



the plumbline

A PUBLICATION OF THE BALDWIN COUNTY HOME BUILDERS ASSOCIATION ◆ JANUARY/FEBRUARY 2020



Photos from the
2019 BCHBA
Christmas Party

2020 BCHBA Marketing Guide

33rd Annual Home Product Showcase Entry

CHRISTMAS OPEN HOUSE

December 4, 2019 at Stone Creek Lodge



Robert Brown swears in the 2020 BCHBA Associate Council



Chris Bumpers receives a special award for serving as Associate Council chairman for two years



Cliff Pitman is sworn in as 2020 BCHBA President by Robert Brown



Gene Evans receives the 2019 President's Award from Chris Farow



Alex Cary receives the 2019 President's Award from Chris Farow



General Membership Meeting
FERGUSON[®]
Bath, Kitchen & Lighting Gallery
 Held on Wednesday, November 20, 2019



Are you interested in building the 2020
SHOWCASE HOME?

The Showcase Home is a great way for you to demonstrate your skill and creativity and is the centerpiece of the Parade of Homes!

Please contact Marsha at 251-928-9927 or email to marsha@bchba.com for more information!

2020

Board of Directors and Officers

| | |
|-----------------|--------------------|
| Cliff Pitman | President |
| Jeff Frosthalm | 1st Vice President |
| Brian Armstrong | 2nd VP/Treasurer |
| Eric Craig | 3rd VP/Secretary |
| Chris Farlow | Past President |

Local Directors

| | |
|------------------|------------------|
| Chris Bumpers | Tracy Holobaugh |
| Barbara Fretwell | Cameron Reehl |
| Matt Hammond | Cain Roberds |
| Mike Henriksen | Jim Smith |
| Joe Hocklander | Eddie Youngblood |

State Directors

| | |
|-----------------|----------------|
| Brian Armstrong | Chris Farlow |
| Eric Craig | Jeff Frosthalm |
| Robert Brown | Cliff Pitman |

National Delegates

| | | |
|--------------|--------------|----------------------|
| Robert Brown | Chris Farlow | Cliff Pitman, Life |
| Alex Cary | Lee Mitchell | Patrick Waller, Life |

Senior Life Delegates

| | | |
|-----------|-----------------|----------------|
| Don Druse | Stillman Knight | George Roberds |
|-----------|-----------------|----------------|

Associate Council Chair

Nancy Grace

Executive Vice President

Marsha P. Jordan

Accounting

Katie McCarron

Communications/Publications

Brett Foster

Like Us On
FACEBOOK



Baldwin County Home Builders Association

916 Plantation Blvd.
Fairhope, AL 36532
251.928.9927 • Fax: 251.928.9929
www.bchba.com

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SCHEDULE

2020 BCHBA EVENTS

| | |
|-----------------------|--|
| FEB. 29 - MAR. 1 | Home & Product Showcase at the Daphne Civic Center |
| APR. 16 | Silent Auction & Crawfish Boil (Associate Council event) |
| APR. 25 - 26 | Spring Tour of Homes |
| MAY 1 | Annual Golf Classic at Quail Creek |
| AUG. 13 | Bowling Tournament (Associate Council event) |
| SEPT. 26-27, OCT. 3-4 | Annual Parade of Homes |
| OCT. 1 | Parade of Homes Street Party |
| NOV. 12 | Sporting Clay Shoot |
| DEC. 3 | Christmas Open House hosted by BCHBA and Associate Council |

All event dates are tentative and subject to change.

A message from INCOMING BCHBA President

CLIFF PITMAN



Time flies! Hard to believe 22 years ago I was sitting at this desk composing my message as your incoming president. This was also the beginning of being actively involved in HBAA. I have made friendships that will last a lifetime. I've been involved in fighting legislation that would be a detriment to our industry and passing legislation

to protect and secure our proven profession. The Home Builders Association has made me a far better person for which I am forever grateful. I have always believed you live life, provide for your family, work diligently and be mindful of those not so fortunate. Inevitably you come back to your roots. I am coming back to mine.

2020 will be a pivotal year for BCHBA. This will be the first time in 32 years that will involve major changes to our staff. I feel we are in a great position for this new era. Marsha is certainly no rookie to BCHBA. She has been in charge of accounting and membership for 24 years and has been

preparing diligently the last 2 years for this day. That being said, I have one major goal for this year. I respectfully ask that each one of you be a little more proactive in supporting our new EO and staff.

I want to thank Chris Farlow for his unwavering leadership and dedication to our association. 69 new members and our young professionals that proved they are the real deal and here for the duration, just to recognize a few. As always our staff has done a super job and is second to none.

Last but not least - Fran, my dear Fran.

Your leadership and dedication has been the guiding light for our success. During your tenor BCHBA has become well respected by both HBAA and NAHB. You have begged, pleaded, argued, nurtured and sacrificed for the betterment of not only our association but each individually. It is impossible to express our gratitude for your service and friendship. Enjoy your time, you have certainly earned it. May God bless you and yours.

A message from OUTGOING BCHBA President

CHRIS FARLOW



2019 has been a great year to serve as your local president. It is such an honor to serve this association. I challenged our staff, chairpersons, and local board to a packed agenda this year.

A few of the successful achievements this year by our association are as follows. Young

Professionals, chair Jeff Frosthalm, hosted the first annual Poker Run on Fish River with an impressive turn out. The Work Force Development Committee lead by Gene Evens raised money and tools for the local high school shops along with holding a seat on the advisory board with the North Baldwin Technology School.

BCHBA earned the highest net gain in membership from the Alabama Home Builders Association, surpassing 800 members, chaired by Don Druse and Joe Hocklander. The Disaster Recovery Committee, chaired by Alex Cary, made great strides working with NAHB, HBAA, AL State Licensing Board, local and state EMA's, State Insurance Agencies, along with other partners to produce guidelines and procedures for locals at the National Level.

In closing, this association would not be what it is without the wonderful members, yearly sponsors, committed board members, and outstanding staff. It has been my privilege to serve you this year. I congratulate Cliff Pittman and look forward to working under his leadership. Baldwin County Home Builders is the best in the Nation.

FRAN DRUSE



Well, I guess it's time. This is truly hard for me to write as it is a very bittersweet time for me.

As most of you know by now, I am retiring after a wonderful thirty-two year career as the BCHBA Executive Vice President.

I have been fortunate to have been a part of this Association and blessed to have made many friends along the way. This Association isn't a building - it is all of you members that work hard in your profession and believe in the building industry and this Association. YOU make the Home & Product Show, Parade of Homes, Showcase Home, Spring Tour of Homes, Golf Tournament, Fishing Tournament, Poker Run, Sporting Clay Shoot, Cajun Cookout and Silent Auction successful year after year. YOU make the Association strong by bringing in new members. YOU, all Past Presidents and current President and Board Members and Associate Council members give your time and energy to make this Association what is is today. Now, I can add the Young Professionals to that list. The members of this Association have gone above and beyond

in charitable and Community service. Building a home for a local injured veteran, providing Christmas for abused children for over twenty years and supporting charitable fund raisers. YOU, the past and present leadership have made me a better EVP. WE have had challenges in our industry but thankfully we have met them and have come out better for it. I have been blessed to have had leaders that are supportive of me through the years and I appreciate you more than you know. I cannot name all of you, but you know who you are.

I feel blessed beyond my dreams to have been allowed to serve you and cherish the friendship and memories you have given me.

With much love and admiration,
Fran H. Druse

p.s. I am thankful and proud to be able to turn the reins over to Marsha. She has been my rock and work daughter for many years and I know she will do a great job as your EVP. She is an amazing young woman and I expect she will far outshine me. Brett will keep her in line! I will still be around, as Don is still a member and Life National Director. I might even volunteer now and then.....and aggravate Marsha, Brett and Katie.

Thank for your generously support the Baldwin County Child Advocacy Center/ CARE House

The primary charity supported by the BCHBA through the years is the Baldwin County Child Advocacy Center/ CARE House, which for 30 years has been providing a host of services and resources for child victims of sexual abuse and severe physical abuse and for their supportive, non-offending family members.

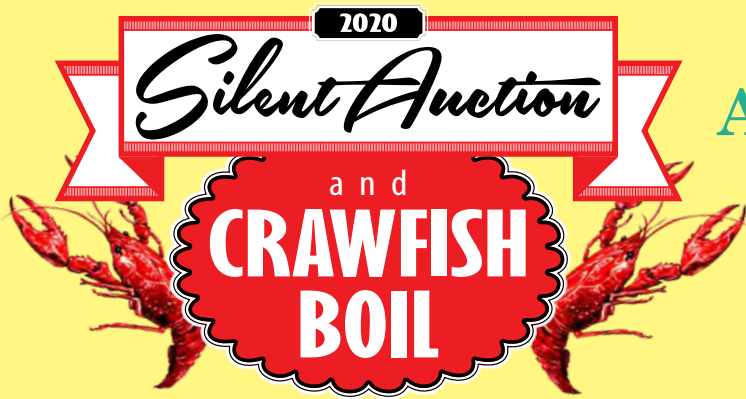


2019 Parade of Homes Showcase Home builder Eric Craig presents a check for \$5,467 to Niki Whitaker of CARE House/BCCAC

Would you like to host a Membership Meeting or Event?



If you would like to add your company's name to the list of sponsors, please call the Baldwin County Home Builders Association at (251) 928-9927 or by emailing marsha@bchba.com or brett@bchba.com.



Thursday
April 16, 2020
5:30 pm

At Cliff Pitman's
9320 Gayfer Rd.
Fairhope

We are seeking items for this event. The silent auction is our key fundraiser which provides scholarships to deserving students pursuing careers in the home building industry. Qualifying students must be Enrolled in construction-related studies at a technical school or college. To date, the Association has awarded \$97,600 in scholarships to help students in Baldwin County prepare for careers in the home building industry.

Our goal is to continue this growth, and it is only through the support of the local community that this can be achieved.

Thank you for your support of our local students in the growth of the home building industry. We appreciate any contributions.

Your donations are TAX DEDUCTABLE - BCHB Charitable Foundation is a 501(c)3
Tax ID #47-3985693

ALL ITEMS MUST BE DELIVERED TO THE HBA OFFICE BY THURSDAY, APRIL 10, 2020

DATE _____, 2020

DESCRIPTION _____

DONATION VALUE \$ _____

DONATED BY (Company) _____

HBA ASSOCIATE COUNCIL REP _____

Gift Certificate descriptions must be on contributor's letterhead where possible and signed by contributor

(Otherwise, please print clearly on the back of this form)

Baldwin County Home Builders Charitable Foundation
916 Plantation Blvd., Fairhope, AL 36532
(251) 928-9927
www.bchba.com

FOR OFFICE USE ONLY

Item recieved in HBA Office (date): _____ by _____

Bid sheet completed Added to Excel





Baldwin County HBA Presents...

**33rd ANNUAL
HOME & PRODUCT
SHOWCASE**

Sat. & Sun., February 29-March 1, 2020

Daphne Civic Center

CAN YOU AFFORD TO MISS THIS SHOW?

Don't miss this opportunity to expose yourself to a captive audience – people that pay to see your products and services. This quality building industry trade show targets people that are building, remodeling, or looking for ideas and sources to help them maximize their home investment. In other words, serious customers.

GET MORE RETURN FOR YOUR ADVERTISING DOLLAR!

Home Shows generate consumer interest, qualified leads and sales. The buyer comes to you to see, touch, learn, compare and BUY your product or services from a professional that can help them see their ideas to completion. Reserve your space today – we want to help you sell!

*Stimulate **YOUR** Economy—Show and Sell with us!*

*There may be other home shows, but there is only **ONE** Builders Home and Product Showcase, hosted by the voice of the building industry – the Baldwin County Home Builders Association.*

FOR ADDITIONAL INFO, CALL 251-928-9927 OR VISIT OUR WEBSITE: WWW.BCHBA.COM

BCHBA'S 2020 BUILDERS HOME & PRODUCT SHOWCASE

FEBRUARY 29 - MARCH 1 DAPHNE CIVIC CENTER

Application and Contract for Exhibit Space

All applications must be completed, signed and include a deposit of \$250 per booth for members, \$350 non-members.* Application will not be processed and space will not be assigned until the deposit has been received. Return application with a check or credit card info to 916 Plantation Blvd., Fairhope, AL 36532 or Fax: 251-928-9929.

Exhibitor Information

Firm Name: _____

Address: _____

City/State/Zip: _____

Contact Information All further show information will be sent to the contact person designated below. It is the responsibility of this person to distribute necessary information to the appropriate parties.

Contact Name: _____ Title _____

Telephone: _____ Fax _____ Cell _____ Email _____

Booth Selection: Indicate the number of booths you are applying for and your 1st, 2nd & 3rd choice of booth location on the floor plan on our website.

Total # of Booths _____ 1st Booth Choice _____ 2nd Choice _____ 3rd Choice _____

Member Booth Rates: 10 x 10 - \$545 10 x 8 - \$495 Outside - \$500

Non-member Rates: 10 x 10 - \$725 10 x 8 - \$675 Outside - \$675

* Members of Mobile HBA receive Member Rates

Rates include 8' high backdrop, 3' high side curtains, 8' table with linen topper & skirt, 2 chairs, wireless access

Add services: Water Service: \$60 110V Electrical Service - \$30 220V Electrical Service: \$100 (where available)

DEADLINES: December 13, 2019 - HBA Members 2019 Home Show Exhibitors Priority Deadline for booth selection

January 3, 2020 - All HBA Members Priority selection deadline.

** After January 3rd booth selection is open to non-members.

January 15, 2020 - All remaining balances are due

\$250 per booth deposit due upon return of this contract for HBA Members, \$350 Non-Members NON REFUNDABLE

Type of Display: All products or services you plan to exhibit _____

Builders Home & Product Showcase to be held at the Daphne Civic Center, February 28 - March 1, 2020.

We acknowledge that upon acceptance by the BCHBA this application becomes a contract. Exhibitor agrees to comply with all of the Show Rules & Regulations, all of which are incorporated into and made a part of this Contract as if fully included herein, and also with such other rules and regulations for the show as shall be promulgated from time to time by the BCHBA.

THE UNDERSIGNED ACKNOWLEDGES THAT THEY HAVE READ THE RULES AND REGULATIONS INCLUDED.

_____ Signature _____ Title _____ Date _____

Please sign & return this contract to the BCHBA, keeping copies for your files. A confirmation letter will be sent to you. Please make note of the important dates and times below:

| | | |
|----------------|-----------------------|------------------------|
| SET-UP TIMES | Friday, February 28 | 7:00 a.m. – 4:00 p.m. |
| MEMBER PREVIEW | Friday, February 28 | 5:00 p.m - 6:30 p.m. |
| OPEN TO PUBLIC | Saturday, February 29 | 10:00 a.m. – 5:00 p.m. |
| | Sunday, March 1 | 11:00 a.m. – 4:00 p.m. |
| TAKE DOWN | Sunday, March 1 | 4:00 p.m. – 8:00 p.m. |
| | Monday, March 2 | 8:00 a.m. – 10:00 a.m. |

For BCHBA Use Only – Do Not Fill In This Section

Date Received: _____ Total of Booth _____ Booth Number(s) _____

Amount Received: _____ Check _____ Balance Due by 1/15/2020 _____

Cc type and number _____ exp. _____

CVV # _____ Received by: _____ Office Staff



SPONSORSHIP OPPORTUNITIES

Major Sponsor: \$2,000

- 10 x 10 Booth
- Listed as a Major Sponsor with Company Name and Logo in all media promotions
- Banner Ad with your website link on the BCHBA website
- Listed as a Major Sponsor on all event signage
- Full page ad in the *Plumblin*e news magazine
- Display in Exhibitors Lounge
- 50 extra Show Admission Passes

Preview Sponsor: \$1,200

- Signage at the Preview
- Recognition in the *Plumblin*e and on Facebook
- 10 extra Show Admission Passes

Supporting Sponsor: \$1,000

- Listed as a Sponsor on event media promotion
- Banner Ad on BCHBA website
- Listed as a Sponsor on all event signage
- 1/2 page ad in *Plumblin*e newsletter
- Display Business Cards in Exhibitors Lounge
- 10 extra Show Admission Passes

Official Show Guide Sponsor: \$750

- Approximately 1500 Show Guides professionally printed and distributed to attendees
- Company logo on the front page of the Show Guide
- 1/2 page ad in the Show Guide
- Recognized in the *Plumblin*e newsletter
- Recognized on the BCHBA website and Facebook page

Lanyard/Name Badge Sponsor: \$500

- Your company's name and logo on lanyards worn by exhibitors (you purchase or additional charge if ordered by HBA)
- Your company's name and logo on the back of exhibitors badges
- Recognized in the *Plumblin*e newsletter
- Recognized on the BCHBA website and Facebook page

Bag Sponsor: \$500

- Your company's name and logo on bags given out to all attendees visiting the Show (you provide bags)
- Recognized in the *Plumblin*e newsletter
- Recognized on the BCHBA website and Facebook page

Hospitality Sponsor: \$500

- Exhibitor Lounge and Set up Coffee & Donut Special
- Signage at setup
- Display and literature in lounge
- Recognition in the *Plumblin*e and Facebook page

Bag Flyer Sponsor: \$250 **NEW**

- Open to any BCHBA member (do not have to attend show)
- Your flyer in the bags given out at the entry desk
- You provide 1000 flyers

Passport Sponsor: \$200 **NEW**

- Open to Home Show Exhibitors ONLY - first come first served
- Attendees come by your booth and get their "Passport" stamped for a drawing on a new TV given away each day of the show
- Your logo on the "Passport"

2020 HOME & PRODUCT SHOWCASE SPONSORSHIP AGREEMENT

Company Name: _____

Contact Name: _____

Address: _____

Telephone #: _____ Fax: _____ Email: _____

Sponsorship Opportunity Level: _____

Method of Payment: Amount: \$ _____ Check Credit Card (fill out information below)

Card #: _____ CVV Code: _____ Expiration: _____

Bill My Company: _____ (Note: Payment must be received prior to event date)

Authorized Person (please print): _____

Signature: _____

2020 BCHBA

SCHOLARSHIPS

Last year the BCHBA awarded \$7,000 in annual scholarships to deserving local students pursuing careers in the home building industry. Qualifying students must be enrolled in construction related studies at a technical school or college. If you know a prospective candidate, please feel free to download the 2020 Scholarship Application on the BCHBA website. Deadline March 20, 2020.



L-R: Joe Hocklander, Scholarship Committee member; Anna Criswell, Chris Bumpers, Associate Council Chairman; Hayden Mason; Austin White; Fran Druse, BCHBA Executive Vice-President; Hudson Arnold; David "Rich" Conway IV; Chris Farlow, 2019 BCHBA President (not pictured: Michael Wentworth and Bryan Roberts)

Thank you for your support of

the TOOL TREE

Niki Whitaker says: "I just came from the Baldwin County Home Builder's Association (BCHBA) office in Fairhope, AL and my heart is overjoyed with the love and generosity that they have shown our children this Christmas. For nearly 20 years now they have done a "Tool Tree" with some of our children's wish lists for Christmas. The BCHBA members go over and beyond to assure our Children have a fabulous Christmas! As a non-profit, there are so many things that must come together to make it possible for us to thrive year after year. One of those things is partnerships. We are so grateful for the partnership that we have with the BCHBA. They do so much at Christmas and throughout the year to help this agency sustain. Thank you BCHBA from the bottom of our hearts! We wish you all a very Merry Christmas and a Happy New Year!"



The Baldwin County Home Builders Association members provide Christmas gifts annually for the children assisted by Care House. L-R: Niki Whitaker of CARE House/BCCAC; Marsha Jordan, BCHBA Staff; Maribel Peturis and Tina Eerickson of CARE House/BCCAC; Chris Farlow, BCHBA President and Fran Druse, BCHBA Executive Vice President.



Give a child from The CARE House a special Christmas

**THANK YOU TO EVERYONE WHO CONTRIBUTED!
You helped make a difference!**



*Robertsdale
Orange Beach
Pensacola*

TOOL EXPO

.com



NAILS • SCREWS • BOLTS • ANCHORS

251 • 533 • 6250

CONTRACTOR PRICING • CONSTRUCTION SITE DELIVERY



GENERAL MEMBERSHIP MEETING

FREE! ALL BCHBA
MEMBERS ARE
ENCOURAGED
TO ATTEND.



CENTURY BANK

We Take Banking Personally



Thursday, January 16

5:30 P.M.

861 Edwards Ave., Fairhope

(251) 270-1570

The BCHBA is active in educating young people in the building trades

On December 3, 2019 students from North Baldwin Center for Technology's Building Construction Academy toured the Old Battles Place Apartments to get a look at buildings in various stages of construction. North Baldwin Center for Technology Instructor Scott Larson, BCHBA Builder Gene Evans along with Superintendent

of Construction Justin Paul of Stuart Construction were on hand to explain to the students what they were seeing on the construction site. Allowing these students to be exposed to actual homes under construction is vital to stimulating their interest in the building trades and insuring that there are vital construction workers in the future.



OFFICIAL BALDWIN COUNTY HOME BUILDERS ASSOCIATION

Subdivision & Builders Guide

Connecting YOU with potential home buyers!

- The only publication in Baldwin County focused on subdivisions, new home construction, home buying information and the latest trends in products and services for homeowners.
- Copies distributed at the BCHBA's Spring Tour of Homes in April and on the BCHBA website (www.bchba.com).
- Copies of the Official Subdivision & Builders Guide will be distributed at all Baldwin County Chambers of Commerce, welcome centers, area builders, The Association of Realtors, real estate offices and agents in Baldwin County as well as mortgage loan offices and as requested by mail while quantities last.

Deadline is Friday, April 3, 2019

All ad copy must be in-house by this date for inclusion!

Call 251-928-9927
Or Email brett@bchba.com

Full Page
Bleed
8.75"x11.25"
Image Area
7.5"x10"

Half Page
7.5"x5"

Quarter Page
3.625"x5"

| Ad Size | BCHBA Member | Non-Member |
|----------------------------|--------------|------------|
| Back Page | \$1,650 | \$2,170 |
| Pg. 2, 3, 5 Inside Back | \$1,300 | \$1,820 |
| Double Truck | \$1,650 | \$2,170 |
| Full Page | \$995 | \$1,515 |
| Half Page | \$650 | \$1,170 |
| Quarter Page | \$490 | \$870 |
| Builder Profiles | \$250 | \$450 |

Profiles are 1/2 Page Horizontal format only, contain biographical info on builders only (homes, subdivisions or price points not allowed in profiles) One profile per builder per issue.

Glossy, Full-color magazine! • Advertised subdivisions featured on map!

2020 Marketing Guide

Your membership in the Baldwin County Home Builders Association affords you the opportunity to market your business to over 800 other businesses in the building industry, as well as to the public. We have listed the many marketing opportunities and encourage you to select the ones that best promote your product or service. Then, decide which level of investment fits you and your business.

Look over the calendar of events and select the ones you want to participate in and build your own Sponsorship package. We offer three levels of Sponsorship discounts:

Foundation Level

\$10,000 (or more) – 1 full year of sponsorship or event participation of your choice.

Receive a 15% discount on the total amount

Anchor Level

\$7,500 – same as above, receive a 10% discount on the total amount.

Beam Level

\$5,000 – same as above, receive a 5% discount on the total amount

BCHBA Annual Calendar for 2020 (tentative)

| | |
|--------------------|---|
| Feb.29- | Home & Product Showcase at |
| Mar. 1 | the Daphne Civic Center |
| Apr. 16 | Silent Auction, Scholarship fund raiser (Associate Council event) |
| Apr. 25-26 | Spring Tour of Homes |
| May 1 | Annual Golf Classic at Quail Creek |
| Aug. 13 | Bowling Tournament (Associate Council event) |
| Sept. 26-27 | Annual Parade of Homes |
| Oct. 3-4 | |
| Oct. 1 | Street Party hosted by Showcase Home |
| Nov. 12 | Sporting Clay Shoot |
| Dec. 3 | Christmas Open House hosted by BCHBA and Associate Council |

Plan ahead! Many of our popular events are reserved quickly. Once you make your decision, or if you need assistance, contact the BCHBA office at 251-928-9927.

The best way to utilize your BCHBA membership is to be active! By participating in meetings, events, advertising and sponsorship opportunities, you will get the most out of your membership. Your company can only benefit if other members (and the public) know about you.

The Home & Product Show, Spring Tour of Homes, Golf Classic, and Sporting Clay Shoot have multiple levels of sponsorship opportunities to choose from.

Monthly Business after Hours meetings

Come and mix and mingle with fellow members! These meetings are hosted by members at their place of business and are usually held on the third Tuesday or Thursday of the month. These are excellent networking opportunities and free for members to attend. Contact Marsha or Brett to schedule.

Quarterly Code Luncheons (\$250)

Information sharing meetings for Builders, Remodelers and Code Officials. Held at HBA office and you provide lunch. You are given time to make a short presentation with handouts.

The Plumblne Advertising

The bi-monthly electronic newsletter is available to more than 800 members.

Color: Full page – **\$400.00**
 Back 3/4 – **\$400.00**
 1/2 page – **\$200.00**
 Business Card Size – **\$50.00**



Subdivision Guide

Printed once per year, with informative articles, a list of major subdivisions, builders profiles and a buyers guide.

Color: Back page – **\$1500**
 Page 2,3,5, Inside back – **\$1200**
 Double Truck – **\$1500**
 Full page – **\$995**
 Half page – **\$650**
 Quarter page – **\$490**
 Builder profile – **\$250**



Spring Tour of Homes

Investment – \$1,500

Company name & logo on ALL print & digital advertising; the BCHBA website, Facebook, and *The Plumblne*.

TownPros Digital Ads

Find A Pro Leaderboard – \$6,000

- Free Premium Listing
- Free Category Leaderboard

Most Popular Leaderboard– \$5,000

- Free Premium Listing
- Free Category Leaderboard

View All Pros Leaderboard– \$4,000

- Free Premium Listing
- Free Category Leaderboard

Primary Category Leaderboard– \$2,500

- Free Premium Listing

Category Leaderboard– \$1,000

- Free Premium Listing

Let TownPros build your banner– \$300

2020 Marketing Guide...Continued



Home & Product Show

Major Sponsor – \$2,000

- 10 x 10 Booth
- Listed with Company Name/Logo in all media promotions
- Banner Ad with your website link on the BCHBA website
- Listed as a Major Sponsor on all event signage
- Full page ad in *The Plumblin*e news magazine
- Display in Exhibitors Lounge
- 50 extra Show Admission Passes

Supporting Sponsor – \$1,000

- Listed as a Sponsor on event media promotion
- Banner Ad on BCHBA website
- Listed as a Sponsor on all event signage
- 1/2 page ad in *The Plumblin*e newsletter
- Display Business Cards in Exhibitors Lounge
- 10 extra Show Admission Passes

Official Show Guide Sponsor – \$750

- Approximately 1500 Show Guides distributed to attendees
- Company logo on the front page of the Show Guide
- 1/2 page ad in the Show Guide
- Recognized in *The Plumblin*e newsletter
- Recognized on the BCHBA website and Facebook page

Lanyard / Name Badge Sponsor – \$500

- Your company's name and logo on lanyards worn by exhibitors
- Your company's name and logo on the back of exhibitor badges
- Recognized in *The Plumblin*e newsletter
- Recognized on the BCHBA website and Facebook page

Exhibitor Hospitality Sponsor – \$500

- Exhibitor Lounge and Set up Coffee & Donut Special
- Signage at setup
- Display and literature in lounge
- Recognition in *The Plumblin*e and Facebook page

Parade of Homes

Platinum Sponsor Investment – \$5,000

- Company's name and logo will be placed in all television and social media.
- Company's name and logo will be included in all print advertising.
- Company's name and logo will be placed on the Special BCHBA Parade of Homes Website for a period of twelve (12) full months.
- Name and logo will be placed in BCHBA's monthly newsletter, *The Plumblin*e. Our newsletter is available to over 600+ company members.
- Company will be recognized at the Street Party on Thursday, October 3rd.
- Company will have the opportunity to place literature and business cards in appropriate areas at the Showcase Home.
- Banner ad on ParadeCraze

Gold Sponsor Investment – \$2,500

- Company's name and logo will be included in all placed in BCHBA's monthly newsletter, *The Plumblin*e. Our newsletter is available to over 600+ company members.
- Company's name and logo will be included in all print advertising.
- Company's name and logo will be placed on the Special BCHBA Parade of Homes Website for a period of twelve (12) full months.
- Company will be recognized at the Street Party on Thursday, September 29th.
- Company will receive a business card size ad in *The Plumblin*e.
- A FREE link from BCHBA's website to your company's website for six (6) months.
- Company will have the opportunity to place literature and business cards in the Showcase Home

Silver Sponsor Investment – \$1,000

- Your Company's name will be included in all print advertising.
- Your company's name and logo will be included in *The Plumblin*e newsletter as a sponsor.
- Your company's name and logo will be included on the special BCHBA Parade of Homes website.
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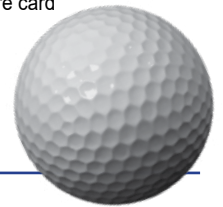
Food sponsor – \$300

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Prizes sponsor – \$150

Station sponsor sign OR Score Card sponsor – \$100

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- Company logo on towels

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- Name on signage

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- Company name or sign on cart

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- Company name on signage at event

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- Company name on signage at event

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- Sign on practice range

Tee Sponsor – \$125

- Company sign on tee

Lunch Sponsor – \$250

- Company name on signage

Hey, NIMBY Nation: Growth equals livability

By Lew Sichelman
United Features Syndicate

You won't get many people to agree with that statement. Builders and developers concur, of course. Perhaps a handful of local officials would go along, and maybe a stray resident or two.

For the most part, though, people see growth as bad. They look around and see their highways and byways choked with cars, their kids struggling to get the attention of teachers in overcrowded classrooms, and they react negatively.

They believe quality of life is made worse by growth, not better. And they rail against it. It's only natural.

But is growth really that objectionable? Not necessarily, according to an interesting and simple bit of research by the National Association of Home Builders, the Washington, D.C.-based, 225,000-member trade organization that speaks for the housing business.

By comparing two primary sources of data, NAHB's David Crowe found a positive relationship between additional houses and the livability of the area where those houses are being built. I know, I know. What else would you expect a buildersponsored study to find?

But Crowe, an economist who works in the NAHB's Advocacy Group, swears he has no ax to grind other than to obtain a fair hearing for his members when they appear before local zoning boards and planning commissions.

"When builders try to make their cases at the local level, they are immediately (forced) to refute a negative because people's perception of growth is almost always negative," he explains. "All we are trying to do is raise the dialogue to a level playing field."

Another thing in the NAHB's favor: It didn't drum up any of the data, or manipulate it in any way. Rather, Crowe simply charted two independent sources of information: housing starts per capita in 260 metropolitan statistical areas, as collected by the U.S. Census Bureau, and Bert Sperling's ranking of the nation's best places to live.

The government data speaks for itself. But in case you don't recognize Sperling, he's the guy who developed the first "Money Magazine Best Places to Live" ranking in 1986. And he's been compiling lists of bests ever since. Among his numerous compilations are the best places to raise a family, best places for retirement, most stressful cities in which to live, best cities for seniors and worst for respiratory infections.

Last year, Sperling and co-author Peter Sander published "Cities Ranked and Rated," (John Wiley & Sons, 2004) a tabulation of more than 400 metropolitan areas based on 10 key categories - population, economy and jobs, cost of living, climate, education, health and health care, crime, transportation, leisure and arts and culture.

The categories are extremely broad, but each heading holds any number of key subsets. Under economy and jobs, the authors looked at per-capita income, household income, the employment rate, and recent and projected job growth, among other things. And under education, they considered academic achievement, expenditures per pupil and student/teacher ratios in the public-school system, and the number of colleges and universities.

Armed with census figures for 2000-2003 and "Cities Ranked

and Rated," Crowe used a standard research technique known as "correlation analysis" to show there is a systematic and positive relation between growth and quality of life.

In other words, the places with the highest rate of growth, in terms of housing starts, tended to be the places with the highest quality of life. Conversely, those with the lowest growth rates tended to have a lesser quality of life.

"It sounds overly simplistic, but no one had ever done this before," the economist says. "So we sat down and looked for a correlation, one way or the other, and we now have an economic case to dispel the common perception that growth will kill a community."

This isn't to say growth is perfect. It does lead to overcrowding. And more people mean more cars on the roads, more kids in the schools, more lines at the supermarket. There's simply no getting away from that.

But it also means more, and perhaps better, jobs and a larger tax base to pay for a wider variety of services, better roads and public transportation, more libraries, better schools, more recreational activities, better cultural pursuits and all the other things that Bert Sperling rates as higher quality of life.

The NAHB's belief that the mere mention of growth sends shivers down the spine of the local citizenry doesn't square with another piece of research, this one by a consulting group that specializes in the politics of contested real-estate projects. In a nationwide study of 1,000 people, Patrick Fox, president of the Saint Consulting Group in Hingham, Mass., found support for new housing "amazingly solid and consistent across all demographics and regions."

Not so for commercial development of almost any kind. People are twice as likely to resist offices, big-box retail and warehouses than to support such uses, Saint found.

In what Fox calls "a staggering number," one in five have actively opposed a project by forming neighborhood groups, raising funds, calling and writing their elected officials, signing and gathering petitions, and speaking out at hearings. Some have even hired legal counsel and engineering experts, in an effort to stop development.

Housing, on the other hand, practically gets a free pass, at least in Saint's study. Three out of four people said they would support a single-family housing project if it were proposed in their communities.

The problem is, supporters don't offer their backing for new housing, at least not in the same sense that the opposition campaigns against it. They don't carry placards saying, "Go, Builder!" They don't scream and yell and interrupt zoning hearings. They don't demand a king's ransom in exchange for their support. They don't do anything.

So who are the people who are trying to stop development?

Generally, they want nothing to change. They are a vocal minority, if you believe Saint's survey, that wants everything to remain the way it was when they moved in.

But that won't happen. Unless people stop having babies who grow up to form their own families and start the cycle of life all over again, it can't happen.

These days, though, with the NAHB's analysis in hand, local officials no longer need to base their decisions on the perception that growth is bad. Now, rather than act to mitigate the consequences of growth and preserve the quality of life, maybe they can begin to get in front of all those houses that are coming, so the roads and schools are ready and waiting when the inevitable growth finally arrives.

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| 5A Remodeling, LLC Mr. Michael Strength | 1 Yr. | Coldwell Banker Reehl Properties, Inc. Rance Reehl | 26 Yrs. | Hartwig Moss Insurance Agency Helmut Mundt | 7 Yrs. |
| ABC Supply Company, Inc. Tim Matheny | 6 Yrs. | Craig Jernigan Construction, Inc. Craig Jernigan | 21 Yrs. | Harvill, Inc. Judd Harvill | 7 Yrs. |
| Achee Builders, Inc. Chris P. Achee | 13 Yrs. | Craig Sinclair Builder, Inc. Craig Sinclair | 23 Yrs. | Heard Roofing Company Walter Heard | 18 Yrs. |
| Affordable Sewer & Drain, Inc. Randy Lee | 15 Yrs. | D & D Mejia's Construction, LLC Jessica Cedillo | 2 Yrs. | Hoffren Landscape & Maintenance Ted Hoffren | 13 Yrs. |
| All Baldwin Drywall Dennis Collins | 1 Yr. | D.R. Horton, Inc. Janine Madden | 13 Yrs. | J. Martin Pitts P.E., LLC Martin Pitts | 4 Yrs. |
| American Air Solutions, Inc. Timothy Courtright | 10 Yrs. | David Wilson Masonry, Inc. David Wilson | 28 Yrs. | James Childers Concrete, Inc. James Childers | 27 Yrs. |
| Averette Specialties Jonathan Averette | 1 Yr. | Dial Construction, Inc. Ted Dial | 6 Yrs. | John Bowman Construction John Bowman | 12 Yrs. |
| BancorpSouth Kerry O'Connor | 14 Yrs. | Diamond M&A Electric, LLC Michael Allen | 5 Yrs. | John Stacey Roofing, LLC John Stacey | 12 Yrs. |
| Barnett Drywall Tim Barnett | 12 Yrs. | Diego Pools, LLC Otto Gonon-Diego | 2 Yrs. | Jones Coastline Service Luther Daniel Jones | 5 Yr. |
| Beede's Construction Daniel Beede | 5 Yrs. | Doug Ward & Company, LLC Doug Ward | 20 Yrs. | Jordon Barnhill Construction, LLC Jordon Barnhill | 3 Yrs. |
| Benchmark Homes Group, LLC Robert Radcliff | 7 Yrs. | DSLH Homes Gulf Coast, LLC Reid Hill | 4 Yrs. | Kelly Builders, Inc. Chuck Kelly | 14 Yrs. |
| Benny Darby Construction Company, Inc. Benny Darby | 15 Yrs. | E L Love Construction, Inc. Edward L. Love | 11 Yrs. | Kevin Phillips dba Phillip's Interior & Exterior Services Kevin Phillips | 1 Yr. |
| BESTBILT Construction, LLC Roy Parker | 1 Yr. | Eastern Shore Construction, LLC Kelly Kropf | 5 Yrs. | Ladner & Ladner L. Stephen Ladner | 2 Yrs. |
| Brian Dunn Brian Dunn | 3 Yrs. | Eco Painting, LLC Juan Chong | 1 Yr. | Langenbach Construction Co., LLC Johnny Langenbach | 32 Yrs. |
| Bricks & Blocks to Lay, Inc. Louis Nero | 15 Yrs. | En'Sured Quality Services, LLC Jonathan Enfinger | 2 Yrs. | Leavitt Land Joey Leavitt | 1 Yrs. |
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| Century Bank Nancy Grace | 1 Yr. | Green Leaf Construction, LLC Jerry A Smith | 3 Yrs. | Lopez Munoz Painting Ebony Lopez | 1 Yr. |
| Coastal Alabama Insurance & Financial Services Reggie Pulliam | 2 Yrs. | Green Nurseries & Landscape Design, Inc. Bobby Green | 31 Yrs. | Manu-Forti Construction, Inc. Ms. Danny Paul | 16 Yrs. |
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| | | Haber Sod Farms, LLC Tom Haber | 18 Yrs. | Mobile Appliance Co., Inc. Mary Kay Butler | 7 Yrs. |

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RENEWALS

Oct. 16, 2019 - Dec. 16, 2019

| | | | | | |
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| Mobile Bay Overhead Door, Inc. Jeff Thompson | 23 Yrs. | Randy Goins Randy Goins | 6 Yrs. | Spanish Fort Painting & Construction, LLC Harry Harris | 7 Yrs. |
| Mr. General Construction, LLC Anastacio Montes | 2 Yrs. | Redline Electrical Services Steve Alexander | 1 Yr. | Steve Mitchell Construction, Inc. Steve Mitchell | 24 Yrs. |
| Nabors Marble, LLC Harvey Nabors | 2 Yrs. | Reese Enterprises, LLC Rob Reese Jr. | 1 Yr. | Suarez Builder, Inc. Larry Suarez | 26 Yrs. |
| New Era Construction, Inc. Jon Stricklin | 7 Yrs. | Restructured Trevor Clarke | 1 Yr. | Sun Coast Builders, Inc. Mr. Steve Bailey | 15 Yrs. |
| Nichols Real Estate Bo Nichols | 3 Yrs. | Riviera Utilities Miles McDaniel | 47 Yrs. | Swift Supply, Inc. Roger Farmer | 28 Yrs. |
| Olacon Drywall & Maintenance, LLC Xochitl Chavez | 2 Yrs. | Rob Littleton Construction Co., LLC Rob Littleton | 5 Yrs. | Swinson Air Conditioning Peter Swinson | 28 Yrs. |
| Outdoor Hardscapes, Inc. Don Gatlin | 3 Yrs. | Roberts Brothers, Inc. Mickie Russell | 1 Yr. | Taylor Made Trim Tile James R Taylor | 6 Yrs. |
| Paradise Granite Marcio Martins | 1 Yr. | Roof Doctor of Alabama, Inc. Lance Carbarry | 5 Yrs. | Terry Thompson Chevrolet, Inc. Terry Thompson | 12 Yrs. |
| Parker Painting, LLC Stacey Parker | 10 Yrs. | Russell and Company Construction, Inc. Russell Russell | 1 Yr. | The Howle Construction Co. Bruce Howle | 2 Yrs. |
| Pelican Roofing Seth Williams | 1 Yr. | Salt Construction, LLC Cody Dorriety | 1 Yr. | Thomas Harrison & Associates Thorn Thomas | 30 Yrs. |
| Pfeffer Floor Covering Inc dba Pfeffer Floors To Go Arlene Pfeffer | 23 Yrs. | Sawgrass Builders, Inc. James Bryan Broderick | 10 Yrs. | Tool Expo Corporation Jimbo Bailey | 13 Yrs. |
| Pitman Brown Robert Brown | 11 Yrs. | Seagull Home Inspection, Inc. dba Seagull Heating, Air & Ref Horace H. Gardner Jr. | 15 Yrs. | Triton Stone Group of Mobile Jarod Hite | 8 Yrs. |
| Pool Contractor Services, LLC Greg Travis | 2 Yrs. | Secure Vision, Inc. Robert P. Kleban | 13 Yrs. | Tropical Woods & Flooring, LLC Chuck Williamson | 13 Yrs. |
| R & C Construction, LLC Robert Chambliss | 2 Yrs. | Self Design, LLC Mark Powell | 4 Yrs. | Under Grace Roofing Daniel Woods | 1 Yr. |
| R C Ratliff Enterprises, LLC Robert Ratliff | 3 Yrs. | South Baldwin Custom Homes, Inc. Thomas Martin | 7 Yrs. | Valere Homes Chris Farlow | 10 Yrs. |
| R. C. I., Inc. Libby Q Hill | 13 Yrs. | Southern Heritage Builders Ralph David Reynolds | 8 Yrs. | Wachter & Company, Inc. Chason Wachter | 11 Yrs. |

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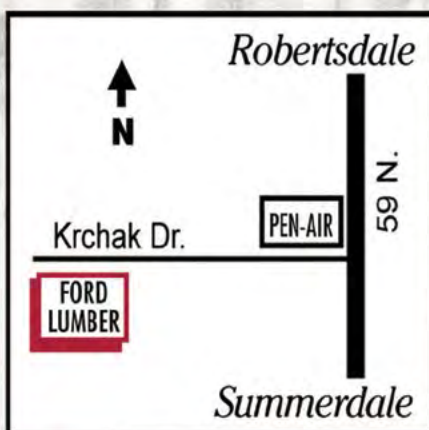
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UPCOMING EVENTS



JANUARY EVENTS

| | | |
|----------------|----------------|--------------------------------------|
| Jan. 9 | 12:00pm | Associate Council Mtg. |
| Jan. 14 | 11:00am | Board Meeting |
| Jan. 16 | 5:30pm | Membership Meeting - Century Bank |

FEBRUARY EVENTS

| | | |
|----------------|------------------------------------|------------------------|
| Feb. 13 | 12:00pm | Associate Council Mtg. |
| Feb. 18 | 11:00am | Board Meeting |
| Feb. 18 | 12:00pm | Code Meeting |
| Feb. 25 | Fat Tuesday - Office Closed | |
| Feb. 28 | 5:30pm | Home Show Preview |
| Feb. 29 | 10:00am | Home Show |
| Mar. 1 | 11:00am | Home Show |



HBAA
Home Builders
Association
of Alabama

Feb. 12-13 HBAA Winter Meeting - Montgomery, AL