



blueprint

October 2016 | Volume 48 | Issue 10

INSIDE THIS ISSUE

Tour of Remodeled Homes

Fall Golf Outing

Candidate Forum

On the Cover:

**Tour of Remodeled Homes Pella People's Choice Award Winner-
Modern Touches**



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OUR MISSION

The Homebuilders Association of Greater Des Moines, chartered in 1944, is a non-profit trade association affiliated with the National Association of Homebuilders (NAHB) and the Homebuilders Association of Iowa (HBAI). The HBA of Greater Des Moines is dedicated to the advancement of the building industry, its members and the communities it serves.

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Thank you to our 2016 Platinum Partners!



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THE TIME IS NOW!



HBA Members –

Election season is right around the corner – football, autumn weather, and changing channels to avoid the avalanche of political advertising. With that in mind, I need to raise a critical issue that has been plaguing our industry for

more than a generation. A window of opportunity has presented itself.

The “Statute of Repose” – allowing homeowners to seek legal recourse and damages against the builder up to 15 years after completion – has long been a thorn in our side. As many of you know, most states limit this type of legal exposure to a more reasonable 7 – 10 years. Previous attempts made to change Iowa’s law to something more reasonable have been thwarted by politics – with one party controlling one legislative chamber or the other or sitting in the Governor’s office, siding with trial lawyers under the guise of consumer protection.

But a window to change the politics in our favor is open this November. I’m asking that you don’t look at this as a partisan issue but rather an industry issue as the outcome could dramatically change the way you run your businesses. Conservative estimates place the rates Iowa’s pay for Business insurance is 15-20% higher than the surrounding states due to our current statute. What could you do with that additional capital? Purchase ground? Build your first Spec home? No longer need a line of credit? Dependent upon your situation, the opportunities are significant. This year’s Senate race gives us the best opportunity in the past decade to unify the chambers by taking control of the Senate. No better chance to change the Statute of Repose has presented itself in the past twenty years.

When we met with our local Senators, we shared this issue of priority with them and they understand how it impacts our industry. We also know they are

aggressively working towards capturing a majority in the Senate, identifying targeted races, and deploying the necessary resources to mount competitive and ultimately successful campaigns. We would like to assist in achieving the goal of aligning the leadership of the Governor’s office, the Senate and the House. Our industry cannot just “hope for the best”, we must be proactive – and yes that means investing our financial resources into the election process.

We are calling on members of our industry – albeit contractors, suppliers, financial institutions and so on – all those who play a role in building a new home, to assist us in our goal to raise \$25,000. Contributions large or small are welcome; no amount is insignificant in this “call to action”. Please consider a contribution, either personally or through your business (corporate contributions are allowed to certain entities), today. Once you’re ready, contact us and we’ll provide you with all the details.

Thank you in advance for your support. With your help, together we can unify the 3 offices of our state government and seize this rare opportunity for our industry to make a bold change.

Respectfully,

Dan Knoup
Executive Officer, HBA

blueprint



2016 Election Candidate Forum



Fill the HBA house!

Our goal 150 HBA members.

Meet your Legislators at this event.

Tuesday, October 18th, 2016

5:30pm - 6:15pm for Networking session
at Rock River Grill & Tavern

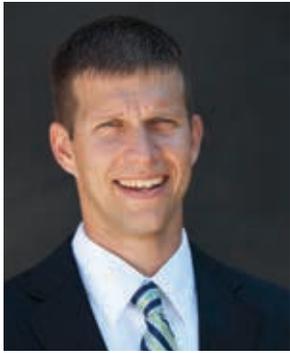
6:30pm Forum in the Des Moines Room

Hors D'oeuvres and cocktails provided.

**Des Moines Marriott Downtown
700 Grand Avenue
Des Moines, IA 50309**

\$10/person - RSVP at <https://tikly.co/events/1575>

FOOTBALL, BUSINESS AND PERSPECTIVE



Football is here! I played back in the day, lineman actually (small school), and I do enjoy the game and enjoy watching various games in the Fall. It gives families and friends an excuse to have mini state fairs in Ames during home games and little picnics over in Iowa City. More on that later, don't rip

the Blueprint yet Hawkeye fans.

Football has comparisons and relevance to business and our industry. Building and remodeling takes commitment from several hundred people for each project. Much like an execution of a single play on 3 and 7 for the Hawks or 3 and 23 for the Cyclones (that was a plug for the black and gold Hawkeye fans). Those plays, or the fine detail of work in our industry, come from hours of preparation and thought. Even a new trainer in their first week of work taping ankles has a large role in the outcome much like a new face at a business venturing into a new career. Everyone's input is needed for a sustainable outcome.

Fundamentals in football are key. One of my coaches told our team in a very calm voice that little things win ball games. Nailing down tackling and blocking may be the top two fundamentals in football, once you have those, your core game is strong. The core details in our industry impact so many avenues in the full process of our work. As time goes, business adjustments have to be made sometimes, much like a football game plan. Then there are days where you can't control certain items. It just is what it is and you do your best to close the day down. Heavy rain, equipment that's stuck, broken tools when you need them most, blizzards, rain storms that don't stop, etc. You know more for this list too and most of you have been in these situations.

Now for perspective. Football is not an end all be all in life, it's a game. I'll go out on a limb here and say that most of you reading this cherish time you can spend with family and friends at your favorite high school, college or pro facility on game day. We have the chance to connect and be with each other outside of our day to day work lives, enjoy a drink and good food, laugh and joke about our favorite teams and what they did or didn't do.

After a grinding week of work alongside your HBA comrades, check out of your work mode and sit down to watch your favorite team switch quarterbacks every other possession or see a field goal made in the last few seconds take your team down. Football games end just like business days sometimes. The sun will still come up in the morning and it's the first quarter again. Much like our industry, each day is a new day and we all learn and grow together from the previous day/game.

Business Note:

Please attend the Political Forum coming up on October 18th at the Downtown Marriott. Check the Blueprint and HBA Builder Bulletin emails for full details. It is key that our association represents our industry, your voice is important to those running for elected offices.

Dave Adickes
President



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**Nov. 3, 2016- Iowa Stone Supply
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February 24-26, 2017

Time:

Friday, February 24, 2017: 1:00-7:00 p.m.

Saturday, February 25, 2017: 9:00-7:00 p.m.

Sunday, February 26, 2017: 11:00-5:00 p.m.

Where:

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Iowa State Fairgrounds

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LAUNDRY ROOMS...BEYOND THE BASICS

Ever since open floor concepts have become a trend, homeowners have been asking for the main spaces to be designed in a classic/timeless style, paying more attention to smaller rooms like laundry rooms/mud rooms. Homeowners want a well designed laundry room that functions with a design approach that leans on the trendy side.



Picture From Elizabeth Erin Designs

The photo above is an example from one of our clients homes. We added wow factor with metallic geometric wallpaper from York Wallcoverings. They wanted a little storage, a rod to hang clothes and a custom shelf for additional storage and for sorting laundry.

DESIGN TIP: Since the laundry room tends to be one of the smallest spaces in the house, why not have a little fun with it? This is a great place to experiment with trendy wall color, a mosaic tile back or wallpaper!

-Elizabeth Erin Designs

Homeowner's Laundry Room Wish List

Working with mainly homeowners during the remodel phase, or new construction, the trends for what homeowners want are the same.

- They would like a separate area or counter space to fold laundry
- Larger sinks in the laundry room are not a priority anymore. Larger sinks are trending toward being placed in the garage so that the laundry room becomes a room that is decorated with as much thought as the rest of the home. If there is a sink, it is smaller in size.
- If the laundry room has extra space, many homeowners are opting to add a dual purpose space, such as a mini office, pet shower area or mud room.
- The laundry room may be its own room or may be a part of a bathroom. Location is for convenience and homeowners are thinking outside the box for solutions.



Abruzzo Kitchen & Bath



Décor Pad



Traditional Laundry Room by Cleveland Kitchen & Bath Designers Artistic Renovations of Ohio, LLC

“Laundry rooms are not just an after thought anymore. Clients are considering their needs and personalizing the laundry room just as they would the master bathroom”

-Clark Anliker of Kitchen & Bath Ideas



Pinterest.com



Décor Pad

The laundry room has steadily been coming out of its hiding spot within homes. Previously they were placed in the lower level or in the closet, however they are moving into more convenient areas of the home, such as the master suite, mudroom and kitchen. In fact, most designers and architects are incorporating more detailed laundry rooms in their house plans so homeowners can create a comfortable and functional space that works for their lifestyle.

For example, if you clients have pets, the laundry room is the perfect place to create a comfortable refuge for their four legged friends for a few reasons; it's out of the way, easy to clean and already smells good. If your clients have a dog, have them consider installing some sort of dog washing station in their laundry room for added convenience.

Laundry rooms are the heart of the home, but in recent years there's been a huge shift in making them feel more livable. From hanging art, to décor, to built-in conveniences and beyond; the laundry room is quickly becoming an extension of one's living space, and we are all for it and excited to see it continue into 2017!

Jodi KachPeterson



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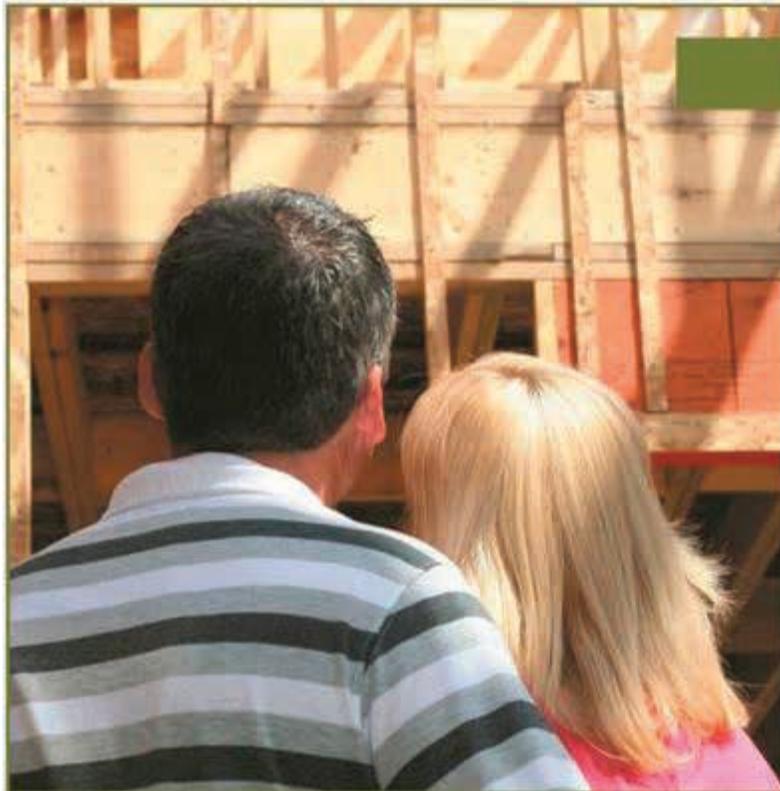
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FALL IS HERE



It is finally Fall Season! This September and October our HBA is participating in the National Membership drive! As existing HBA and RC members, we try to recruit or convince an existing member to renew their membership, but are we able to effectively explain how their membership will benefit them and their

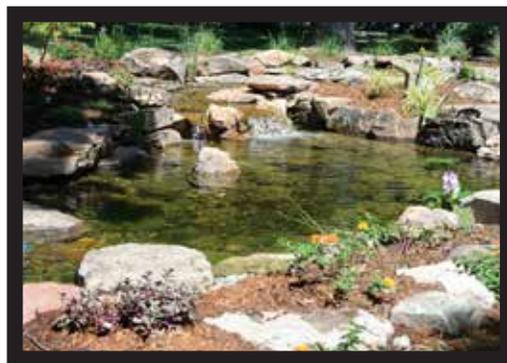
business? Here are just a few benefits which are presented during our New Member Orientation meetings:

- **Advocacy:** What does this mean to you? NAHB confirms our Advocacy efforts equate to \$6882 per housing start! In fact, due to our advocacy efforts we were able to reach a settlement for the confined spaces ruling with OSHA addressing our concerns, and significantly limit the burden to builders and remodelers regarding construction projects for attics, basements, and crawl spaces in residential homes.
- **NAHB Affinity Programs:** includes vehicles, fuel, materials, trips, shipping, etc.
- **HBAI Manufacturer Rebate Programs:** Products we use such as Mohawk, ThermaTru, Closet Maid and many more.
- **Direct Access to Experts at NAHB:** Attorneys, contracts, economists, marketing professionals.
- **Local Networking Opportunities:** Business After Hours, General Membership meetings, Golf League and Outings, Holiday Parties.
- **DSM Remodelers Council FREE Membership:** Become a new HBA member, ATTEND an RC Luncheon and you will receive 1 free year of RC Membership.
- **Metro Area Shows:** Home & Remodeling Show, HomeShowExpo, and the Tour of Remodeled Homes.

September 17th – 18th was the Tour of Remodeled Homes Show. There were a total of 15 projects viewable this year throughout the metro including both interior and exterior work. In effort to create more exposure to this event, we held our 2nd Annual Pella People's Choice Award which was awarded to Modern Touches. Due to new marketing strategies we had a total of 478 votes in 2016 vs. 147 votes in 2015 for the Pella Peoples Choices

Award. In addition, tickets were available online for purchase for this event, Fleming Construction's project was featured in the Des Moines Register and a project constructed by Silent Rivers was advertised in the KCCI evening news. I would like to thank our RC Committees: Marketing – Brandon Klinge, Troy Pearce, Happy Medium and Melisa Cox, Tour of Remodeled Homes – Deb Burr and Morgan Johnson, and all event sponsors who contributed to make our event a success! I hope the event was a success for all, and that it will establish great business for you in Fall 2016!

Marie Procyk
2016 Chairperson, Remodelers Council

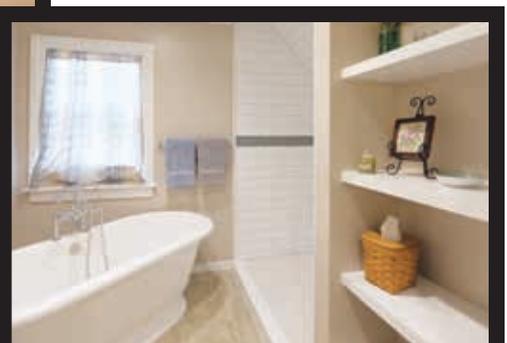
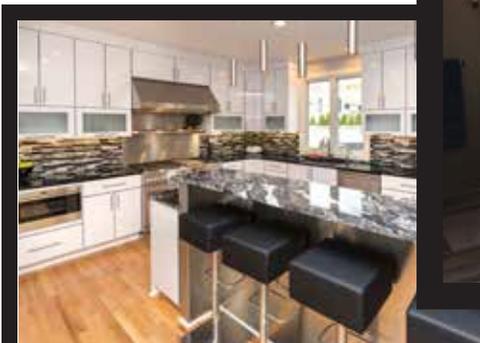


This is the first time for a pond project to be a part of the Tour of Remodeled Homes. It goes to show that a remodeling project isn't always on the inside.



Another unique project in the Tour this year combined a residential and commercial remodel; all while keeping the historical value of the neighborhood.

TOUR OF REMODELED HOMES



PEDAL TAPPER BAR CRAWL

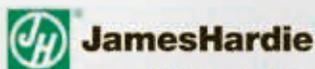




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How the Business Got Started

From boyhood beginnings to what you see today, Hawkeye | VanGinkel actually had two beginnings, each following their own path until in 2014 they found that by combining the owners' different areas of expertise, they could create a strong company capable of handling large commercial size jobs while simultaneously being able to tend to customers that more closely resembled the ones that they began with over 30 years ago. With similar goals, the owners ensure that the company always puts quality first and if ever a customer has an issue that needs resolved, they work to make things right as quickly and painlessly as possible.

The Business Niche

We really excel at commercial snow removal. While we also do total landscaping, including hardscaping and lawn

care. We feel that our niche is in the way that we develop relationships with our corporate clients, including jobs that we do for the owners and employees of those businesses. We strive to provide “complete” care. Once you are our customer, we want to be your one-stop provider of all of the services you and your employees need. By being your “solutions provider”, we prevent competition from entering the lives of our customers.

What is the One Thing That You Are Known For

Getting things right and making things right. Problems arise. Nobody is perfect and problems are part of what life dishes out. We are known for the way that we handle problems. Instead of trying to find ways to dodge responsibility for problems as seems to be customary for so many businesses today, we take ownership of the problem, come up with a solution that makes sense...even when it costs us money, and implement it. We don't look for “acceptable”, we look for success.



Biggest Risk

Building our current facilities (see picture above left) had the potential for disaster in the volatile marketplace that we operate. In order to jump into a large project like that, you have to be able to look past the seasonality normally associated with our type of business.

Biggest Win

Developing meaningful, long-term relationships with our customers, even outside of work. When the business relationship has been so successful that a personal relationship

Hawkeye | VanGinkel

ensues, that speaks highly of the kind of people we have representing us.

Your Next Big Challenge

Efficiency. We need to find innovative ways to maximize the use of our resources to provide the best customer service possible.

What You Learned Along the Way

We found out that when we put projects above people, that we short change ourselves. Instead, we believe that people are the most important resource our company could possibly come in contact with. We want our employees to lead by example and as leaders, we want to set the standard.

Team Tradition

Our company performs work that at one time or another, most of our customers were able to identify as a family rite of passage. Growing up, youngsters mow lawns and shovel snow. Family traditions are frequently showcased at Christmas. The team tradition that we take pride in is our Christmas party where we come together, have lots of fun, and make sure that our employees know they are appreciated.

What Would You Do With an Extra \$100,000

I'd pay off our new building.

Associations / Groups We Belong To

HBA/NAHB - National Association of Home Builders
GIAA – Greater Iowa Apartment Association
SIMA – Snow and Ice Management Association
NALP – National Association of Landscape Professionals
Altoona Chamber of Commerce
Pleasant Hill Chamber of Commerce

To Learn More

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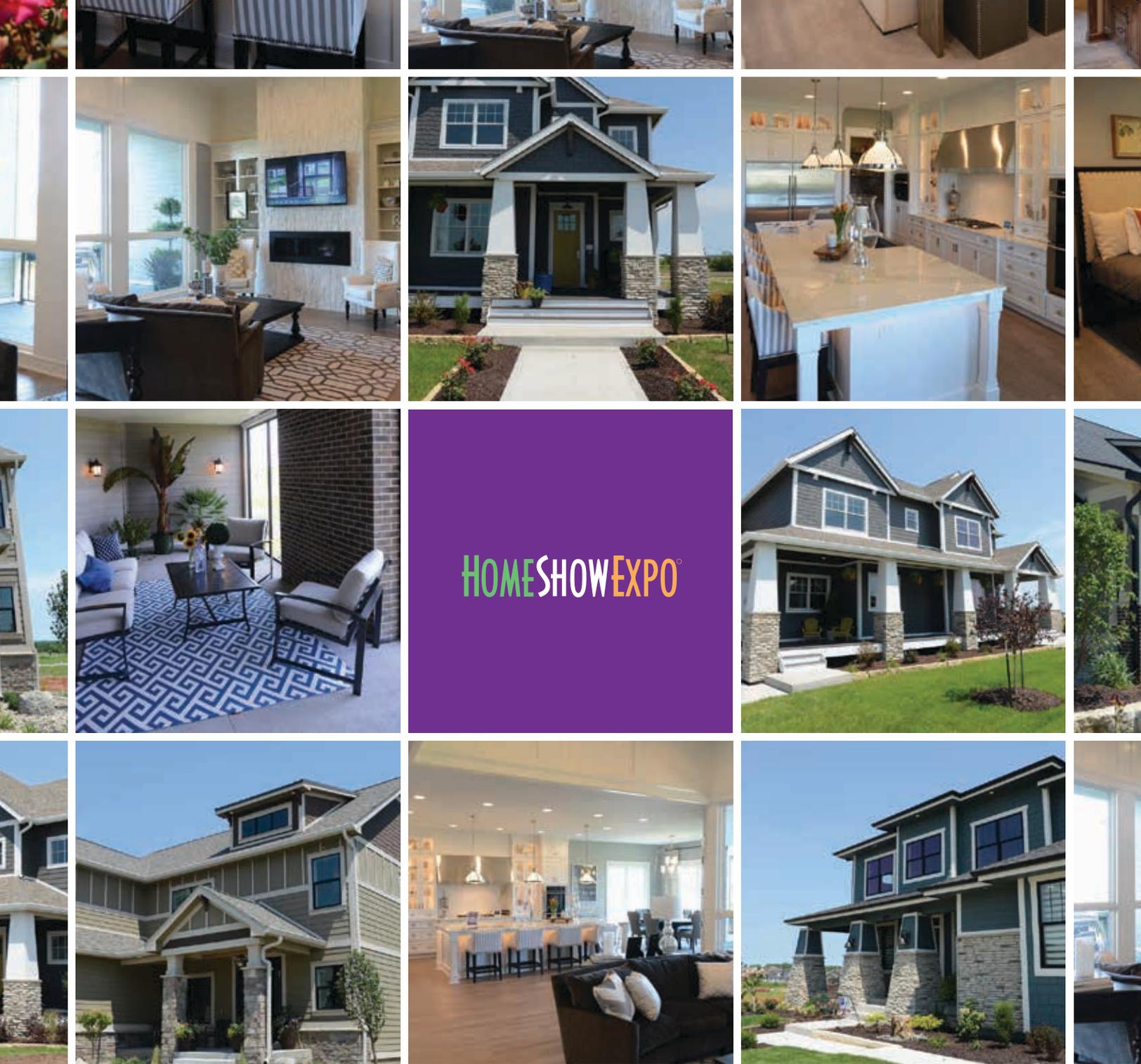


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DES MOINES



THIS MORNING
4:30-7:00AM



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JULY 15th – 16th
 21st – 23rd
 2017 28th – 30th

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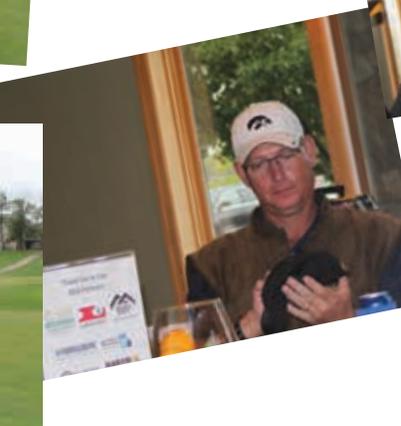
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UPCOMING EVENTS

Unless Noted All Meetings Will Be Held at the HBA Office

October 5, 2016

Tour of Remodeled Homes Committee
11:30 a.m. to 1:00 p.m.

October 6, 2016

Networking After Hours
Sunderland Brothers Co
4451 112th St, Urbandale
5:00 p.m. to 7:00 p.m.

October 7, 2016

Exec Committee
11:30 a.m. to 1:00 p.m.

October 11, 2016

Board of Directors
11:00 a.m. to 1:00 p.m.

October 12, 2016

Remodelers Exec Retreat
8:00 a.m. to 1:00 p.m.

October 13, 2016

Home & Remodeling Show Committee
11:30 a.m. to 1:00 p.m.

October 13, 2016

Developers Council
4:00 p.m. to 5:00 p.m.

October 18, 2016

Candidate Forum
Downtown Marriott Hotel
700 Grand Ave, Des Moines
Networking 5:30 p.m.
Speakers 6:30 p.m.

October 19, 2016

Remodelers Council
11:00 a.m. to 1:00 p.m.

October 26, 2016

Membership Committee
10:30 a.m. to 11:30 a.m.

COLDWELL BANKER AFTER HOURS



spike corner

SPIKE CANDIDATES

Spike Name	Spike Points
Larry Heisler	5.50
Beth Bezdicek	5.50
Marc Black	5.00
Dave Adickes	5.00
James VonGillern	5.00
Sumner Worth	4.50
Barry Elings	4.00
Don Dorrian	4.00
Rory Robson	4.00
Kalen Ludwig	4.00
Robert Myers	4.00
Mark Parlee	3.50
Scott Bezdicek	3.50
Brandon Patterson	3.50
Jennie Makovec	3.00
Chad Baker	3.00
Shannon Flickinger	3.00
Joe A Tollari	3.00
Gil Petersen	3.00
Joseph Smith	3.00
Marie Herrick	3.00
Philip Bubb	3.00
Bill Corwin	3.00
Wallace Yoho	3.00
Keith Kuennen	3.00
Aaron Gross	3.00
Larry Webster	2.50
Bret Nehring	2.50
Brennan Buckley	2.50
Steve Bruere	2.50
John P Duer	2.50
Joe Bass	2.50
Larry Goodell	2.00
Rachel Flint	2.50
Cliff Anderson	2.50
Larry Goodell	2.00
Chaden B Halfhill	2.00
James Slife	2.00
Brandon Klinge	2.00
David Volante	2.00
John Grubb	2.00
Duane Van Hemert	2.00

SPIKE CANDIDATES

Spike Name	Spike Points
Ryan Roberts	1.50
John Kline	1.50
Dwayne Mcaninch	1.50
Mark Kiester	1.50
Jason Sheperd	1.50
Randy Soper	1.50
Matt Peterson	1.50
Mark Detrick	1.50
Dave Tallant	1.50
Tyler Neuschwanger	1.00
Jon Lipovac	1.00
Chad Baker	1.00
George Karwaski	1.00
Patrick Cardwell	1.00
Drew Rodish	1.00
Justin Bauer	1.00
Brian Hoodjer	1.00
Mike VanGorp	1.00
Charity Moreland	1.00
Ben Richter	1.00
Alan Rivers	0.05
Ted Grob	0.05
Kevin Yoakum	0.05
Sharon Rooney	0.05
Brian Prevor	0.05
Dan Flynn	0.05
Kathy Barnum	0.05

MEMBERS

Spike Name	Spike Points
Russell Baugh	21.50
Robert Boesen	20.50
Frank Lindsey	19.25
Zachary Fleming	19.00
Christopher Boley	16.00
Rick Laffoon	15.50
Brad Schulte	14.00
Amy Kimberley	13.50
Shannon Buttz	12.50
Eric Grubb	12.50
Greg Arganbright	12.00
Richard Parrino	10.00
Jon Heim	9.00
John Sample	8.50
Scott Cierzan	8.00
Eric Munn	8.00
Brian Meyer	8.00
Jeffrey Grubb	7.50
Curtis Busch	7.00
Carrie Norris	6.50
Craig Van Langen	6.50
Dick Larimer	6.00
David Cosgriff	6.00
Ralph DiCesare	6.00
Mark Reetz	6.00

LIFE MEMBERS

Spike Name	Spike Points
George Mirras	639.75
Tom Gratias	446.00
Don Marean	318.50
Don Beal	248.00
Keith Butz	242.00
Colin King	214.00
Lloyd Clarke	211.00
LaDonna Graitas	207.25
Tom Stevens	197.00
Rick Thompson	185.00
Ted Lockwood	179.75
Rollie Clarkson	168.75
Bill Kimberley	157.50
Ron Grubb	136.00
Steve Archer	133.25
Polly Marean	126.25
Rick Bach	98.00
Leslie Mayo	96.75
Brad Gannon	87.00
Gary Scrutchfield	81.50
Ben Harrington	72.00
Tom Sheehy	67.50
Devan Kaufman	62.25
Ron Wyckoff	60.50
Scott Brower	60.50
Kim Beisser	58.00
Creighton Cox	52.50
Matt Connolly	50.50
Greg Marean	43.00
Steve Schrodt	41.50
Jack Bohlender	38.50
Matt Thompson	38.50
Dan Collins	36.50
Brian Donaghy	35.00
Ralph Haskins	33.50
Jim Best	32.00
Dan Knoup	31.50
Eric Heikes	28.00
Justin Washburn	27.50

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permits

2015 - AUGUST PERMIT TOTALS

City	SF	TH	MF
Adel	14	0	0
Altoona	2	2	0
Ames	3	2	0
Ankeny	42	21	66
Bondurant	14	0	0
Clive	6	0	0
Des Moines	12	47	0
Grimes	22	0	0
Indianola	1	0	0
Johnston	20	2	138
Newton	0	0	0
Norwalk	6	0	0
Pella	1	2	0
Pleasant Hill	4	2	0
Polk City	10	0	0
Polk County	12	0	0
Urbandale	12	24	0
Waukee	26	0	0
WDM	12	23	36
TOTAL	219	125	240
	584		

2016 - AUGUST PERMIT TOTALS

City	SF	TH	MF
Adel	13	0	0
Altoona	12	4	0
Ames	6	4	0
Ankeny	53	38	48
Bondurant	21	6	0
Clive	1	0	0
Des Moines	5	0	0
Grimes	23	8	0
Indianola	5	0	0
Johnston	7	0	0
Newton	1	0	0
Norwalk	14	0	0
Pella	0	0	0
Pleasant Hill	6	0	0
Polk City	5	0	0
Polk County	9	0	0
Urbandale	13	0	0
Waukee	26	8	0
WDM	12	0	1
TOTAL	232	68	49
	349		

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2015 - TO DATE BULIDING PERMIT TOTALS

City	SF	TH	MF
Adel	77	0	0
Altoona	59	26	0
Ames	48	14	110
Ankeny	331	102	289
Bondurant	81	0	0
Clive	33	4	0
Des Moines	95	95	150
Grimes	142	36	0
Indianola	23	8	0
Johnston	88	38	347
Newton	9	0	0
Norwalk	66	34	0
Pella	9	6	0
Pleasant Hill	27	10	0
Polk City	39	0	0
Polk County	71	0	0
Urbandale	108	26	60
Waukee	226	55	112
WDM	115	88	72
TOTAL	1647	542	1140
	3329		

2016 - TO DATE BULIDING PERMIT TOTALS

City	SF	TH	MF
Adel	92	4	0
Altoona	64	8	75
Ames	43	15	81
Ankeny	351	181	234
Bondurant	90	6	0
Clive	14	4	0
Des Moines	75	44	136
Grimes	130	46	30
Indianola	31	7	116
Johnston	51	15	72
Newton	3	0	0
Norwalk	85	4	0
Pella	0	0	0
Pleasant Hill	25	4	0
Polk City	58	3	0
Polk County	60	0	0
Urbandale	112	0	0
Waukee	154	177	2
WDM	130	18	117
TOTAL	1568	536	863
	2967		

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