



Terry Konechne,
CGB, CGR, CAPS
*Konechne Building
Remodeling
Council Chairman*

Those of us who call ourselves optimists are under attack. Someone is always trying to convince us that we are experiencing something we have no control over. There may be some truth here. But as I continue with my day to day activities, I tend to look for signs that support my optimistic assessment.

As most of you note, I frequent many types of businesses on any given week. I've been astonished by some and amazed by others as to their performance level of service. For example: the gym I go to must have hundreds of members coming through their door every day, each with a five digit member number and a first name.

After the first week, they knew my number and had it entered by the time I was close enough to hear them call me by my first name.

I needed a zipper repaired recently so I went to a shoe repair place I visit occa-

sionally. Again, same experience. I was greeted before their front door began closing. The experience was topped off with a notable "Thank you!"

Sales and service are two items that go together like an adult beverage and peanuts. I enjoy it when I'm remembered where I take my business, and know I will be taken care of

Something you might try... Call up four, six or eight of your past customers (not necessarily within the past year) and say something like...

"Hi, this is _____. We have been so busy the past couple of years that we have neglected to follow up on our past remodel jobs. When would it be convenient for me to walk through your project and make sure we haven't missed any warranty responsibilities?"

Then fix anything that needs adjusting or repair at no charge. Thank them for their time, leave a magnetic business card and any new information about your company.

Before I end my message, I'd like to invite you to turn to page 12 for details on the Business Management for Building Professionals Course I am teaching on February 24 at the HBASE office.



Remodeling Council Highlight

*Darwin Miller,
Sears Commercial Sales*

Darwin Miller is the Account Manager for South Dakota and Nebraska for Sears Commercial Sales.

Specializing in appliances and life style products, Sears has been in business for over 100 years. Darwin notes that Kenmore products are in 1 out of every 2 homes in America.

Sears has been a member of the HBASE since 1973. Darwin feels by them being a part of the HBASE, they are helping to keep the local building industry strong.

In his spare time, Darwin enjoys traveling, woodworking and spending time with his wife, Alda. Being raised on a farm, Darwin is very much a "steak and potatoes" guy.

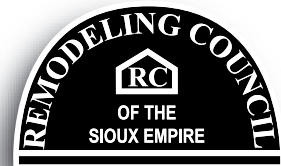
Darwin can be reached by calling 521-7295 or emailing dmil149@searshc.com.

Next Remodeling Council Meetings

*February 4 @ Noon
HBASE Office*

Speaker: Matt Swenson, Dakota Wholesale Plumbing & Electrical

Topic: Green Bath Products



Please RSVP to 361-8322!

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Attention:

HBASE Members

Save money on advertising in the HBA News while supporting your local Association!

- 1,300 distribution copies distributed monthly to all HBASE members.
- Every issue is also posted on the HBASE's website, increasing your advertising exposure.
- Advertisement rates for *HBA News* are very cost effective.
- Artwork can be switched every month at no additional cost.
- Tell the entire Association all about your products or services!

*Contact Lisa for more information at
605-361-8322 or by emailing
Lisa@hbasiouxempire.com.*



January 30 - March 1, 2009

**Fridays 6 - 8pm
Saturdays & Sundays 1 - 4pm**

Benefiting Local Charities:



**Big thanks to these
HBASE Members who
contributed to the golf holes!**

Anderson Landscaping	Paul Nelsen
Beckman Construction	Construction
Bruner Landscaping	ProBuild
Curb Appeal	Rosewood Homes LP
Handyman	Scott Lumber & Supply
Harr & Lemme Homes	SportGames
JamesDugan, Inc.	Thomton Flooring Outlet
JW Homer Lumber	Van Buskirk Companies
Minnwest Bank	Weber Construction
Nielsen Construction	Yellowjacket Landscaping

Public Weekend Play

This mini-golf course will be open for public play every weekend now until March 1 inside the Empire Mall. Golfing hours are from 6-8pm on Fridays and from 1-4pm on Saturdays and Sundays. You can play all eight holes for just \$5 per person or you can chose one hole of your choice to golf for just \$1.

Weekday Tournaments

Bragging rights will be put to the test when you gather up a Mall Golf tournament of teams. A fun challenge would be to put your office staff members against your business customers. An entire tournament made of 16 foursomes (\$100 each foursome) can be played and completed within an hour! Call the HBASE office (605-361-8322) for more information on Mall Golf tournaments. See page 4 for details on the HBASE Mall Golf tournament on Feb. 10 (held just prior to the Feb. General Membership Meeting).

www.mallgolf.org

**Sioux Empire Home Builders
Care Foundation's
2009 Board of Trustees**

- Chair-** Susan Hilmoe, CGA,
Sioux Valley Energy
- Vice-Chair-** Lisa Schmidt, CGB,
Schmidt Construction
- Secretary** - Marci Pirlet, Frisbee Heating,
Plumbing, A/C & Electrical
- Treasurer** - Randy Fink, Home Federal Bank
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(HBASE Past President and Board Liaison)
- Ex-Officio** - Rhonda Ims, Frisbee Heating,
Plumbing, A/C & Electrical
(Public Relations Com. Chair)
- Ex-Officio** - Gregg Lebert, Lebert
Construction (Education Com. Chair)

The 2009 Board of Trustees approved setting aside:

- ◆ \$14,500 in scholarships for students studying a building related field.
- ◆ \$4,000 worth of equipment through the Tools for Schools program.
- ◆ \$4,000 for community service projects and charitable contributions.

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Members Receive Honors

The following awards were presented at the Membership Meeting on January 13 at the Westward Ho Country Club.



Spike of the Year & Rookie of the Year
Karen Bittner, CU Mortgage Direct (pictured right)

earned the prestigious honor of Spike of the Year by recruiting the most new members in 2008. For all her work as a Spike and Ambassador, Karen was also awarded the Rookie of the Year.



Ambassador of the Year
Shawna Kleinwolterink, CU Mortgage Direct (picture right)

was presented with the coveted Ambassador of the Year award for her outstanding work with new members in 2008.

Lisa Malone of Valley Bank (pictured left in above photos) presented the awards as the 2009 Membership Committee Chair.

Spring Builder Membership Drive

Members are encouraged to invite non-builder members, who may be interested in entering a home on the Spring Parade of Homes™ to join the Association.

Anyone who recruits a new Builder member between now and March 13 will have their name entered into a drawing to win \$50 cash and a free meal at the May Membership Meeting.

Any new Builder member who joins between now and March 13 will have their name entered into a separate drawing to win \$50 cash and a free meal at the May Membership Meeting.

The Spring Parade of Homes™ will be held May 2-5. If you would like a membership packet for a potential member, please contact Kristie at the HBASE office (361-8322).



Lisa Malone, Liberty National Bank; Karen Bittner, CU Mortgage Direct; & Culley Lebert,

Lebert Construction received Spike awards for 6 Spike Credits

Special Anniversaries

50 Years

J.W. Homer Lumber Company

45 Years

Hjelling Construction Co
Josten Concrete Products Company, Inc
Mahlander's Appliance & Lighting

30 Years

Design 'N Drapes

20 Years

Craig Harr Construction

15 Years

AlphaGraphics
Rich Pietz Construction Co

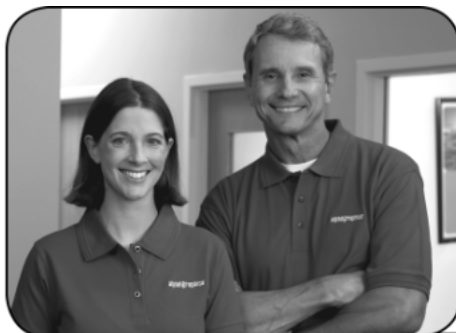
5 Years

Farmers State Bank
Prairie Heritage Cabinetry & Furniture
Sioux Falls Kitchen & Bath
Thomas D. Breuer Construction



Keith Elliot, TAMARAK Materials and Justin Eimers, Glass Doctors

were recognized for recruiting their first new members



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