

THE HOMEBUILDERS blueprint

The Voice of the Greater Des Moines HBA February 2011 • Volume 44 • Issue 2

HBA Home & Remodeling Show March 11, 12 & 13 Member night March 10

2010 Membership Awards

2009 - 2010
Residential Permit Analysis

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blueprintMAGAZINE

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Home & Remodeling Show 2011

Dan Knoup - President

Excitement is building!



I'm Confused. It seems like every time I read something about our industry or about the economy, it seems to contradict the last piece that I read. Permits are up, starts are down. Unemployment is steady but more new jobs were created last month. Sales are up, closings are down.

One thing that I am not confused about is the excitement and momentum that is building around our organization. We have had some pretty amazing events so far this year and it looks very promising that the trend will continue. In case you missed the last month – we had a fantastic chili cook off at Prairie Meadows and 2 great business after hours events. The support that we have gotten from everyone in Altoona has truly been beyond expectations and I can't wait to see what they have in store for the RAGB-RAI stopover during the HomeShow. I would like to thank the city, the chamber of commerce and Prairie Meadows for their support. We had a great turnout at the Karl Chevrolet event and it was great to see 20 or so members from the Ankeny Builders Association at the event. Lastly, we just had a tremendous event at Plumb Supply and the events committee couldn't be happier with the turnouts in each.

Have you each taken a little time to think about participating? When was the last time you attended an event? If you regularly attend a particular event then think about the

last time you sat in on a committee meeting or took a class. The education committee has some great instructors coming in for some extremely timely classes. There are classes coming up that will focus on aging in place and a class designed for those who specialize in selling new homes. Once you complete the 2 & 3 day classes respectively, you will receive your CAPS & CSP NAHB designations. When was the last time you worked on a designation or took a class to better position yourself against your competitors?

Before the next edition of the BluePrint, one of our largest events will have come and gone. How will you be able to answer the question – was the Home and Remodeling show a success for our company? The committee has been hard at work and participation is very strong but it is not too late to join in. There will be a guide similar to what you saw at last years HomeShow which will be distributed before the show and will have a good shelf life long after it is over. Membership night will be onsite just before the show so if you are not going to have a booth, come on out to see what you are missing.

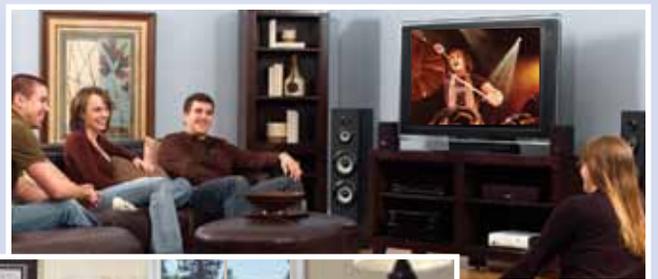
The Groundhog told us that winter will end early this year, is there light at the end of the tunnel? Or, is there another report about to come out next week contradicting Puxatony Phil... •

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Creighton Cox, Executive Officer

2010 Building Permit - Year End Report

GOVERNMENT AFFAIRS COMMITTEE WILL MEET
FEBRUARY 24 at 11:30

Generally meetings are held the third Thursday of each month at 11:30 at the HBA

Following a positive year in 2009, 2010 continues to give some particular insight into metro building and permitting, and hints at some positive trends for 2011. The following is the 2010 Residential Building Permits analysis for the Des Moines metro area, Adel, Carlisle, and Cumming were all added in 2010 for a total of 21 communities tracked.

The Monthly report is available by subscription for \$100 per year for HBA Members and \$250 for non-members. The Permit Report includes builder, permit address, and valuation, as well as contact information for most Contractors. The report is emailed the 15th of each month. This is a very inexpensive way to track your competition, see which cities are growing, and for suppliers, a convenient list for sales calls.

In 2010, the metro Des Moines area saw a yearly increase of nearly 19% in residential Building Permit data with a total of 2,761 permits, the first significant increase since the "Bubble" burst in 2006 and a strong showing that housing is recovering in the metro area. The 2009 total of 2,321 permits was broken down into three categories, 1,604 Single Family Detached (SF), 198 Single Family attached (SFA) (townhomes and duplex's), and 519 multi family (MF) permits. The 2010 total of 2,761 includes 1,635 SF, 483 SFA, & 743 MF permits.

Comparing Single Family Homes in 2009 to 2010 shows a very small change between 1604 & 1635 respectively. Though this seems like a very insignificant change, it is made more significant when looking at 2008 with 1,284 SF permits. In 2009 these permits increased due to the New Home Buyer Tax Credit. This pushed home buyers away from town homes and into entry level stand alone housing. There were 526 2008 SFA permits, 198 in 2009, and a resurgence of 483 in 2010. Without the Tax Credit, there would likely have been a 200 permit switch between SF stand alone and SFA in 2009 with SF gradually rising from 1284 to 1404 in 2009 and 1635 in 2010, while SFA



DM EO Creighton Cox presents \$1000 to Iowa State Fire Marshall Ray Reynolds for Smoke Alarms Save Lives Campaign during Chili & Wing Cook-off at Prairie Meadows on January 20, 2011.

would have seen a smaller dip from 526 to 398 in 2009, and a smaller increase to 483 in 2010. Additionally, the 2010 permit numbers are even more significant understanding that construction lending and single family mortgages were more difficult to obtain in 2010.

Additionally, Multi Family projects saw a measured increase from 2009 to 2010. The same lending practices that made the single family permit numbers quite extraordinary should be an explanation for the increase in multi family permits. Traditional family housing saw a decline in 2006-2009, meaning that the familial housing structure returned to a multi-generational home do to unemployment, foreclosure, & other financial stress. 2010 saw a small financial recovery and builders understood that not every family would be able to obtain mortgage financing but would be looking for their own place to live. This easily explains a need for more rental units and condos and an increase from 519 MF permits in 2009 to 743 in 2010.

For a 3rd year in a row, Hubbell Homes remained the top area builder, new builder JNP Family Waukee LP (building only townhomes in Waukee) was 2010's 2nd largest builder and Jerry's homes remained in the top 3. As the metro's three largest builders (by collected SF & SFA permits) in 2010, these builders represented 468 permits, and increased by 43 over the top three in 2009 which produced 425. The top three builders in 2009 represented 23.6% of SF & SFA permits issued, while the top three in 2010 decreased by 1.5% to show a 22.1% market share.

In 2009, out of 340 "builder" entities (an individual or company taking out at least 1 permit), 196 were issued a single building permit, 106 were issued between 2 and 9 building permits and 38 companies (about 11%) received

1221 permits (67.8%). In 2010, out of 315 “builder” entities, 139 were issued a single building permit, 135 were issued between 2 and 9 building permits, and 41 companies or 12.8%, received 1428 permits (67.4%) for residential construction. 2010 showed a slight increase in the number of builders issued 10 or more permits along with the marginal decrease in market share.

From 2007 to 2009, the Des Moines Metro area saw a net loss of over 150 Builder entities, yet from 2009-2010, there was a net gain of 5 and an additional 10 in 2010. Two new builders entered the top 5 (both are exclusively town home builders) and an additional three rose from the top 40 in 2009 to top 25 in 2010. Two builders dropped from the top 10, but remained in the top 20 in 2010, and five builders dropped from the top 25, but remained in the top 40. No 2009 top 40 builder closed their doors in 2010, a very positive sign for the industry. Seven builders dropped from building more than 10 homes in 2009 to building fewer than 10 in 2010. 2010 saw 10 Builders, both new and experienced, move from building fewer than 10 homes in 2009 to building 10 or more.

The average valuation for all homes in 2009 was \$192,568 (including Town Homes); Single Family Homes averaged a valuation of \$197,754. Town Homes averaged a valuation of \$149,575. 2010 showed an increase of \$12,483 to an overall average of \$205,051; Single Family Homes averaged a valuation of \$214,930. Town Homes averaged

a valuation of \$172,546. Since most cities were using the same valuation tables for 2009 & 2010, the increase can be explained through the type of homes being built. In 2009, many builders were building starter homes for buyers using the tax credit, in 2010, more custom homes and higher end town homes were built.

The comparisons between 2009 and 2010 show a steady and consistent permitting rate in the metro area. The trends are positive and show increased valuations. Generally, I would assume that many of those builders requesting fewer than 10 permits in 2010 would be considered Custom home builders, and will likely see continued opportunities to build and grow in 2011.

2011 should see a stable town home market, but as credit regulations and AD&C Loans become more available, the Des Moines metro market should see a steady increase of 15%-20% in the single family detached housing arena, specifically in the starter home market as we see more traditional housing trends rebound as the economy and unemployment rate gets better.

For more information, or to receive monthly building permit updates, please contact me at ccox@desmoineshomebuilders.com. For any other issue or concern, please email me, call me at the office: 515-270-8500, or on my cell phone: 515-778-5516. I look forward to hearing from you.

Creighton Cox, Executive Officer

2009 - Year End Permit Totals			
City	SF	TH	MF
Adel	Not Tracked		
Altoona	78	8	0
Ames	23	0	0
Ankeny	371	14	36
Bondurant	73	0	0
Carlisle	Not Tracked		
Clive	45	8	0
Cumming	Not Tracked		
Des Moines	133	0	24
Grimes	135	0	84
Indianola	22	0	0
Johnston	122	21	85
Marshalltown	3	0	0
Newton	1	7	0
Norwalk	59	50	0
Pleasant Hill	32	5	0
Polk City	34	0	0
Polk County	54	0	0
Urbandale	115	2	0
Waukee	102	7	??
West DM	188	75	208
Y-T-D Totals	1604	198	519++

2010 - Year End Permit Totals			
City	SF	TH	MF
Adel	4	0	0
Altoona	66	8	0
Ames	47	10	74
Ankeny	377	51	132
Bondurant	75	0	0
Carlisle	14	0	0
Clive	67	16	0
Cumming	4	0	0
Des Moines	119	40	265
Grimes	130	8	24
Indianola	30	83	0
Johnston	119	30	36
Marshalltown	4	2	0
Newton	2	3	0
Norwalk	41	21	60
Pleasant Hill	33	2	0
Polk City	26	7	0
Polk County	53	0	0
Urbandale	133	4	30
Waukee	118	90	16
West DM	177	94	116
Y-T-D Totals	1635	483	743

Home Builders Association of Greater Des Moines Building Permit Report Request Form

One copy of the attached report is produced monthly by the HBA of Greater Des Moines. The fee is \$100 per year for monthly reports for an HBA member company, and \$250 a year for non-member companies. If you wish to be added to the mailing list, please complete this form and return to the Home Builders Association of Greater Des Moines.

Once received, we will invoice member companies for \$100 and non-member companies for \$250. The company will receive monthly updates through 2011.

If payment is not made by the time the following monthly permit report is issued (the 15th of the month), the report will not be delivered until such payment has been received.)

Home Builders Association of Greater Des Moines
Attn: Building Permits/Creighton Cox
6751 Corporate Drive
Johnston, IA 50131

OR

FAX: 515-334-0165 OR Email: ccox@desmoineshomebuilders.com

YES! I would like to receive this report!

MEMBER: \$100.00 _____

Non-MEMBER: \$250.00 _____

NAME _____

Company Name _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____

Companies may assign up to three (3) emails to receive reports

Email 1 _____

Email 2 _____

Email 3 _____

HBA GOLF LEAGUE



The Home Builders Association of Greater Des Moines Golf League plays on Mondays at 4:00 PM, at The Legacy in Norwalk. The League runs for twenty weeks beginning on Monday April 18, 2011, and concludes on Monday September 19, 2011. The cost for the League is \$ 550.00, and includes 9 holes of golf, cart with GPS, 50% discount on range balls, and some of the best networking and camaraderie to be found within our Association.

The League consists of Two Person teams. You may sign up as a team, or as an individual and the League will find a partner for you.

Deadline to sign up is Friday April 15, 2011, and all fees must be paid in order to play.

Questions or Information, Please call Keith Butz 202-5176, or E-Mail to kab19@aol.com.

Send Completed forms to HBA of Greater Des Moines, 6751 Corporate Drive, Johnston, IA 50131, Or e-mail to kab19@aol.com.

PAYMENT MUST BE MADE PRIOR TO START OF PLAY.

Player 1 _____

Company Name _____

Phone # _____ Cell # _____ E-Mail _____

Payment Type; Cash _____ Check _____

Credit Card _____ Card # _____

Expiration Date _____ Security Code (on back of card) _____

Player 2 _____

Company Name _____

Phone # _____ Cell # _____ E-Mail _____

Payment Type; Cash _____ Check _____

Credit Card _____ Card # _____

Expiration Date _____ Security Code (on back of card) _____

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*Offer valid now through 12/7/2011. To be eligible for the 2% discount, you must register your NAHB membership by 11/1/2011 and make a purchase with your Lowe's Accounts Receivable by 12/7/2011. Allow one complete billing cycle for your registration to be processed and for your discount to appear on your billing statement. Offer and discount provided by Lowe's, and not GE Money Bank. Excludes Lowe's Business Account

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Cliff Anderson

You must lead with perseverance.



Last month, I discussed that we take time in January and February to take a close look at our companies and re-evaluate how we operate them. Did you do that? How does your company look? Is it primed to operate at peak performance? Is it ready if/when the economy turns around and people are ready to spend their money? Do you have your finances in order? Do you have people in place and trained to work in your company to make it profitable? Have you purchased the proper tools to help save time on your projects and improve your job quality? Have you been marketing your company's services during the winter? Are you ready to make some sales? Are your employees motivated to move the company forward? Have you been keeping up with all the new developments in the housing/remodeling industry? Are you participating in industry associations such as your local Remodeling Council of the Homebuilder Association of Greater Des Moines?

You are the leader of your company and you must lead. Some leaders are very vocal, some leaders lead quietly, and some leaders lead by example. Whatever type of leader you are, your personality will influence everything your company does. Do your customers like this or do they just accommodate you while you are completing their job? Is this hurting or helping get new customers?

There is a difference between leadership and management. Management is carrying out the vision and the plan. Leadership is getting resources; management knows how to use these resources. Leadership is inspiring and management is the acting to get things done. Some managers can't manage and some leaders can't lead. What are you good at?

Operating a company is not always easy. You will probably work harder than anyone else in the company. You must have perseverance. Perseverance is commitment, hard work, patience, and endurance. Perseverance is being able to bear difficulties calmly and without any complaints. Perseverance is trying again and again.

Perseverance in action means that when things don't work out right, you try again and again. Always finish what you start. Keep working at something that is difficult until you complete it. Don't give up on difficult jobs or situations. Work harder or a few minutes longer on tasks that you do not like.

Our council will help you persevere in your business. We help you with resources, education and networking. Coming up March 11-13 is the Home and Remodeling Show at the Varied Industries building at the fairgrounds. Why don't you participate in this show and get your business off to a great start in 2011? Several other remodel companies are experiencing an increase in sales now. Get your company going now!!

Our monthly meetings are held the third Wednesday of each month at the HBA office. We would love to have you attend. In January, Digital Residence presented a great presentation on things we need to do to wire up a room addition, basement finish, or whole house for good automated communication devices. We are still looking for more volunteers to help on our various committees. If you would like to volunteer, please contact the HBA office or give me a call. •

Cliff Anderson

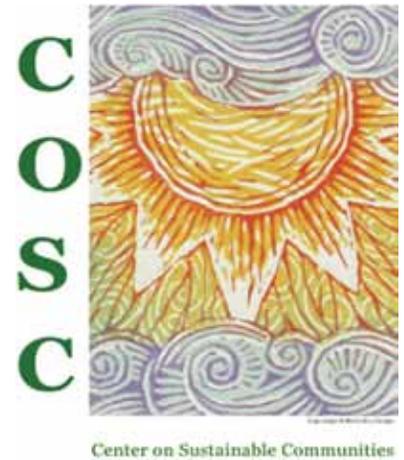
JGreg Moeller
Builder, Hubbell Homes

Cautious Believer

I have seen the two terms 'cautious conservative' and 'true believer' used in reference to green building. Frankly, true believers scare me because I always sense secret knowledge, hidden pathways and an elitist arrogance that leave me frustrated and puzzled. I tend to favor the term cautious conservative. A cautious person asks for explanations and facts, a more scientific and inquisitive person. Caution is also in order on this quest because the how and why of green building can be polluted by green marketing confusion known as green washing.

As builders and remodelers, we need to ask the questions "How does that work? What is the cost? Why should I do this?" We need to learn the answers to these green questions for ourselves so we can explain our recommendations to our homeowners. With effort, a cautious conservative customer may not become a true believer but this customer will believe in you. If you take the time and effort to educate yourself, you will be able to provide truthful, straightforward answers that will put you and your product far above average.

The best place to start this quest for knowledge and understanding is with your membership and involvement with our own home grown Center on Sustainable Communities (www.icosc.com). The depth and reach of the resources available here is surprising and enlightening. The information is tailored to our climate and its challenges. There is a lot to learn, so get busy. We can all help build a better world. •



Center on Sustainable Communities

The advertisement for Moehl Millwork, Inc. is divided into two main sections. The top section features the company logo, a stylized 'M' in red and white, followed by the text 'Moehl Millwork, Inc.' in a bold, black font. Below this is a photograph of a modern kitchen with light-colored wood cabinetry and a central island. The bottom section features a photograph of a red, ornate door with a glass insert, set against a brick wall. To the right of the door is the text 'THERMA TRU DOORS' in a bold, black font. In the center of the advertisement, there is a text block that reads: 'Moehl Millwork has been in business for over 40 years. We have built our business on supplying quality products and excellent customer service. Stop in and let us turn your blueprints into the home or room of your dreams.' To the right of the kitchen photo, there is contact information: 'Shop at our showroom: 5150 SE Rio Court Ankeny 515-276-6791'.

Steve Theis, CGP, GMB, CMP, NAR Green

FYI



The third annual Fix a Leak Week is coming up — March 14 through 20, 2011. With household leaks wasting 1 trillion gallons of water nationwide each year this is a very important program.

FTC

The Federal Trade Commission is in the process of revising the Green Guides which give marketers guidance to avoid making misleading environmental claims. Please refer to the guides when making your marketing plans. They can be found on the FTC web site FTC.Gov/consumer-protection.

Sustainability

Defining Sustainability: *“The capacity to endure”.* In construction sustainability has come to mean *“Meeting the needs of the present generation without compromising the ability of future generations to meet their needs.”*

How does this concept affect the way we build homes?

The life expectancy of a new home is about 50 years in the United States, and 200 years in Europe. The reality is that some components of a home will last well over 200 years (concrete foundations), while other component parts will last less than 10 years. Once a home is 5 years old, the walls will need to be painted if for no other reason the home owner will want a new look. Kitchen appliances will start to see their economic life end in 15 to 20 years. Roofs and windows (depending on the type) will last 20-30 years. As homebuilders, we can increase these numbers significantly by changing the way we look at constructing a home.

Such as:

This may include the use of energy heel trusses that allow full insulation over the exterior wall; consequently, helping to mitigate ice damming and cold spots along the exterior of the home, reduce home maintenance, extend roof life and lower utility bills. This will add 7% to 13% to the cost of the Truss but add value for the life of the home.

We spend much effort in selecting finishes that won't last 20 years and little time in designing a structure that will be around for hundreds of years. The design of the interior can have a lasting effect on the effectiveness of the home. A young couple buys a starter home and within a few years they need additional space for a growing family. If an initial purchase is not well thought out it may result in the need for significant repair and updating or they



may be stuck in a home that never fits their needs. A well-designed home will be able to grow with their needs and be a place they can even use as their retirement home. This flexibility can be accomplished by using Universal design concepts. Millions of baby boomers begin turning 65 this year. They are looking for a simpler lifestyle which unfortunately are not simply found in a ranch with few steps and vinyl siding. Both the interior design and the structure need to be evaluated. The interior needs have a review with a “Certified Aging in Place Specialist” NAHB “CAPS” Designation. The design will include covered entries with ease of access, wider hallways and doors, baths that have future handicapped accessibility and kitchens that are designed with aging in mind. Additionally these features also work well with all age groups from the very young to the very old.

The structure from the footer to peak of the roof should be designed for maximum life. Using a “whole house approach” to ensure that each component part relates and functions with all of the other components of the home. We need to develop a drainage plain that works from the peak of the roof to the footers and to the storm drain.

Heating and cooling is no longer the HVAC contractor's total domain. It also includes proper solar orientation, correct window placement and overhangs and exterior vegetation. The correct sizing of the systems and the proper design of the ductwork play a major part in how a home will perform.

In using the whole house approach, universal design and sustainable construction methods the home will live better, last longer and require less maintenance.

The Des Moines HBA will be offering classes on **Certified Aging in Place “CAPS”** on February 25th and 26th presented by Tom Stephani and **Advanced Building Science** By John Barrows April 15 and 16th. Both of these instructors are the best that NAHB has to offer and will be a valuable tool for you as you seek to extend the sustainability of your homes.

Finally, please join us on the 4th Thursday of each month for information of concern to green builders. The February meeting will be on the 24th at 11:30 at the HBA. If you would like a lunch please make a reservation with the HBA Phone 515-270-8500 with Jen Sweet – Office Administrator jsweet@desmoineshomebuilders.com •

Bill Tracking

The following legislative action took place the week of January 31 – February 4 in the Iowa House and Senate. For full details of the legislation, please visit www.legis.iowa.gov

Issue related legislation:

HF 163 WATERSHEDS

Watershed Planning: Appropriates \$3 million. Requires the DNR to establish goals for reducing flood damage through retention of flood water (six retention basins in three river regions). Establishes goals for other projects. Requires DNR to consult with various groups. Requires the Water Resource Coordinating Council to submit reports to the Legislature on landowner incentives and state watershed programs. Watershed Grants: Appropriates \$30 million for watershed management grants. Requires that the watershed program be voluntary (bars the use of condemnation). Other Appropriations: \$4.2 million to DALS watershed project technical assistance to landowners, soil and water conservation districts, county conservation boards and DNR. \$2 million to DNR for floodplain management. Appropriates \$50,000 to DNR for an organization to a mentor network program for floodplain managers. Appropriates \$1.3 million to the Regents for the Iowa Flood Center at UI. Floodplain Management Incentives: Requires the Emergency Management Division to work with DNR to educate cities and counties on the community rating system in the FEMA flood insurance program. Requires the EMD to provide matching funds to cities in federal disaster areas due to flooding. Mitigation: Requires the Emergency Management Division to develop a pre-disaster mitigation grant program.

General business legislation:

House Action

Bills to the Senate:

HF 149 RIGHT-TO-WORK NOTICES

Requires the DED to print, "Iowa is a Right-to-Work State" on its business recruiting & promotional literature and allows it on tourist literature, if appropriate.

The House PASSED the bill 65-33; it now goes to the Senate

HF 111 HEALTH CARE PURCHASE

States that Iowans have the right to choose a health care plan or to choose to pay for private medical services. Prohibits any penalty for the failure to participate in a particular health care system.

The House PASSED the bill 65-33; it now goes to the Senate

House Ways & Means Committee: Voted Out

HF 4 INCOME TAX REDUCTIONS

Reduces the income tax rates for all brackets by 20%, effective January 2012. PASSED 19-5

Lobbyist Contact Information:

Wasker Dorr Wimmer & Marcouiller, P.C.

4201 Westown Parkway, Suite 250

West Des Moines, IA 50266-6720

TEL: 515-283-1801

FAX: 515-283-1802

Bill Wimmer

515-371-8920 (cell)

bwimmer@wdwm.net

Craig Schoenfeld

515-371-8921 (cell)

cschoenfeld@wdwm.net

theGALLERY AFTER HOURS WITH



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Professional Women in Building

Char Hobson

President's Message

*"If we could sell our experiences for what they cost us,
we'd all be millionaires."*

Abigail Van Buren

Abigail Van Buren (Dear Abby) has been a constant source of common-sense advice since 1956. It's one of the first things I search for when I buy a newspaper. I've enjoyed searching out and reading articles that range from a little girl named Victoria asking about Santa to readers sharing favorite recipes (that actually made me look like an experienced chef.)

I found myself thinking "if I knew then, what I know now, how I would do things a little differently" while I was at high school orientation with my 14 year old son. The school district requires all incoming freshman to attend with their parents. (TORTURE for him!) The night includes a tour of the school, introduction of the principal, introduction of the advisors and one-on-one course planning. He's automatically enrolled in the required studies, but this is the time he decides elective studies. I was pleasantly surprised when he geared his courses to the building industry. I wanted so badly to give advice and "guidance". I found myself secretly planning his next four years: who I'm going to introduce him to, who I will put him in contact with, what projects he needs to visit, etc, etc, etc. I stumbled across this quote during my preparation to write this message. (Funny how things like that happen.) I guess I'll try to take more of a "Dear Abby" approach. I'll let him search out advice when he's ready. (I might know a few people) He's going to have to gain HIS own experience for it to have value....I was just trying to save him a few pennies!

On October 7, 2010, the U.S. Small Business Administration published a final rule effective February 4, 2011, aimed at expanding federal contracting opportunities for women-owned small businesses (WOSBs). The Women-Owned Small Business (WOSB) Federal Contract program

This month's picture was taken on a recent weekend trip to Kansas City to celebrate a girlfriend's birthday - we were doing our best Charlie's Angel re-enactment. It was also the weekend I got engaged!



authorizes contracting officers to set aside certain federal contracts for eligible businesses. To be eligible, a business must be at least 51% owned and controlled by one or more women, and primarily managed by one or more women. The women must be U.S. citizens. Check out this website for complete details OR email me for the program pamphlet. <http://www.sba.gov/content/contracting-opportunities-women-owned-small-businesses>

February is National Electrical Safety Awareness Month. The U. S. Consumer Product Safety Commission said today that 600 persons suffer electrocution in or around the home each year, and some 205,000 residential fires of electrical origin cause 1,100 deaths and an estimated 16,300 injuries annually. During Electrical Safety Awareness Month consumers will have an opportunity to conduct an electrical safety audit of their homes using a checklist developed by CPSC. You can download a copy of the audit checklist by visiting <http://www.cpsc.gov/cpsc/pub/pubs/513.pdf>

I would like to encourage you to attend this years Home and Remodeling Show. With more and more people deciding to stay in their homes and invest in remodeling, it's definitely the place to be! Hope to see you there. •

Char Hobson

Factory Direct Appliances

2010 Local President Professional Women in Building

char.hobson@gmail.com

515-314-5667

Introducing the 2011 Executive Board

Char Hobson
Factory Direct Appliance
President
Char.hobson@gmail.com
515.314.5667

Beth Bezdicek
McGough Glass and Mirror
Secretary
Beth.bez@hotmail.com
515-255-1550

Kathy Barnum
Barnum Quality Hardwood Floors
Past President
Kathy-barnum07@barnumfloors.com
515-440-0776

Tara Cox
Coldwell Banker Mid-America Group
Vice-President
Tara.cox@coldwellbankermag.com
515-971-1890

Denice Grove
Home Builders Association
of Greater Des Moines
Treasurer
dgrove@desmoineshomebuilders.com
515-270-8500

Save The Date!

March 3rd 5:00-7:00 pm
Digital Residence
2175 NW 86th Street #1
Clive, Iowa 50325
Business after Hours

PLEASE NOTE
DATE CHANGE FROM
REGULAR SCHEDULE

This is the first time we've made an effort to combine our monthly meeting with a HBA social event. I hope to expand networking outside of Professional Women in Building, and offer the opportunity to meet some people you wouldn't otherwise have a chance to meet. Please plan to attend and let me know how you liked it.

April 19th 7:00 am
MORNING BIRD ALERT
Panera Bread on University

May 17th 11:00 am
Gortz Haus Gallery

June 21st 3:30 pm
Willow Creek Golf

July 19th 11:00 am
Teacups and Tiaras

August 16th 5:30 pm
Waterfront (Ankeny)

September - TBD

October 18th 7:00 am
Zanzibar Cafe

November 15th
HBA (Johnston)

December 2nd
Christmas Party –
more details to come

Community Outreach

I need your help to fill Easter baskets. These baskets are typically filled with candy, bubbles, chalk, hair bows, small toys, stuffed animals, toothbrushes, band aids, lotions, shampoo, razors, toothbrush, hair ties, perfume, band aids, lip balm. If you don't have time to pick these items up, we can accept cash donations and purchase the items that we need. Bring donations to a general meeting, leave at the HBA offices or contact me to arrange pick up. Every little bit helps!



Working Together Toward Energy Efficiency

MidAmerican Energy Company values the relationships we have with our trade allies. Our goal is to provide resources to help you market and deliver energy-efficient products and services to your residential and business customers. Working together, we can educate customers about the value and importance of energy efficiency.



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Craigslist

We have a few items left over from our Christmas auction we will be placing on Craigslist. They include a truck bed tool-box, kitchen sink with Delta faucet, INSTALLED Pella Sliding glass door and installed closet organizer. Please feel free to contact Beth Bezdicek (Beth.bez@hotmail.com) if you would like more information.



FIND US ON FACEBOOK

Become a fan of
Home Builders of Greater Des Moines
Professional Women in Building

Scholarship Application

This year's scholarship awards are currently being reviewed and awards will be announced in the March Blue Print.

Thanks to everyone who applied and good luck!

Please visit us online at

<http://www.desmoineshomebuilders.com>

Search for "scholarship" to LEARN more about our scholarship awards and process.



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Resilience, innovation and the American Spirit were on display at the 2011 International Builders' Show this January.

More than 47,000 home builders, remodelers and other housing professionals were on hand for the show, along with 1,137 exhibiting companies and more than 400 members of the media. Major highlights from this great event included our Finance Pavilion, where more than 200 meetings took place between NAHB members and potential financing sources through this exclusive networking opportunity; a total of 224 educational sessions; our grassroots letter-writing booth, where members sent more than 2,700 letters to congressional offices with our message on tax reform; Grand Opening Ceremonies where comedian Frank Caliendo was the headliner and NAHB Star Competition winner Starla

Curry-Hilliard sang the Star Spangled Banner; and of course, The New American Home 2011, built to achieve the highest "Emerald" level of resource efficiency recognized by the National Green Building Standard and packed with cutting-edge appliances and materials. Overall, the event put a spotlight on the best that the home building industry has to offer, generating positive news coverage and helping our members get geared up for anticipated improvements in housing demand in the coming year.

Des Moines Members attended an IBS reception with 2010 NAHB Chairman Bob Jones. (Photos courtesy of HBAI)





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~ March 2011 ~						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 11:30 a.m. PWB Executive Meeting	2 9 a.m. Membership Committee 11 a.m. Community Service/Special Projects Committee 11:30 a.m. Tour of Remodeled Homes Committee	3 11:30 a.m. Associates Council 5 p.m. Networking After Hours – Digital Residence	4	5
6	7	8	9 11:30 a.m. Remodelers Executive Meeting	10 11:30 a.m. Home & Remodeling Show Committee 5 p.m. General Membership Meeting	11 11:30 a.m. Executive Meeting Home & Remodeling Show 1 to 9 p.m.	12 Home & Remodeling Show 10 a.m. to 7 p.m.
13 Home & Remodeling Show 11 a.m. to 5 p.m.	14	15 11 a.m. HBA Board Meeting Professional Women in Building Council 11:30 a.m. Home Show Expo Committee	16 11 a.m. Remodelers Council	17 11:30 a.m. Governmental Affairs 1 p.m. Developers Council	18	19
20	21	22	23 12:30 p.m. Education Committee	24 11:30 a.m. Green Council	25 8 a.m. P/R & Marketing Committee	26
27	28	29 Lead Abatement Class 8:30 a.m. to 4:30 p.m.	30 Lead Abatement Class 8:30 a.m. to 4:30 p.m.	31 Lead Abatement Class 8:30 a.m. to 4:30 p.m.		

2011 General Membership Meetings

March 10

Home & Remodeling Show Member Night,
Varied Industries Building, Iowa State Fairgrounds

April 14

Green Building Month with National Speaker, Stoney Creek Inn

May 13th

Jesse Lindsay Golf , Legacy Golf Club

June 9th

Builder Appreciation Day & Builder vs. Associate Softball ,
Location TBD

July 21st

Home Show Expo Member Night, Ironwood Crossing, Altoona

August 11th

Special Member Appreciation Event - TBD

September 9th

Emmet Best Golf, Legacy Golf Club

October 13th

Metro area Candidate Night – Stoney Creek Inn

November 11th (Friday)

Election & President's Night "Formal",
Prairie Meadows Ballroom

2011 HBA Networking After Hours

Digital Residence
Thursday, March 3rd

Builders Kitchen & Supply
Friday, April 29th

Glen-Gery Brick Center
Thursday, May 5th

Wayne Dalton Garage Doors
Thursday, June 2nd

Ferguson Bath & Lighting
Thursday, August 4th

Northwest Bank
Thursday, September 8th

Rowart Stone
Thursday, October 6th

American Contract Sales
Thursday, November 3rd

*all times are 5-7pm

HOME & REMODELING SHOW 2011

It's time to get inspired!

The annual Home and Remodeling Show presented by our members in the Home Builders Association of Greater Des Moines runs March 11-13 at the Varied Industries Building on the Iowa State Fairgrounds.

One of our biggest goals at the HBA is to educate – both members and consumers. And the Home and Remodeling Show gives our member builders, remodelers, contractors and suppliers the opportunity to do just that – to show potential customers our newest innovations, technology and services.

These consumers may be considering a construction project this year, or wondering if they can afford one, and they'll be looking for the right professional to guide them through the process. Our members will be there to help them.

Between seminars, member booths, and sample displays, the Home and Remodeling Show can help them plan their project efficiently and cost-effectively. This could be the best time and place to start building these relationships.

Thank you for participating in the 2011 Home and Remodeling Show presented by the terrific members of the Home Builders Association of Greater Des Moines.

Look at what we can accomplish together!

The Show:

Membership Night:

Thursday, March 10th – 5:00-9:00 P.M.

Friday, March 11: 1:00-9:00 P.M.

Saturday, March 12: 10:00 A.M. TO 7:00 P.M.

Sunday, March 13: 11:00 A.M. TO 5:00 P.M.

Varied Industries Building at the
Iowa State Fairgrounds



get all the details at: dmhomeandremodelingshow.com

2010 Membership Awards

**2010
Eddy Award
Sharon Rooney
Open House Television Show**

In recognition of the best media coverage of the housing industry during 2010.



2010 Eddy Award Winner -
Sharon Rooney



2010 Eric Carlson Award -
Barry Elings

**2010
Lloyd E. Clark Award
LaDonna Gratijs
C.L.G. Homes**

In recognition of outstanding participation in membership drives and for total number of new members recruited and retained during 2010

Eric Carlson Award – Barry Elings

**2010
New Member of the Year
Beth Bezdicek**

In recognition of outstanding attendance, involvement, & new member enrollment benefitting the Home Builders Association of Greater Des Moines



2010 New Member of the Year -
Beth Bezdicek



2010 Al Cummings Award -
Steve Archer

**2010
Al Cummings Award
Steve Archer
Factory Direct Appliance**

In recognition of the continued contribution to the Home Builders Association of Greater Des Moines

**Associate Remodeler of the Year
Amy Kimberley**

**2010
Associate of the Year
Doug Mayo
Builders Kitchen & Supply Co**

Remodeler of the Year – Carrie Norris

**2010
Builder of the Year
Bill Kimberley
Kimberley Development Corporation**

**2010
Member of the Year
Bill Kimberley
Kimberley Development Corporation**

In recognition of outstanding service to the Home Builders Association of Greater Des Moines



2010 Associate Remodeler
of the Year - Amy Kimberley



2010 Associate of the Year -
Doug Mayo



2010 Remodeler of the Year -
Carrie Norris



2010 Builder & Member of the
Year - Bill Kimberley and
Kimberley Development Corp

Committee Chairs

Doug Mayo

2010 Home Show Expo Committee

Rachel Flint

PR and Marketing Committee

LaDonna Grati

Governmental Affairs Committee

Keith Butz

Membership Committee

Greg Arganbright

Education Committee

Leslie Bryant – Mayo

Networking After Hours & Events
Committee



2010 Events Chair
Leslie Mayo



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2010 HSE Gold Sponsor -
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January 2010 New Members

Builder

Creative Building Ventures
7660 SE 9th Ave.
Pleasant Hill, IA 50327
p. 515-577-1980
f. 515-280-3542
Martie Mendenhall
CBV1980@mediacombb.net
New Construction, Single Family Homes
Sponsor: Dan Knoup

Associate

Altoona Area Chamber of Commerce
119 2nd St. SE
Altoona, IA 50009
p. 515-967-3366
f. 515-967-3346
Melissa Horton
melissahorton@altoonachamber.org
www.altoonachamber.org
Sponsor: Justin Washburn

Associate

K & E Distributing, Inc.
1501 Walnut St. PO Box 605
Dallas Center, IA 50063
p. 515-992-3328
f. 515-992-3832
Jordan Krueger
kedistributing@ia-geo.com
www.ia-geo.com
*Bosch Thermo technology NA
(Geothermal, Boilers, Tankless)*
Sponsor: Steve Schrodt

Associate

Lands of Expressions, LLC
PO Box 57217
Pleasant Hill, IA 50317
p. 515-202-3467
f. 515-966-0136
Tony Burke & Marina Burke
info@landsofexpressions.com
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Lawn Sprinkler/Irrigation installation,
repair & service, Retaining/Boulder wall
installation, Lawn Care/mowing & chemical
applications, Snow/Ice Removal*
Sponsor: Steve Archer

Associate

Prairie Meadows Racetrack and Casino
1 Prairie Meadows Drive
Altoona, IA 50009
p. 515-967-1241
f. 515-957-3017
Gary Palmer & Julie Stewart
Julie.Stewart@PrairieMeadows.com
www.prairiemeadows.com
Sponsor: Justin Washburn

Associate

Pro Source of Des Moines
12056 Meredith Drive
Urbandale, IA 50323
p. 515-264-1437
f. 515-264-1510
Lisa White
Lisa.hellmer@capcarpetinc.com
www.prosourcefloors.com
Floorcovering
Sponsor: Rollie Clarkson

Affiliate

Coldwell Banker MAG
1401 50th St. Suite 105
West Des Moines, IA 50266
p. 515-224-8888
f. 515-224-8899
Pat Fox
Pat.fox@coldwellbankermag.com
www.coldwellbankermag.com
Real Estate Broker
Sponsor: Ken Clark

Affiliate

Iowa Realty
1620 NW 92nd St.
Clive, IA 50325
p. 515-453-5505
f. 515-453-6796
Sue Bechtel
suebechtel@iowarealty.com
www.suebechtel.iowarealty.com
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Designation*
Sponsor: Steve Theis

Affiliate

Prudential First Realty
5500 Westown Pkwy. Ste 120
West Des Moines, IA 50266
p. 515-453-7200
f. 515-453-7700
Timothy Schutte
tschutte@firstrealtyhomes.com
www.desmoinesrealestate.com
Realtor
Sponsor: Jake Stanton

December 2010 Renewals

Company	Member Type	Since	Company	Member Type	Since
R & D Plumbing Inc	Associate	1978	Knapp Properties	Associate	2007
C L G Homes Inc	Builder	1992	Midwest Contracting & Construction	Builder	2007
Helland Construction Inc	Builder	1999	Ironwood Crossing, L.L.C.	Builder	2008
Iowa Ready Mixed Concrete Assc	Associate	1999	Rowat Cut Stone & Marble Co In	Associate	2008
Perficut Lawn & Landscape	Associate	2000	American TV & Appliance	Affiliate	2008
Service Team of Professionals	Associate	2000	Chateau Homes, LLC	Builder	2009
Lounsbury Landscape	Associate	2001	Covenant Homes LLC	Builder	2009
Hale Development Co., LLC	Builder	2002	CTI Ready Mix	Associate	2009
Contractors Plumbing, Inc.	Associate	2005	Hallbrooke Homes Inc.	Builder	2009
J. Thompson Builders	Builder	2005	Home Productions LLC	Associate	2009
K & R Wholesale Building Mater	Associate	2005	K and V Construction, LLC	Associate	2009
K R M Development, LLC	Builder	2005	Pioneer Communications, Inc.	Associate	2009
Open House Television Show	Associate	2005	RE/MAX Real Estate Concepts	Associate	2009
Neighborhood Builders, LLC	Builder	2006	Dana Company, The	Affiliate	2009
Brad Van Weelden Co., Inc.	Builder	2007	Greystone Homes LC	Builder	2010
			Jerry Bussanmas, LLC	Builder	2010

SPIKE CANDIDATE'S

Spike Name	Spike Points
Ralph DiCesare	5
Stever Theis	5
Jennie Makovec	4.5
Kathy Barnum	3.5
Robert Myers	3
Amy Pruitt	3
Mike Van Gorp	3
Ted A. Grob	2.5
Robert Jacobs	2.5
John Sample	2.5
Georgette Schutte	2.25
Steve Bouchard	2
John Buttz	2
Kitty Carstens	2
Matthew Chizek	2
David Cosgriff	2
Eric Grubb	2
Mary Henss	2
Mark King	2
Dan Knoup	2
Steve Mall	2
K. Mickelsen	2
Jim Miller	2
Bret Nehring	2
Tim Schofield	2
Kelly Sharp	2
Joseph Tollari	2
Cliff Anderson	1.5
Allan Barnum	1.5
Larry Goodell	1.5
Gerold Grubb	1.5
Char Hobson	1.5
Dick Larimer	1.5
Eric Munn	1.5
Mark Parlee	1.5
Jon Jacobson Schmitz	1.5
James Slife	1.5
Dan Stalzer	1.5
Oran Struecker	1.5
Larry Webster	1.5
Victoria Jean Nelson	1.25
Dennis Albaugh	1
Al Brezina	1
Brennen Buckley	1
Curtis Busch	1
Kent Card	1
Luci Crandall-Dotson	1
Mark Detrick	1
Ron Detrick	1
DaLena Feller	1
Gail Flagel	1
Shannon Flickinger	1
Rachel Flint	1
Scott Haas	1
Larry Heisler	1
Allen Holsapple	1

Daniel Kealy	1
Leslie Keith	1
Mark Kiester	1
John Leachman	1
Jason Shepherd	1
Valerie Siddell	1
Scott Stebbins	1
Toby Tyler	1
David Volante	1
Dana Walters	1
William Wells	1
Frances Best	0.75
Stephanie S. Denton	0.75
Evelyn Gannon	0.75
Rob Applegate	0.5
Rick Bianchi	0.5
Rick Bratrud	0.5
Robert L. Burnett	0.5
Bill Corwin	0.5
Douglas Dehaan	0.5
Don Dorrian	0.5
Patrick Fitzpatrick	0.5
Angel M Grubb	0.5
Stephen Grubb	0.5
Jon Jacobson	0.5
Dan Kraayenbring	0.5
Brad Long	0.5
Dennis Puckett	0.5
Alan Rivers	0.5
Howard Roth	0.5
Dan Spain	0.5
Robb Spearman	0.5
Lisa Tonkinson	0.5
Justin Washburn	0.5
Terry L. Wilhelm	0.5

MEMBERS

Spike Name	Spike Points
M. Dan Collins	23.5
Matt Connolly	20
Eric Heikes	18
Chaden Halfhill	17.25
Wallace Yoho	16.25
Jon Heim	16
Randy Soper	15.5
Robert Boesen	14.5
John Sample	14
Frank Lindsey	12.25
Kathy Barnhill	11.5
Christopher C. Boley	11.5
Kathy Barnum	11
Patrick Cardwell	10
Brad Schulte	9.5
Rick Laffoon	8.5
Georgette Schutte	8.5
Scott R. Cierzan	6.5
Steve Schrodt	6.5
Steve Theis	6.5

LIFE MEMBERS

Spike Name	Spike Points
George Mirras	518.75
Thomas Gratias	403
Don Marean	290.5
Don M. Beal Jr.	211.5
Doug Mayo	211.5
Lloyd Clarke	211
Darrel Avitt	183.5
Keith Butz	179.5
La Donna Gratias	157.5
Rick Thompson	157
Tom Ward	150.5
Bill Kimberley	145.5
Tom Stevens	144.5
Ted Lockwood	141.75
Jim Paine	129.5
Ronald Grubb	123.5
Rollie Clarkson	120
Duane Vanhemert	120
Greg Arganbright	112.5
Gerald Grubb	110
Colin C. King	109.5
Polly Marean	100.5
Kelly Lint	88.5
Rick Bach	85.5
Steve Archer	79.75
Gene Buttrey	78.75
Gary Scrutchfield	67
Ben Harrington	64
John W. Grubb	62
Tom Sheehy	60.5
Heather Perry	54.5
Ronald Wyckoff	53.5
Tom Lynner	50.5
Gaylen Eller	49.5
Brad Gannon	49.5
Dave Best	47.5
Leslie Bryant	44.25
Kent Katch	40.5
Greg Marean	40
Darwin T. Lynner	39
Charles F. Wasker	39
Devan Kaufman	38.25
Kim Beisser	38
Terry Doling	34
Tom Gannon	33.5
Jack Bohlender	31
Craig Van Langen	30.5
Ralph Haskins	29.5
Jim Best	28.5
Brian Donaghy	28.5

2011 HBA 9th Annual Chili, Wing, & Dessert Participants

CHILI

AWARD WINNER

Brent Smith	Carlson Systems	
Dave Adickes	Midwest Contracting & Construction	Best Overall
Justin Washburn	Vista Real Estate	Most Flavorful
Steve Archer & Jim Miller	F. D. Appliance & Jerry's Homes	Most Unusual
Larry Heisler	Reynolds & Reynolds	
Patrick Spellman	The Legacy Golf Club	
Joni Bell	Great Caterers of Iowa	
Dick Larimer & Jim Kahler	Leachman Lumber Co.	Too Hot to Trot
Carrie Norris	Grand Homes & Renovations	

WINGS

Mike Archer	Factory Direct Appliance	
Brent Smith	Carlson Systems	Too Hot to Fly
Joni Bell	Great Caterers of Iowa	
Rick Ponstein	Minnesota Cabinets of Iowa	Best Overall

DESSERTS

Dave Adickes	Midwest Contracting & Construction	
Carrie Norris	Grand Homes & Renovations	Best Overall
Sharon Rooney	Open House Television	

Showmanship Award (Decorated Table)

Leachman Lumber Co.



The Home Builders Association of Greater Des Moines would like to thank our 2011 VIP Judges:

Mayor Tim Burget - Altoona

Mayor Paula Dierenfeld - Johnston

Hon. Chris Coleman - City of Des Moines

Hon. Halley Griess - City of Des Moines

Hon. Russ Trimble - City of West Des Moines

Ray Reynolds - State Fire Marshall

Stuart Crine - State Building Code Commissioner

Brian Bishop - Iowa Department of Public Safety

Mike Pardekooper - Pleasant Hill Building Inspector

Roger Schemmel - Urbandale Building Inspector

Jeff Mark - City Administrator, City of Altoona



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Renovation, Remodeling, and Repainting Rule

Class Registration

Your Name: _____ Company Name: _____

Your Address: _____ Company Address: _____

Daytime Phone: _____ Company Phone: _____

E-mail Address: _____ NAHB Member ID # _____

Class Description:

Renovation, Remodeling and Painting Certification
 Doug Downs Instructor
 8 hour classroom instruction, including 2 hours of hands-on training
 Course test as required by the State of Iowa
 Completion Certificate as required by the State of Iowa
 Classes will be from 8:30 a.m. to 4:30 p.m., lunch will be provided
 Classes held at the Home Builders Association of Greater Des Moines
 6751 Corporate Drive Johnston, IA 50131

Date of Class:

Tuesday March 29th
 Wednesday March 30th
 Thursday March 31st
 Tuesday April 26th

Cost:

Member \$ 225.00
 Non NAHB Member \$ 275.00

Total: \$ _____

Please circle payment method: Business check MasterCard Visa
 Make checks payable to: Home Builders Association
 Cardholder Name _____

Card # _____
 Exp. Date: _____ 3 digit code: _____

- If paying by Visa or MasterCard you may FAX your registration to: 515-334-0165 or e-mail registration to jsweet@desmoineshomebuilders.com
- All registrations will be considered on a first come first serve basis (25 max per class). Names , addresses & phone #'s are required of all participants 7 days prior to your class date.
- An e-mail confirmation will be sent with your scheduled training date.
- **Payment must be received before registration is complete**

Cancellation Policy:

There is a \$100 non-refundable processing fee for cancellations made 8 days or more before your class date. Because of high demand for class space any cancellation made with less than a 7 day notice from your class date will not be refunded.

**Home Builders Association
of Greater Des Moines**

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