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Mark Your Calendars...

Fall Parade of Homes™

Sept. 12-14 & 19-21, 2009

Showcase of

Remodeled Homes™

October 10 - 11, 2009

Product Show

October 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.

Fall PARADE of HOMES™

**September
12-14 & 19-21**

Over 70 new homes!

See page 13 for details.

September General Membership Meeting

**Value of Your HBASE Membership
Fall Parade of Homes Award Winners**

See page 4 for details.

Showcase of REMODELED HOMES™

A Tour of Remodeled Homes

October 10 & 11

18 remodeled homes!

See page 12 for details.

Ronald McDonald House Sneak Preview Party

For HBASE Members

Thursday, September 17

See page 13 for details.





ADVERTISER'S INDEX

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 1st Vice-Pres., Dayl Christensen Prairie Risings Construction Services, Inc.
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 National Dir., Mark Peterson, MAP Properties, Ltd.
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 Dick Davis, The Davis Company
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 Showcase of Remodeled Homes - Angie Allen, Ferguson Bath,
 Kitchen & Lighting Gallery

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"Opportunity is Knocking!"

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Mike Hoffman,
*Dakotaland
Builders*

Despite the notoriety being given to the Cash for Clunkers program, the most effective way to stimulate the economy and create jobs is for Congress to extend and enhance the \$8,000 first-time home buyer tax credit, which is due to expire on December 1, 2009. Extending the program for an additional year and making it available to all home buyers would create an additional 1,043 jobs in South Dakota according to the National Association of Home Builders.

The 581 single-family and 843 multi-family homes that were built in Sioux Falls in 2008 will generate a cumulative \$112.7 million in revenue, compared to \$96.9 million in costs over the next 15 years.

By the end of the second year (2011) the housing industry's economic impacts more than offset the fiscal costs resulting in a fiscal surplus to local governments.

And, by the end of the eighth year the fiscal surpluses generated are more

than enough to pay off all debt and result in a surplus available to pay for additional government services.

As people buy more homes, this creates a positive ripple effect across our community. In the first year alone, new-home buyers typically purchase more than \$12,000 on appliances, televisions, furnishings, carpets and other upgrades for their house. All of this translates into increased economic activity across the Sioux Empire.

On a national level, extending and enhancing the home buyer tax credit would spur an additional 383,000 home sales, generate the production of more than 80,000 homes and perhaps most importantly, create nearly 350,000 jobs in the coming year.

Housing accounts for more than 15 percent of the nation's gross domestic product and can serve as the catalyst to put America back to work.

One of the best things that Congress can do to restore a full-fledged recovery is to work to restore the health of the housing industry. We are calling on lawmakers to do their part by taking action on the home buyer tax credit and urging regulators to restore the flow of credit so that builders can get back on the job.

Sioux Empire Friends of Affordable Housing

The Sioux Empire Friends of Affordable Housing (SEFAH) has a twenty-seven year history of donating to candidate campaigns that support housing.

When the members of the HBASE unite to support the best qualified, pro-housing candidates to office, good things happen.

Supporting SEFAH gives the building industry political clout in the election process.

Board of Trustees, chaired by Mark A. Peterson, MAP Properties, will hold their Annual Meeting in September.

An election will be held to fill these Board of Trustees terms that expire at the end of the year:

- Mark Peterson, MAP Properties
- Tim Miller, Millers & Haas Builders
- Mike Metzger, Metzger Construction

For more information on SEFAH or to donate to this Political Action Committee, visit www.hbasiouxempire.com or call the HBASE office at 361-8322.



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About the Events...

During these difficult economic times nationwide, members of the HBASE should to be very thankful for what we have right here in the Sioux Empire. Our Association has proven to be a strong and powerful group for over 50 years.

On Sept. 24, all HBASE members are strongly encouraged to attend two **free** afternoon workshops lead by Jared Mathis. Coming from the National Association of Home Builders, Jared has very powerful knowledge that can greatly benefit our local members.

Are you making the most of your HBASE membership? This is just one question that Jared will encourage you to think through.

Be sure to stay for the evening lineup as Jared will discuss the strong efforts and victories that the Home Builders Association has done on your behalf, at the local, state and even national levels.

After Jared's presentation on the value of an HBA membership, the Award of Excellence winners for the 2009 Fall Parade of Homes™ will be announced.

About the Speaker...



Jared K. Mathis is the Vice President of the National Association of Home Builders Executive Officer Council and Affiliate Services.

As a Certified Association Executive (CAE) with over 12 years of association management experience, Jared is a highly skilled facilitator. He has conducted hundreds of strategic planning sessions, governance reviews and leadership training seminars throughout the entire NAHB federation and beyond.

Associate Member Tables

1. Montgomery's Furniture
2. Labrador Landscaping
3. OPEN - Call 361-8322 to reserve!

Tables are available at no charge for Associate members to display their products/services. These are available on a first-come, first-serve basis. Call the HBASE office for open tables at future meetings.

Thursday, September 24, 2009

Westward Ho Country Club

Time	Event
3:00 p.m.	<u>Workshop #1:</u> Energize Your Membership; Recruitment Tips
4:00 p.m.	<u>Workshop #2:</u> Membership Involvement & Retention
5:30 p.m.	Member Orientation
6:00 p.m.	Social Hour
7:00 p.m.	Dinner (Cost: \$17 w/ reservation OR \$20 w/o reservation)
8:00 p.m.	Program — The Value of an HBA Membership; Fall Parade of Homes™ Award Presentations

Make plans to attend the events on **Sept. 24** at Westward Ho Country Club.

Name _____

Company _____

Attending: ___ 3pm Workshop (FREE) ___ 4pm Workshop (FREE) ___ Dinner/Program

To RSVP please call the HBASE office at **361-8322**, fax this page to **361-8329** or log in online at www.hbasiouxempire.com and register through the HBASE website.

HBASE Policy: If you do not cancel within 24 hours of the meeting you will be billed. Please RSVP by **Tuesday, Sept. 22, 2009.**

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CALENDAR OF EVENTS



Sun	Mon	Tue	Wed	Thu	Fri	Sat
September		1 Noon, Membership Committee, HBASE	2	3 Noon, Building Codes Subcommittee, HBASE 4:00pm, Ambassador Committee, TBD	4	5 Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW 6:30pm KELO
6 Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV	7  LABOR DAY OFFICE CLOSED	8 3:30pm, Parade of Homes Sign Assembly, HBASE	9 11:00am, Dev & LGA, HBASE	10 Noon, Public Relations Committee, HBASE Noon, Education Committee, HBASE	11	12 <i>Fall Parade of Homes</i> 1:00-5:00pm
13 <i>Fall Parade of Homes</i> 1:00-5:00pm	14 <i>Fall Parade of Homes</i> 5:30-8:30pm	15	16 11:30am, Board of Directors, HBASE 4:00pm, Associate's	17 Noon, Showcase of Remodeled Homes Committee, HBASE 4:30pm, Ronald McDonald House Sneak Preview Party, near Sanford	18	19 <i>Fall Parade of Homes</i> 1:00-5:00pm
20 <i>Fall Parade of Homes</i> 1:00-5:00pm	21 1:00pm, Dakota Dunes Golf Outing	22 Noon, Green Build Committee, HBASE	23	24 3:00pm, Membership Workshops, WWHO 5:30pm, Member Orientation, WWHO 6:00pm, Membership Meeting, WWHO	25	26 Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW
27 Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV	28 Home Ideas TV airs 7:30pm KCPO	29 4:00pm, Parade of Homes Committee, Wrap Up Meeting, HBASE	30	Oct. 1	Oct. 2	Oct. 3
NAHB Fall Board in Chicago						

Sun	Mon	Tue	Wed	Thu	Fri	Sat
October				1 2:30pm, Clay Shoot, Hunter's Pointe, Humboldt 4:00pm, Ambassador Committee, TBD	2	3 Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW
4 Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV	5	6 Noon, Membership Committee, HBASE	7 Noon, Remodeling Council, HBASE 4:00pm, Associate's Committee, Tinner's	8 Noon, Public Relations Committee, HBASE	9	10 <i>Showcase of Remodeled Homes</i> Noon-5:00pm
11 <i>Showcase of Remodeled Homes</i> Noon-5:00pm	12	13	14 11:00am, Developers & Local Gov't Affairs Committee, HBASE	15 5:00pm, Product Show, Ramkota Hotel (Exhibit Hall)	16	17 Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW
18 Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV	19 Membership Drive Week 	20 8:30-11:30am, Super Hero Boot Camp, HBASE 11:45am, Home Ideas Magazine Board, James-Dugan 4:00pm, Education Committee, HBASE	21 5:30am, Serve Breakfast at The Banquet 11:30am, Board of Directors, HBASE	22	23	24 Home Ideas TV airs 10:30am KCPO Noon KDLT 6:00pm KTTW
25 Home Ideas TV airs 8:00am KSFY 9:00am KTTW 10:30am My UTV	26	27	28	29	30	31 



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

A big challenge your business may be facing is to gain the top of mind awareness in today's consumers. We may face those challenges for a time. Perhaps this would be a good time to reevaluate how we perform our routine business tasks.

We should think about how we respond to these times. Is our demeanor a "reflection of the times"? A smile and a positive attitude will never send the wrong message!

We may decide to take another look at our sales presentations. We may take this opportunity to try a newer bold and fresh approach. Using color, bullet points, add more cost breakdowns and/or options.

Using a three ring binder for your proposals is a good organizational move. Make it large enough for the customer to add their items as well. You could put a "before" picture of the project on the front display cover.

A visit to the local codes office ahead of time will provide information on prior remodel work on your customer's home. They may be interested in that information.

How about our showroom? Rearrange the furniture, update the decorations, buy a new coffee pot, clean the bathroom mirror, change the cookie recipe or anything else which would indicate your excitement in serving your customers.

What can be done with our yard signs and store fronts to reflect a prosperous enterprise? Are they in need of a can of Pledge polish? Perhaps we could wash the company vehicles more often (Armor all on the tires would be a nice touch).

The economy will rebound. Properties are, as we speak, continuing in need of repair. When we get busy how will we have time for the cosmetic updates on our procedures, showrooms, staff people training?

This is an excellent time to let our customers know that the business of realty improvements has not slowed. Just like the two Bohemians who left the Crow early.....really! It can happen!

Stay busy, it's healthy!



Remodeling Council Highlight

Dan Devine,
Showplace Kitchens

Dan Devine is the showroom manager for Showplace Kitchens located in Harrisburg. He has been with the company for seven years.

Specializing in cabinets, countertops and decorative hardware, Showplace Kitchens opened in 1999 with only 10 displays in their plant.

They moved to Harrisburg in 2005 and expanded in 2007. The ever growing company recently opened an additional showroom in Sioux Falls in 2008.

Dan and his wife, Wendy (2nd grade teacher in Tea), have two children, Joshua (18) and Jake (16).

In his spare time, Dan enjoys hunting ducks, geese and pheasants. He's also active in both the Harrisburg Lions and Baseball Association.

Contact Dan by calling him at 605-362-7220.

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Call for Industry Award Nominations

Nominations for *Builder/Associate of the Year* and *Housing Hall of Fame* are currently being sought.

Builder/Associate of the Year Awards Criteria: He/She should be an HBASE Builder or Associate Member, whose products and services have helped meet the housing needs in the Sioux Empire, whose actions and commitments have promoted the goals of HBASE, and whose construction concepts have promoted the advancement of the home building industry.

The **Housing Hall of Fame** is an award program which recognizes and honors individuals who have made significant and lasting local, state and/or national contributions to the housing industry.

Send submissions for nominations to the HBASE office. If you have questions, please call 361-8322.



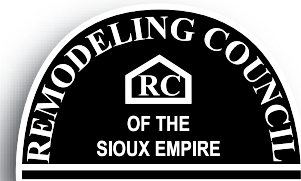
Photos from the Aug. 20
Remodeling Council
Picnic on pg. 10

Next Remodeling Council Meetings

No September Meeting

Wednesday, October 7

Noon @ HBASE



RSVP by Calling 361-8322.



BAR & PREP Courses

Tuesday, November 10

HBASE Office

9:00am - 12:00pm

Builder Assessment Review (BAR)

Cost: \$95

Completing the BAR is your first step towards obtaining the Certified Graduate Builder (CGB) designation.

The comprehensive multiple-choice assessment will measure expertise in these areas of the building industry: Building Technology; Business & Finance; Project Management; Sales & Marketing; Safety.

For the first time, you now have the chance to test out of the areas where your knowledge and experience is greatest.

1:00pm - 4:00pm

Professional Remodeler Experience Profile (PREP)

Cost: \$95

The PREP is the required first step in the process of becoming a Certified Graduate Remodeler (CGR).

It's a 130 multiple-choice question assessment that measures your knowledge in these areas of remodeling: Marketing & Sales Business Administration Design; Business Management; Estimating & Job Cost Contracts; Liability & Risk Management; Project Management.

Results will determine the course of study for CGR candidates and will count as one CGR course.

RSVP FORM

Please RSVP for the BAR and/or PREP by October 30 by calling 361-8322, faxing this form to 361-8329 or logging in online at www.hbasiouxempire.com.

Name: _____

Company: _____

Number Attending BAR: _____

Number Attending PREP: _____

NOTE: If you do not cancel within 48 hours of the course you will be billed. Please RSVP by **October 30, 2009**.

In good times you should be a Hero to your customers.

In hard times...you MUST!

HERO BOOTCAMP!

Inspiring you & your staff to be Heroes to your customers!

Choose from one of two BOOTCAMPS to be held at the HBASE office:

Tuesday, October 20 (8:30-11:30am)

OR

Tuesday, November 3 (8:30-11:30am)

- ◆ *Learn the 10 secrets to turning customers into life-long fans!*
- ◆ *Discover how to be happier and more productive at work!*
- ◆ *Hear real life stories of Heroes on the job.*



Cost is \$10 per person but seating is limited to 30 participants per BOOTCAMP.

To register, call the HBA office at 605-361-8322, fax in this form to 605-361-8329 or using your member log in information, go to www.hbasiouxempire.com and click Educational Opportunities.

Name: _____

Company: _____

Number Attending: _____



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