

INDIANA BUILDER NEWS ONLINE

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WWW.BUILDINDIANA.ORG



April, 2009



Vol. 46, No. 4

\$100 scholarships available for Green Building course on April 21-22 in Indy

Over 250 members of the Indiana Builders Association have jumped at the opportunity to take the NAHB University of Housing Green Building course at a reduced rate thanks to the Indiana Office of Energy & Defense Development's \$100 scholarship.

The two-day course is for single family

builders, multifamily builders, remodelers, developers, land planners, architects, designers, energy raters, home inspectors, utilities staff, product manufacturers and suppliers. The course offers detailed education on green practices for the residential industry.

See pages 11 and 12 for more information and to register.

IBA's annual golf outing set for May 5

There is still time to register for IBA's annual golf outing set for May 5 at Juday Creek Golf Course in Granger, Indiana.

Marvin Windows and Doors, the major sponsor of the event, will provide each golfer

with a gift. Golf, beverages, fun, and dinner are on the agenda.

The event is a fund raiser for NAHB Build-PAC and the IBA.

See page 6 for more information and to register.

Go Green at Conference on May 11

Last year, over 200 housing industry professionals attended IBA's first ever Go Green Conference. The event was touted a huge success with attendees leaving with information on building and remodeling green.

This year's conference will focus on understanding and using the National Green Building Standards. The standards, recently approved by ANSI, are the basis for all green building,



remodeling, renovation, and land development practices.

The conference is set for Monday, May 11. A limited number of table tops are available for suppliers to showcase their green products. Sponsorships are also available.

Green standards books will be available for purchase.

chase.

See page 8 for more information and to register.

IBA in new office

The transition is complete and the staff of the Indiana Builders Association is now located at **101 W. Ohio Street, Suite 1111, Indianapolis, IN 46204**. The new local phone number is **(317) 917-1100**. The new fax number is **(317) 917-0335**. The toll-free number remains unchanged and is **(800)377-6334**. The post office box is no longer valid.

Indiana Builder News to publish four issues online only

The Indiana Builders Association will continue to publish the Indiana Builder News monthly, keeping members abreast of the latest housing information available. In 2009, IBA will publish hard copies of eight issues and publish four issues only online. The issues to be published online only include April, June, September and November.

In 2007, IBA began publishing issues on their website, www.BuildIndiana.org. Since then, all issues remain available on the website for easy, convenient access for members.

"I appreciate being able to refer back to articles in specific issues as I need them," said Dennis Spidel, GMB, CGB CGR, President of the IBA. "Online access allows me to have the information at my fingertips immediately."

For two years, IBA has been allowing members the opportunity to opt out of the printed version of the newspaper and access it strictly online. "Several members have chosen to no longer receive the printed version," continues Spidel. "As our industry and the world goes green, it is a natural progression for people to utilize the internet for information."

If you would like to opt out of all printed issues or if you do not have internet access and would like a copy printed on paper and mailed to you of the online only issues, please call IBA at (800)377-6334.

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IBA pushing for positive change

The association has officially moved into our new office at the Old National building at 101 W. Washington Street, Suite 1111, Indianapolis. I encourage you to visit when you are in the area.

Recently, I spent two days in Washington, DC with a team of members from around our state. Now, more than ever before, our efforts to communicate our housing issues to Senate and Congressional members is crucial.

It was very obvious to me how hard past IBA delegations have worked to build solid relationships with members of Congress. This year's team for our "Day on the Hill" included myself; **Mike Bell, GMB, CGB, CGR, CAPS, CGR**, Indiana's State Representative to NAHB; **Tom Mullen, MIRM, CMP, CGB, CGP**, NAHB Area 9 Vice Chairman; **Heath VanNatter, CGP**, NAHB Build-PAC Trustee; **Jud Motsenbocker, CGR, CAPS**, IBA Past President and Alternate NAHB Build-PAC Trustee; **Brian Mann; Dave VanDyke; Darren Reaman**; and **Rick Wajda**, IBA CEO. When you see these members please thank them for their dedication to this cause.

Congressman Dan Burton was on the same flight Monday afternoon and while we were waiting to board the plane, we were able to have a personal conversation with him on



President's Message

By Dennis Spidel,

GMB, CGB, CGR

Spidel Custom Homes and
The Lakeshore Design Center,

Angola

President,

Indiana Builders Association

issues critical to our industry. That night on the House floor he spoke about housing and pledged his support to fix housing first. All in all, a good day's work!

Recently, Governor Mitch Daniels made an announcement outlining the state's stimulus energy conservation plan. He said that the Indiana Builders Association would be included in his search for a partner to administer the funds and begin work weatherizing homes as soon as possible. Rick and I have been working on this for some time. When the details are firm, you will be the first to know. Our group will be submitting our proposal soon and if we are accepted I will release more in-

formation at that time.

Early on our Governor said he wanted to get Hoosier builders and remodelers back to work as soon as possible. The goal is to maximize conservation by lowering energy costs for as many Hoosier homes as possible. He knows we have people that can do the work quickly and efficiently.

The credit for this belongs to every member past and present that has proven IBA can be trusted to get the job done for the State of Indiana. It could not come at a better time for our industry - stay tuned!

I hope to see all of you at Juday Creek Golf Course in Granger, Indiana on May 5 for the 2009 IBA Fiesta Golf Outing. Thanks to **Linda & Mike Rogers** for everything they have done for our Association.

I also encourage everyone to attend IBA's upcoming Certified Green Building Professional designation courses and IBA's "2nd Annual Go Green" Conference. Details are in this issue - they are great opportunities to enhance your business with the latest innovation.

Regards,
Dennis

Register Today!

Golf Outing See page 6



Certified Green Building

 See pages 11 & 12

Go Green Conference

See page 8



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News from the IBA Governmental Affairs Team

IBA applauds Governor Daniels announcement regarding energy conservation

Recently, Governor Mitch Daniels announced plans to utilize stimulus dollars directed to energy conservation and weatherization activities. The plan will spend \$131.8 million in federal stimulus funding for energy conservation and hopes to reach more than 30,000 low-income households who have already qualified for the state's Energy Assistance Program.

The plan invests up to \$5,000 per household, beginning with an energy audit, and followed by installation of energy savings equipment such as programmable thermostats, LED lighting, insulation, caulking or even new furnaces or hot water heaters.

The Indiana Builders Association, a state-wide trade organization representing nearly 5,200 member companies, applauds Governor Mitch Daniels recent announcement regarding the stimulus energy conservation plan and looks forward to assisting Hoosier citizens with conservation and weatherization activities as the program begins.

"We are thrilled with the Governor's announcement to improve energy efficiency in existing homes in Indiana, and to use as many

Hoosier workers as possible to make the improvements," said Rick Wajda, Chief Executive Officer of the Indiana Builders Association.

IBA plans to submit a bid to administer the funds and will help put Hoosiers in the home building and construction industry back to work by allowing them to provide long-lasting improvements to 30,000 households across the state.

"We know new homes are roughly 30 to 40 percent more energy efficient than those built in the 1970s," continues Wajda. "This program will help bring older homes up to speed in terms of energy consumption by installing insulation, caulking and other energy-efficient components to reduce wasted energy."

The energy conservation program will incorporate cost-effective energy-conserving features and technologies into existing homes, with their cost-effectiveness verifiable.

For more details on the announcement, please visit http://www.in.gov/portal/news_events/37101.htm. IBA will publish information on the program as it becomes available.

Rick Wajda
Rick@BuildIndiana.org

Gretchen White
Gretchen@BuildIndiana.org

Carlie Hopper
Carlie@BuildIndiana.org

New law extends net operating loss carryback for small businesses

The Internal Revenue Service recently announced that small businesses with deductions exceeding their income in 2008 can use a new net operating loss tax provision to get a refund of taxes paid in prior years.

The new provision, enacted as part of the American Recovery and Reinvestment Act of 2009, enables small businesses to elect to offset this loss against income earned in up to five prior years.

For more details, please visit <http://www.irs.gov/newsroom/article/0,,id=205329,00.html>.

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Carter Lee Lumber
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Indianapolis
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carterlee.com

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Indianapolis
317-875-4577
doorstoday.com

Kremp Lumber Co.
216 S Main St.
Jasper
812-482-1961

Morgan - Wightman Supply Co.
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Indianapolis
317-895-9595
morgan-wightman.com

Quality Window & Door, Inc.
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Elkhart
1-888-674-0867
qwd-online.com

Roberts Glass & Service, Inc.
7707 Records St.
(Just off of Pendleton Pike & I-465)
317-542-0693
robertsglass.com

Werntz Supply
1002 Kerr St.
South Bend
574-232-4881

Electrical requirements in the Indiana Code

In Indiana we have a unique process by which we adopt and amend a code. In fact, Indiana is light years ahead of most other states and we have become a model for other states that want to have the same process. In Indiana we take the phrase “To provide minimum requirements to safeguard the public safety, health and general welfare, through affordability, structural strength, means of egress facilities, stability, sanitation, light and ventilation, energy conservation and safety to life and property from fire and other hazards attributed to the built environment” seriously.....This statement is taken directly from the International Residential Code, Section R101.3...Purpose.

For years, code review committees established by the State of Indiana have adopted and amended sections of various codes with careful consideration for safety and affordability.

This article will tip the iceberg on the subject “Electrical Requirements”, and I mean just tip. In recent years, Indiana has tackled the issue regarding Arc Fault Circuit Interrupters (AFCI). They were introduced into the model codes to go into affect the following year after adoption of that code — while they were still in the “manufacturing” and “testing” stages.

I won't go into the details of how they got into the Indiana Residential Code, but they did, for a short time. In that time, there were numerous complaints regarding these breakers (an arc fault breaker being the only way you could comply with the code), most of which involved nuisance tripping. Along with the nuisance tripping there were other “manufacturer requirements” that were a nuisance.....ie:

1. As a homeowner, if a breaker tripped once you could reset it, but if it tripped a second time, you had to call a licensed electrician to investigate the problem.

2. Once a “fault” had occurred, indicated by wiring “marked” with carbon, it was recommended that the wiring be replaced either from the breaker to the fault, or whichever part of the wiring could be replaced entirely from point A to point B in the circuit. This means it could be from outlet to outlet if you knew where the fault occurred.

3. The life expectancy of AFCI is 5 years, which meant that every 5 years you had to replace the breaker.

4. There was not an electrical tester on the market to test to see if the breakers were working properly. This doesn't sound “affordable” to me. Fortunately AFCI were removed from the Indiana Residential Code.

Recently there was another attempt to reinstate the breakers back into the Indiana Residential Code, along with tamper-resistant receptacles, through review and amendment of the National Electrical Code, also known as the Indiana Electrical Code. Due to the fiscal impact of these provisions, AFCI and tamper-resistant receptacles are not included in the proposed rules recently published by the state's Fire Prevention and Building Safety Commission.

The first proposed rule, LSA Document #09-139, amends 675 IAC 14-4.3, the 2005 Indiana Residential Code, so as not to be in conflict with provisions of the 2009 Indiana Electrical Code, 675 IAC 17-1.8.

The second proposed rule, LSA Document #09-140, adds 675 IAC 17-1.8, adopts by reference and amends the 2008 National Electrical Code as the Indiana Electrical Code, 2009 Edition and repeals 675 IAC 17-1.7.

A few of the proposed changes include bubble covers in wet locations; weather-resistant receptacles in both damp and wet loca-

Codes Corner

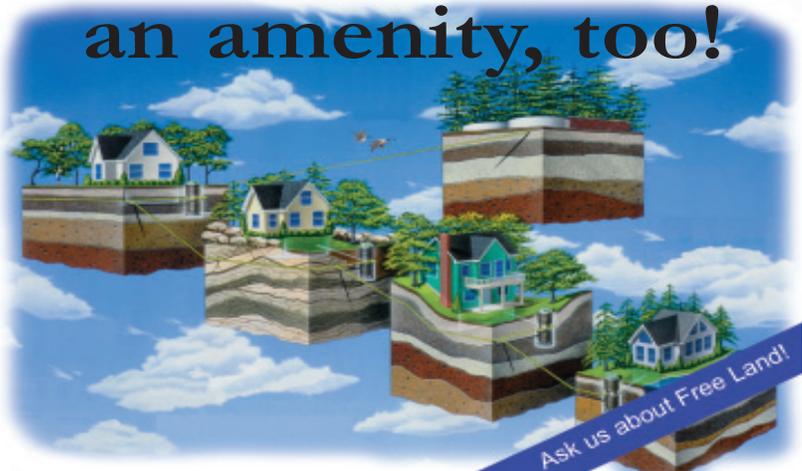
Written by Lynn Madden
Codes Committee Chairperson

tions; a GFCI receptacle required within any deck, balcony, or porch accessible from the inside of the house that has a usable area of 20 square feet or more; HVAC convenience receptacle required within 25 feet of the outside condenser unit, and all garage receptacles are to be GFCI protected.

To comment on these proposed changes or for copies of the proposed rules contact Carlie at 800-377-6334 or Carlie@BuildIndiana.org.

With the adoption of each subsequent code, the requirements get more stringent with regards to practices and methods. IBA members must remain active on IBA's Codes Committee and continue to volunteer to serve on the state's code review committee to preserve safety and affordability for Indiana's homeowners.

Sewers can be an amenity, too!



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IBA's 2009 Fiesta Golf Outing



**Celebrate Cinco de Mayo at IBA's Golf Outing
May 5, 2009**

New Location (donated by Linda & Mike Rogers)

Juday Creek Golf Course

14770 Lindy Dr.
Granger, IN 46530

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Noon Registration
1 p.m. Shotgun Start
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Proceeds benefit the IBA and the NAHB Build-PAC.

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Golfer Registration

(includes green fees, cart rental, refreshments, favors, dinner, & awards)

- \$600 foursome
- \$60 (includes strings / skins / door prize ticket for team)
- \$150 one golfer
- \$10 (includes string and door prize ticket)

Players _____

Team/Company _____

Contact Name _____

Address _____

City, State, Zip _____

Phone _____ FAX _____

All golf registrations on a first-come, first-served basis, and only guaranteed with payment.

NAHB Build-PAC Clubs

(Contributions to NAHB Build-PAC Clubs must be **personal funds** & include recognition and signage at the event, recognition in IBA's newspaper, and admittance to the dinner.)

- Capitol Club \$5,000 Annually
- Platinum Club \$2,500 Annually
- Gold Key \$1,000 Annually
- Dollar-A-Day \$365 Annually
- Hundreds Club \$ _____ Greater than \$100
- The Century Club \$100
- Indiana's Champions Club \$20



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Tournament Sponsors

(Sponsors receive recognition and signage at the event, recognition in IBA's newspaper, and admittance to the dinner. Does not include golf.)

- Dinner Sponsor \$1000
- Longest Drive Sponsor \$500
- Putting Contest Sponsor \$500
- Beverage Sponsor \$300
- Hole Sponsor \$250
- Closest-to-the-Hole Sponsor \$250 (3 available)
- Cart Item Sponsor \$150
- Door Prize Sponsor
- Hole-in-One Contest Sponsor

Payment Options

Corporate checks make payable to **IBA**.

Personal checks make payable to **NAHB Build-PAC**.

- Enclosed is my corporate check made payable to IBA.
- Enclosed is my personal or non-corporate check made payable to NAHB Build-PAC.
- Please charge my credit card for \$ _____. (circle one)
 - Personal - VISA MasterCard American Express
 - Corporate - VISA MasterCard

Card Number: _____

Exp: _____

Signature: _____

No refunds for inclement weather. 50% cancellation fee. No refunds within 10 days of event.

Please complete & return to: Indiana Builders Association
101 W. Ohio St., Ste. 1111, Indianapolis, IN 46204
or Fax 317-917-0335

Questions? Contact Heather at (800) 377-6334*Heather@BuildIndiana.org

Tax benefits increased on energy-efficient home improvements

Home owners looking to save money on heating and cooling costs with energy-efficient improvements to their home can also benefit from a newly expanded federal tax credit.

In the recent stimulus legislation signed by President Obama, previous energy-efficiency credits were not only renewed, but were significantly improved. Before, home owners were able to recoup 10 percent of the cost of each approved energy upgrade with the lifetime cap of \$500. The new credit has tripled those amounts to 30 percent and \$1,500, respectively.

According to Energy Star, a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy, a typical household spends about \$2,000 a year on energy bills. By incorporating Energy Star appliances and other energy-efficient components to your home, they estimate a home owner can save about a third on his or her energy bill. The expanded tax credit money available to home owners on top of these savings is icing on the cake!

"This is an excellent time for home owners to take advantage of these tax benefits to make positive changes in their home that will not only benefit them immediately, but over the long term as well," said Eric Borsting, a California home builder and chair of the National Association of Home Builders (NAHB) green building subcommittee.

What is included?

Tax credits are available at 30 percent of the cost, up to \$1,500, in 2009 and 2010 (for existing homes only) for:

- * Windows and doors
- * Insulation
- * Roofs (metal and asphalt)
- * HVAC (heating, ventilating and air-conditioning)
- * Water heaters (non-solar)
- * Biomass stoves

Tax credits are available at 30 percent of the cost, with no upper limit through 2016 (for existing homes & new construction) for:

- * Geothermal heat pumps
- * Solar panels
- * Solar water heaters
- * Small wind energy systems
- * Fuel cells

Details on qualifying improvements are available on the Energy Star Web site at www.energystar.gov/taxcredits.

How to Claim the Credits

Home owners can claim the 25C and 25D credits on IRS Form 5695 when they prepare their income tax returns. Be sure to retain records that include:

- * Name and address of the manufacturer;
- * Identification of the component;
- * Make, model or other appropriate identifiers;
- * Statement that the component meets the

25C standards;

- * Climate zones for which the criteria are satisfied;
- * Additional information for storm windows, if applicable; and
- * Manufacturer's certification - a signed statement from the manufacturer certifying that the product or component qualifies for the tax credit.

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Indiana Builders Association

2nd Annual Go Green Conference

Understanding & Using the National Green Building Standards™

Monday, May 11, 2009

10 am - 5 pm

Indianapolis, Indiana

Title Sponsor



The National Green Building Standard™ is the ANSI consensus standard on sustainable Green Building for residential construction.

The Standard provides the “green” practices that can be incorporated into new homes, remodeling and additions, and the site upon which the green homes are located.

Attend, understand and use the National Green Building Standards!

Network with suppliers who sell green products, attend exceptional education sessions and develop the skills you need for profitable green building and remodeling.

Gain the contacts, tools and ideas that are good for both the environment and your bottom line.

This statewide conference is targeted to green building and remodeling for the residential building industry.



Schedule of Events

- 10:00 am Registration
- 10:00 - 5:00 pm Table Tops
- 10:30 - 11:00 am Introductions, Standards Overview & Using the Scoring Tool
- 11:30 - 12:15 am Green Land Development, Site and Lot Design
- 12:15 - 1:15 pm Lunch Break
- 1:15 - 2:00 pm Green Buildings - Part I
- 2:30 - 3:10 pm Green Buildings - Part 2
- 3:30 - 4:10 pm Green Remodeling, Renovations and Additions
- 4:30 - 5:00 pm Awarding Points, Q & A Session, & Prize Drawings

National Green Building Standards™ Book

You will need to bring your copy of the National Green Building Standards™ book to this conference. If you still need one, please order one below and we will have it for you at the conference.

Exact location pending.

(table top is a skirted 6' table, limited to the first 25 companies)

2nd Annual Go Green Conference Registration Form

Name(s) _____
 Company _____
 Address _____
 City, State, Zip _____
 Phone _____ FAX _____
 E-mail(s) _____

Complete and return to:
 Indiana Builders Association
 101 W. Ohio Street, Suite 1111
 Indianapolis, IN 46204

Questions?
 (800) 377-6334 or (317) 917-1100
 FAX (317) 917-0335
 Heather@BuildIndiana.org

Registration

- ___ x IBA member(s) @ \$55 per person
- ___ -\$30 per person scholarship for IBA members only*
- ___ Non-member registrant fee @ \$100 per person

Table Tops

- ___ IBA member Table Top Display @ \$300 each
- ___ Non-member Table Top Display @ \$500 each

Books

- ___ x \$40 National Green Building Standards Book(s)
- ___ -\$10 per book scholarship for IBA members only*

Sponsors

- ___ Title Sponsor @ \$5,000
- ___ Major Sponsor @ \$2,500

Payment Procedure: Total Amount Due \$ _____
 Check Enclosed Please Invoice MC/Visa
 MC/Visa Number _____
 Expiration Date _____ Zip Code _____
 Signature _____

**The scholarships are courtesy of the Indiana Office of Energy and Defense Development. This conference offering and book were prepared with the support of the U.S. Department of Energy (DOE) and the Indiana Office of Energy and Defense Development (OED). However, any opinions, findings, conclusions or recommendations expressed herein are those of the authors and do not necessarily reflect the views of the DOE and OED.*

Written cancellations made at least 14 days of conference will receive a refund less a 30% administrative fee. Registrants who fail to attend the conference without 14 days prior written notification are liable for the entire fee.

ANSI approves National Green Building Standard™



- Discounted books available through Indiana Builders Association -

The National Green Building Standard™ for all residential construction work including single-family homes, apartments and condos, land development and remodeling and renovation was approved recently by the American National Standards Institute (ANSI).

“The approval signals a new era for the nation’s builders, remodelers and developers and also provides an extra measure of reassurance for home buyers,” said Joe Robson, a home builder in Tulsa, Okla., and Chairman of the National Association of Home Builders.

“The National Green Building Standard is now the first and only green building rating system approved by ANSI, making it the benchmark for green homes,” said Ron Jones, who chaired the consensus committee charged with developing the standard.

“The standard provides home builders and remodelers with a much more expansive third-

party rating system that they can use to achieve green certification under NAHBGreen and the National Green Building Certification Program,” said Mike Luzier, CEO of the NAHB Research Center.

The Research Center provides certification for NAHBGreen projects, which until now have only included single-family homes. “Consumers are looking for authentic, verifiable green building practices, and now they’ll find them with a true industry consensus standard for residential green building,” Luzier said.

The standard defines what green practices can be incorporated into residential development and construction and how home owners can operate and maintain green homes.

But the National Green Building Standard also provides for flexibility - allowing home builders and home buyers to make green choices based on climate and geography as

well as style preferences and budget.

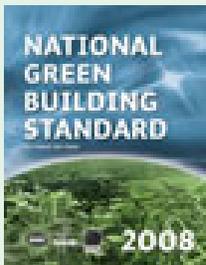
As part of the stringent process required by ANSI, NAHB and the International Code Council gathered a fully inclusive and representative consensus committee composed of a broad spectrum of builders, architects, product manufacturers, regulators and environmental experts.

The work of the consensus committee was administered by the NAHB Research Center, an ANSI Accredited Standards Developer.

The consensus committee deliberated the content of the standard for more than a year, held four public hearings and evaluated over 3,000 public comments in the development of the standard.

Members of the Indiana Builders Association who opt to have their homes certified through the NAHBGreen program may also receive certification from the Indiana Builders Association’s GreenBuildIndiana program.

National Green Building Standard Book Order Form



***** Save \$10 a book *****

IBA members may purchase National Green Building Standards Books from IBA and pick them up at IBA or their local builders association at a discounted rate of \$30 per book. Order today, we will contact you when your book is ready for pickup.

Name _____ Company _____

E-Mail _____ Phone _____

Local Builders Association _____

_____ x \$30 each - National Green Building Standard Book(s)

Total Due \$ _____ *Must be prepaid with MasterCard/VISA or by check.

MC/VISA # _____

Expiration Date _____ Credit Card Billing Zip Code _____

Return form with payment to local builders association or mail to: Indiana Builders Association, 101 W. Ohio Street, Suite 1111, Indianapolis, IN 46204.
Order by phone with credit card 1-800-377-6334 or Fax (317) 917-0335.



Cast your vote for the 2006 International Residential Code

IBA supports adoption and revision of the 2006 International Residential Code (IRC) and we're asking you to contact your local building officials and encourage their support of this code. Several code provisions in the 2009 IRC will significantly increase building costs and many will be difficult for building officials to enforce:

- * Fire sprinklers required in all new one- and two-family residences beginning Jan. 1, 2011.
- * Fire sprinklers in all new townhomes when the code is adopted.
- * Carbon monoxide alarms required in new construction dwelling units with fuel-fired appliances, and in existing homes where interior alterations include fuel-fired appliance replacements or attached garages.

* New guidelines for the design and construction of homes in high wind regions, based on the International Code Council's Standard for Residential Construction in High Wind Regions, ICC 600.

* New guidelines for the design and construction of storm shelters, based on the new International Code Council/National Storm Shelter Association (NSSA) Standard for the Design and Construction of Storm Shelters, ICC 500-2008.

* Programmable thermostats in new homes and buildings with forced air furnaces.

* High-efficiency light bulbs in at least 50 percent of permanent lighting fixtures in new homes.

* Maximum fenestration U-factors are low-

ered in warmer climates to reduce the amount of heat loss or gain through windows and doors to lower energy costs during cooling periods.

* An increase in insulation R-values for walls, floors and basements in cold climates to achieve heating and cooling savings.

* Can no longer tradeoff equipment in lieu of building envelope requirements to comply with Chapter 11 (Energy Efficiency).

* Duct leakage testing if ductwork is located outside the thermal envelope.

At its next meeting on April 9th, Indiana's Fire Prevention & Building Safety Commission's 2009 Residential Code Review Committee will decide which edition of the code to review.

Please contact your local building officials, particularly the members of the Indiana Association of Building Officials (IABO), and tell them to pick '06 in '09.

For contact information, please e-mail Carlie@BuildIndiana.org or call Carlie at (800)377-6334.

Changes to the state's fire and building codes

The Fire Prevention and Building Safety Commission intends to adopt two rules to add previously omitted sections and make substantive and clarifying changes to the state's fire and building codes.

The first proposed rule, LSA Document #09-187, amends 675 IAC 22-2.4, the 2008 Indiana Fire Code, and the second proposed rule, LSA Document #09-186, amends 675 IAC 13-2.5, the 2008 Indiana Building Code.

The proposed rules will be published in the Indiana Register with information on the public hearing.

For copies of the proposed rules, please e-mail Carlie@BuildIndiana.org or call her at (800)377-6334.

'Extreme Makeover' appears in Indianapolis

The Estridge Company, a Carmel-based residential construction firm, is teaming with the popular TV show "Extreme Makeover: Home Edition" to build a home for an Indianapolis-area family.

The Indianapolis episode of "Extreme Makeover: Home Edition" is slated as the two-hour season finale tentatively scheduled to air May 17.

To be a part of Indianapolis' Extreme Makeover go to www.estridge.com.

INDIANA BUILDER NEWS

OFFICIAL PUBLICATION OF THE INDIANA BUILDERS ASSOCIATION, INC.

WWW.BUILDINDIANA.ORG



2009

Advertising Facts

- **Indiana Builder News** is the **official** and only **publication** of the Indiana Builders Association.
- It is **distributed monthly** to Indiana's builders, developers, remodelers, trade contractors, and building suppliers.
- Each issue is **packed with building industry information** from the national, state, and local levels, allowing all professionals to stay up to date on building industry happenings.
- There are **6,700 copies published** monthly. Each copy is circulated to **over 40,000 readers**.
- **Target your advertising** to the professionals who *buy, utilize, and promote* your products and services by advertising in the **Indiana Builder News**.

Call to reserve your space today (800) 377-6334!

The Issues & Deadlines

Issue	Deadline
April 2009*	March 20
May 2009	April 17
June 2009*	May 22
July 2009	June 19
August 2009	July 17
September 2009*	August 21
October 2009	September 25
November 2009*	October 16
December 2009	November 20
January 2010	December 18



Your advertisement is also viewed by thousands online at www.BuildIndiana.org

*Printed on-line only.

The Staff

Indiana Builder News is published by the Indiana Builders Association
101 W. Ohio St., Ste. 1111
Indianapolis, IN 46204
(800) 377-6334
Publisher, Advertising Manager
Cindy Bussell
Cindy@BuildIndiana.org

Specifications

- 11" x 13" tabloid offset newspaper.
- Camera ready advertisements can be submitted on computer disk, cd, or e-mailed and must be a .tif file or a .pdf composite file.
- Full or spot color must be color separated CMYK (not RGB) - 200 dpi.
- Black and white - 600 dpi.
- Grayscale - 200 dpi.
- If mailed, please include a proof.

Advertisement Sizes

Full Page 10 1/4" wide by 12 3/4" tall	1/2 Page Dominant 7 3/4" wide by 9 1/4" tall
1/2 Page Horizontal 10 1/4" wide by 6 1/4" tall	1/2 Page Vertical 5" wide by 12 3/4" tall
1/4 Page 5" wide by 6 1/4" tall	1/8 Page 5" wide by 3" tall

Advertising Rates

Ad Size	1x	3x	6x	12x
Full Page	\$850	\$700	\$550	\$450
1/2 Page	\$550	\$410	\$330	\$270
1/4 Page	\$350	\$270	\$190	\$150
1/8 Page	\$200	\$170	\$130	\$100

- Rates quoted are for black and white advertisement placement per issue for IBA members.
- Additional 40% for non-members.
- One Spot Color - \$75 additional per issue.
- Full Process Color - \$160 additional per issue.
- Inserts - \$900 (company to provide 7,000 copies.)

Become a Certified Green Professional (CGP) in your area



Last Chance to take advantage of a \$100 scholarship!

The future of residential construction is green.

What is a CGP?

Certified Green Professional (CGP) is for single family builders, multifamily builders, remodelers, developers, land planners, architects and designers, energy raters, home inspectors, utilities staff, product manufacturers and suppliers. The CGP is awarded after 24 hours of course work and fulfillment of graduation requirements.

Curriculum and Other Requirements:

- √ Complete 2 courses:
 - Green Building for Building Professionals (2-day course)
 - Business Management for Building Professionals -OR- hold a current NAHB designation
- √ Have a minimum of two years of building industry experience
- √ Adhere to the CGP Code of Ethics
- √ Complete and submit the graduation application and fee
- √ Fulfill annual renewal fee
- √ Fulfill continuing education requirements every three years

Sponsored by the Indiana Office of Energy and Defense Development



CGP Graduates are able to:

- √ Locate and design green building development sites.
- √ Control moisture and durability for each component of the building envelope effectively.
- √ Employ resource-efficient materials to achieve comfortable, safe and sustainable buildings.
- √ Strategize ways to meet, exceed and verify green building energy efficiency requirements.
- √ Implement indoor and outdoor water conservation practices.
- √ Achieve indoor air quality.
- √ Consider green building objectives in a remodeling project.
- √ Explain a homeowner's and builder's role in effective operation and maintenance of a green home.
- √ Apply successful business management, marketing and sales strategies to sell green.



Administered by the Indiana Builders Association in conjunction with the NAHB University of Housing.



Certified Green Professional (CGP) Registration Form

Green Building for Building Professionals

This two-day course for building professionals discusses strategies for incorporating green-building principles into homes without driving up the cost of construction. Students will learn how green homes provide buyers with better value, lower energy costs, lower maintenance, better indoor air quality and better long-term value. Techniques are also discussed for competitively differentiating your home products with increased indoor environmental quality as well as energy and resource efficiency. *Approved for the CGB, CGA, GMR, and CGP designations.*

Class dates and locations

___ April 21-22 Green Building in Indianapolis, IN

___ April 23 Business Management in Indianapolis, IN

Indianapolis courses to be held at

Wingate by Wyndham, 5797 Rockville Rd., Indianapolis, IN 46224.

**Last chance to get
\$100 scholarship!**

Registration Form & Payment Information

Green Building for Building Professionals

___ \$300/ IBA member

___ -\$100 scholarship for IBA members only **This course offering was prepared with the support of the U.S. Department of Energy (DOE) and the Indiana Office of Energy and Defense Development (OED). However, any opinions, findings, conclusions or recommendations expressed herein are those of the authors and do not necessarily reflect the views of the DOE and OED.*

___ \$325/ NAHB member

___ \$350/ non-HBA member

Business Management for Building Professionals

___ \$175/ IBA member

___ \$200/ NAHB member

___ \$225/ non-HBA member

___ \$25 additional charge if registering within 14 days of course

Amount Due: \$ _____ (Non-HBA students MUST prepay with credit card or check)

Payment Method: ___ Check Enclosed ___ Invoice (for HBA members only) ___ MasterCard/Visa
MC/Visa Acct. # _____

Exp. Date _____ ZIP code for credit card _____

Signature _____

Registration Information (one form per attendee)

NAME	COMPANY	ADDRESS	CITY	STATE	ZIP	PHONE	E-MAIL	LOCAL HBA

Business Management for Building Professionals

This course will give you a solid foundation in those best business practices so valuable to smaller businesses: planning, organizing, staffing/directing and controlling. *Approved for the CGB, CGR, CGA, CGP, and CAPS designations. NAHB designation holders are exempt from completing this course to earn the CGP designation.*

Questions

Cindy@BuildIndiana.org
(800) 377-6334



Additional graduate information

Graduation fees: \$145 HBA members/\$245 non-HBA members payable to the NAHB University of Housing.

Annual renewal fees: \$50 HBA members/\$75 non-HBA members payable to the NAHB University of Housing.

Continuing education requirements: CGP designates are required to complete twelve hours of continuing education every three years. Six of the twelve hours must be from NAHB University of Housing educational activities. A minimum of eight hours is required to come from green building industry related educational activities.

Return Form to

IBA
101 W. Ohio St., Ste. 1111
Indianapolis, IN 46204
FAX (317) 917-0335

Cancellation Policy

Written cancellations made prior to 14 days of course will receive a refund less 50% administrative fee. Registrants who fail to attend the course without 14 days prior written notification are liable for the entire fee.

Say what you do, do what you say

By Hal Kemmerer, Rose Brick & Materials, South Bend. He may be contacted at (574)532-7739 or halk@rosebrick.com or hkemmerer@hughes.net.

"Life can either be an adventure or an ordeal. Fortunately for most of us, most of the time, it is a matter of chance. Under what we call 'normal circumstances,' the issue can be determined by attitude and outlook. While you cannot control all of what happens to you in life, you do control the matter in which you respond or react. We wake up to a new world everyday. Each day brings with it the possibility of a series of challenges and/or opportunities; changes and surprises. Some days the sun shines; some days storms rage."

- Bryan Townsend

Are you reinventing the wheel?

In your everyday course of business with customer contacts, do you reinvent how you are perceived? On the other hand, do you conduct yourself as you did yesterday? Do you utilize a strategic plan, position or try to strive



to improve your qualities and understanding of the substance of your business? You can teach an old dog new tricks! Attend related seminars for your business to learn about new green products and the latest trends of your products and marketing.

Let your yes be a yes and your no be a no!

When you are asked a question, do you answer it with a "yes" when it is the truth or just a "yes" to get the sale? More times than

not a customer would rather hear the word "yes", but sometimes the better response is "I will find out the answer to your question or have someone get back with you with the correct answer." As a sales person, I occasionally have to turn my customer's requests down. While saying "no" is never easy, your customer should appreciate your answer. Try to avoid false hopes. Give your customer a chance to state their case, and then explain the reason for your answer. When I first started out in sales, I met an architect who had been in business for over 20 years and he said to me, "I will respect you more if you tell me that the better choice of material for the building is supplied by your competitor and not by your company." Since then, his firm has been my best architectural customer. Do I get every job? No. But I am the first salesperson that he calls on for any job.

Associate Avenue (see page 19)

Design/Build

Design + Build = Greater Profits

Instructor(s): Mike DuKate, CGB, CGR, CAPS

When well managed, a full-service building or remodeling business can increase profits and maximize customer satisfaction. If you've ever considered running a design/build operation, this course shows you how to assess the challenges ahead. Learn how the few and the bold have benefited from implementing a design/build strategy and how to make your own design/build business a success.

As a graduate of this course, you will be able to:

- Explain design in the context of design/build
- Understand how incorporating design into your business will impact your build operation
- Illustrate the process for implementing design/build
- Develop design/build marketing strategies
- Implement the design/build full-service sell concept
- Determine whether design/build is right for your company

Designation Credit:

CGA; CGB; CGR

Continuing Education Credit:

CAPS; CGA; CGB; CGR; CSP; CMP; GMB; Master CSP; MIRM



April 24, 2009
9 to 5 p.m.

Indianapolis, IN



Additional Information

For more information visit www.BuildIndiana.org or call Cindy Bussell at (800) 377-6334.

Course Location

Wingate by Wyndham
5797 Rockville Road
Indianapolis, IN 46224

To Register

By Phone
(800) 377-6334

By Mail
Indiana Builders Association
101 W. Ohio St., Ste. 1111
Indianapolis, IN 46204

Online
www.buildindiana.org

Registration Information

(one form per attendee)

NAME _____
 IBA NAME _____
 COMPANY _____
 ADDRESS _____
 CITY _____
 STATE ZIP _____
 PHONE _____
 FAX _____
 E-MAIL ADDRESS _____

Please note: It is NAHB's policy not to share or sell its e-mail addresses.

Registration Fees

- NAHB Member \$200
- Non-member \$225
- IBA member \$175
- Additional Charge if Registering Within 14 Days of Class - \$25

Payment Information

- Check Make Payable to: Indiana Builders Association
- MasterCard
- Visa
- Please Invoice (IBA Members Only)

CREDIT CARD NUMBER _____
 EXP. DATE _____ VIC CODE _____
 NAME ON CARD _____
 SIGNATURE _____

Payment and Cancellation Information

Written cancellations made prior to 14 days of course will receive a refund less 50% administrative fee. Registrants who fail to attend the course without 14 days prior written notification are liable for the entire fee.

National News - NAHB working for you

NAHB document details effective moisture management methods

NAHB members have access to another free service. A new online document from NAHB details effective moisture management methods.

Water intrusion and insufficient drainage can pose a potential threat to the durability and usability of residential construction. A new document from NAHB, *Improving Drainage and Drying Features in Certain Conditions: Rain Screen Designs for Absorptive Claddings*, offers some guidelines for designing and constructing building enclosures to help builders keep moisture levels in exterior walls from exceeding acceptable levels.

New tax credit outreach

The National Association of Home Builders is now using popular social networking channels Facebook and YouTube to reach out to potential first-time home buyers with information about the \$8,000 tax credit.

You can check out and link to the tax credit Q&A video on NAHB's YouTube channel: "nahbtv" (over 8,200 views to date).

You can also become a "fan" of NAHB's \$8,000 Home Buyer Tax Credit Facebook group (over 700 fans so far).

Be sure to let your potential customers know about these sites to gain more information.

Foreclosure help for consumers

The federal government has launched a new consumer Web site for responsible home owners seeking mortgage relief: www.MakingHomeAffordable.gov features self assessment tools and calculators to help borrowers determine eligibility and payment reductions under the Administration's Refinancing and Loan Modification Program.

Visit www.nahb.org/2009stimulus where you can find everything you need to know about the new stimulus and \$8,000 first-time home buyer tax credit.

This document is available online at www.nahb.org. Type in "Improving Drainage" in the search box once you are logged in on the home page.

For your member login information call NAHB at 1-800-368-5242.

Use your
national resources
www.nahb.org
(800)368-5242

**SMART BUILDERS
CHOOSE GEOTHERMAL**

In today's economy, wise choices are more important than ever. That's why offering WaterFurnace geothermal heating and cooling systems is a **smart choice**. A WaterFurnace geothermal system uses the **clean, renewable energy** just below our feet to provide homeowners savings up to 70% on utility bills. In fact, WaterFurnace geothermal systems can be the **best and easiest way** to transform an ordinary home into a **truly green one**.

Consider the benefits you could enjoy...

- A competitive edge over other builders offering less efficient systems
- Opportunity for added sales and profits
- Increased traffic through your showroom and models
- Highly satisfied clients (think referrals)
- Sales support by WaterFurnace factory representatives
- Special pricing for model home installations
- Volume rebates

Contact Phil Albertson--Vice President of Sales and Marketing
(317) 385-1064 • phil.albertson@waterfurnace.com

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WaterFurnace is a registered trademark of WaterFurnace International, Inc.
*Based upon AHRI 315-1 (OLHP - Part Load Ratings)

Property tax deduction on model homes

GENERAL INSTRUCTIONS

Applications must be filed during the periods specified. Once the application is in effect, application must be refiled annually.

This application may be filed in person or by mail. If mailed, the mailing must be post-marked before the last day of filing.

Any person who willfully makes a false statement of the facts in applying for this deduction is guilty of the crime of perjury and on the conviction thereof will be punished in the manner provided by law.

BENEFITS AND ELIGIBILITY

“Model residence” means real property that consists of a single family residence, single family townhouse, or single family condominium unit that has never been occupied as a principal residence, and is used for display or demonstration to prospective buyers or lessees for purposes of potential acquisition or lease of a similar type of residence, townhouse, or condominium unit on the same property or other property.

Eligible applicants are entitled to a deduction from the assessed value of the residence in the amount of 50% of the assessed value of the model residence for:

- Not more than one assessment date for which the model residence is assessed as a partially completed structure;
- The assessment date for which the model residence is first assessed as a fully completed structure; and
- The two assessment dates that immediately follow the first assessment date.

LIMITATIONS

A property owner may not receive the deduction for more than three model residences in Indiana for a particular assessment date. Owners of model residences who are part of an affiliated group (as defined by 50 IAC 25-2-2) may not exceed an aggregate of 3 model residence deductions for a particular assessment date.

The owner’s regular office space is not considered a model residence for purposes of the deduction. However, use of a garage or other space in a model residence to store or display promotional materials or meet with prospective buyers or lessees will not disqualify the model residence from the deduction.

A property owner may not receive a model residence deduction for a model residence located in an allocation area as defined in IC 6-1.1-21.2-3.

A property owner that qualifies for a model residence deduction and also qualifies for a deduction under another statute with respect to the same model home for a particular assessment year may not receive a deduction under both statutes for that year. In the event that a model home owner applies and is determined to be eligible for more than one deduction, the auditor shall apply the deduction that results in the greater property tax saving for the owner of the model residence.

A person who owns a model residence and claims the deduction must provided the county

auditor with a notice that informs the auditor of a transfer of ownership of the model residence. This notice shall indicate whether the new owner is eligible to receive the model residence deduction and must be submitted to the county auditor at the same time that a sales disclosure form is filed under IC 6-1.1-5.5.

The deduction allowed for a model residence is terminated if the model is sold after the assessment date of a particular year but before January 1 of the following year to a person who does not continue to use the property as a model residence.

		APPLICATION FOR MODEL RESIDENCE DEDUCTION	<table border="1" style="width: 100%;"> <tr><td style="text-align: center;">YEAR</td></tr> <tr><td style="height: 20px;"> </td></tr> </table>	YEAR	
YEAR					
		State Form 53812 (1-09)	File Mark		
Prescribed by the Department of Local Government Finance pursuant to IC 6-1-1-12.6					
INSTRUCTIONS:					
To be filed annually in person or by mail with the County Auditor of the county where the property is located					
Filing Date: During the twelve months before December 31 of the year the deduction is to be effective.					
See reverse side for additional instructions and qualifications.					
APPLICANT INFORMATION					
Name of Applicant		Telephone number			
Business Address (number and street, city, state, and ZIP code)					
PROPERTY INFORMATION					
Address of Model Residence (number and street, city, state, and ZIP code)					
Legal Description	Key Number	Assessed Value of Structure			
As of March 1, is the property		Have you received this deduction on this property in prior years?	If yes, indicate which years.		
<input type="checkbox"/> Partially completed <input type="checkbox"/> Fully completed		<input type="checkbox"/> Yes, as partially completed <input type="checkbox"/> Yes, as fully completed <input type="checkbox"/> No			
Is the property located in an allocation area as defined by IC 6-1-1-21.2-3?		Are there other deductions applied to this property?			
<input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please list			
Have you filed for this deduction on other properties located in Indiana, either alone or as a member of an affiliated group? <input type="checkbox"/> Yes <input type="checkbox"/> No					
If yes, please list below					
Property Address	Key Number/Legal Description of Property	County			
A)					
B)					
C)					
CERTIFICATION					
I / We certify under penalty of perjury that the above and foregoing information is true and correct and that the applicant was, to the best of our knowledge, eligible for the deduction as of December 31, 20_____					
Signature of applicant					
Signature of authorized representative					
ASSESSING OFFICIAL USE ONLY					
Property Address	Key Number/Lega. Description of Property	Is property eligible for deduction?			
		<input type="checkbox"/> Yes <input type="checkbox"/> No			
Assessed Value of Structure	Assessed Value of Land	Total Assessed Value			
Signature of Assessing Official	Date (month, day, year)				
RECEIPT FOR APPLICATION FOR MODEL RESIDENCE DEDUCTION					
Name of applicant		Date filed (month, day, year)			
Key number / Legal description					
Signature of County Auditor		Date signed (month, day, year)			

MEMBERSHIP MATTERS



The BA of Elkhart County welcomed several new members at their recent membership meeting held at the Matterhorn in Elkhart. Each new member is introduced at the meeting by the person who recruited them and then the new member tells attendees about his business. Elkhart, the second largest local in Indiana, leads the state in recruiting 13 new members this year.

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- TAX AND ACCOUNTING PROFESSIONALS WITH EXPERTISE IN CONSTRUCTION & REAL ESTATE DEVELOPMENT
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MEMBERSHIP TIP

MEMBERS RECEIVE CRITICAL NEWS & INFORMATION



The national, state, and local builders associations are the leading source for housing industry information. Members have a variety of ways to stay connected to industry information, including publications, e-newsletters, exclusive Web site content, bulletins, special reports, e-mail alerts, and voterVoice. Up-to-date information, when you want it, how you want it.

www.NAHB.org
www.BuildIndiana.org

IT'S GOOD BUSINESS TO DO BUSINESS WITH MEMBERS

Indiana Builders Association

February 28, 2009 **2009 Goal**

5,167 members **5,800 members**

MEMBERSHIP

TIP



INVALUABLE NETWORKING OPPORTUNITIES

As an alliance of 215,000-plus members from all areas of the industry, the builders association is a one-stop networking shop! From local networking receptions and monthly membership meetings to regional trade shows, national committees, and special-interest Councils, there are hundreds of ways for you to meet and build relationships with fellow professionals, customers, and suppliers.

IBA new member who receives a \$100 Sears gift card this month...

Mark McKee
of Madison



www.searscommercial.com
(800) 359-2000

New Members

As of February 28, 2009

Local HBA	Y-T-D New Members
Elkhart County	13
Porter County	12
Greater Terre Haute	10
St. Joseph Valley	9
Greater Lafayette	6
Southeastern Indiana	6
Northwest Indiana	5
Southwestern Indiana	5
Southern Indiana	5
Howard County	5
Kosciusko-Fulton Co.'s	4
North Central Indiana	4
Greater Indianapolis	3
Fort Wayne	2
Dubois County	2
Monroe County	2
Gibson County	2
East Central Indiana	1
Marshall County	1
River Valley	1
Grant County	1
Northeast Indiana	0
Dearborn County	0
LaPorte County	0
Vincennes Area	0
Wayne County	0
Lawrence County	0
Jasper County	0
Jackson-Jennings	0
Madison County	0
Henry County	0
At Large Members	0
Indiana	99

Retention Rate

As of February 28, 2009

Local HBA	Retention Rate
Jasper County	105.9%
Greater Terre Haute	101.2%
Gibson County	100.0%
River Valley	100.0%
Lawrence County	100.0%
Jackson-Jennings	100.0%
At Large Members	100.0%
Northeast Indiana	98.4%
Dubois County	98.2%
Monroe County	97.8%
LaPorte County	97.4%
Greater Lafayette	97.1%
Vincennes Area	97.1%
St. Joseph Valley	97.0%
Kosciusko-Fulton Co.'s	96.8%
Howard County	96.3%
Wayne County	96.1%
Fort Wayne	95.9%
Greater Indianapolis	95.8%
Marshall County	95.5%
East Central Indiana	95.1%
Elkhart County	95.1%
Northwest Indiana	94.7%
Henry County	94.7%
Southwestern Indiana	94.3%
Southern Indiana	93.3%
North Central Indiana	92.9%
Porter County	92.5%
Madison County	91.3%
Southeastern Indiana	90.9%
Dearborn County	85.9%
Grant County	84.6%
Indiana	95.8%

Membership Standings

As of February 28, 2009

Local HBA	Total Members
Greater Indianapolis	956
Elkhart County	421
Fort Wayne	399
Northwest Indiana	365
Southwestern Indiana	355
Southern Indiana	296
Greater Terre Haute	271
St. Joseph Valley	239
Porter County	234
Kosciusko-Fulton Co.'s	218
Greater Lafayette	204
Dubois County	162
Howard County	136
Monroe County	133
Northeast Indiana	125
East Central Indiana	99
Dearborn County	79
LaPorte County	75
Vincennes Area	66
Wayne County	49
Marshall County	43
Lawrence County	39
Jasper County	36
Jackson-Jennings	30
Southeastern Indiana	26
Madison County	21
Gibson County	21
River Valley	21
Henry County	18
North Central Indiana	17
Grant County	12
At Large Members	1
Indiana	5167

JOIN & \$AVE



The builders association knows it's tough out there and that we need each other now more than ever.

Members of the builders association work together for the benefit of each other and the industry.

The builders association is the resource for all housing industry professionals.

The builders association works daily to protect your industry.

Your 3-in-1 membership (local-state-national) includes special offers for cabinets, appliances, windows, insulation, stone, gasoline, skylights, cars, inspections, computers, shipping, office supplies, and more.

Join in 2009 and \$ave over \$3,000 (6 times your membership dues.)

Indiana Builders Association

\$140 toward IBA association benefits, programs and opportunities.

800-377-6334

www.BuildIndiana.org

Energy Efficient Homes Midwest

\$200 off first energy rating or NAHB Green Building verification.

Mark at 317-915-9204

www.eehmidwest.com

Fluid & Thermal Systems

\$500 off first eone grinder pump purchase for 2009.

317-308-6300

www.fluidandthermalsystems.com

HomeCheck Inspection Services

\$200 off first home inspection, energy rating, or NAHB Green Building verification.

Carl at 812-453-0506

cshep48643@aol.com

The Lake Shore Design Center

\$500 off first Marvin Windows & Doors \$10,000 order.

260-665-1599

www.spidel.com

Lockhart Cadillac / Hummer

\$500 off on a new GM car purchase (in addition to the NAHB discount of \$500). Special IBA member pricing on pre-owned vehicles.

James at 317-253-1551

www.lockhartcadillac.com

Lushin and Associates

Break the Rules and Get More Sales in a Down Economy.

Free two hour workshop.

Chuck at 317-218-1903

www.lushin.com

National Association of Home Builders Member Advantage Program

Thousands in savings and special offers from top companies.

www.nahb.org/MA

RE Construction & Maintenance Services

\$100 off first energy rating, green consultation, or NAHB Green Building verification.

Stephen at 765-524-0044

reconst@indy.net

Sears Contract Sales

\$200 off your first Appliance Select order.

Guy at 317-490-6109

Stoneworks

\$200 off your first \$2,000 brick or stone project.

317-375-3736

www.indystoneworks.com

SuperFleet Association Fueling Program

Save 4 cents per gallon of gasoline purchased at Speedway, Marathon, SuperAmerica, and Pilot stations.

Sheila at 800-831-8076 ext. 2043

www.superfleet.net

Tranum Insulation

\$100 off your first \$1,000 insulation installation.

877-942-2394

www.tranuminsulation.com

Wasco Midwest

One free (\$300 value) residential E-Class Wasco Skylight (EF-2246) by 12/31/2009. BUILDERS ONLY.

317-252-5415

www.wascomidwest.com

**Call IBA Today
1-800-377-6334**

Once your membership is processed by your local builders association and submitted to the National Association of Home Builders and the Indiana Builders Association, your information will be forwarded to these companies. Call the number listed by each benefit for complete details. Must be redeemed by March 31, 2010 unless noted otherwise. Must be redeemed by new member or employee of new member company. Does not apply to reinstated members.

Associate Avenue *(from page 13)*

Saving the day

Some of us are so accustomed in putting out fires that we miss the adrenaline rush of saving a project at the last minute. Therefore, we allow a situation to deteriorate to a near failure, only to jump in before our boss gets the call to save the day. How many of our customers prefer this kind of service? Are they apt to order from you again?

When you have a problem with a customer, you do not necessarily have to solve the problem on the spot. Sometimes positioning the problem is the best tactic. Let your customer know that you understand the problem and that you will find out what happened and make sure that the problem is corrected. This approach assures your customer that you care about their business. I would not suggest that you respond by saying it will never happen again. We are all human!

Inform your co-workers about the problem that you had with your customer. It may be a situation that was out of your control and in someone else's hands. Such as:

1. Not informing sales person that material is not available to deliver to a customer.
2. Defected material or material was damaged on the delivery site.
3. Promised delivery time was not met.
4. Delivery itself was the incorrect material.

5. Billing problems, quantity, pricing, or wrong address.

Working smarter than your competition

In the high technology world we find ourselves in today, how do we delegate our time? When we open our e-mails and delete one, and then five more appear from non-customers, do we pay more attention to non-related business e-mails than to our customer's needs or the jobs at hand? Thank God that I have a Blackberry phone, it keeps me informed regarding my customer's e-mails, unwanted e-mails to delete, but more importantly, the tasks for the day. Seasoned sales representatives should share with new co-workers that the point of working smarter is not to make more room for more work, but to prioritize to create more time for things that matter the most. Sacrificing our personal lives for our job is almost never the right approach. We should try to lead a balanced life between work and our family. Of course, I must admit that that from time to time when I come home from the road I do work related tasks first before being with my family.

Share your experiences with your co-workers. If you do they are more likely to relate and share their accomplishments or ask for your help in dealing with their customers prob-

lems. As a company, you are a team and team players that work together win together, regardless if you get the sale or not.

Goals of Action

1. If a goal is not measured nor thought through in advance then it will probably just be a wish or a hope to come true.
2. If a goal is not attainable with your business or your every day life, then the result may be a low or non-profitable, and/or unattainable goal.
3. All of your goals should have a start date/time and a finish date/time. Without both, you may lack the commitment to follow through.
4. If you write your goals down, they will become clearer with every new day, and you will then be able to communicate such in your everyday course of business.
5. You must own each of your goals, for only you can set them forward in motion.

I have been a trade contractor and salesman for over 30 years. The thoughts I have shared with you are my perceptions and beliefs as they relate to my life and my business of masonry and sales. It is up to you to formulate what your motivation/duty/spiritual life is to fulfill to God, family, country and to your career.

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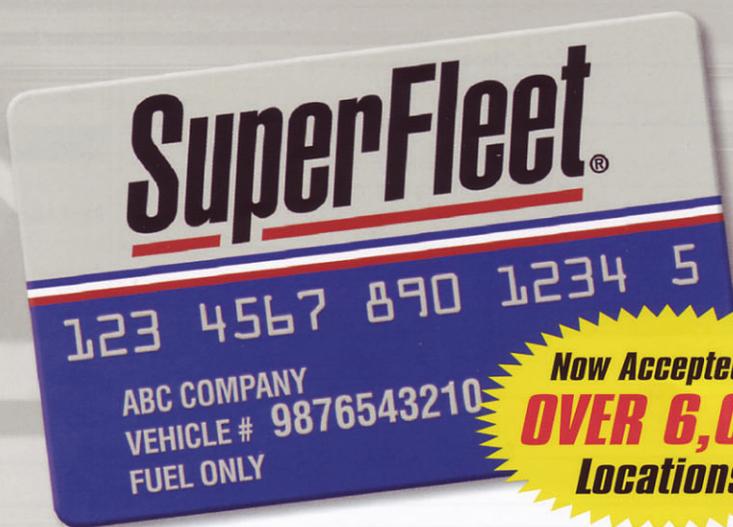
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