

N O R T H S T A T E B U I L D E R

JULY/AUGUST 2010



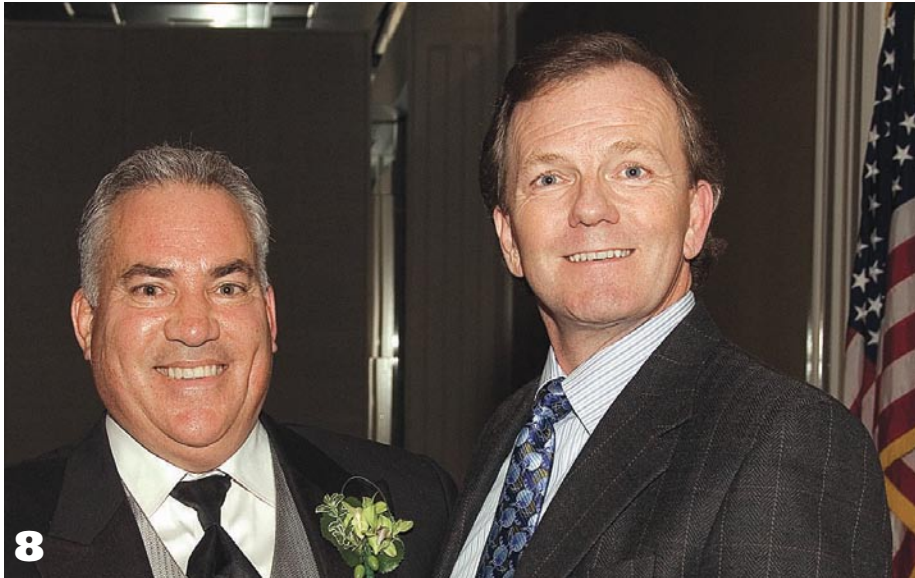
Business is People

**Are you Lead Paint
RRP Certified?**



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B U I L D E R



CHF HALL OF FAME..... 8

Past BIA Chair and HomeAid Sacramento
Founder William M. Niemi Honored.



DOING BUSINESS BETTER..... 9

“Business is People” is our third installment of the Doing Business Better Series, where we are looking at how some of our members view people and relationships, whether internal or external.

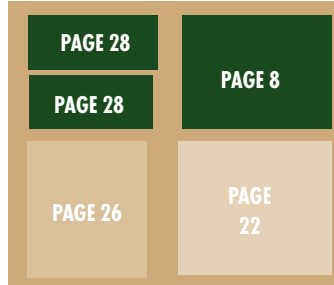


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www.northstatebia.org
Official publication of the
North State Building Industry Association, Inc.

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JULY-AUGUST 2010
Volume 52, Issue 4

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The North State Building Industry Association (NSBIA) is EXCITED TO ANNOUNCE the **NEW DIGITAL FORMAT of the North State BUILDER**. The Digital edition will provide a powerful and dynamic impression to readers and *impact advertising elements*. This platform enhances content appearance and the simple browse & zoom make it very easy to navigate.

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Membership Diversity and Local Support are the Key

By Jeff Pemstein

Knowledge (and education) is power, as the saying goes. So from my wife, a very well-educated person, I have been learning about "real food" ever since she completed her course in nutrition. Then, thanks to my compatriot chair of the Metro Chamber, Randy Sater, I now have the exceptional book *Real Food* by Joanne Neft.

Boiled down, the whole idea is to buy local, seasonal and fresh food in order to live and eat well, and at the same time support your local economy. To begin with, we encourage a theme to "Do Business with a Member, and in order for it to be successful, this requires that membership

in the North State BIA be diverse.

Yes, do business with a member. The fact is we all join organizations for a variety of reasons. Social, networking, personal interest, and so on. For our membership, one common reason we all joined the BIA relates to our desire to be connected to one of the major forces in the economy: Home Building.

It comes as a surprise to some that members within the BIA are not all homebuilders. Only 20 percent of our members actually build houses, commercial structures or



Jeff Pemstein
2010 BIA Chairman of the Board
Homes by Towne

My challenge to each of us is twofold: First, look to do business with or refer a

What is amazing is that from the core of homebuilding, which builds the very places we rest our heads each night, comes a link to such a diverse array of services, suppliers and trades.

other forms of construction. The majority of our members are trades (plumbers, framers, painters, drywallers, etc.,) professionals (architects, attorneys, realtors, planners and engineers), material suppliers, and allied services. These allied services provide everything from cell phones to massage services to financial planning and insurance.

What is amazing is that from the core of homebuilding, which builds the very places we rest our heads each night, comes a link to such a diverse array of services, suppliers and trades. That is what makes our members so valuable and unique. North State BIA attracts a broad range of vendors and partners whose numbers have yet to be tapped. Who amongst us can bring in that next new service provider or vendor that creates a unique, but undeniable link to the industry?

member locally, as part of your daily activities. Second, stretch the bounds of who we attract as a member. You never know when having a podiatrist member might help us walk into the next great housing boom, or having a vermiculturist in our ranks just might assist us in landing that next home sale. ♦



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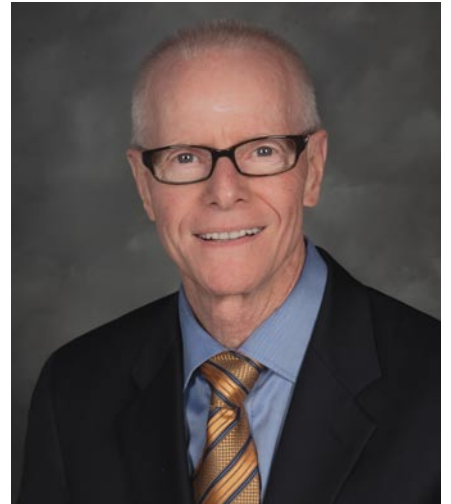
We are all in the People Business

By John Orr, CAE

Think for a moment about all the “business” you conduct in the space of a day or a week. Product is important. So is service. But the deliverer often makes the difference in our decision to buy or not buy, to do business or not. The shiny car with all the latest bells and whistles and the right price tag may be exactly what we want, but if the people we interact with through the purchase process have terrible people skills, we probably will walk away from the sale and look towards another company

that might treat us with the basic respect and concern we believe we are entitled to.

It is the personal element of business transactions that makes the whole process both interesting and satisfying. The same can be said of our approach to work. I remember a time on the Washington, DC Metro (subway) when an engineer’s voice over an intercom grabbed my attention and brightened my day. Instead of the usual dull announcement of the approaching arrival at a station, there was energy and



John Orr, CAE
President and CEO

enthusiasm in this person’s communication with the harried passengers that not only conveyed the basic information about our arrival at a station, but did so with affect and energy as he wished everyone a pleasant and prosperous day. In doing so, he conveyed a caring attitude for people that he did not know and could not even see.

When it comes to interacting with fellow members of our North State BIA, there is a very important connection we share with one another. It is our commitment to supporting an industry that provides the comfort and security of a home to the individuals and families in our communities. We are not strangers to one another. We have good reason to care about each other and want to see one another survive and prosper. We are linked together in a common purpose and endeavor that is both noble and essential in a stable society.

Because we have this commonality of being involved in the same industry through the Association that represents housing and building, we have a compelling reason not to view one another dispassionately or without concern or regard. If we can help one another, we should. If we can do business with one another, we should. If we can support those who support

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Educating Through Personal Stories

By Dennis Rogers

In interacting with our members, many have asked me what they can do to help educate our local and regional governments about our industry. I have boiled down my many lengthy responses to one short phrase: tell them your story. The business of lobbying is really the business of people telling their stories. I have found that we as an industry have the most impact when we can relate what is happening in the “real”

world through personal stories.

I have been in meetings with elected officials discussing issues that affect our industry, and seen first hand the impact that a personal story from one of our members has on that elected official. When we talk to elected officials, we can bring our personal experiences into play, helping the people that will make the decision to better understand what their decision will mean. We, as



Dennis Rogers
Senior Vice-President, Governmental
and Public Affairs

experts in our field, have the opportunity to make sure that the entire story is presented to a city council or board of supervisors member.

Why is this important? One simple reason: Every other interested person is doing the same thing. Neighbors that view your projects or job site as their open space will make the pitch, “why not make it a park.” Government staff will try and apply the latest and greatest planning or environmental theory to your project, never mind what the homebuyer wants. All of these folks will be telling their own personal story to the people that get to make the decision. We need to make sure that we are in there as well.

Reducing fees, getting the next round of project entitled, modifying standards to a realistic level all involve us, the experts, educating the decision makers on the impacts that their decisions will have. How many people do you employ today? How



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many three years ago? These are important data points that our elected leaders need to hear before they vote on a proposed fee increases, or the latest APA planning theory.

There are many opportunities for all of us to educate our local decision makers, and education is the key to our success. I am purposefully using the word "educate" rather than "influence," a word about which I feel uncomfortable. Aside from the typical negative overtones, I believe that influence is short lived. After you are gone, someone else can be more influential. The difference with educating our local elected officials is that once they are educated, having gained knowledge, they are able make decisions based on that gained information, not on whatever pressure has been placed upon them at the time.

Education takes time. It also takes people. Our association is full of people that have given countless hours to help educate elected officials and senior staff. The people of our business make the difference in our lobbying efforts. As an industry, we would not be as successful without your involvement. In order to keep this effort up, I would ask one thing of you: Do business with a member. Our collective strength is in our membership. If you need something, work with your fellow member, this simple action is what will keep the people in our business going. ♦

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Past BIA Chair and HomeAid Sacramento Founder William M. Niemi Honored

The North State Building Industry Association is proud to announce the induction of William M. (Bill) Niemi, Niemi Development Partners LLC, into the California Homebuilding Foundation Hall of Fame. The gala dinner and ceremony took place on Tuesday, June 8th at the Westin St. Francis Hotel in San Francisco. Five other distinguished candidates were also inducted the same evening: Robert F. Adelizzi, Montera Corporation; Horace Hogan II, Brehm Communities; Kenneth M. Miller, Morgan Miller Blair; Bert Selva, Shea Homes; and Geoffrey L. Stack, Sares-Regis Group.

The California Homebuilding Foundation Hall of Fame is comprised of 176 men

and women whose outstanding contributions have resulted in the long-term advancement of construction, development, marketing, finance or related services within the building industry.

Bill Niemi has been a leader in the building industry over the course of a long and distinguished career. He is highly respected in the region for his business acumen, his philanthropic efforts, and his willingness to take the lead in improving his industry and his community.

Before founding Niemi Development Partners, Bill was the president of Dunmore Homes, helping to expand the company's operations into four states. Prior to Dunmore,



Colleen Edwards, EMC Creative and 2006 Honoree, stands proudly with newly inducted honoree Bill Niemi with his Hall of Fame plaque.

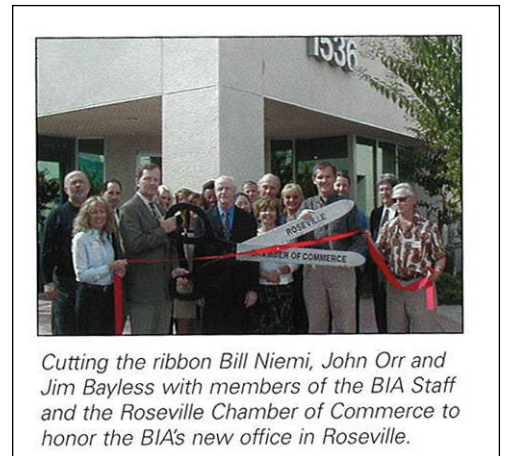
Bill served as president to FPI Development, a regional multifamily developer. Bill began his career as a certified public accountant with Price Waterhouse, serving various industries in Michigan and California.

Bill's philanthropic activities include serving as the founding president of HomeAid Sacramento in 1996 and 1997, supporting the restoration of the historic Cathedral of the Blessed Sacrament in Sacramento and being a long time supporter and friend of the California Homebuilding Foundation and the Los Rios Community College District Foundation. He also served as chairman of the North State Building Industry Association in 2004. The BIA honored Bill in 1999 by presenting to him the Don McCormick Memorial Chairman's Award, and in 2005 he received the Meritorious Award from the BIA, recognizing his decades-long career of service.

Bill is a dedicated husband and father. He and his wife, Beth, are the parents of two adult children, Holly and Kelly. Congratulations, Bill, from your friends and colleagues in the North State BIA! ♦



Mike Winn presents Bill with North State BIA 2008 Life Director plaque



Cutting the ribbon Bill Niemi, John Orr and Jim Bayless with members of the BIA Staff and the Roseville Chamber of Commerce to honor the BIA's new office in Roseville.

Business is People

Welcome to the “Doing Business Better” series. For our third installment, called “Business is People”, we are looking at how some of our members view people and relationships, whether internal or external. The premise is to get you to think of the value of people and how you treat or manage the relationships that you have, whether they are with coworkers, team members, colleagues, customers, clients, vendors,

“Our People Are Our Business”

By Maggie Bender

According to the January 2010 *Sacramento Business Review*, a publication of Sacramento State’s School of Business, the Sacramento region is going to continue to see lay-offs through the end of 2010. Many employers have been using these layoffs as an opportunity to cut poor performers and “clean house.” They have asked their remaining team members to work harder than ever before and have had to reduce pay, benefits and retirement account contributions, all just to survive in this economic climate.

When our economy finally does start to rebound, what can employers do to keep their “A Team” from jumping ship? How are we going to reward our employees for all of the loyalty they have shown us during the economic downturn?

partners, and how those relationships lead to better business practices.

If you are interested in submitting an article on the final installment of the “Doing Business Better” series, the theme is “Planting Seeds for Business Growth,” which will be featured in the September - October issue of North State Builder, please follow the following criteria:

1. 500 words maximum
2. Informational only, not a sales pitch
3. Deadline is August 1
4. Submit with photo and byline to angela@northstatebia.org
5. Understand that we cannot guarantee article placement

Email any questions to angela@northstatebia.org.



Here are some ideas on how to retain and attract your own “A Team.”

• Incentivize results

While you may not be in a position to give pay raises across the board, as the economy improves your capital situation you can reward your top performers. Find a way to correlate their position with the success of your firm and reward them appropriately.

• Be Relational

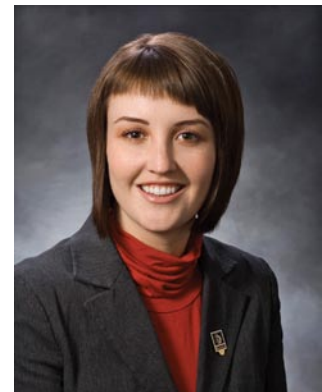
The number one reason that an employee leaves is because of lack of relationship between the employee and their manager. If an employee doesn’t feel like they are a contributing member of the organization, or that they are seen as providing value, they won’t think twice before leaving for one of your competitors. Ask questions, be engaged, and communicate regularly.

• Be Authentic

Employees are going to remember the extravagant trips upper management took while everyone else was on a raise freeze. Lead by example. If you are going to require your employees to sacrifice, you should too.

• Invest in your people

Offer your employees time to expand their current skill set. Whether this is to take a computer skills class, a grammar/writing



Maggie Bender, Director of Operations
Warren G. Bender Co.

class, or an industry specific continuing education class, your employees will appreciate you investing in them.

• Offer creative work environment options

As more and more generation “y-ers” move into the workforce, employers have to offer new alternatives to the 9-5 grind. Could your firm allow for variations? Maybe you could consider a 4-day workweek or allowing some employees the flexibility to work remote. Showing your team that you respect their life-work balance will strengthen your relationship with them.

Remember, if you want that “A Team” you will need to care for and reward them like one. ♦

Maggie Bender is the Director of Operations at Warren G. Bender Co. (WGBCO), a local commercial insurance brokerage. WGBCO has been recognized by the Sacramento Business Journal as an A+ Employer for the past 3 years and counting and has employees with tenure over 30 years. For more information, call (916) 380-5346 or email mbender@wgbender.com.

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Recipe for Success

By Shirleen Von Hoffmann



Shirleen Von Hoffmann, President,
Homebuilders AdvantEdge

People are at the center of your business. Not much can happen without them. Most businesses have external people (*customers*) and internal people (*employees*). It's a real balancing act but companies who figure out how to have happy employees **and** happy clients, usually figure out what the *success* recipe is made of!

The sooner you realize you are in the **People business**, no matter what business you are in, the quicker you will be able to mix your recipe for success.

Too often, especially during tough market conditions, companies fail to see the value of internal customers (employees) and they are the first to be affected. Companies adjust to market conditions with layoffs, cutbacks in benefits, wages, reduction of hours, overtime and the little rewards so many employees enjoy. I know from owning my business, you may have the phone and the internet but unless you have the passion behind the scenes from my employees, selling my goods, running my operations, managing my overhead and most of all, helping my clients. When any of these things are not carefully handled, it can lead a company to complete failure. Company leadership must always remember that happy, loyal, employees impact their business in a positive way and make sure to nurture that. It's like a recipe for success...1 cup of happy employees, add 2 cups of customer, add good products and you have a winner!

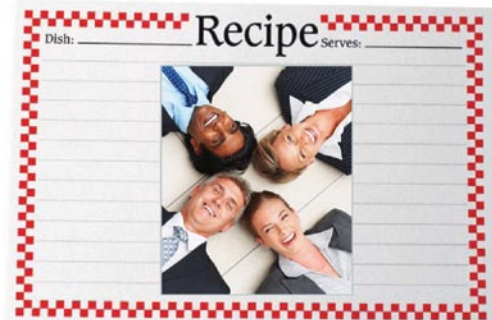
As I coach employees and business owners around the country, I hear the same messages. The owners are saying, "I'm paying my people too much." And the employees are saying, "I am not getting the support, respect, or resources I need to help me succeed."

Now, let us not forget our almighty golden goose. Once you have happy employees, they will make your customers happy. Creating an environment for success cannot happen without taking great care of your customers and giving the great service. Who delivers that service? Your employees!

Here are five things all business owners should make sure they have in place for their Employees to have winning attitudes.

1. **Compensation:** Establish a reasonable, fair, attainable, dependable pay structure.
2. **Reward Systems:** Create a fair, achievable system for gauging quotas and benchmarks. The end result should be a program that your employees can easily understand and follow so they can monitor their own performance.
3. **Training:** Owners should constantly be looking for opportunity to train and hone the skills of the employees. It's not only a cost of doing business but is the best expense you can be spending. From Sales to Operations, training and providing great customer service should always be a priority of training programs.
4. **Respect:** Employees should always be treated with respect and with the highest regard. They are the internal VIP's that handle your external VIP's!
5. **Mentors and Leadership:** It is essential to have mentor Manager's who have the trust of the team and support them in the background. Having strong, reliable Owners/ Leadership who honor their word and value their employees, is key.

Business Owners and Corporations, who realize the success of the Company depends on the Employees, make sure to create a great environment for them to work in. They should have no doubt that when they have a solid team of happy employees with a working environment that is positive, supportive, with honesty and accountability the business will grow at a great pace, and everyone will feel that they are working for a successful growing company, no matter what the market conditions.



Build Good Relationships

By Mary Ann Vosika

There's a small space of kitchen wall between my sink and refrigerator that's occupied by a green and white plaque. The board is rough and hard, but it is hand-painted, and a wire is attached at the top of either side for hanging, and also to give it a country feel. It's not fancy, but I love it, and, it hangs there because I see it every time I'm in the kitchen. It's titled "Rules of Life" and its message is simple: Be kind. Share. Listen. Wash, floss, flush, recycle. And call your Mother! I laugh every time I see it. Silly and whimsical, yes, but also the truth. These words are a powerful reminder that every day we must practice the "Rules of Life," and in doing so we build good relationships.

Whether at home, school or business, a typical day for most of us is spent juggling and balancing all the things we need to get done. Some days we find our "to-do" list doesn't seem to end. Stress is long and time is short. So how can we practice the Rules of Life and build good relationships in our everyday lives? Below is a process that can easily fit into a hectic day, and more importantly, be taken one step at a time:

1. Build relationships face-to-face. Our business is people, and you simply cannot build a relationship without meeting a client, customer, or prospect face-to-face.

2. Build trust through sincerity and service. Take the time to fully understand your client's needs and wants, then offer solutions that put them first and meet those needs. Go the extra mile in providing excellent service.

3. Be a leader. Take your clients down the most successful path to achieve their success. Do it with confidence and pride.

4. Set expectations. Ask your clients what they expect from you, and tell them how you'll meet those expectations. Also tell them what you expect from them so both of you are a success.

5. Keep promises. Do what you say you're going to do and in the time you promised.

Without even knowing, our parents sent us out into the world each day with instructions to share, be kind and listen. Today we send our own children into the world with



Mary Ann Vosika, Financial Advisor
Principal Financial Group

the same instructions. We may say it differently, or use different words, but the message is the same. Build good relationships. ♦

Mary Ann Vosika is a financial advisor of Principal Financial Group and can be reached at (916) 713-3343, ext. 314 or by email at Vosika.Mary@principal.com.



Kerrin West, President
HomeAid Chair
Studio 81 International

Q: Off the top of your head, what does the line "Business is People" mean to you?

A: *It means people imagine, create, and execute all aspects of business, and to remember that we are all human and to treat each other and each business the way we would want to be treated.*

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Selling: A People Business to Exercise Your Curiosity

By Jeff Shore

As an expert in the area of sales and sales management, I admit that I see the world through a sales lens (forgive me – occupational hazard). But so much of what makes for an excellent sales process also makes for great interpersonal relationships. After all, effective selling depends upon strong connection skills.

That being the case, the one piece of advice I have offered to salespeople more than anything else over the years has its origin not in sales but in the study of interpersonal communication. The advice is given by Stephen Covey in his classic book *The Seven Habits of Highly Effective People*. Covey suggests: “Seek first to understand, then to be understood.”

This principle is at the core of effective sales, and it is paramount to healthy relationships. Covey points out that, “most people don’t listen with the intent to understand – they listen with the intent to respond.” So true.

The direct application of this concept (both in sales and in life) revolves around a critical life skill: childlike curiosity. Most people are just not curious enough about the lives of those around them. I know I’m guilty. I tend to get self-absorbed with my own problems, concerns, goals and dreams. This precludes me from becoming deeply interested in the person I am talking to. This is a shame, because everyone has a story to tell and everyone has something to contribute.

The issue really comes down to one critical skill, both in the sales arena and in our work relationships: the ability to ask good questions. Curiosity demands questions; just



Jeff Shore, CEO/Founder,
Shore Forrest Sales Strategies.

ask any 4-year-old. Curious people are more about being interested in others than about being interesting to others.

Let me offer a direct application here. One curiosity question that is most definitely worth developing is the phrase: “Tell me more about that.” This simple request encourages people to go deeper. It gives them permission to open up. And it is the basis of a deeper understanding. “Tell me more about that.” “Can I ask you to go a little deeper there?” “Talk to me. I want to know more.” Find a way to encourage the other person to share on a deeper level.

This communication tactic works because the really important points that lead us to understanding are not typically found at the top level of a conversation. Even though we might ask the direct question, “How are you?” when we see someone, the response is typically shallow, and in many cases inaccurate. The follow-up questions – the “go deeper” questions – challenge the other person to share what’s really going on.

You can take the two most disparate people on the planet and put them in the same room. As long as one of the two is about understanding more than about being understood, they will find common ground somewhere.

In your day-to-day relationships, start practicing the principles of understanding and childlike curiosity. Take an interest in other people, and you’ll change their world! ♦

Jeff Shore is a contemporary expert on new home sales and sales management, with a 25-year career in the building industry. He has worked with small and large companies alike in honing the sales presentation, representing companies like Meritage, The Irvine Company, The Villages of Florida, Epcon Communities, Ryland, Lennar, Richmond American, DR Horton, Shea Homes, and many more. Visit Jeff’s website at www.jeffshore.com.



Emily Lambert
HomeAid

Q: Off the top of your head, what does the line “Business is People” mean to you?

Q: Your business is people, so find them, interact with them, satisfy them. It’s about relationships.



John Orr, CAE
North State BIA

Q: Off the top of your head, what does the line “Business is People” mean to you?

A: It means keeping in mind that, in many instances, the relationship comes first, then the business. This is especially true of repeat business. Pay attention to the relationship!

Don't Thank Me, Thank You!

By *Angela Conley*

It is always great to sit in a BIA meeting and have our president & CEO, John Orr, stop by to say hello, but more importantly he makes it a point to say "thank you." Thank you to those in the room for being present and for contributing to the success of the BIA.

As a member association, our business truly is people. As staff, part of our responsibilities are the following:

- Get input and feedback from our members on the direction of our association.
- Implement member action plans.
- Work towards member goals.
- Provide our members with superior customer service.

Basically, we serve our members

I am proud to say that we have a great staff that does all that and more. Like most of our members, we are also working with a smaller and leaner staff, but fortunately we truly do care about serving our members.

In my humble opinion, we take it one step further by recognizing the fact that our members are people too. Many of us strive and thrive on the fact that we know our members on a personal level and have real relationships with them where we recognize our members as individuals. We have ooh'd and ah'd over many family photos and personal stories, have shared many laughs, and some sad times too. We are very fortunate that we sincerely enjoy interacting with our members.

But then again, our members make it so easy. Our membership has decreased dramatically and it is reflective of what goes on in the industry, but what has not decreased is the enthusiasm and passion that our members have for the industry in which they work.

Recently I stopped a member as she was leaving a meeting here at the BIA office. I asked her if she could take on a committee task, and she not only said yes, but had some great ideas about how to go forward. She smiled and said "thank you" as she walked out the door. Earlier today I called a member to ask her to make phone calls



Angela Conley,
Director of Member Services
North State BIA

on behalf of the Membership Committee, and before we hung up, he said "thank you" and that he really enjoys making these calls. And just now, I opened an email saying "thank you for thinking of me" because we are going to be holding a meeting at their office. Now wait a minute, don't thank me, THANK YOU!

Through its members and its staff, overall the BIA has this wonderful culture that is personable and familial with a work ethic that is passionate and an enthusiasm that is contagious, all of which makes me very proud to be representing the BIA.

Business is people. People are what matters most. Thank you for being a member of the BIA. ♦

Angela Conley is the director of member services at the North State BIA, and has been with the BIA for over eight years.

If you are interested in submitting an article for the final installment of the "Doing Business Better" series, the theme for the Sept/Oct issue will be "Planting Seeds for Business Growth" Submit 500 words to angela@northstatebia.org by August 1st.



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As an NAHB member, you can reduce your business costs by taking advantage of several discounts offered through “Member Advantage”, which features such companies as Dell Computer, General Motors, Paychex, Office Depot, Hertz, Pitney Bowes, FedEx, Williams Scotsman and Solveras Payment Systems. All programs, rates, and prices are

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Refer to your **BIA Directory** or contact **Member Services** at **(916) 751-2740** • angela@northstatebia.org

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Communicating Safety to Your Multi-Lingual Workforce

By Judy Kerry

State Compensation Insurance Fund

Cal/OSHA requires employers to provide safety training in a language that is understandable to their workers. With today's multilingual workforce, the attempt to comply with this regulation can be a challenge. In order to assure that all workers understand important safety information, employers first must be aware of their workers' native languages. They also need to assess their workers' ability to understand English in written and verbal forms. Then they need to provide instruction in those native languages, provide translators or translate the safety materials.

In order for employers to identify the best way to communicate to their multi-lingual work force they can test worker understand-

If an employer translates or offers training in another language, the same materials and amount of detail must be covered as the English language training. Interactive training provides workers with hands-on experience and allows them a chance to ask questions. Give simple, direct verbal instructions such as "wear your hardhat" instead of "hard hats are required onsite to protect your health and safety" and give directions in the order that they should be performed. For example, "First, open the door. Then, remove the hardware." Don't say, "Remove the hardware after you open the door."

Workplace documents that must be translated include hazard warning signs and lockout-tagout devices and signs. Safety and

With today's multilingual workforce, the attempt to comply with this regulation can be a challenge.

ing using simple and complex written documents and verbal instructions. Workers may be uncomfortable demonstrating that they don't understand the information presented in English. They may be reluctant to ask for instructions in their own language or for repeated English instructions. A worker may nod their head or say "yes" while you explain something, but may not understand you. Ask the worker to repeat instructions back to you. Ask them to demonstrate the technique that you just taught them. Encourage workers to ask for help or clarification when they need it.

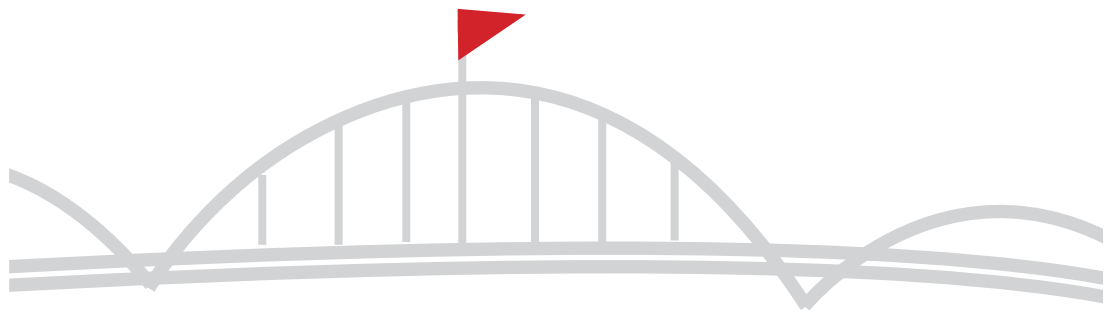
hazard signs should have pictures and words that everyone can understand. Confirm that all of your employees understand the signs' directions. If the job has many technical terms for material and equipment, teach workers what the words mean.

Translate company safety policies and procedures. Translate equipment manuals and instruction booklets. Provide material safety data sheets (MSDS) in appropriate languages so your workers know how to properly handle, store, and dispose of chemicals. When you have materials trans-



lated, ask a bilingual reader to review them for mistakes.

Identify bilingual workers that can serve as interpreters on the job site, during training, or act as resources for reviewing written materials. Make sure workers know who is bilingual on the job and encourage them to use interpreters as a communication resource. •



► Connections ◀

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christinas@thinkmh.com
www.truwoodsiding.com

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Essentials For Young Lives Campaign Collects Over 66,600 Items!

By Pam Herman,
Executive Director, HomeAid

We had such a successful drive, collecting over double what we collected last year!

We were able to donate all of these items to the following shelters: HomeStart, The Crisis Nursery, St. John's, Sacramento Area Emergency Housing, Mission Solano, WEAVE, Tubman House, River Oak, St. Vincent De Paul of Roseville, Volunteers of America Residential Family Center and the Residential Treatment Center for Parenting Women.



TOP: Over 15,000 diapers at McCarthy Building Companies office lobby. RIGHT: Kerrin West of Studio 81 International, Scott Larsen of HomeAid Orange County and Pam Herman of HomeAid Sacramento at the State Capitol Press Conference.



Thank you to McCarthy Building Companies, Project Linus, California State Legislature, Wells Fargo Bank, Pacific Oaks Preschool, Personalized Dental Care of Roseville and Lincoln, Beutler Corporation, K. Hovnanian Homes, Lennar, 3 Fold Communications, Elk Grove School District Transportation Department, The Jewish Federation, Sierra Lofts, YMCA of Superior California, North Valley Bank, North State BIA, Whitney Ranch Development Office, Temple Or Rishon, Congregation Bet Haverim, Congregation Beth Shalom, Congregation B'Nai Israel, Mosaic Law Congregation and Keneset Israel Torah Center for being our collection locations!

Thank you also to the following volunteers for picking up, sorting and delivering all our items: The New Home Company, Kerrin West, Del & Roselyn Barbray, Chris Moy, Merv & Mary Carson, Michelle Gibson and Lynndsay O'Neill as well as Amber Dymek, Denise Webster and David Farquhar with USA Properties Fund Inc.

This year's Essentials For Young Lives Drive was statewide. Scott Larsen, executive director of HomeAid Orange County, came up for our press release event at the State Capitol on April 26th, 2010. The press conference speakers included Assembly Members Curt Hagman and Alyson Huber, Senator Lou Correa, HomeAid Orange County Executive Director Scott Larson, HomeAid Sacramento Board Chair Kerrin West and Christie Holderegger with the Volunteers of America Greater Sacramento and Northern Nevada. We also heard from Shaunice Lockheart, a recipient of last year's drive.

Thank you again for your support! ♦

HomeAid Sacramento's Project Playhouse 2010

Win me!

Visit Dinger's Den at Raley Field July 27th - August 3rd, 2010

Dinger's Den
Built by Del Webb

Features:
A Baseball Theme with
A Spacious Loft with Ladder Access,
Lockers, Refrigerator, and River Cat Memorabilia

Win this Playhouse

Raffle Tickets are: 1 ticket for \$5.00 or 5 tickets for \$20.00

To purchase your chance to win, come out to the ballpark July 27th - August 3rd, or contact Emily at 916.751.2747 or Emily@homeaidsac.org.

HomeAid Sacramento, Del Webb, RALEY FIELD, River Cat, studig

CONTACT INFORMATION

PAM HERMAN
Executive Director



HomeAid Sacramento
1536 Eureka Rd.
Roseville, CA 95661
(916) 751-2746 F (916) 677-5734
pam@homeaidsac.org

Donate to the Re-Store: Tell Them HomeAid Sent You

By Pam Herman, Executive Director,
HomeAid Sacramento

HomeAid Sacramento announces an exciting new collaboration with Foothills Habitat for Humanity. Now, members and friends of the North State BIA can support both charitable organizations by donating new and used building materials, appliances and furniture left over from construction and remodeling projects.

HomeAid Sacramento, the North State BIA's non-profit charitable organization, serves temporarily homeless families and individuals by building and renovating multi-unit shelters for groups that serve children, battered women, abused senior citizens, homeless veterans and alcohol and drug addicts while they rebuild their lives.

Foothills Habitat for Humanity provides simple, affordable ownership housing for low-income families. Their ReStore in Roseville accepts donations of new and

gently used building materials, tools, hardware, doors, windows, cabinets, plumbing, lighting, flooring, tile, paint, appliances and home and office furniture. Selling these items to the public not only helps to raise funds to build affordable housing, it also benefits the environment by diverting tons of materials from our landfills. Donations are tax-deductible.

Sometimes HomeAid can't use materials in our projects that North State BIA members generously offer to donate and we have no way to store them for the future. Now we can accept a wider variety of items and larger quantities to be sold by the ReStore and the revenue will be shared with HomeAid Sacramento.



Slabs of granite donated by Standard Pacific Homes.

This new agreement has already seen success, as much needed funds have been raised for HomeAid's Homeless Shelter Development program. The funds came from ReStore sales resulting from a gift of granite from Standard Pacific Homes, cabinets donated by Monarch Homes and window coverings from The Blind Spot.

The ReStore, located at 8280 Industrial Avenue in Roseville, is open for sales and donations Tuesday – Saturday from 10AM to 5PM. When donating to the ReStore, be sure to say that you have a HomeAid donation. Please contact Pam Herman 916.751.2746 with any questions. To contact the ReStore call 916.797.8673 or www.foothillshabitat.org, — be sure to say HomeAid sent you. Thank you for your generous support. ♦

7th Annual HomeAid Trap Shoot

Sign up NOW for the 7th Annual HomeAid Trap Shoot. This year's event will be held on Friday, August 27th, 2010. We have made some changes to our layout this year, and are looking forward to it, and hope you will too. We will be keeping registration at \$125 a person, and \$625 a team. Come join us for two rounds of shooting, with a possible third round depending on the skill set, lunch, raffle, silent auction, after party, and other various activities throughout the day. Don't forget that not only is this a fundraiser for HomeAid, but a wonderful day that can be a team building event! This is a great opportunity to get out amongst various industry professionals. Invite your neighbors, family, friends, and other sports enthusiasts!

Thank you to our current sponsors: Beutler Corporation, Rayco Electric, Standard Pacific Homes, Studio 81 International.

To sign up or find out about marketing opportunities, please contact Emily at 916.751.2747, Emily@homeaidsac.org. ♦

7th ANNUAL BENEFIT TRAP SHOOT

Friday, August 27, 2010 | 7am - 5pm
Coon Creek Trap & Skeet Club
5393 Waltz Road Lincoln, CA 95648

Welcome all Shooters!

Open to all levels... from first timers to experts
Open to all shooters 21 and over

Sign up and pay by check before 6/25/2010 and take advantage of "Early Bird" pricing.
Individual or teams of 5 welcome to sign-up! The day includes vendors, raffle, after party, awards ceremony, and a sporting clay event! Remember your involvement will provide a life altering experience for someone in need.

TO REGISTER OR SPONSOR THIS GREAT EVENT, go online to www.homeaidsac.org and click on News & Events, or email Emily at emily@homeaidsac.org, or call 916.751.2747

HomeAid works with existing non-profits who have a need to build, expand, or refurbish facilities that serve the homeless in our region. HomeAid fundraises to help cover associated costs involved with the projects.

SUPPORT HOMEAID'S BUILD & CARE PROGRAMS
2010 HomeAid projects include:
Volunteers of America Myrtle Avenue Apartments
Volunteers of America Bannon Street Family Shelter
Sacramento Area Emergency Housing Family Center
Lazarus Project
Painting A Better Tomorrow

Model Home Furnishings Sale

On May 15th, the Sales & Marketing Council (SMC) held the year's first model home furnishings sale for KB Home, at Bella Terra in Roseville. The event, which showcased two furnished models and additional furnishings generously donated by Meritage Homes, was a huge success for all parties.

Builders love the "hands-off" approach to clearing out their models as SMC volunteers handle everything from creating an inven-

tory to removal and donation of any unsold items at the end of the sale. The builder is left with empty models and a check for 50 percent of the proceeds. Kelly Ortiz, Sales Associate for KB Home stated, "The turnout for the model furniture sale was fantastic! It was a very fun event where local neighbors got together and participated in addition to getting some great deals on beautiful model furniture."

The BIA is requesting all builders to consider contracting the SMC to manage their model home furnishings closeouts, as this effort is a great turn-key service for the builder and generates enthusiasm amongst your homeowners in that community, but also supports the association, not only financially but also through member involvement and branding the BIA in the community. Contact Angela Conley, angela@northstatebia.org, (916) 751-2740. ♦

MEMBERS ON THE MOVE

A BRIEF ROUND-UP OF BIA MEMBERS AND THEIR ACCOMPLISHMENTS.



Shirleen Von Hoffmann, President & Sales Coach of Home Builder's Advantage, released her book, (*Top Producer Secrets – A New Way of Selling for New Home Professionals*) in May which can be found at fine bookstores and online at www.top-producerssecretsbook.com. ♦

ENGEO Incorporated (ENGEO) placed fifth in the 2010 San Francisco *Business Times/Silicon Valley Business Journal* "Best Places to Work" Award competition in the medium-sized 51 to 100 employee category. ENGEO was awarded one of the top spots among 354 companies from the 12-county Greater Bay Area. Like many companies, ENGEO has experienced economic challenges over the past couple of years. Although work force reductions have occurred over the last year in response to the financial crisis, ENGEO has engaged in proactive measures to manage costs, preserve the quality of life for employees, and maintain staffing levels to ensure a close-knit family atmosphere and a stimulating work environment. ENGEO offers comprehensive training, coaching and mentorship, and encourages and promotes involvement of all employees in important decisions of the firm. Through a combination of small

committees, after-work activities, and an open-door policy, the firm is committed to providing each employee with a voice and a strong connection to the team. ♦

Congratulations!

If you know of any members or member companies that have recently received promotions, appointments, awards or special recognition, and would like to see them recognized in this round-up, please contact Angela at angela@northstatebia.org. ♦

CONTACT INFORMATION

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Director of Member Services



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angela@northstatebia.org

STRESSING ABOUT SELLING YOUR MODEL HOME FURNITURE?



For more information:

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Our volunteers will: **+** Tag and price all furnishings **+** Inventory items for sale
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Revenue is split between the North State
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HomeAid Sacramento Night at Raley Field



THURSDAY, JULY 29TH @ 7:05PM
RIVER CATS VS. COLORADO SPRINGS SKY SOX!
Thirsty Thursday \$2 Beer Specials



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Come see some great Pacific Coast League action by watching the River Cats and Sky Sox!

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Tickets are in "Gold Rush" Section

PRICE # OF SEATS

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To place your order, please return this order form with payment to Emily Lambert.
HomeAid Sacramento, 1536 Eureka Road, Roseville, Ca 95661

For questions, please contact Emily Lambert @ (916) 751-2747 or Emily@homeaidsac.org
Orders Due by July 11th. Cash or checks payable to: HomeAid Sacramento

Catch the feeling.



CEO UPDATE

continued from page 5

the work of the BIA, we should. Is the bottom line all that counts? I would like to think it is not. That subway engineer figured out what was important. It was all those people he could not see but had an opportunity to be helpful to by making the effort to actually connect with them, even if just for a few seconds.

We, on the other hand, have an ongoing connection with one another and share a common concern for building a prosperous industry and organization that leads to better, safer, more attractive and livable communities. Let's make every effort every day to do business with the people who are aligned with us in supporting our mission and goals. Yes, the bottom line counts. But the people in our community known as the BIA count, too. Treat them as a colleague, and give them an opportunity to perform and shine for you. We owe that courtesy to those 500 member companies who stand with us year in and year out and are helping us preserve and grow an industry that is essential to the economic prosperity of the region.

Thanks for taking time to read this and reflect. May you and yours enjoy the remaining days of summer! ♦

HELP KEEP YOUR BIA STRONG

Any company that has an interest in the home building industry or how it affects the community, should be a member of the BIA. Think of who you know or do business with that will benefit from industry information, networking and money savings. Forward your prospective members to: Angela Conley at (916) 751-2740 or angela@northstatebia.org

NEW MEMBERS

THE NORTH STATE BUILDING INDUSTRY ASSOCIATION IS PROUD TO WELCOME THE FOLLOWING NEW MEMBERS TO OUR ORGANIZATION:

Ahrens Landscape

Erosion Control; Irrigation Manufacturing; Landscape Construction

Jeff Ahrens

9265 Beatty Dr

Sacramento, CA 95826

Phone: (916) 369-7237

jeff@ahrenslandscape.com

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Celli Engineering

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Donald Celli

4413 Berrendo Drive

Sacramento, CA 95864

Phone: (916) 359-1244

dcelli@surewest.net

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Gai Kirkegard

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Phone: (530) 878-1069

gai@gaikirk.com

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Roseville, CA 95661

Phone: (916) 218-7082

jmata@paramountequity.com

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Painting Contractor

Earl Beck

6105 Main Avenue, Ste. 6

Orangevale, CA 95662

Phone: (916) 989-1789

inexinc@pacbell.net

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Koeller, Nebeker, Carlson & Haluck, LLP

Attorneys; Law Firm

Jerome Satran

1478 Stone Point Dr., Ste 400

Roseville, CA 95661

Phone: (916) 724-5700

jerry.satran@knchlaw.com

Norm Boden Construction, Inc.

Framing Contractor

Norm Boden

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Elk Grove, CA 95624

Phone: (916) 685-0017

bodenconstruction@comcast.net

Sponsor: Mel Duncan, Elliott Homes, Inc.

Vanir Construction Management

Construction Management

Herman Lam

4540 Duckhorn Drive, Ste 300

Sacramento, CA 95834

Phone: (916) 575-8888

herman.lam@vanir.com

Sponsor: Vincent Corso, Verizon Wireless

Western Retirement Communities

Consultants

Charles Beattie

PO Box 77768

Stockton, CA 95267

Phone: (209) 952-4984

beatticw@comcast.net

World Ventures Independent Representative

Donny Churchman

P.O. Box 1964

Loomis, CA 95650

Phone: (916) 295-4292

donnychurchman@gmail.com

The listed members joined in May 2010

SPONSORSHIPS

Chairman's Circle Sponsorships

Chairman's Circle is a year-long sponsorship program that supports the North State BIA events throughout the year. Our Chairman's Circle participants' upfront commitment is greatly appreciated and are a major part of the success of BIA's events. ♦

If you would like to consider Chairman's Circle sponsorship for next year, contact Celeste Schleimer at (916) 782-1524, biasponsorships@yahoo.com

Thank you!

Practice Trap Shoot Event for HomeAid's Trap Shoot



Left to Right: Paul Lambert, Rich Coyle, Pat McPhetridge, Tanus Allen, Matt Allen, and Del Fairchild.

Gunners at Practice Trap Shoot event to prepare for HomeAid's Trap Shoot on August 27th. Next practice night is August 18th.



Thank You to Our Chairman's Circle Participants

Platinum



Gold



Silver



2010 BIA EVENTS CALENDAR

JULY
 8 Green Building Codes Seminar, SMUD, Sacramento
 10 Gold Country Blues Fest, Auburn
 14 Prevailing Wage Workshop, BIA Office
 20 Dierdre Gonzalez Charitable Golf Tournament, Winchester Country Club
 23 EPA Lead Paint Training & Certification, Roseville, CA
 29 HomeAid Sacramento Night at Raley Field, River Cats vs. Colorado Springs

AUGUST
 4 Understanding PG&E Contracts Workshop, BIA Office
 18 Practice Trap Shoot Night - Coon Creek Trap & Skeet Club, Lincoln
 20 EPA Lead Paint Training & Certification, Roseville, CA
 27 HomeAid Trap Shoot, Coon Creek Trap & Skeet Club, Lincoln

SEPTEMBER
 1 1099 and Employees vs Independent Contractors Workshop, BIA Office
 9-10 Marketing Strategies, Plans & Budgets (IRM 2), BIA Office
 15 50+ Housing Council Webinar - 50+ Economic and Market Forecast, BIA Office

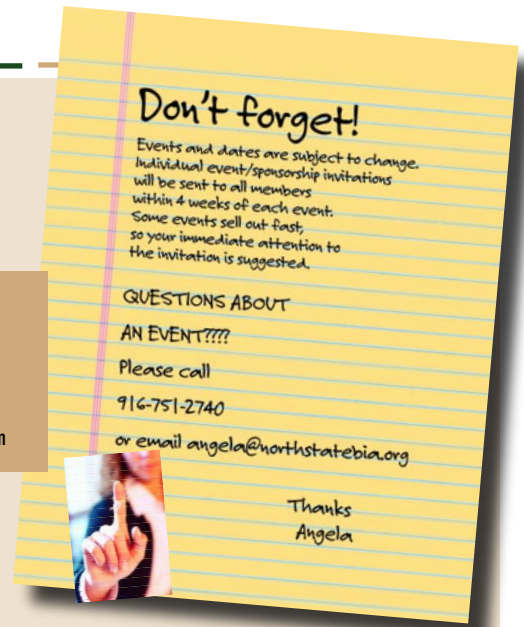
22 BIA Member Orientation, BIA Office
 22-26 NAHB Fall Meeting, New York, NY
 29 Business Management for Building Professionals (CAPS Requirement)
 30 Marketing and Communications Strategies for Aging and Accessibility (CAPS I)

OCTOBER
 TBD CBIA Fall Meetings
 1 Design/Build Solutions for Aging and Accessibility (CAPS II), BIA Office
 20 50+ Housing Council Webinar - State of the 50+ Housing Industry/Builder Forum

NOVEMBER
 4 Regional Housing Forecast 2011, Lions Gate Hotel, McClellan

17 50+ Housing Council Webinar - TBA

DECEMBER
 1 Annual Meeting of the Members and Holiday Mixer
 15 Builder & Remodeler Holiday Luncheon Hosted by Membership Committee, Ferguson Showroom, Sacramento



Questions about Registration? Contact Angela (916) 751-2740, angela@northstatebia.org

Questions about Sponsorship? Contact Celeste (916) 782-1524, biasponsorships@yahoo.com

North State BIA Mission Statement:

The North State Building Industry Association is a community based organization of builders and associates committed to leading the industry and ensuring its integrity by working together to:

- ~ Provide education and resources for our members and the public
- ~ Promote well planned, growing communities through responsible development, and
- ~ Give back to the community through the collective strengths and talents of its members.

Put Your Time & Effort Where You Make Your Money: Building & Selling Your Homes

Let Us Handle Your Warranty Service

You specialize in building and selling. Bonded Builders Warranty Group (BBWG) specializes in warranty. By putting your warranty responsibilities in our hands, you:

- **Reduce** or eliminate warranty department expenses, like payroll, workers' comp, vehicle & equipment-related costs, etc.
- **Eliminate** warranty cost uncertainty with one premium paid at closing
- **Transfer** your workmanship, materials & structural risks to Bonded Builders
- **Provide** your buyers with peace-of-mind protection, adding value to your homes



www.BondedBuilders.com

Sheila Morgan
 800-749-0381, x3801
smorgan@BondedBuilders.com

Protecting the American Dream for Over 20 Years

Lead Paint Update

On Friday, June 18, 2010, NAHB scored a clear victory when the EPA announced that it would delay enforcement of the worker training and firm certification requirements for the Lead-Based Paint (LBP) rule.

Although the rule became effective April 22, this new directive effectively gives remodelers until Oct. 1, 2010, to file for firm certification, until Sept. 30 for workers to register and Dec. 31 for workers to take the required training course.

However, workers will still be required to use lead-safe work practices during this



rule's effective date, and NAHB's efforts to educate the Members of Congress on the rule and its ramifications. EPA's memo acknowledges that the delay was necessary

number of uphill battles ahead related to clearance testing and removal of the "opt-out" provision – battles that staff and the members will continue to fight. Thanks to all of you throughout the federation for working so hard on this issue.

The North State BIA is holding the one-day classes on Lead Paint RRP certification on July 23rd and August 20th in Roseville. Contact Angela for further information at (916) 751-2740, angela@northstatebia.org. ♦

It is rare that we are able to claim clear victories in the regulatory arena, yet EPA's delay of enforcement of the LBP rule is exactly that.

time. NAHB has been urging EPA to delay the rule for a number of reasons, including the lack of training providers and training opportunities.

EPA's action is in direct response to NAHB's continued involvement in the LBP rule, NAHB's petition to delay the rule, NAHB's work with the HBA of Tennessee to provide relief in areas damaged by the recent flooding, NAHB's support of Senator Collin's amendment to the Supplemental Appropriations Act that would delay the

because of concerns raised by the regulated community. Now that EPA has heard and acted on our concerns, it is incumbent on NAHB to continue to provide support to remodelers to increase their awareness of the rule and inform them of the opportunities to get the necessary training and certification.

It is rare that we are able to claim clear victories in the regulatory arena, yet EPA's delay of enforcement of the LBP rule is exactly that. Unfortunately, there are still a

CONTACT INFORMATION

ANGELA CONLEY
Director of Member Services



North State Building Industry Association
1536 Eureka Rd.
Roseville, CA 95661
(916) 751-2740 F (916) 677-5734
angela@northstatebia.org

Updated: 7/8/10

Interested in sponsoring this event? \$200 – 2 min presentation and enjoy lunch with attendees. Contact Celeste (916) 782-1524, biasponsorships@yahoo.com

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EPA Lead Renovation, Repair & Painting Training & Certification (RRP)

Date & Time: Two classes offered: July 23rd and Aug 20th, 8am-5pm
Location: July 23, Warren G. Bender Office, 516 Gibson Dr., Roseville, 95678
Aug 20, PCCA Office, 10656 Industrial Ave., #160, Roseville, 95678
Fees: \$175 BIA & PCCA Members \$275 Non-Members

WHAT IS RRP: EPA’s Renovation, Repair and Painting (RRP) Rule that applies to renovation and repair on any housing built before 1978 performed for compensation after April 22, 2010. Renovation is any modification of any existing structure or portion of that results in disturbance of painted surfaces. Failure to comply with the RRP will result in severe civil penalties and other damages, up to \$37,500 per day per violation.

WHO SHOULD ATTEND: Contractors who work in pre-1978 housing and child-occupied facilities, such as schools and day care centers, and who might disturb painted surfaces while doing plumbing, electrical, drywall, painting, tile, window replacement, landscaping, repairs, HVAC, demolition, plus many other jobs. *Coffee service in the morning and sandwich lunch provided. Suggested dress attire is work clothes.*

Company: _____ Contact: _____

Address: _____ City, ST, Zip: _____

Phone: _____ E-mail (required): _____

Attendees:
1. _____ 2. _____

REGISTRATION: _____ BIA _____ PCCA _____ PHCC
1. ONLINE: www.northstatebia.org, Events & Education page (Receipt emailed automatically.)
2. MAIL with check payable to: North State BIA, 1536 Eureka Rd., Roseville, CA 95661.
3. FAX with credit card information to (916) 677-5734.

_____ American Express _____ MasterCard _____ Visa Check # _____

TOTAL \$ _____ Cardholder Name (Print) _____

Card # _____ Exp. Date _____ / _____

Signature _____ Today’s Date _____

Cancellations made less than 72 hours prior to the event will not be refunded. No refunds for no-shows. Questions? Contact Angela (916) 751-2740 angela@northstatebia.org

PHOTO GALLERY

The North State BIA's annual Spring Fling Golf Tournament greeted smiles and rain showers at Catta Verdera Country Club. Proving that attitude is everything, golfers and volunteers had a great time despite wet freezing temperatures.



Associates Council Board Members Kathryn Boyce and Toni Turnbull happily greeted golfers at registration.



Golfers enjoying each other while waiting for rain to subside.



Lined up and ready to go!



Republic Electric West wo-manning their tee box sponsorship with smiles.



Shea Homes team keeping warm.



Sponsor Pacific Coast Building Products share treats and good cheer with golfers.



Big greetings from sponsor Teichert Construction.



Bill Kenely with The New Home Company.



Reid Richards and Eric Vaughn with Reliable Wholesale Lumber.



First Place Foursome - Homes by Towne.



Raffle prize winner, Josh Santos, Shea Homes.



Raffle prize winner Rick Wylie, Beautler Corp.

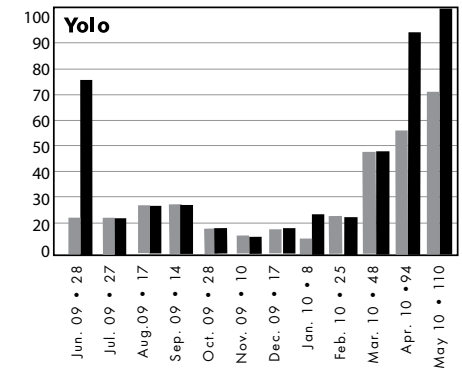
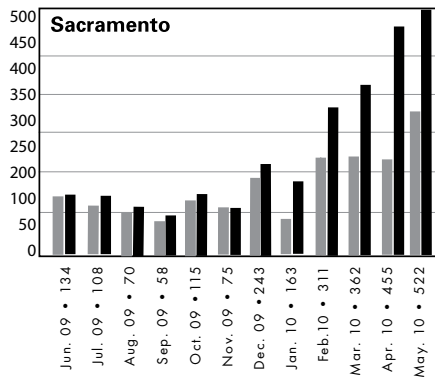
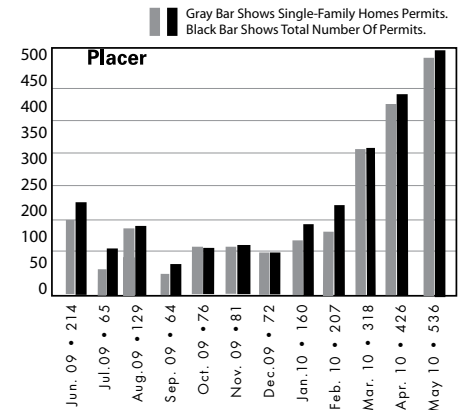
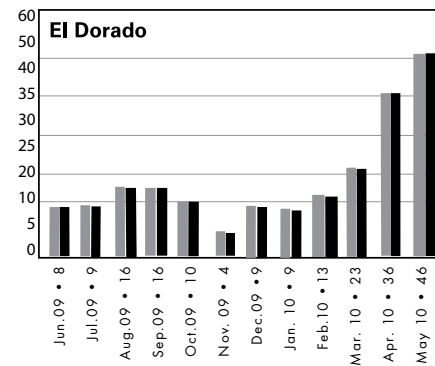
COUNTY PERMITS - 2009/2010

	Single Family	Multi-Family	Monthly Total
Amador County			
December	1	0	1
January	0	0	0
February	1	0	1
March	5	0	5
April	5	0	5
May	5	0	5
Butte County			
December	22	48	70
January	19	0	19
February	26	36	62
March	41	72	113
April	62	96	158
May	71	106	177
El Dorado County			
December	9	0	9
January	9	0	9
February	13	0	13
March	23	0	23
April	36	0	36
May	46	0	46
Glenn			
December	0	0	0
January	0	0	0
February	1	0	1
March	1	0	1
April	1	0	1
May	4	0	4
Placer			
December	72	0	72
January	145	15	160
February	192	15	207
March	303	15	318
April	411	15	426
May	521	15	536
Sacramento			
December	72	173	243
January	49	114	163
February	112	199	311
March	160	202	362
April	234	221	455
May	301	221	522
Sutter			
December	3	0	3
January	3	0	3
February	6	0	6
March	27	0	27
April	32	0	32
May	38	0	38
Yolo			
December	17	0	17
January	8	0	8
February	25	0	25
March	48	0	48
April	55	39	94
May	71	39	110
Yuba			
December	3	0	3
January	8	0	8
February	8	0	8
March	15	0	15
April	23	0	23
May	24	0	24

Single-family building permits totaled 736 for the first four months of 2010 in the four-county metro area, which was an increase of 5 percent over the same period last year. The Chico area had 62 permits in the first one-third of 2010, which was a decrease of 44.6 percent over the same period in 2009. Redding was up 3.5 percent, and Yuba City was up 22.2 percent. Statewide, single-family permits were up 22.0 percent for the first four months of this year.

Multi-family permits totaled 275 in the Sacramento metro area, versus 278 at this time last year. Chico had 96 permits obtained, versus 4 at this time in 2009, and Redding had 23 permits, versus 2 in the first four months of last year. Yuba City had 0 multi-family permits in the first four months of 2010 and 2009. Statewide, multi-family permits are up 10.0 percent so far this year.

Construction added 600 jobs in the region in April. ♦



MARK YOUR CALENDARS

JULY 29

HomeAid Sacramento at Raley Field

West Sacramento



TRIM. IT'S ONE OF THOSE LITTLE EXTRAS THAT COULD MEAN THE DIFFERENCE BETWEEN A HOME THAT'S BUILT AND A HOME THAT SELLS. THE TEXTURE, THICKNESS AND SUBSTANCE OF TRIM SAYS THAT THE HOME YOU'VE BUILT IS SOMETHING SPECIAL. THAT IT HAS CHARACTER. THAT IT'S ONE OF A KIND. THESE ARE THINGS HOME BUYERS ARE LOOKING FOR. AND THEY'RE THINGS THAT TRUWOOD PROVIDES. SO EVEN IF BUYERS AREN'T ASKING FOR TRUWOOD BY NAME, THEY ARE ASKING FOR IT.

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