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## PARADE *Of* HOMES™

### Awards of Excellence

*See Winners on Pg. 11*

## June HBASE Membership Meeting at the Birdcage



Thursday, June 11

*See page 4 for details.*



## 16th Annual Repair Affair Day

Tuesday, June 9

*See page 13 for details.*

## Housing's Impact on the Sioux Empire Economy

*Study results on page 12.*

## Mark Your Calendars...

*Repair Affair™ Day*  
June 9, 2009

*Associate's Appreciation Night*  
July 15, 2009

*Fall Parade of Homes™*  
Second & Third Weekends of Sept

## Mission Statement

The mission of the Home Builders Association of the Sioux Empire is to provide for the advancement of the community and building industry. HBASE serves and represents our members who are affiliated with the building and remodeling industry in the Sioux Empire. HBASE promotes home ownership and quality housing through positive relationships between our members and the community. The Association provides members opportunities to enhance professionalism through communication, educational opportunities and social activities. HBASE, chartered in 1956, is affiliated with both its State and National Associations.





# ADVERTISER'S INDEX

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 Education\_Gregg Lebert, Lebert Construction  
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 Home Show Co-Chair\_Deb Ziemke, CU Mortgage Direct  
 Home Builders Care Foundation\_Susan Hilmo, CGA, Sioux Valley Energy  
 Legislative\_Todd Boots, CityWide Insulation  
 Local Govt Affairs Committee\_Paul Fck, Paul Fck Homes  
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*"Opportunity is Knocking!"*

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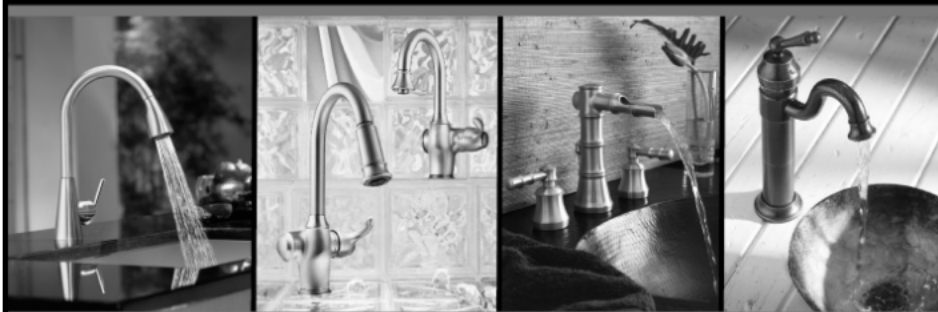
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**Mike Hoffman,**  
*Dakotaland  
Builders*

June is National Homeownership Month and as members of the Home Builders Association of the Sioux Empire, we need to work together to really promote this locally.

Now that the temperatures are rising and people are getting outside more, you can feel the optimism in the air. Let's keep that going!

Homeownership is the "American Dream" and as a part of being in the home building industry, we need to help consumers achieve that dream.

The Sioux Empire communities (not just Sioux Falls) have been growing continuously over the past few years. That ultimately means as more people move to town, more homes need to be constructed.

With that, I'd like to send a special thank you to all of those who helped organize and work at the recent Spring Parade of Homes™ in May. We've

heard great comments about the event.

On another note, I hope you were able to hear Dr. Elliot Eisenberg speak. The Senior Economist from the National Association of Home builders was recently in Sioux Falls.

Dr. Eisenberg's speech was both uplifting and also very informative. Thank you to everyone for making him feel welcome and for those who helped organize and sponsor the event.

This summer as the building season is in full force, I want to encourage you to evaluate your HBASE membership.

What do you value most about your membership? Is there something that you'd like to see change about the Association? If so, all comments and suggestions are welcome at the HBASE office by emailing [info@hbasiouxempire.com](mailto:info@hbasiouxempire.com) or calling 605-361-8322.

If it weren't for the members, we wouldn't have an Association. All members are important and we want to make sure we're doing what we can to allow you the most benefit of your membership.

And on the membership note, thank you to the volunteers who recently helped with the Membership Palooza! It was a huge success!!

## Public Service Announcements Promoting Tax Credit

Three local media outlets have been working closely with the HBASE in promoting the \$8,000 first-time homebuyer tax credit to consumers.

**Results Radio** plans to air over 6,000 sixty-second ads on all eight of their stations through the beginning of October. Some of the spokespeople in the ads are South Dakota Governor Mike Rounds, Sioux Falls Mayor Dave Munson and local economics professors.

**Backyard Broadcasting** has also generously agreed to participate by airing thousands of ads throughout the summer and into the early fall.

**KSFY-TV** has also been working very closely with the HBASE in helping promote this message to the community. Since April, over 300 ads have aired in Sioux Falls, Aberdeen and Pierre.

A huge thank you goes out to these media outlets for giving the HBASE **over \$290,000** in free advertising!!

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## A Night at the Birdcage...

This month members and their families are invited to the Membership Meeting at the Sioux Falls Canaries Stadium.

Check-in will begin at 6:00pm at the HBA table just outside the gates of the main entrance (north side of stadium). Here you will receive your game ticket.

Dinner will be served in the VIP section at the end of the first base line by the right field wall.

The menu will consist of pork sandwiches, potato salad, baked beans and potato chips. For members 21 years of age and older, beer will also be available for only \$1/glass. There will also be free pop and water available.

So gather up the kids and grab your Canaries attire. This will be one Membership Meeting that you won't want to miss!



## June Membership Meeting

**Thursday, June 11, 2009**

**Canaries Stadium**  
(next to the Sioux Falls Arena & Convention Center)

**6:00 pm Dinner**

(VIP section at the end of the first base line by the right field wall)

**7:05 pm Canaries Baseball Game**

**Cost: \$20 per person**

**(RESERVATIONS REQUIRED by Monday, June 8)**

## RSVP for the June 11 General Membership Meeting

RSVP by calling the HBA at 605-361-8322, faxing this page to 605-361-8329 or logging on to [www.hbasiouxempire.com](http://www.hbasiouxempire.com) to register under the Calendar of Events. **Reservations required!**

Name \_\_\_\_\_

Company \_\_\_\_\_

# Attending Dinner / Game \_\_\_\_\_ **Cost: \$20 with a reservation**

**PLEASE RSVP!** HBASE Policy states that if you do not cancel within 24 hours of the meeting you will be billed.

Don't be a "No Show." Thank you.



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### \*\*\* RSVP Online \*\*\*

Find the Membership Meeting under the Calendar of Events and then click Register.


If you need your HBASE member log in information, call 361-8322 or email [info@hbasiouxempire.com](mailto:info@hbasiouxempire.com).

[www.hbasiouxempire.com](http://www.hbasiouxempire.com)

# CALENDAR OF EVENTS



	Mon	Tue	Wed	Thu	Fri	Sat
<b>June</b>	1	2 11:00am, Legislative Committee, HBASE Noon, Membership Committee, HBASE 4:00pm, Builders Forum, HBASE	3 8:30am, IRAB, Water Purification Plant 11:30am, Golf Outing, Central Valley Golf Course Noon, Remodeling Council, HBASE	4 Noon, Parade of Homes Committee, HBASE 4:00pm, Ambassadors Committee, Champ's	5	6 Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW 6:30pm KELO
7 Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV	8 Home Ideas TV airs 7:30pm KCPO	9 <b>Repair Affair Day</b>	10 11:30am, Board of Directors, HBASE 4:00pm, Associate's Committee, Tinner's	11 Noon, Public Relations Committee, HBASE 6:00pm, Canaries Game, SF Canaries Baseball Stadium	12	13 Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW 6:30pm KELO
14 Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV	15 Noon, Sioux Empire Green Build Committee, HBASE Home Ideas TV airs 7:30pm KCPO	16	17 8:30am, IRAB, Water Purification Plant 11:00am, Developers & Local Gov't Affairs, HBA 11:30am, Golf Outing, Elmwood Golf Course	18	19	20 Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW 6:30pm KELO
21 Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV	22 Home Ideas TV airs 7:30pm KCPO	23 Noon, Golf Classic Committee, TBD	24	25 4:00pm, Repair Affair Committee Wrap-Up Meeting, Granite City	26	27 Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW 6:30pm KELO
28 Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV	29 Home Ideas TV airs 7:30pm KCPO	30				

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>July</b>			1 Noon, Remodeling Council, HBASE	2	3 <b>HBASE Office Closed</b>	4 
5 Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV	6 Home Ideas TV airs 7:30pm KCPO	7 Noon, Membership Committee, HBASE	8 11:00am, Developers & Local Gov't Affairs, HBA 11:30am, Golf Outing, Willow Run Golf Course	9 Noon, Public Relations Committee, HBASE	10 <b>SD HBA Summer Board ~ Pierre, SD</b>	11 Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW 6:30pm KELO
12 Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV	13 Home Ideas TV airs 7:30pm KCPO	14 11:45am, Home Ideas Magazine Meeting, James Dugan	15 11:30am, Board of Directors, HBASE <b>Associate's Appreciation Night, 6:00pm, Downtown</b>	16	17	18 Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW 6:30pm KELO
19 Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV	20 Noon, Sioux Empire Green Build Committee, HBASE	21 11:30am, Home Builders Care Foundation, HBASE 4:00pm, Education Committee, HBASE	22 4:00pm, Associate's Committee, Tinner's	23 <b>Fall Parade of Homes Builder Registration Lunch, 11:30am - 1:00pm, HBASE</b>	24	25 Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW 6:30pm KELO
26 Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV	27 Home Ideas TV airs 7:30pm KCPO	28	29 Noon, Parade of Homes Committee, HBASE 4:00pm, Golf Classic Committee, TBD	30	31	August 1 Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW 6:30pm KELO



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

Perhaps some of you recall Dale Carnegie. He developed a series of motivational and self development courses.

Upon graduation from a Midwestern college one of his first jobs was with the south Omaha branch of Armour and company. The company had 27 territories, one of which was from the Minnesota border to the Black Hills. This territory was ranked last at # 27.

During the first two years of employment he brought the SD territory from # 27 to # 1. He was offered, at the age of 22, to be the manager of their branch house in Des Moines, Iowa.

When he would tell this story he would credit enthusiasm as one of the components of his success. He went on to state that he did not inherit any superior intelligence from his ancestors but thought he developed a superior enthusiasm from his mother.

Some years later, while in New York, he noticed two fellows on 42<sup>nd</sup> Street. They had set up telescopes for looking at the

moon. One charged ten cents while the other, who had a slightly larger telescope, charged a quarter.

The man charging a quarter was getting four times as many customers as the one charging ten cents. There was some advantage inherent to the larger telescope. But as Mr. Carnegie observed, it was the flowing enthusiasm of his personality that would draw people to his view piece.

He talked about looking at the moon with such excitement that people could not resist reaching for their quarters. The other man with the ten cent telescope said nothing. He just took orders.

Perhaps enthusiasm could be, in some cases, rated ahead of personal skills. A good place to start is to practice greeting folks with a smile, eye contact and a friendly manner.

Most of us on the Remodeling Council qualify for using this technique. We may not rank # 27 but who would pass up a chance to move closer to # 1?

Plans are in motion for the remodeling council picnic later this summer. Lots of new and different ideas presented with enthusiasm surfaced at the planning session. Stay tuned for more details.

Have a productive month!



## Remodeling Council Highlight

*Bruce Schroeder, Frisbee Heating, Plumbing, A/C & Electrical*

Bruce Schroeder has been an HVAC resource for Frisbee Heating, Plumbing, A/C & Electrical for 26 years. He's been in the industry, though, for 36 years. A trend that Bruce has seen recently is ground source heat pumps.

Bruce has served on the Remodeling Council of the Sioux Empire for 10 years. He's also played an important role on the Repair Affair Coordinating Committee, currently serving as the Vice-Chair.

While being on the Remodeling Council, Bruce feels he has been able to learn about the latest remodeling innovations which he then passes on to his customers.

Bruce and his wife, Diane, have two sons, Jason and Joshua. He enjoys wood working, hunting, tractors and mowing 6 acres.

Reach Bruce by calling 351-2314.

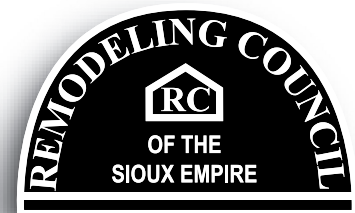
## Next Remodeling Council Meetings

*Wednesday, July 1*

*Noon @ HBASE*

*Wednesday, August 5*

*Noon @ HBASE*



*RSVP by Calling 361-8322.*

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## Help Promote the \$8,000 First-Time Home Buyer Tax Credit

- ◆ First-time home buyer is a buyer who has not owned a principal residence during the three-year period prior to the purchase.
- ◆ The tax credit does not have to be repaid.
- ◆ Home purchased after Jan. 1, 2009 and before Dec. 1, 2009.
- ◆ Buyers can take the tax credit on their 2008 or 2009 income tax return.
- ◆ All homes, whether single-family, townhomes or condominium apartments will qualify.

[www.hbasiouxempire.com](http://www.hbasiouxempire.com)

**Wed., June 17**  
**Elmwood Golf Course**

Golf Outing Sponsored by:



**RESERVED**  
**TEE TIMES NEEDED!**

**Tee Times from**  
**11:30am - 3:30pm**

4 Person Scramble

Please identify yourself as an HBASE member when you call **361-7092** to reserve your tee time, cart and dinner.

Door Prizes and Pin Prizes to be awarded at **6:30pm**. You must be present to win! Prizes based on first nine holes played.

WATCH YOUR EMAILS / FAXES FOR MORE DETAILS ON THESE GOLF OUTINGS! Results from the 1st outing will be listed in the July issue.

**Wed., July 8**  
**Willow Run Golf Course**

Golf Outing Sponsored by:



**RESERVED**  
**TEE TIMES NEEDED!**

**Tee Times from**  
**11:30am - 3:30pm**

4 Person Scramble

Please identify yourself as an HBASE member when you call **361-7092** to reserve your tee time, cart and dinner.

Door Prizes and Pin Prizes to be awarded at **6:30pm**. You must be present to win! Prizes based on first nine holes played.

**Associate's**  
**Appreciation**  
**Night** 



**July 15, 2009**  
**6:00PM**

Location:  
**Home Federal Bank**  
*(downtown branch)*

Held in conjunction with  
**Hot Summer Nights**  
 in downtown Sioux Falls.

See the July HBA News for more details.

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