in this case Jeff Fish, to donate his time and efforts and build the house as if it were one of his own. The builder tries to get as many items such as supplies or labor and materials

donated or discounted. Whatever the builder does not get donated or discounted is paid for like a normal house. Every item that that the builder is able to get donated or discounted goes directly to additional profit that the house will make when it sells. When completed, the house is put on the market like any other spec house and is sold.

Upon closing, all proceeds from the sale of the home beyond the costs not donated or discounted are donated directly to the PAC – Oregonians for Affordable Housing.

In years past it was not uncommon for the PAC house to get \$50,000 or more in donations. Some years donations even approached \$100,000 which allowed for a very large donation to our PAC. As the economy turned the amount of donations shrunk. Now as the economy is



showing signs of life again, it is important that we all step up and try to help with the PAC house as much as we can. As the economy continues to pick up steam, many cities and elected officials will look to fees, taxes, SDC's, density requirements, anti-development measures and various other issues which will hurt all of our ability to build houses.

Our PAC is a way for everyone to get involved and support the industry.

Jeff has been able to do a really good job getting donations or discounts over the years from his sub-contractors but he has had to go to them for six PAC houses, three Habitat for Humanity Houses and one Homes For Our Troops House. Doing this many houses in search of discounts has exhausted many of his resources. On this PAC House we need your help. If you are a builder, please

consider asking your plumber, electrician roofer, or any other trades allies if they would consider donating their time or materials to the PAC House.

This year's house is located in the St. Johns area of North Portland. To give you an idea of the scope and size of this house, it is approximately 2,000 square feet and will sell for roughly \$350,000. All companies who donate are given exposure, with on-site signage, thank you ads in the Home Building Newspaper and mention on the HBA website. As of now we are turning in for permits and expect to begin construction around mid-April. We have very little donated at this point so chances are if you have a service or a product to offer, we can use it.

Please consider helping out on this year's PAC house. Its proceeds will go towards working on important issues and candidates in next year's 2014 elections. There are several very important races already on the horizon and we need to be involved. If you would like more information about the PAC house or would like to talk about ways you can help, please contact Justin Wood at the HBA.



By Mimi Doukas
Venture Properties, Inc.

In my last column I asked each member to find an issue that is key to their business and testify at one meeting or hearing to advocate for the Home Building Industry. Here is a good opportunity for some of you to act.

Clean Water Services (CWS) is undergoing an update to their Design and Construction Standards, and part of this includes their Vegetated Corridor Mitigation Standards. In short speak, CWS is reviewing the buffer standards for vegetated corridors, specifically focused on buffer mitigation.

Why this matters: Department of State Lands (DSL) and the Army Corps of Engineers has changed their policy to prioritize wetland banking for impacts to isolated wetlands due to the high level of failure for urban wetland creation. Even when you pay to "re-locate" a wetland to a wetland bank, CWS currently requires that you mitigate for the CWS buffer on a square footage basis as if it were a physical asset instead of a protective offset. These are often referred to as 'ghost buffers'. This can be done through fee-in-lieu (at a rate of \$2,500 for the first 1,000 square feet and then \$2.22/additional SF). If the wetland no longer exists, then clearly there is no longer anything to buffer, but this is not how CWS currently views it or regulates it. This is a key opportunity to push for change on this issue. CWS appears to be standing pretty firm on the subject so this will take some muscle.

CWS is currently meeting with stakeholders on specific topics like this. After receiving feedback, they will draft the proposed changes. HBA has several members that are active in the Stakeholder process. We will announce when the draft changes are available along with the opportunities for public testimony. Please let Justin Wood know if you want to get involved. In public policy, change happens one meeting at a time.

Housing quality and affordability at EcoVative

Justin Wood,
HBA Staff

Many HBA members are familiar with the annual EcoVative Conference that the HBA has hosted for several years. In years past the conference has been targeted to builders and suppliers who focused on "green building" techniques. This year several exciting new changes are being added to the conference including a rebranding of the name to The BuildRight Conference and a change of focus from a solely "green building" theme to one that deals with best practice

methods for all areas of the construction trades.

First and foremost is that the day of classes now offers different tracks for different interest levels. There are tracks focusing on "green building", remodeling, new construction best practices and various other topics. Whatever your interest – there should be a track for you.

One of the exciting new additions is a free forum in the afternoon which is open to both paid all day attendees and people who only want to come to the forum. The topic of the forum will be "Challenges Affecting Quality

and Housing Affordability." This forum will be the last event of the day, and will feature a panel of builders, elected officials and industry experts. The panel will examine and discuss different challenges and successes that the housing industry faces to providing quality high performance homes and the associated costs and regulations which affect affordability. The forum will be targeted to builders, developers, associated trades and government elected officials. It is our hope that this forum will provide ideas, feedback and resources as to what things work

well and what things cause problems or challenges for the housing industry.

If you plan on attending the EcoVative BuildRight Conference all day, or if you just want to come out for a couple of hours, please consider attending the free Challenges Affecting Quality and Housing Affordability Forum. The EcoVative BuildRight Conference will be held at the Portland Airport Holiday Inn on April 18.

If you have questions please contact Shaina or Justin at the HBA.

Builder Forum

Challenges affecting Housing Quality & Affordability: Builder discussion with area elected officials

WHAT: An interactive forum geared towards issues affecting housing affordability in the Portland Metro area. Free to industry professionals and elected officials, attendees will have the opportunity to provide feedback to jurisdictional leaders. This free event directly follows our EcoVative BuildRight Conference.

WHEN: April 18, Time: 4:00-6:15 PM, Including Reception

WHERE: Holiday Inn, Portland, OR 8439 NE Columbia Blvd Portland Airport

HOW MUCH: Free for pre-registrations by April 15. Door: \$10. HBA members and non-members welcome.



AroundTheRegion

CONSTRUCTION EXCISE TAX, RURAL & URBAN RESERVES, PARKS SDC'S AND MORE

APRIL, 2013

HBAPDX.ORG

REGIONAL ISSUES

Portland Apartments Issues (update) – On Tuesday March 12 the Portland Planning Commission voted to approve the amendments presented by staff addressing concerns surrounding apartments being built in certain areas of Portland without parking. The primary amendment presented by staff will require buildings of more than 40 units to provide parking at a ratio of 1 space for every 4 units above 40. Builders can reduce the amount of required parking by adding car share spaces, motorcycle parking or additional bicycle parking. Buildings less than 40 units will still not be required to provide parking. While some groups were pushing for lower unit thresholds and higher parking requirements, the HBA's position was that the 40 unit threshold presented by staff was based on valid reason and fair. The Portland City Council is expected to hold a hearing on the proposed amendments on April 4th.

Portland Tax Abatement Program Cap (new) – Last year the City of Portland and the Portland Housing Bureau placed a 100 unit cap on how many for profit developments could utilize the limited tax abatement program. As of March, the PHB has received their limit of 100 applications and are now unable to accept any new applications until after July 1, 2013.

TREE POLICY WORK

Tigard (update) As of March 1 the City of Tigard has implemented the new Urban Forestry Code that the HBA and several interested members have been working on for the past two years. The new urban forestry code provides more flexibility to development by incentivizing the preservation of trees rather than costly punitive measures for tree removal. While the goal of

Real time issues updates on HBA Government Relations Blog

This issues, plus more are kept constantly updated on the new Government Relations blog at hbapdx.org/government-relation. Keep up to date on the issues that affect you and find out how you can play a role in protecting industry interests. For more information, contact Justin at justinw@hbapdx.org.



the program is to preserve trees where possible, the old system would require payment into a city fund when a tree was removed off a development. The city struggled to find ways to spend the collected funds to plant more trees around the city. The new code requires different levels of canopy requirement based on zoning types. Saved trees will get a bonus towards meeting the required canopy goals. If trees are unable to be saved, then trees can be planted on site to replace the lost canopy. The city of Tigard is holding information meetings to educate the public and the development community on the new code. For more information please go to the City of Tigard website.

FEE AND TAX ISSUES

Washington County TDT (new) – Last year the Washington County Coordinating Committee (WCCC) voted to delay a scheduled increase in the Transportation Development Tax (TDT) until 2015 due to the weak economy. Part of the agreed delay involved revisiting the decision every year to determine if any changes in the economy warranted a full implementation of the TDT increase. On Monday March 18th the WCCC voted to continue the delayed increase. They will revisit the decision this time next year.

Tigard Water Meters (update) – As of April 1 the City of Tigard has increased the fixture count on what is supported by a 5/8" water meter. Previously the fixture count for a 5/8" included up to a 22 fixtures. After a review requested by the HBA, the fixture count for a 5/8" meter will now be 30 fixtures. This adjustment will allow for less SDC and water meter expenses on smaller houses which can use this size meter. The HBA continues to work with Tigard regarding a potential review of their 3/4" and 1" meters.

Oregon's 40-year old land use system is still relevant – and successful



News from the Oregon Home Builders Association

Oregon's land use system turns 40 this year - SB 100, which started all the fun many of us have had over the years, was passed by the legislature in 1973.

Somewhat coincidentally, there are several land use bills under consideration this session that are the product of a work group convened by the Governor's office and the Department of Land Conservation and Development. The bills are the most significant rewrite of portions of Oregon's land use law in many years, and deal with the topics of:

- HB 2253: population forecasting
- HB 2254: Urban Growth Boundaries
- HB 2255: Employment lands
- HB 2256: urban services and infrastructure

Without getting into the specifics of these bills, which would be premature since they are still being fiddled with, it is worth setting a bit of context for the land use discussion generally.

The main point to make is that Oregon's land use system, whatever failings and shortcomings it might have, has been very successful in saving farm and forest land and in making our urban growth occur more efficiently. This is critical, given the way that

the term "sprawl" is tossed around – whatever "sprawl" might be, we ain't got it...at least not by comparison to other states.

This is a success story, in other words, and we should take every opportunity to claim the successes even as we work to make the system function better. Take a look at these factoids - which came from the Governor's office, not from us:

Oregon has 99 percent of the forestlands that it had in 1630.

Yes, you read that right - 1630. In other words, since the first Europeans came to Oregon, we still have 99 percent of the forests that we started with. Not too shabby. By contrast, Idaho only has 89 percent, Washington 87 percent and California 75 percent.

Oregon has 98 percent of the farm and range land that it had in 1974.

In other words, even while our population was growing over the last 40 years, we managed to save almost all the farmland. Nationally, between 1982 and 2007, more than 23 million acres moved from farming use to commercial or residential development. Texas, California, Florida, Arizona, and North Carolina lost the most total acreage. By percent of land, top losses

occurred in New Jersey, Rhode Island, Massachusetts, Delaware, and New Hampshire. These states lost between 13 percent and 27 percent of their agricultural lands to development.

According to the Brookings Institution, the population of the United States grew by 17 percent between 1982 and 1997, and the amount of urbanized land in the country grew by 47 percent over that same period of time.

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Sed de Saber & NWCC
To insure the industry has qualified workers, the HBA has teamed up with Sed de Saber and NWCC.
—See page 14



HR Resource to serve members
Montgomery & Graham's online tool is your first stop for all your HR needs.
—See page 16

BUILDING Your Business

BUSINESS TIPS • SALES/MARKETING • REMODELING • SUSTAINABILITY • APRIL, 2013 • PAGE 13

Professional designations offer education, differentiation — and more for your business

By Jon Bell
For the HBA

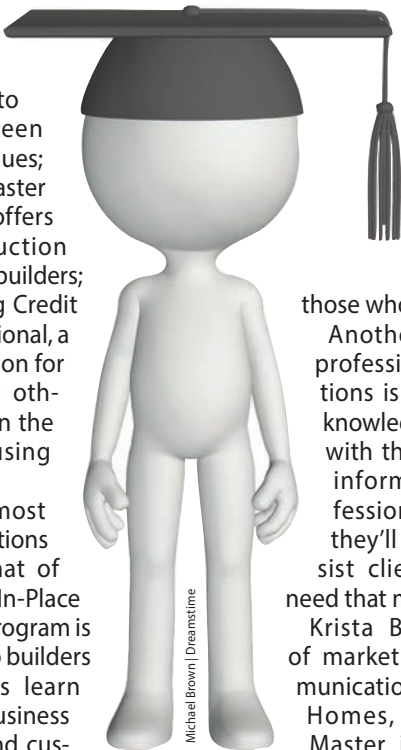
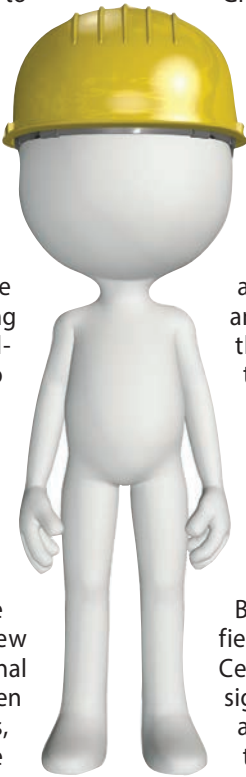
In the busy world of home-building and remodeling, it can be tough to set aside the time — and the money — to pursue any of the designations offered by the National Association of Home Builders.

But those builders and remodelers who have invested in themselves have found the return to be invaluable in everything from industry knowledge and expertise to differentiation, marketability and overall professionalism.

"I am just a student of this industry," said Tony Marnella, owner of Marnella Homes, who holds the NAHB's Certified New Home Sales Professional designation. "I have been doing this for 27 years, and I still see the value in continuing to train and push. Whether it's in marketing or sales or building, I am always learning."

At present, the NAHB offers no fewer than 13 different designations. Among those are: the Certified Green Professional, which teaches builders, remodelers and other professionals to incorporate green building techniques; the Graduate Master Builder, which offers in-depth instruction for experienced builders; and the Housing Credit Certified Professional, a special designation for developers and others who focus on the affordable housing industry.

One of the most popular designations right now is that of Certified Aging-In-Place Specialist. The program is designed to help builders and remodelers learn the technical, business management and customer service skills that are essential for the aging-in-place market. According to the NAHB, that market is currently the fastest-growing segment of the residential remodeling industry.



The designation requires three day-long classes that cover marketing, design and building, and business management.

For Linda Evans, CKD, CBD, CAPS, owner of L. Evans Design Group, the investment in CAPS has been more than worthwhile.

"CAPS really enhances and validates the work you're doing for clients who are wanting to live in their homes for as long as they can," Evans said. "As a designer and remodeler, it shows that you're constantly thinking about people's specialty needs in their home and how they're living."

She also said having her various designations, which include the National Kitchen & Bath Association's Certified Kitchen Designer and Certified Bathroom Designer, also helps set her apart from other contractors in an already-crowded field.

"Any ammunition you can have that helps set you apart is great," Evans said.

Professional designations may also lead to tangible increases in sales and business. Marnella said he's seen statistics that show that sales managers who have designations like the CSP tend to get hired at a quicker pace and earn more money than those who don't.

Another benefit of professional designations is the increased knowledge that comes with them. The more informed the professional, the more they'll be able to assist clients with any need that may arise.

Krista Boyd, director of marketing and communications for Legend Homes, earned her Master in Residential Marketing designation, an in-depth program from NAHB, in 2004.

"It was really focused on industry knowledge and specific knowledge on my position of marketing and sales," she said.

"I definitely would say that it's been helpful with industry knowledge."

Additionally, the educational component of professional designations offers builders and remodelers yet another opportunity to network with peers, often times from around the country. Boyd said she's made helpful connections because of her MIRM, and Marnella said his continuing education finds him always learning from his counterparts in other areas of the country.

"There's not one time where

I've gone to a class and not walked away with something I learned from a peer in Ohio or Dallas or Florida," he said.

"There's a great free flow of information that shows that we're all in this together, that we can all benefit together."

For more information about any of the NAHB's professional designations, visit www.nahb.org and click on the "Education & Events" tab. To talk to the HBA about offering NAHB designation courses, contact the HBA's education coordinator Shaina Sullivan at (503) 684-1880.

Business Focused Classes that might interest you

Keynote: Mark LaLiberte

Do you Make It Profitable	How to Avoid Water Intrusion Damage in Residential Walls	Industry Focused Social Media Client Development	Challenges and Designing Efficient Re
Mythbusters: Performance Product	Builder Panel: Experiences using New Products	New Homes Sales & Research	Designing for P Neighborhoods
Healthcare for Small Businesses	Reducing Homeowner Litigation	Portland Market Housing Update	Dea Stormwat

Challenges Affecting Housing Quality: Builder Discussion with Area Elected Officials

Reception Sponsored by:

See page 18 for a complete schedule



Josh Kernan,
Insulation and Sales Manager,
Westside Drywall & Insulation Inc.

Customized education for your employees is just a call away

I would like to take a moment to share the experience we had working with the HBA of Metro Portland. I had no idea the extent of services they offered and hope that other people will look to them in the future for their educational needs. I needed to certify a number of our employees for lead base paint (LRRP). I called several different locations to see what would fit within our budget as well as schedule.

After contacting the HBA of Metro Portland and getting in touch with Shaina Sullivan I found they were more than happy and willing to help, she even let us set it up at their location! They created a class specific to our needs and worked with my schedule as well as getting a great cost savings compared to other options.

Having the capability to be flexible and to accommodate that many employees from one company made for a very simple decision on my part. Additionally, the format made for a valuable team-building atmosphere. The instructor was very patient, considering many of our attendees are Spanish speaking and it took a little more time for interpretations. The HBA made it a very seamless and enjoyable experience as well as bringing in a highly skilled and qualified trainer that had "actual" field experience — he was able to answer questions and use examples from real-life experiences.

If your team or staff members need training, don't hesitate to contact Shaina at the HBA at (503) 684-1880. Thank you to the great staff at the HBA!

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HBA helps educate new workers in the construction and building industry

By Jon Bell

For the HBA

The employment scene in Oregon picked up a little steam in February thanks in part to the construction industry, which added 1,800 jobs during a month that usually sees a decline.

But just because the industry, which includes homebuilding, added workers doesn't mean that they were all as well-trained and educated as they could be. To help ensure that they are, the HBA has been involved in several efforts to bring laborers and other workers up to speed quickly.

"We are trying to support people at all levels to create a more educated workforce," said Shaina Sullivan, education coordinator for the HBA.

One project found the HBA donating more than 100 Sed de Saber-Construction Edition language tools to Voz Workers' Rights Education Project, an organization in Portland that helps day laborers find work.

The Sed de Saber tools are a version of the popular LeapFrog Quantum Pad, which helps children develop their literacy skills. Designed to help workers improve their English as a Second Language skills, the systems use seven different books with corresponding cassette cartridges that teach 500 words and 340 phrases. All of the content is related to construction and building and covers everything from tool use and understand schedules to job site

hazards and interacting with supervisors.

The systems could help reduce job site accidents, as the Occupational Safety and Health Administration estimates that nearly a quarter of accidents are attributable to a language barrier.

Sullivan said the staff and workers at Voz were ecstatic to receive the Sed de Sabers.

"They were all very excited about them," she said. "We're just trying to help some of these people who are good workers but who maybe need a little more training or some help with the language."

Similarly, the HBA has been communicating with the Northwest College of Construction about the development of a "fast track" carpentry course to help train new workers quickly.

"As contractors have started to need people again, they're finding a lack of skills," said Tim Mosterdike, director of education for the NWCC. "So the concept was to create a streamlined program to get people trained and ready to work."

Though still in the development stages, the NWCC's "Residential Carpentry: Fast Track" course would be a 12-week course divided up into three-week focus areas: framing, siding, drywall and roofing. The course would also require the NWCC's 50-hour introductory course, which covers everything from OSHA regulations to first aid and CPR.

Look for details of the Fast Track Program later this Spring. For more information, visit www.nwcc.com.



Jessica of the PRO helps to hand out learning materials to willing workers. The HBA donated hundreds of learning tools.

COOL TOOL

NEW AND USEFUL COOL TOOLS & APPS
RECOMMENDED BY MEMBERS OF THE HBA

Are you guilty of using your screwdriver as a chisel?

By Thomas Adams,
Classic Electric, LLC

Alright, it's confession time. How many of you have used your screwdriver as a chisel even though every screwdriver manufacturer tells you not to? I am certainly guilty of that! The good news is that Klein Tools has made a screwdriver that won't make you feel guilty every time you smack it with your hammer anymore.

I saw the Klein Tools model 602-7DD slotted screwdriver at one of my materials suppliers and I decided to buy one because I was curious about how it might work. It has now become the absolute go-to screwdriver in my tool bag. This demolition screwdriver was made specifically to use for prying and chiseling. The metal shaft runs all the way through the handle to the metal strike cap on the end so that every hammer blow is transferred directly to the work surface.

Klein Tools offers this screwdriver in two sizes. The one I bought is 12 inches long overall with a 7" shaft and a 5/16" tip. They also offer one with an overall length of 9", a 4" shaft and a 1/4" tip. They are priced at around \$15 and \$20 and can be found at many stores that offer Klein Tools in the Portland Metro area.

Use this screwdriver and save your other tools from getting beat on!



Picture yourself here

Annual HBA Golf Classic

Presented by Ferguson & KitchenAid



WHAT: Each June, the HBA celebrates the return of golfing season with one of the most popular tournaments around: The HBA Golf Classic. This single-shotgun start scramble will be held at Stone Creek Golf Club in Oregon City, and we have slots for 144 golfers. Registration for the event will open on April 15th at 8:00am. This event has sold out for the last 17 years – so make sure you have your team registration form filled out and ready to fax or e-mail in on that day. Forms will be mailed to all members by April 1st!

WHERE: Stone Creek Golf Course **WHEN:** Wed, June 26, 2013
HOW MUCH: \$99 per HBA Member player - \$139 per non-member player, preference given to foursomes

Sponsorship opportunities for this event are still available and offer excellent opportunities to interact with nearly 150 building industry professionals, along with guaranteed foursome registration eligibility.

Spread The Word



For more information about sponsorship or playing in the tournament, contact Jessica at 503-684-1880.



RemodelersCorner

PROFESSIONAL REMODELERS ORGANIZATION NEWS AND EVENTS • FEBRUARY, 2013 • HBA HOME BUILDING NEWS

HBApro.org

PRO Notes

As the warm weather trend hits its stride I hope we are all dusting off the tools we need to get ready for a bountiful spring and summer season! Our Tour of Remodeled Homes in March was a great kick-off for the remodeling season and by most estimates, it seems like the general public is once again looking at house and home projects – be it improvement, additions, or new construction. Homeowners who attended this signature PRO event were discussing their personal projects and talking about moving forward!

One of the biggest reasons to belong to any association or group is to network, ask ques-

tions, learn from our peers, and to grow personally and professionally. This next couple of months presents some great opportunities for these objectives. Some of the best bang for your membership buck can be had by attending the Evening at BASCO on April 17, where close to 150 PROs will come out rub shoulders while enjoying bountiful food and networking opportunities. Also the registration deadline for the BUILD Retreat is April 30. This innovative and unique retreat offers participants an experience unlike any other event in our region. Don't miss out on these opportunities to get a foot up on the upcoming season. Go get 'em PROs!

— Steve Stolze
2013 PRO Chair

New Members

Please extend a warm welcome to the newest members of PRO:

- Mike Goodlett - Arbor Restoration & Remodeling
- Parveen Adel - High Performance Homes, Inc.
- Derek Patterson - Derek Patterson Remodeling

Be the voice of the PRO

We have a few opportunities for PRO members to promote

their expertise and professionalism, while promoting the Professional Remodelers Organization. The PRO has been very fortunate to work with Handyman Bob Strong on his radio show, Around the House with Handyman Bob, which airs on Saturday afternoons from 12-2 on FM News 101 KXL. The PRO Marketing committee is looking for PRO members who are interested in appearing on his "Work with a PRO" segments

on the second Saturday of each month. We are also looking for members who may be interested in providing short articles or blog posts for the two PRO blogs, one industry facing, and one consumer facing. For more information about how to take advantage of either of these opportunities, please contact Jessica M at 503-684-1880 or jessicam@hbapdx.org.

PRO Monthly Meeting at BASCO

Wednesday, April 17, 5:30-7:30pm,
1411 NW Davis, Portland

BASCO (Builder's Appliance Supply Company) is the Northwest's first Appliance Gallery, catering to remodelers, designers, builders and their clients. We show a wide variety of products displayed in warm, inviting kitchen environments.

BASCO has the largest display of live appliances in the Northwest, allowing your clients ample opportunity for a hands-on critique of the brands they are considering for their own homes.

Our professional and knowledgeable staff is up to date on the newest innovations and products available and takes the time to work with your clients in a non-pressure atmosphere. Clients are very welcome to come in to the showroom as many times as they like – many even bring in pans or various other cooking items to see how their "favorite" piece will work with their new appliance selection.

While BASCO has an extensive collection of high end appliances, we also carry products suited for low to mid-range projects. We cover everything from remodel and custom home projects to condominium complexes and spec homes. No project is too big or too small for us. BASCO has an unparalleled blend of both American and European based lines that provide you the opportunity to give your clients a selection they simply

won't find anywhere else.

We've been busy remodeling our showroom over the past year and we are very proud to be able to unveil several new vignettes for you and your clients to experience and delight in! We have a newly updated luxury outdoor kitchen area featuring brands such as DCS, Alfresco, Lynx, Vintage, Weber, Wolf, and Napoleon


just to name a few. Our Subzero/Wolf kitchen has an incredible selection of products, offering your clients choices not found elsewhere. On the European side, we have an amazing display of the Liebherr line up of refrigeration and wine storage; not to mention the largest Miele display in the Pacific Northwest! Throughout the showroom, you will find stunning examples of the newest Best by Broan contemporary hood collection – The Sorpresa. And last but not least, our new Viking vignette is a must see to believe!

BASCO is a proud member of the Home Builders Association and the Professional Remodelers Organization and we look forward to hosting the April BASCO Meeting.

Located in the trendy Pearl District, you can find us at 1411 NW Davis, by phone at 503-226-9235 or online at www.BASCOappliances.com.



BuildRight: April 18 Remodeler's Focus

7a.m.	
8a.m.	Keynote: Mark LaLiberte
9a.m.	Challenges, Incentives and Designing for Energy Efficient Remodels
10a.m.	
11a.m.	Remodeling Whole House as a System
12p.m.	
1p.m.	
2p.m.	Dealing with Stormwater in Remodels
3p.m.	
4p.m.	Challenges Affecting Housing Quality: Builder Discussion with Area Elected Officials
5p.m.	
6p.m.	Reception Sponsored by: 

+More! See page 18 for
a complete schedule
Register at EcoVativeConference.com



BUILD Retreat returns to Eagle Crest June 20-23

This annual design and remodeling industry retreat returns for its 5th year.

The 2013 BUILD Retreat is a four-day collaborative relationship building and learning retreat for contractors, designers and suppliers that brings together design and remodeling industry professionals. This annual retreat at Eagle Crest Resort in Bend is produced and organized by members of the NWSID, NKBA, ORA and HBA PRO. Started in 2009 by NWSID, BUILD has grown in popularity every year and is now poised, in its fifth year, to set a new standard for collaboration. This whirlwind weekend has participants engaging with each other on all levels from the moment you step on the bus in Portland! The weekend starts on Thursday night, as attendees arrive to be greeted by the event's cornerstone supporter, Contract Furnishings

Mart, with a cocktail reception and delicious Mexican buffet – Frazier style. Friday is a designated "Day of Play," helping foster new relationships with activities like Golfing, a Farm and Wine Tour, a Group Cooking Class or Whitewater Rafting, all of which are capped off with a group dinner featuring tales from the day and the chance for a little friendly competition. Saturday is a day of learning, and the foundation of the BUILD experience, featuring a Common Ground Experience designed to foster collaboration throughout our industry. Saturday evening is a celebration of our industry featuring more than a few laughs, great music, and a mystery host or two is to be expected. Sunday morning winds the weekend down with a champagne brunch and an auction and raffle for ReFIT, a nonprofit that provides remodeling services

for physically and financially challenged homeowners. Past participants have raved that this is a really great way to get in front of a lot of industry partners in one fell swoop! The 2013 BUILD Retreat can only accommodate 150 participants and early bird registrations have set us well on the way to our goal. Registration costs just \$195, before April 30, and includes all meals, classes, entertainment, and Day of Play activities* during the retreat. Free transportation to and from the event is also available for a limited number of participants; first-come, first-served. Contact Jessica M. for more information or go online to www.buildretreatoregon.com and RSVP by April 30 to secure your spot for this unique, educational and fun event!

*Additional \$25 fee for rafting excursion.

SAVE THE DATE!

Annual Divine 9 Chili Cook-Off RETURNS MAY 30

It's still over a month away, but secret preparations are well underway for the return of the Divine 9 Chili Cook-Off, featuring the HBF All Star Show Band & Blues Revue. So many questions are waiting to be answered on May 30 at the HBA: Will NW Natural take home the best theme for a 3 consecutive year? Will the new live band, the HBFASSB&BR for short, finally get that coveted recording contract? Will this year's theme have the D9ers swinging from the rafters or just plain clowning around? Tune in next month, for more details or register online today!

SPONSORED BY THE DIVINE 9 >>



April is "Call Before You Dig" month

Spring is in the air, and soon shovels will be in the ground as anxious homeowners start on long-awaited yard projects. If your spring yard work involves digging, be sure to have underground gas and other utility lines located by calling 811 at least two business days before.

Even if you're planting a tree or shrub, every digging project deserves a call. Knowing where underground utility lines are before you dig can help you or others avoid injury, service disruptions and costly repairs.

Calling 811 before you dig is not only the smart thing to do, it's the law and not following it could leave you with fines to pay. Avoid unnecessary costs by having utilities located for free.

When you call 811 an operator will ask for the location of your digging job and route your request to NW Natural and other affected utility companies. Within a few days of your call, NW Natural and other utilities will send a professional locator to your location to mark your lines.

If you plan on hiring a professional to landscape, put in

a deck, or do any digging on your property, don't assume they will call 811 before they begin work. Ask the contractor if they've made the call to have underground utilities located, or simply call yourself and let the contractor know that you've done so.

Be sure to call 811 before every digging job, even if you had underground utilities located previously for another project.

If a gas line is accidentally damaged, remember these tips: Smell. Go. Let us know. If you smell rotten eggs or hear a hissing sound, immediately leave the area on foot, call 911 and NW Natural's 24-hour emergency line at 800-882-3377.

Avoid doing these things if you smell natural gas:

- Don't start a vehicle
- Don't use a cell phone or other electric or battery operated device
- Don't use a match or lighter

Be safe this spring and be sure to call 811 before you dig. Visit us at nwnatural.com for additional safety tips.

Reserve your space today!

NW NATURAL Street of Dreams MAGAZINE

WHAT: Don't miss your opportunity to advertise in the OFFICIAL SHOW PUBLICATION for the 38th annual NW Natural Street of Dreams!

WHERE: This year's show is located at Stonehenge Terrace in West Linn. A total of 45,000 copies of the magazine will be printed and distributed to visitors of the show July 27 - August 25 and at: NW Natural Street of Dreams special events, advertiser locations & showrooms, realtor locations, and online with direct links to advertiser sites!

To reserve your ad, contact
Schadia Newcome today!

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snewcombe@commnewspapers.com



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The real truth about motivating your employees



Sherry Jordan,
The Northwest Coaching Group, Inc.

People are motivated to work for a variety of reasons – most of them have nothing to do with money despite what you might think or even what they might tell you. As a matter of fact, in a recent poll conducted by the Gallup group, not one of the 12 Core Elements of Employee Satisfaction mentioned money. Fifty percent of those same core elements are related to topics that are the basis for motivating others to do their best work – encouragement, caring, feelings of importance, empowerment, opportunity, recognition. Another twenty percent comes from the knowledge that what you do matters – my opinion counts, discussions with my manager, knowing what is expected. In order for any employee to be motivated they must perceive value. That value is tied to having their needs met and a sense of satisfaction.

Researchers and educators have differing opinions on the origins or employee motivation. Some say it comes from a person's spirit or desire and that it is a natural trait, others say it is orga-

nizational practices or manager style and technique. The truth is somewhere in-between. Without personal desire, a spark of motivation can be lit but, it will not last if it is not "guided" by clear expectations and "tended" by management and organizational actions.

As leaders, owners and managers, one of your most challenging and rewarding responsibilities is motivating others to work at or beyond their capacity. While you may think you need only motivate those in certain roles or with certain responsibilities such as customer service representatives or salespersons, all people who work no matter what their level or role, seek motivation to perform at their full potential. Only you can give them the feedback that they seek. Only you can empower them to work independently. Only you can reinforce those actions and activities with recognition.

What might help is a bit more education on who needs to be motivated, when to motivate and how. Let me share a few a few truths about motivating people.

Truth #1: Some people have more desire to succeed and sense of purpose. In some it is just inherent. It is easier to hire it than it is to create it. Look for these traits when you recruit.

Truth #2: When clear expectations are in place a greater sense of responsibility exists. People who have a sense of responsibility have less need to be

motivated.

Truth #3: Motivation is fueled by encouragement. People need to know that you believe in and are pleased with them. They want to know that long before a job is done. In fact, the chances of them doing well are significantly greater if you confirm your confidence in them from the very start. This takes on the significance of a promise and promises are powerful motivators.

Truth #4: There is a direct correlation between rewards and motivation. AND you get what you reward. It is a fact that managers routinely reward employee behaviors they are trying to discourage and fail to reward the behaviors they actually want. One example of this might be that a manager who wants to build teamwork actually rewards only individual accomplishments. Another is ignoring sloppy work if you talk about the importance of quality. The bottom line, you get what you recognize and reward.

Truth #5: Team spirit and loyalty are strong motivators. People who work together often build bonds as strong as or stronger than those they have with family. In fact, most work teams spend more time together than they do with their family members. With that much invested, it only makes sense that loyalty to the group will develop. As manager, owner or leader, you are the "head" of this work family. You have to be respected, looked up

to, trusted, and respected before you can guide the team.

Truth #6: Caution: Motivation can be dastardly. On some rare occasions, employees are motivated by dastardly purposes such as anger, revenge or cruelty. As a manager it is your responsibility to not only recognize but to manage this situation immediately. These personalities and their behaviors are toxic to any team or organization. If allowed, they will poison your good work and workers.

Truth #7: You can motivate without money. Often management believes that the only way to reward is through a raise, dollar incentive or bonus. This misconception is contrary to the feedback researchers have gotten from employee polls. Most employees rate a recognition and personal attention higher than monetary reward. Below are 10 ways to motivate your employees without money.

1. Recognition – formal or informal – in front of others.

2. One-on-One Coaching – coaching is employee development. ROI pays for the program.

3. Training – training is a great way to motivate and develop at the same time.

4. Career Mapping – chart a course to let your employees know what is potentially ahead for them.

5. Job Title – be creative. Match the title to the reward and work.

6. Improve Work Environment

– give them a better place to work.

7. Leadership Roles – give them a role that recognizes their ability even if temporary.

8. Time Off – often time is preferred to more money.

9. Contests – develop contests that will allow you to recognize and reward.

10. Recognition from Higher Level – ask your manager or a company executive to recognize the employee.

Coach's Challenge: Rate your employee motivation and satisfaction. Let them know you will be doing this regularly. [This can be done in an anonymous survey. If you are a small business there are plenty of free online sources.] Then take a look at how you have been motivating them. If they are completely satisfied your plan is working. If they are not, or even just to show them their satisfaction is important, try something new.

If you are not sure how to motivate your team or concerned about morale contact your business coach for some new ideas.

Sherry B. Jordan, is a Business Coach and Management Consultant with Northwest Coaching Group. She can assist you in identifying solutions to management, career or organizational challenges and set strategies to reach your ideal outcome. For more information, visit www.northwestcoaching-group.com or call (503) 954-4118

Stay informed – build your business

You can't take advantage of everything your membership has to offer if you don't know about it.

The HBA wants you to know what is coming up in the next few weeks that might help your business – whether that is a show participation or sponsorship opportunity, an education event that will directly impact your bottom line or keep your employees up-to-date on their CE requirements, or a social gathering to connect you to other industry professionals, your weekly "LEAD" email will have it all.

This all-member email keeps you informed of all the opportunities out there, plus counts you down to important deadlines. If you don't pay attention to any other email from the HBA, this one will keep you current so you don't miss a thing. A recent redesign allows you to quickly see what the top highlights are for the week and link you directly to the content you want to read.

Is there another member of your company who would benefit from knowing what's going on at the HBA? An affiliate membership allows you to give another employee of your company membership priveledges, including all HBA communications and other member perks (see: hbapdx.org/member-freebies-discounts). Plus, you can give your employee the gift of membership for only \$19 per year. Contact Sarah today at (503) 684-1880 so we can LEAD you and your key employees to a better business.

Not receiving your LEAD email every Friday morning? Email Emily at emilyz@hbapdx.org.

March 22, 2013 - Issue Highlights:

- Executive BuildRight
- Annual "Evening at BASCO"
- FREE Human Resources Support
- LO votes on an Stafford Opposition
- Fall Day CE Opportunity
- Foundation Gala April 5 is almost sold out

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Contact Emily at (503) 684-1880 today.

NEWS:

- The latest Safety Pages are available online. [Click here.](#)
- Read March's edition of the Home Building News online! [Click here.](#)

HOME SHOWS & RELATED EVENTS

April 18: Ecovative is now BuildRight. All Day, Holiday Inn, Portland Airport

This highly anticipated annual event will feature food and drink stations set up throughout BASCO's beautiful showroom for members to peruse, while demonstrators will be on hand to offer fresh delicacies and show off the capabilities of the kitchens' appliances and special features. The cost is \$15 per person at the door. [Click here](#) to register.

MEMBER & INDUSTRY EVENTS

April 17: An Evening at BASCO 5:30 PM - 7:30 PM, BASCO Showroom, 1411 NW Davis

This highly anticipated annual event will feature food and drink stations set up throughout BASCO's beautiful showroom for members to peruse, while demonstrators will be on hand to offer fresh delicacies and show off the capabilities of the kitchens' appliances and special features. The cost is \$15 per person at the door. [Click here](#) to register.

MEMBER OPPORTUNITIES

Free Human Resources Support: Are you taking advantage of the wealth of HR materials available to you for FREE from Montgomery & Graham through the HBA HR Portal? This easy-to-use database of resources to manage HR concerns includes benefits, risk management, cost, OSHA and information on other legislative developments affecting employers and employees. [Click here](#) to get started today!

Buy Dave Mitchell's Book: "Live and Learn or Die Stupid!" Did you attend the fantastic seminar from Dave Mitchell last week on the Power of Understanding People? Did you miss it, but want to find out what all the fuss is about? We have his latest book available to purchase. Find out if you are a Warrior, Expert, Romantic or Mastermind and how you can use your interpersonal skills to improve your personal and professional success. Books are \$20. Contact Nancy to get yours today!

DJC launches "Sheriff's Sales" online tool: The Daily Journal of Commerce is consolidating "Sheriff's Sales" - properties sold below market value to fix/flip or tear down/infill new construction. Judicial and Non-Judicial real estate sales are represented. Check out this great resource [here](#).

Kaiser premium rate holiday special for HBA members: For a short time, companies enrolling in the Portland HBA health plan will receive a one month premium holiday! **Pay only \$1 per enrolled employee** for the first month's premium when you enroll in the HBA Health Plan. Contact Brian Leong at M&G for more information and to find out if your company qualifies.

New Affiliate Member Pricing: By popular demand, we are now offering substantially reduced pricing on affiliate memberships. Is there another person in your company who should be receiving member communications, discount offers and other member perks? Add them now for only \$19 per year! Contact Sarah today and make sure all your important employees are members.

Verizon Q1 Offers Exclusive to Members: HBA members are eligible to take advantage of exclusive prices on equipment and wireless plans through our partnership with Verizon Wireless. Get a jump on your business with special discounts on a wide variety of phones, tablets, and mobile hot-spots to enhance your productivity in 2013. [Click here](#) for details.

GOVERNMENT RELATIONS

Get all the latest issues updates at hbapdx.org/government-relations.

Lake Oswego City Council votes not to support Stafford Opposition

Portland apartment parking amendments move forward

Reduction in Washington County TDT continues

Every Friday morning the HBA delivers a comprehensive list of all the Leadership, Events, Announcements and Deadlines that you should be aware of - straight to your inbox.

2013 Excellence AWARDS

Enhancements to this year's HBA Excellence Awards

NEW! Award Entrants will be featured at the 2013 Fall Home & Garden Show in front of thousands of consumers and industry professionals.

NEW! Entrants and winning projects will be recognized at a complimentary After Hours award recognition event at the Fall Home & Garden Show on October 3.

NEW! Applications will be submitted by a new Online Entry System.

Call for entries will be going out by mail to HBA members in April, but mark these dates on your calendar:

Intent to Enter Form Due: Friday, May 31st
Online Award Entries Due: Friday, June 21st

Thank you to the Excellence Awards Sponsors!

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To register for this event, visit HBAPdx.org or call Helen at 503-684-1880



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EcoVative BuildRight keynote speaker spotlight: Mark LaLiberte



Mark LaLiberte has dedicated over 25 years to the building industry. Through his lectures, site assistance, video series and his mobile App, he provides builders, architects and manufacturers with an in-depth look at the current and future state of housing. His work has earned him a Lifetime Achievement Award from EEBA where he developed the highly acclaimed Houses that Work lecture series. He is the 2013 Building Science co-chair for the Hanley Wood Vision 2020 project and he has provided technical assistance to the Cold Climate Housing Research Center in Fairbanks, Alaska for seven years. Mark has also helped develop the training curriculum for the 2012 Repair Corp Project for Habitat for Humanity that provides assistance to improve existing housing for our Veterans. He also works with various manufacturers to assist in developing products and services for the next phase of efficient homes. Mark is the co-creator and partner at Construction Instruction Inc. which developed the number one mobile App in the construction industry. He is also a Partner in the Millau Group, helping to bridge sales and marketing efforts to our industry. Mark reaches over 7,000 industry people each year traveling over 100,000 miles annually throughout the U.S. and Canada. You will find his enthusiasm is contagious and his passion for improving our housing stock inspiring.

Mark will be providing this year's EcoVative BuildRight Key Note session focusing on the challenges facing current building standards and common sense improvements the industry can make in order to build higher performing homes and remodels. Mark looks to the future of homebuilding in the next decade, including technologies to build homes that are more efficient, healthy, durable, safe, affordable to operate and affordable to maintain – establishing these criteria as the new fundamentals of homeownership. Mark speaks to an industry verging on the precipice of home building where water-efficiency, sustainability, and durability are the standard and technologies to meet these standards are emerging rapidly.

Correction to March edition

Oops! Our article on the elimination of fees for Accessory Dwelling Units (ADUs) in March, incorrectly listed ADUs as being limited to 80 square feet. We meant, 800 square feet. We're all for building small and living large - but that was a bit extreme!



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Class Schedule



7am.	Keynote: Mark LaLiberte						7				
8am.							8				
9am.	How to Avoid Water Intrusion Damage in Residential Walls	Industry Focused Social Media Client Development	ADU's as a Profitable Business Strategy	Challenges, Incentives and Designing for Energy Efficient Remodels	Fueling Your Vehicles for under \$2/Gallon	Designing with Small Lot Impediments	9				
10am.							10				
11am.	Break						11				
12pm.	Builder Panel: Experiences using New Products	Marketing to the Green Buyer	Demand & Design for Smaller Homes	Remodeling Whole House as a System		Integrating High Performance Construction Practices & Documentation	12				
1pm.	Lunch						1				
2pm.	Reducing Homeowner Litigation	Portland Market Housing Update	Innovative Small Neighborhood Development	Using the Energy Performance Score to Sell More Homes	What does Healthcare Reform mean for your small business?	Dealing with Stormwater in Remodels	2				
3pm.						Smart Technology Tricks	3				
4pm.	Break						4				
5pm.	FREE: Challenges Affecting Quality & Housing Affordability: Builder Discussion with Area Elected Officials						5				
6pm.	Area Elected Officials Reception						6				

*schedule subject to change

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April 18th 2013

Holiday Inn Airport

The Home Builders Association of Metro Portland brings you the only business to business building and remodeling conference in the Portland Metro area. The 2013 EcoVative BuildRight Conference and Expo is April 18th, 2013 at the Holiday Inn Airport. EcoVative BuildRight is a one-day program including 21 classes and practical application sessions offered by local, regional, and national partners and instructors. Attendees can complete 100% of contractors' elective CCB CEU requirements in addition to expanded options for CEU credits for Realtors & Appraisers.

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Registration: www.EcoVativeConference.com

Questions: Shainas@hbapdx.org

HBA Member Human Resource database in full swing

If used appropriately, technology can be an incredible asset to an employer. With both time and resources at a precious premium, it's become increasingly difficult to do your job—let alone manage insurance costs and stay informed on legislative developments. Montgomery & Graham has launched a new technology solution for the HBA membership that directly responds to this challenge. This online tool acts as your new first point of contact for all your HR, benefits, risk management, OSHA and other business needs—with thousands of easily searchable on-demand resources at your fingertips.

HR Community Forum:

- Post questions and get answers fast on any HR related topics you have from experts across the country.
- Follow discussions on matters such as; FMLA, Workers Compensation, HR, Healthcare Reform, and COBRA.

Document Library:

- Get immediate access to industry specific forms, manuals, policies, and other resources you need to run your business every day.
- All downloadable and customizable to suit your company's needs.

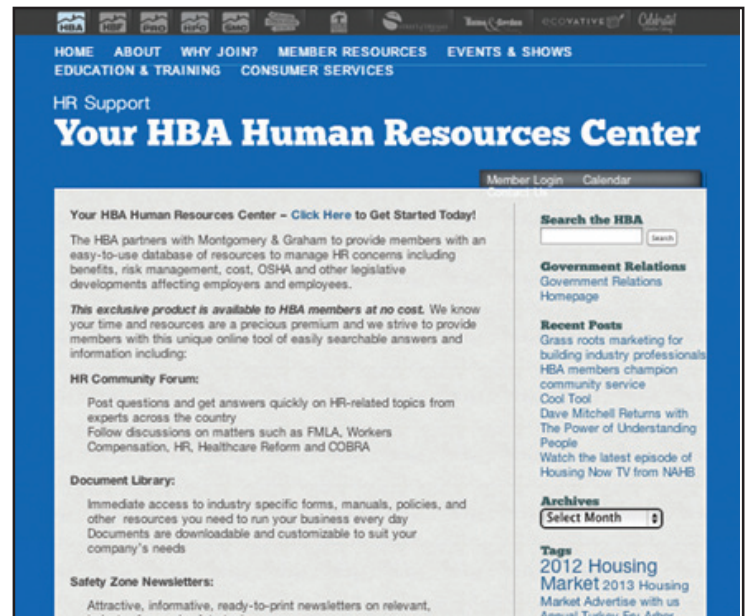
Safety Zone Newsletters:

- Attractive, informative, ready-to-print newsletters on relevant, industry-focused safety topics.
- Promote a safety-minded culture and advance employee awareness

Benefits and Property & Casualty Policy Center*:

- Store all of your benefit and property & casualty policy information in one secure, centralized location.
- Provide a virtual employee benefit packet to your employees in an instant.

This exclusive product is available to HBA members at no cost. For information on how to get access to your customized web portal, visit www.hbapdx.org/hr-support or contact Brian Leong at brianl@mgbenefits.com or (971) 327-5785.



Trends: simple, cost effective

Continued from page 10

are more cost effective, so new homes no longer have the "exploding house" look with multiple, odd roof lines or the unnecessary interior volumes they create. But home designs can still be visually stimulating with creative and innovative modifications that reduce construction and system costs to the home owner. For example, mixing materials such as metal, wood and stone in the façade give a home a modern look.

The Family Triangle

Open floor plans is a trend that isn't new, but has expanded. Ground-floor focused, open floor plan living spaces used to be specific to certain regions and generations, but now it is desired by all buyer profiles across the country. Many designs eliminate the living room and add a flex space or den adjacent to the kitchen or family room to allow for privacy when needed, and still accommodate flexibility for many different uses.

Kitchen Entertaining with a View

The kitchen remains one of the most important rooms in the house. Yet kitchens are still a modest size as the average overall square footage of new homes has decreased in the past few years. So designers are incorporating creative storage solutions to both suit the home owners' unique needs and to allow more windows above the countertops rather than cabinets to retain a feeling of open, light space.

Green Design Elements that Consumers Understand and Want

The 2011 BALA entries reflected the fact that home buyers now expect a certain level of green design in their new homes that provide both comfort and cost savings. Green technologies such as tankless water heaters and highly efficient HVAC systems that directly impact and reduce operating costs are commonly installed in new construction.

To see all the winners of 2011 BALA awards, go to www.nahb.org/BALA.



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