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Mark Your Calendars...

Spring Parade of Homes™

May 2 - 5, 2009

Repair Affair™ Day

June 9, 2009

Fall Parade of Homes™

September 12 - 15, 2009

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.

PARADE *Of* HOMES™

MAY 2 - 5, 2009

Sat. & Sun. 1-5pm
Mon. & Tues. 5:30-8:30pm

See page 11 for details.

Economic Outlook Forecast Luncheon

Wed., May 20

11:30am - 1:00pm

*Ramkota Hotel ~ Sioux Falls
\$15 / person*

See page 7 for details.

HBASE General Membership Meeting

Thurs., May 21

Westward Ho Country Club

Time	Event
6:00pm	Social Hour
7:00pm	Dinner
8:00pm	Program



“Housing’s Role in the Local Economy”

*Speaker: Elliot Eisenberg,
NAHB Senior Economist*

*See page 4 for details and
to RSVP for this event.*



ADVERTISER'S INDEX

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 Kristie Brunick - Membership Director
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 Vice-Chair - Tim Jorgenson
 Education & Programs - Terry Konechne, CGB, CGR, CAPS, CGP,
 Konechne Building
 Showcase of Remodeled Homes - Angie Allen, Ferguson Bath,
 Kitchen & Lighting Gallery

"Opportunity is Knocking!"

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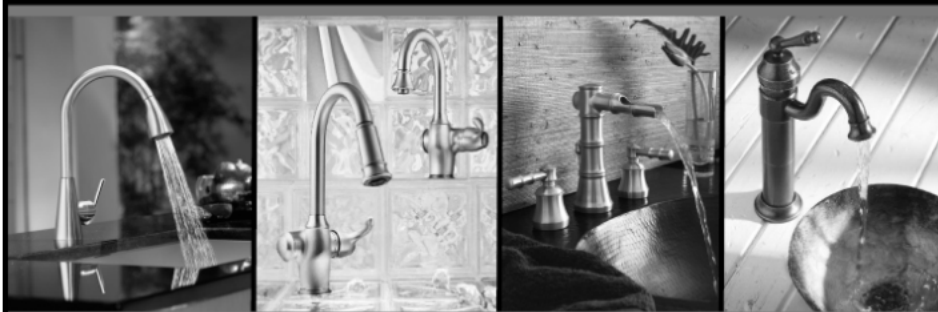
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Oscar DeVries, CIC, LUTCF or Gary Van Zee
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Mike Hoffman,
*Dakotaland
Builders*

I am excited to announce that we will be bringing in a senior economist from the National Association of Home Builders. Dr. Elliot Eisenberg will be speaking to the Sioux Empire community and to our members at a few different functions.

He is a very charismatic and outgoing economist who will definitely keep the attention of his audience.

On Wednesday, May 20 at 11:30am at the Ramkota Hotel we are partnering on a luncheon with the Sioux Falls Area Chamber of Commerce, Realtor Association of the Sioux Empire and the Sioux Empire Housing Partnership.

Everyone is invited to attend this lunch to hear the results of a housing study that shows just how important new construction is to a growing community.

If you're not able to attend Dr. Eisenberg's speech on Wednesday, we

invite you to hear him talk to the HBASE membership at the May Membership Meeting on May 21.

This speech will be geared more towards the professionals in the housing industry. He will inform us of the local economic impact of housing.

If by chance you're not able to attend either of these functions, you'll want to be sure you pay close attention to the media that week as Dr. Eisenberg will be doing interviews at various stations.

Between his positive words about housing and our upcoming Spring Parade of Homes (May 2-5), we all need to work together to get this year's construction season started on the right foot.

If you have some potential buyers who are on the fence about signing the contract to purchase their first home, be sure to remind them of the new \$8,000 first-time homebuyer tax credit.

Help us spread the word by linking your company's website to www.hbasiouxempire.com where more information is listed on this impressive incentive to buy now!

Valuable Online Information

Did you know that when you become an HBASE member, a portion of your membership dues is for your state and national membership as well?

This allows you access to the Members Only section of the National Association of Home Builders' website (www.nahb.org). This site contains over 7,000 pages that include a wealth of information on the home building industry - 24 hours a day, 7 days a week!

Once you've logged in to the NAHB website, you'll be able to receive information on courses, get access to various business tips and tools, retrieve current economic and housing data and sign up for free NAHB e-newsletters.



NAHB
NATIONAL ASSOCIATION
OF HOME BUILDERS



The Pinnacle Promise

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General Membership Meeting

Thursday, May 21, 2009

Westward Ho Country Club

TIME	EVENT
6:00pm	Social Hour
7:00pm	Dinner
8:00pm	Housing's Role in the Local Economy <i>Speaker: Elliot Eisenberg, NAHB Senior Economist</i>

Associate Tables

The following HBASE Associate Members will be displaying their products/ services during the social hour.

LX Magazine

Carpet One

Home Ideas Magazine

Future tables are available on a first come, first serve basis at no charge. Please call the HBASE office at 361-8322 for available meetings.

Housing's Role in the Local Economy

The HBASE is excited to welcome Dr. Elliot Eisenberg, Senior Economist with the National Association of Homes Builders, to the May Membership Meeting.

Dr. Eisenberg is a dynamic and charismatic speaker who will bring a very upbeat presentation to this Membership Meeting. He is unlike any other economist you may have heard talk in the past!

He will present his findings of a study on the economic importance of the housing industry for the Sioux Empire.

***** All HBASE members are strongly encouraged to attend as the information presented this evening will be of great interest for those specifically related to the home building industry. *****

About the Speaker...



Elliot Eisenberg holds a Master of Public Administration degree and a Ph.D. in Public Administration from Syracuse University.

He can be seen on television and heard on the radio nationwide. His research and opinions have been featured in *Business Week*, *Fortune* and numerous other publications.

Dr. Eisenberg is a frequent public speaker on numerous housing related topics. He is the creator of the multi family stock index and is the author of more than 45 homebuilding industry articles.

Dr. Eisenberg is currently living in and restoring a half-century old house. He enjoys spending time with his daughter, hiking, alpine skiing and ice hockey.

**PARADE
of
HOMES™**

**2009 Spring Parade of Homes™
Award Recipients to be Recognized
at this Membership Meeting**

RSVP for the May 21 General Membership Meeting

RSVP online at www.hbasiouxempire.com or by emailing info@hbasiouxempire.com, calling 361-8322 or faxing this form to 361-8329 by **Monday, May 18.**

Name _____

Company _____


Attending Meeting _____ **Cost: \$17 w/ reservation (\$20 without 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.



CALENDAR OF EVENTS



	Mon	Tue	Wed	Thu	Fri	Sat
May					1	2 <i>Parade Hours: 1:00 - 5:00pm</i> PARADE OF HOMES
3 <i>Parade Hours: 1:00 - 5:00pm</i> SPRING PARADE OF HOMES	4 11:00am, Legis- lative Com., HBASE <i>Parade Hours: 5:30 - 8:30pm</i>	5 Noon, Member- ship Committee, HBASE <i>Parade Hours: 5:30 - 8:30pm</i>	6 8:30am, IRAB, Water Purification Plant Noon, Remodeling Council, HBASE 1:00pm, Repair Affair Committee, HBASE	7 4:00pm, Ambassador Committee, Champ's 5:00pm, New Member Social, Champ's	8	9 <i>Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW 6:30pm KELO</i>
10 <i>Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV</i>	11 <i>Home Ideas TV airs 7:30pm KCPO</i>	12 Noon, Sponsorship Committee, HBASE 4:00pm, Associate's Committee, Tinnø's	13 11:00am, Developers & Local Gov't Affairs, HBASE	14 Noon, Public Relations Committee, HBASE 1:00pm, Membership Palooza /Social, HBASE	15 Utility Breakfast at the VFW	16 <i>Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW 6:30pm KELO</i>
17 <i>Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV</i>	18 Noon, Sioux Empire Green Build Com- mittee, HBASE Noon, Repair Affair Committee, HBASE	19 4:00pm, Education Committee, HBASE	20 8:30am, IRAB, Water Purification Plant 11:30am, Economic Luncheon w/ Dr. Eisenberg, Ramkota Hotel	21 4:00pm Board of Directors, WWHO; General Membership Meeting @ WWHO: 6:00pm Social Hour; 7:00pm Dinner; 8:00pm Program	22	23 <i>Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW 6:30pm KELO</i>
24 <i>Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV</i>	25  HBASE Office Closal	26	27	28 Noon, Parade of Homes Sign Subcommittee, HBASE	29	30 <i>Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW 6:30pm KELO</i> NAHB SPRING BOARD ~ WASHINGTON, DC

Sun	Mon	Tue	Wed	Thu	Fri	Sat
June		2 Noon, Member- ship Committee, 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, TBD	5	6 <i>Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW 6:30pm KELO</i>
7 <i>Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV</i>	8 <i>Home Ideas TV airs 7:30pm KCPO</i>	9 Repair Affair Day	10 11:30am, HBASE Board of Directors, HBASE	11 Noon, Public Relations Committee, HBASE 6:00pm, Canaries Game, SF Canaries Baseball Stadium	12	13 <i>Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW 6:30pm KELO</i>
14 <i>Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV</i>	15 Noon, Sioux Empire Green Build Commit- tee, HBASE <i>Home Ideas TV airs 7:30pm KCPO</i>	16 4:00pm, Education Committee, HBASE	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 <i>Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW 6:30pm KELO</i>
21 <i>Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV</i>	22 <i>Home Ideas TV airs 7:30pm KCPO</i>	23	24	25	26	27 <i>Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW 6:30pm KELO</i>
28 <i>Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV</i>	29 <i>Home Ideas TV airs 7:30pm KCPO</i>	30	July 1	July 2	July 3 HBASE Office Closal	July 4 



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

You may already know this but May is National Home Remodeling Month. Here are some remodeling statistics which may be of interest to you.

Remodeling accounts for about 2% of the U.S. economy and about 40% of all residential construction. Remodeling is expected to overtake new home construction by dollar volume within the decade.

I would ask you to consider qualifying yourself as a Certified Graduate Remodeler (CGR).

Remodeling is expected to remain strong through 2009 bolstered by necessary home maintenance work. The year 2010 and beyond shows increasing growth due to the aging housing stock, needed aging in place remodeling work (Certified Aging in Place Specialist), increasing interest in improving home efficiency and green remodeling (Certified Green Professional) and a recovering of the home building market.

NAHB research has found that 91% of remodelers report Baby Boomers (ages 41-64) as clients.

According to NAHB surveys, the most popular major additions or alterations are master bedroom suites and great rooms (living room and kitchen combinations). The most common high-end features appear in these areas.

In kitchens we find granite countertops, industrial-grade appliances, and walk-in pantries. Heated floors, multiple head/steam showers, and his and her lavatories/vanities are some of the most popular improvements for the bathroom.

The contacts you will be making with potential customers in the next 2 weeks would be a good opportunity to promote May as Remodeling Month. Perhaps you could come up with something to entice them to sign a contract prior to the end of May.

- Another year warranty at no charge
- A year of car washes
- Sponsor a team their children may be a part of

Hope we all have a productive May. Happy Home Remodeling Month to all!



Remodeling Council Highlight

JJ Arens,
Pella Windows & Doors

JJ Arens has been a sales rep with Pella Windows & Doors for six years. The company has been in business since 1925.

The latest trend that JJ has seen in the windows and doors industry is the use of energy efficient products and most recently, the use of the government stimulus rebates on windows.

Since becoming involved in the HBASE in 2003, JJ has served on the Remodeling Council, Parade of Homes and Home Show Committees.

In his spare time, JJ enjoys playing softball, golfing and hunting. His favorite meal is grilled steak and potatoes.

JJ's secret to success is to provide customer service above and beyond what is expected.

Reach JJ by calling 605-334-1124 or emailing him at jeremiah.pella@midconetwork.com.

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Tea, SD 57064
1-800-320-0750
605-368-9038

Federal Tax Credits for Energy Efficiency

Tax credits are available for consumers at 30% of the cost, up to \$1,500 in 2009 & 2010 for existing homes only for:

- ◆ Windows & Doors
- ◆ Insulation
- ◆ Roofs (metal & asphalt)
- ◆ HVAC
- ◆ Water Heaters (non-solar)
- ◆ Biomass Stoves

Find details online at www.energystar.gov (click on "Tax Credits for Energy Efficiency").



May is
National
Home
Remodeling
Month

Next Remodeling Council Meetings

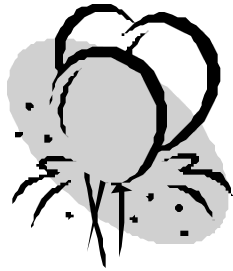
May 6 @ Noon, HBASE Office

June 3 @ Noon, HBASE Office

Please RSVP to 361-8322!



SAVE THE DATE...



July 15, 2009

★ Associate's Appreciation Night



See the June HBA News for more details.

Economic Outlook Forecast Luncheon

with Dr. Elliot Eisenberg, Ph.D. Senior Economist of the NAHB

Wednesday, May 20, 2009 11:30am - 1:00pm

Best Western Ramkota Hotel Washington Room ~ 3200 W. Maple St.

Cost: \$15/person

Sponsored by:



"ECONOMIC IMPACT OF HOUSING IN THE SIOUX EMPIRE"

RSVP for the May 20 Economic Outlook Forecast Luncheon

RSVP by emailing info@hbasioouxempire.com, calling 361-8322 or faxing this form to 361-8329 by Friday, May 15.

Name _____

Company _____

Attending _____ Cost: \$15/person

If you do not cancel within 24 hours of the meeting you will be billed. Don't be a "No Show."

TIMELY BY NATURE

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