

# THE HOME BUILDER

DallasBuilders  
ASSOCIATION

www.DallasBuilders.com



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## Dallas BA's Industry Investors for 2014



### BRIEFLY

In partnership with StrucSure Home Warranty, the Dallas BA will present a class on the new TAB Contracts package Jan. 22. Learn from co-writer James Rudnicki of Bush Rudnicki Shelton, all about the newly revised contracts and why, as a builder, you cannot be without it. The 2013-15 TAB Contracts package makes numerous improvements to the contract, which include:

- 1) updated limited warranty performance standards;
- 2) the addition of a Builder Services Agreement for pre-construction matters;
- 3) mandatory statutory updates;
- 4) waiver of the implied warranty of repair; and
- 5) overall, improved language for shorter agreements and ease of use.

The class will be followed by networking and lunch, compliments of StrucSure Home Warranty and Builder Agent Network. Visit DallasBuilders.com for details and to register.

The Dallas BA will partner with E&M Consulting this spring for the New Home & Remodeling Show at the Plano Centre. This consumer show will be held March 22 & 23. Visit PlanoHomeShow.com for information.

Periodicals Postage Paid at Plano, TX, and Additional Offices

## 2013: The Year We Got Growing

By Phil Crone, CGP, GSP, JP  
Executive Officer

At long last we have finished a year that we can look back upon fondly. I am willing to wager that five years from now, we will recall 2013 as a turning point for the Association and hopefully for your business as well.

If you did not think so already, just attend any housing economic forecast and you will soon find out that it is good to be in Texas and especially good to be in Dallas. Our state has added 14 million people during the last 40 years, and we will add more than twice that, 30 million people, in the next 40 years! Put another way, roughly 2,000 people will move to Texas each day for the next 40 years. The Dallas area job market is already around 5 percent larger than it was before the economic downturn. Since homes are where the jobs sleep at night, those numbers make a great recipe for finally putting the recession behind us.

The strength of our members enhances the strength of your Association; the strength of your Association enhances our members' ability to grow. It is a virtuous circle that encompasses the tremendous contributions of our members,

to this Association along with the great things that the Association has and will be able to do for you. Here are some of the highlights from the past year, along with some of the things we look forward to in the year ahead.

We came in to this year with the expectation that we were going to grow the Association again. We had recently come pretty close to rock bottom. Membership had fallen below 900 for the first time in recent memory and the Association ranked as low as 12<sup>th</sup> nationally in local membership size. Thanks to the diligent work of the Membership, Retention and Ambassadors committees, we finish 2013 at 970 builder and associate members, good enough for 8<sup>th</sup> nationally with 6<sup>th</sup> place now in sight.

We finished 2013 well into the black and in our strongest fiscal condition in several years. This is due to our newfound growth as well as our continued operating efficiency made possible in large part because of the knowledge, wisdom, and drive of staff controller Doris Blackburn.

A good portion of this progress came from our very successful October

membership drive that saw the Dallas BA add 42 members, earning us top honors for a large association in Texas and third place nationally. Retaining the members we currently have is just as important as recruiting new ones. Our retention percentage rose steadily throughout 2013 and hopefully 2014 will see us rise above our goal of 80 percent.

The foundation for our growth came

earlier this year with a revision of our dues structure that maintained or reduced dues amounts for all members while also creating a new Affiliate member opportunity. Our membership efforts are in good hands next year with immediate past president Joe Chamberlain, Jim White and Bob Harfer heading up the Membership, Retention

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## George Lewis honored with TAB's Lifetime Achievement Award



Tommy Ford, right, of Tommy Ford Construction, last year's recipient of the Ted Schlossman Lifetime Achievement Award, makes the presentation to George Lewis.

George Lewis of George Lewis Custom Homes, past president of both the Dallas BA and the Texas Association of Builders, has been honored with the Ted Schlossman Lifetime Achievement Award. Dallas BA member Mike Sugrue of StoneLeaf, Inc. has been named Developer of the Year. These recognitions were part of TAB's annual "Of the Year" Awards, which were bestowed Nov. 21 at their Excellence in Leadership Dinner at the Driskill Hotel in Austin. The awards recognize exemplary service and leadership contributions to the home building industry by its members.

Other Dallas BA members received Presidential Distinguished Service Awards, presented at the TAB Board of Directors fall meeting. These were Greg Harwell, Slates Harwell LLP; James Rudnicki and Don Shelton, both with Bush Rudnicki Shelton; and Terry Weaver, Sterling Development Co.

*continued on page 5*

## Eight members become 2014 Industry Investors

As your Association begins its 70th year of working to represent the interests of the men and women who make their livelihood in the home building industry, we want to introduce you to eight very committed members.

They are Atmos Energy, The Bath and Kitchen Showplace, Dow Building Solutions, Fox Energy Specialists, Hotchkiss Insurance, StrucSure Home Warranty, Texas Door & Trim, and The Thompson Group Classic Chevrolet.

These members have stepped up to invest in the Dallas Builders Association at an extraordinary level as Industry Investor members. There is only room for a few in any year and this year the maximum number of companies allowed—eight—stepped forward. They invest significant funds and have committed to supporting the well being of YOUR industry advocate—the Dallas BA.

To be an Industry Investor is an important way for members who believe that the ongoing viability of the Dallas BA is important to their business, and they have proven their dedication with this year's commitment.

"The Dallas Builders Association has worked very hard to enhance the value of the Industry Investor program in recognition of the significant investment made by these members," said Dallas BA Executive Officer Phil Crone. "The return of all six 2013 Investors along with the addition of two new companies will further the Association's efforts to educate and empower our members."

Turn to page 3 of this issue for a brief description of the products and services offered by our 2014 Industry Investors. When you see anyone from these loyal member companies, please offer your appreciation of their support.

## McSAM Awards Makes 2014 Call for Entries

Plans are well underway for the 2014 McSam Awards that will be held on Thursday, April 10, at the Hotel InterContinental. The official call for entries will be available at McSamAwards.com.

The McSAM Awards were created in 1979 by the Sales and Marketing Council of the Dallas Builders Association in recognition of Sales and Marketing excellence. The prestigious McSAM Award is given to builders, developers and associates who have made a significant and creative contribution in residential marketing through specific achievements during 2013.

Members interested in entering should attend a "how to enter" seminar at the Dallas BA office on Tuesday, Jan. 21, from 9 to 10 a.m. The seminar will provide an interactive tutorial on how to enter the 2014 McSam Awards, giving members a jumpstart on their entries, which will be due on Feb. 28, with judging occurring in early March.

This year's awards show will include more than 40 categories in addition to Builder of the Year and Community of Year awards. The McSam Ambassadors include representatives from Standard Pacific Homes, David Weekley Homes, Onyx Homes, K. Hovnanian Homes, and M. Christopher Homes.

A variety of partnership opportunities are now available, ranging from the \$8,000 exclusive Title Partnership (Presented By:) to the \$500 level. Please contact Dallas BA Director of Member Services Misty Varsalone, 214-615-5005, if you are interested in partnering or if you are a builder who would like to be a McSam Ambassador.

2014 McSAM Categories are:

### INDIVIDUAL ACHIEVEMENT

- 1) Rookie Sales Professional of the Year
- 2) Sales Professional – selling product to First Time Buyer
- 3) Sales Professional of the Year – sales price between under \$300,000
- 4) Sales Professional of the Year – sales price between \$300,001 & \$400,000
- 5) Sales Professional of the Year – sales price between \$400,001 & \$500,000
- 6) Sales Professional of the Year – sales price between \$500,001 & \$600,000
- 7) Sales Professional of the Year – sales price between \$600,001 & \$800,000
- 8) Sales Professional of the Year – sales price over \$800,000
- 9) Online Sales Counselor of the Year
- 10) REALTOR® of the Year
- 11) Sales/Project Manager of the Year
- 12) Marketing Professional of the Year

### MARKETING, ADVERTISING, SIGNAGE, ONLINE

- 13) Best Logo – Awards may be presented for Builder and Community
- 14) Best Brochure – Developer
- 15) Best Brochure – Builder
- 16) Best Print Ad
- 17) Best Signage
- 18) Best Community Entry Feature
- 19) Best Internet Media Campaign
- 20) Best Social Media Campaign
- 21) Best Website – Awards presented for Builder/Community and Associate
- 22) Best Special Event/Promotion
- 23) Best Advertising Campaign
- 24) Best Sales Office or Welcome Center

### INTERIOR MERCHANDISING

- 25) Best Interior Merchandising – sales price under \$300,000
- 26) Best Interior Merchandising – sales price between \$300,001 & \$400,000
- 27) Best Interior Merchandising – sales

*continued on page 5*





# 2013 Was the Year Dallas BA Got Growing

continued from page 1

and Ambassadors committees. Of course, none of their efforts would be possible without the support of StrucSure Home Warranty as our Yearlong Membership Drive Partner.

On the staff side, Charli Henderson has grown very well in her role as Membership Marketing Coordinator, she is a very diligent and proactive worker and those attributes have and will continue to be the catalysts for positive growth. Support is also provided by staff assistant Becky Warner who is one of the most versatile, efficient, and effective "worker bees" that I have ever seen. She does a tremendous job supporting every aspect of our operations including, but not limited to, membership.

Thanks to strong leadership from their respective Presidents, Chairmen, and boards along with staff liaison Misty Varsalone, our Divisions and Councils continued to meet the networking and organizational needs of our membership. The Metro East Division was a very deserving recipient of the AP Roffino Award due to a great year highlighted by raising \$44,000 for Cars for CASA. Over the last 8 years, the division has donated almost \$200,000 to the charity that advocates for children in the custody of Child Protective Services. Metro East continues to support the Garland ISD's construction trades program as they have since the 1970s. This effort is a statewide example that, if replicated, will help fill the demand for skilled trades who are still in desperately short supply.

The Multifamily Builders Council once again had a tremendously successful golf tournament in May. The event quickly sold out and was enjoyed by all participants regardless of handicap. The MFBC's charitable efforts are an example for others to follow. On a monthly basis, they donate \$300 and their time serving dinner at the Samaritan Inn, a homeless program that helps willing people gain dignity and independence. The MFBC is also one of the biggest contributors to the local Toys for Tots initiative and they have provided more than 200 unwrapped toys to children in need this Holiday Season.

The Denton Division made great strides in the realm of government relations by reaching out to the mayors of Denton and Flower Mound, as well as local building officials, for programming. They also donated flooring materials to the St. Phillip's School in order to assist with their renovation project.

The North Dallas/Collin County Division got their calendar a little mixed up and held a Christmas party in July. Nevertheless, it was well-attended and a very good time as was their annual bowling tournament. They also held a mayors roundtable that included the mayors of Plano and Richardson as well as the Frisco Mayor Pro Tem. The Remodelers Council Poker Tournament was also very successful. The council also continued their traditional Chili Cook-off.

The Dallas Division continued to excel in all aspects of its operations. Its monthly luncheons averaged more than 80 attendees with programs that included civic leaders and industry experts. The division remained very involved with the City of Dallas. Members were instrumental in establishing a new "gold card" program that allows experienced builders to skip to the front of the permitting line. Gold card members were able to walk in with plans and walk out with a permit in under an hour! Towards the end of the year, the division was able to make critical improvements to the city's green building ordinance and is now working on overhauling the Conservation District ordinance.

With the state legislature in session, 2013 was very critical for our advocacy operations. In February nearly 100 Dallas BA members and staff traveled to Austin for Rally Day. Our collective voice helped



Dallas BA members and staff meet with members of Congress during NAHB's Legislative Conference to discuss housing finance reform.

convince legislators to provide critical funding to our state's water plan and for our transportation needs as well as changes to our educational curriculum that will enable us to address our industry's labor shortage over the long-term.

Members and staff also testified on bills concerning private property rights. Testimony from James Rudnicki of the Bush Rudnicki Shelton law firm was instrumental in helping defeat a proposed "lemon law" bill that would have required builders to buy back homes that were subject to defect and warranty claims. James and his firm also did an outstanding job updating our model form contracts to reflect that latest legal and regulatory changes. The contracts are a tremendous benefit that all builder members need to take advantage of in 2014.

At the local level, the newfound growth of our industry brought about renewed pressure from certain cities in the form of regulations and fees. In 2013, the Association successfully challenged 14 attempts by area cities to increase impact and/or permitting fees, saving builders and developers thousands of dollars.

The active involvement of Dallas BA members and staff on the North Central Texas Council of Governments' Regional Codes Coordinating Committee (RCC) directly led to key code improvements. Changes made to the energy code alone saved builders in the region an estimated \$4,000/home. Upgrades to codes and the EPA's Energy Star program are a threat to housing affordability in our area. However, the Association was able to leverage its Green Built Texas program in Frisco, Plano, Prosper and McKinney. The program's energy-efficiency strategy provided a more cost-effective solution that still achieved the performance levels certain cities were looking for.

The Association also played a key role in the national discussion on housing finance reform. During the NAHB's Legislative Conference in June, members and staff met with key members of Congress including Reps. Jeb Hensarling (TX), Scott Garrett (NJ), and Randy Neugebauer (TX) to explain why a federal backstop was necessary in order for mortgage-backed securities to have a firm foundation. These talks were led by NAHB, TAB and Dallas BA Past President Kent Conine, who is one of our industry's most well-spoken and polished speakers on the subject.

David Lehde joined the Dallas BA staff in June as our Director of Government Affairs. His past experience, relationships, and intellectual curiosity have enabled him to quickly understand the housing industry and its priorities. In doing so, he has amplified our Association's voice in the policy arena and enabled us to achieve many of the aforementioned results.

Our special events performed very well in 2013. We packed the course for the Dallas BA Open at Brookhaven Country Club for a very successful event from a revenue standpoint. Next year, we hope that moving the event to November will find us some cooler weather.

The Dallas Builders Show made its debut on Oct. 15. It was an action-packed day that started off with the Association's general membership meeting, which featured real estate icon Ross Perot Jr. and national housing economist Dr. Elliot Eisenberg. After the meeting, a trade show provided members with a tremendous op-

portunity to showcase their products and services. This new event will become an annual mainstay for the Association, and we look forward to its continued growth and the opportunities it will provide for our members.

The ARC and McSam Awards were very well executed and attended events even though each came up short from a budget perspective. Both events have very positive momentum and great leadership, which bodes well for success in 2014. The Sales and Marketing Council in particular is already working diligently on turning the positive momentum from McSAM 2013 into an event that will fully return McSAM to its former glory on April 10, 2014.

Our education program had a very successful year that included 151 designation class registrants that resulted in 33 new designation program graduates. The program also introduced a series of courses focusing on how industry professional can utilize technology to work smarter and not harder. The series attracted 231 attendees and won an NAHB Association Excellence Award for the Best Education Program. The award was the first of its kind received by the Dallas BA since 2007, but with the good work we are doing in all areas, it certainly will not be the last.

Our education program continues to benefit from the nation's best stable of instructors. Thanks to them and staff director Stephanie Bosslet, our education programs have a bright future ahead of them.

As you already know, we are blessed with outstanding people in the Association who are among the best that our industry has to offer. They do great works in the community and they build projects that make Dallas area residents our nation's best-housed population. Especially noteworthy are ARC Custom Builder of the Year (for the third straight year), Tom London with Thomas Signature Homes, Remodeler of the Year John Todd with Elite Remodeling and Standard Pacific Homes, this year's McSam Builder of the Year.

The Hugh Prather Trophy, the Association's highest annual honor, went to past President Mike Mishler. Listing all of Mike's accomplishments and selfless acts would easily double the size of this column. In summary, if there is an act of kindness or a need that our industry can attend to, Mike is the first to step up and will continue to work until the job is done. His efforts over the years are reflective of an extraordinarily kind and honorable man. Through his actions he did not seek such an honor, but he is truly deserving of it.

Another man truly deserving of the honor he received in 2013 is Past President George Lewis. In November, George received the Lifetime Achievement Award

from the Texas Association of Builders. George, who was educated at Harvard and Princeton, is a true renaissance man who brought lasting positive change to TAB's operations. He continues to serve and is a major contributor to candidates and causes that further the interests of our industry.

A personal thank you from every member is owed to your 2012-13 President, Joe Chamberlain. Joe was a very active President who was not afraid to jump into the trenches and do the hard work. As a combat veteran of the Vietnam War, these traits come as no surprise. Joe truly did everything that was asked of him, and many of the new initiatives and growth that the Dallas BA has found are a testament to his tireless efforts and to the support provided by his lovely wife Kay. 2013-14 President Jeff Dworkin has picked up right where Joe left off and is aggressively working to grow our membership even more.

Unfortunately, 2013 was also the year we lost two housing legends, ND Hopkins and Gaylord Hanes. ND spent decades building and remodeling in Grand Prairie. He was a fixture in that community and here at the Dallas BA. If you ever had the privilege of knowing ND, you will recall his charming personality and warm smile that was usually followed by laughter (often from his own joke before he was finished telling it). ND, a Korean War veteran who served on the USS Missouri, dedicated his life to sharing his wisdom. In furtherance of his efforts, a scholarship with the Texas Builders Foundation has been established for donations in his honor.

Shortly after ND's passing, past President Gaylord Hanes lost his long battle with cancer. Gaylord, a World War II veteran, contributed to the greatness of the Greatest Generation he was a part of. Gaylord was a brilliant man and a mentor who helped many home builders start their companies and their careers. If you put his name into a Google search, you will see that he had enough accomplishments and experiences to fill four lifetimes.

Increasing the Association's relevance remains a key strategic focus for the Dallas BA. Our Integrated Communications Committee is the tip of the spear when it comes to driving our message home. In 2013, Dallas BA members and staff were cited in more news articles and publications than ever before. These included features in *The Dallas Morning News*, *The Dallas Business Journal* and *Fox 4 News*.

Staff Communications Director Barcie Vilches was instrumental in sharpening our focus and keeping us on message. 2013 marked her 30th year at the Dallas BA. In addition to being our resident historian, she has overseen the transition of our communications from just *The Home Builder* newspaper to modern digital messaging across several mediums. She and other staff have also been instrumental in growing our social media reach to almost 2,400 followers across three social media platforms: Facebook, Linked In and Twitter. Barcie is assisted by IT Director John Hale, who has provided several innovative solutions and worked hard to overhaul our website to make it truly comprehensive and more compatible for mobile devices. Operation Finally Home is perhaps



Sergeant Stephen Jackel is overcome with emotion when he learns that Tim Jackson will be building a home for him and his family.

the most special thing to happen to the Association in 2013. Early in the year, we were looking for an organization to be the Dallas BA's preferred charity. The search was over as soon as our board of directors heard about Operation Finally Home, a charitable organization started by Texas home builder Dan Wallrath that builds mortgage-free homes for wounded combat veterans of our nation's armed forces.

After becoming the first builders association to adopt Operation Finally Home as its charity of choice, Dallas BA members immediately got to work on two projects. The first to break ground was in the Lake Ridge community in Cedar Hill on a lot provided by SouthStar Communities. The builder, Alan Dulworth with Victory Custom Homes, also enlisted the support of the Dallas Chapter of the Retired NFL Players Association. Together, our team has begun construction of a home for Marine Sergeant Ken Kalish. Kalish, a triple amputee, was severely wounded by a roadside bomb in Afghanistan.

The second project was taken up by past President Tim Jackson. Tim, who was recently elected as Vice President-Secretary of TAB, is building a home for Army Sergeant Stephen Jackel. Sergeant Jackel is a true American hero who lost both of his legs, but not before saving others who were trapped in a burning vehicle with him. Jackel spoke at a reception for Operation Finally Home following the Dallas Builders Show this fall. After calmly explaining his harrowing ordeal, he said that if he had to do it all over he would and that he does not see himself as a hero, but appreciates those willing to help him and people like him.

Both projects were featured recently on a nationally-televised CNN documentary appropriately titled "Heroes." With the continued generosity of our members, we will continue to build homes for more of these heroes in need. They have sacrificed so much in defense of the American Dream and certainly have earned the American Dream that we can provide to them.

2013 truly was the year we got growing again, and I am certain that 2014, our Association's 70th year of operation, will be a year marked with greatness as the Dallas BA strives to reach its full potential. Thank you to all who have gotten us to where we are now, especially our industry investors, StrucSure Home Warranty, Texas Door and Trim, Hotchkiss Insurance, Fox Energy Specialists, Atmos Energy, and The Bath and Kitchen Showplace, and for those who will take us to where we need to go.



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# Announcing Our 2014 Industry Investors!

The Dallas Builders Association's Industry Investors are members who have made a significant commitment to the betterment of the home building industry by investing company funds into the Association at an exceptional level. The Association offers sincere appreciation to the following companies who have made this commitment.

### Atmos Energy



Atmos Energy is one of the largest natural gas-only utilities in the United States, serving approximately 3 million customers in nine states. In the North and Central Texas areas, Atmos Energy serves about 1.5 million customers with safe and reliable natural gas service.

Installing natural gas does more than build a comfortable and efficient home. It increases a home's value and speaks volumes about your concern for the environment. For your next building project, choose responsible energy from Atmos Energy, your natural gas company.

You can submit an online request for natural gas service at [www.atmosenergy.com/business](http://www.atmosenergy.com/business). Or contact customer service at (888) 286-6700 during normal business hours.

### The Bath & Kitchen Showplace



The plumbing fixtures in the home should make a statement and be a reflection of a family's life and style. The Bath & Kitchen Showplace can provide your clients with the products that suit their needs and carry out their style. Our consultants know the right questions to ask, the specifications of the products and the many parts needed to make the product work.

Plumbing can be complicated and overwhelming, and having a professional guide your homeowner through the selection can make any project enjoyable. We work closely with our builders as well, ensuring that you have the right product on the jobsite when you need it. We communicate closely with our builders and consider their partnership with us a key to our success. Our 4,500-square-foot showroom is kept current on the latest and greatest in plumbing and our team is dedicated to delivering the best service in Dallas.

The Bath & Kitchen Showplace is the showroom for Moore Supply Co. and is part of a nationwide plumbing distributor, Hajoca. This allows us to be competitive in our pricing and gives us access to a vast amount of inventory. Contact us at 979-329-0387 or visit us at 2910 N. Stemmons Frwy, located inside Capital Distributing. [www.bkshowplace.com/dallas](http://www.bkshowplace.com/dallas).

### The Thompson Group at Classic Chevrolet



The Thompson Group at Classic Chevrolet understands the importance of building and fostering solid relationships with each of our customers. To enhance the relationships, we have combined our extremely competitive pricing with knowledgeable, qualified and caring professionals to help you answer all of your transportation needs, issues and concerns.

We would love to assist you in obtaining your personal vehicle, as well as any type of commercial vehicle you may need for your business. We can assist you with the entire Classic Family of Dealerships which will allow you to select from a broad variety of makes and models including: Chevrolet, Buick, GMC, Cadillac, Ford, Mazda, Chrysler, Ram, Jeep and Dodge as well as hundreds of pre-owned vehicles.

Our exclusive vehicle discount membership program offers members of the Dallas Builders Association special pricing plus all applicable GM rebates and special offers

including the NAHB rebate.

We are located at: 2501 William D. Tate, Grapevine, Texas 76051 (Eastside of Highway 121, just North of Stone Myers Pkwy exit)

Phone numbers: Metro – 817-410-1560  
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### Dow Building Solutions

Dow Building Solutions is proud to serve the Dallas/Fort Worth Metroplex with a broad portfolio of insulation and air sealing solutions designed to seal entire building envelope in new construction and retrofit applications. Dow continues to help builders, remodelers and contractors outperform homeowner expectations and create an airtight, moisture-resistant home from attic to crawl space.

Beginning 65 years ago with its flagship STYROFOAM™ Brand extruded polystyrene foam Insulation, Dow continues to offer innovative solutions like GREAT STUFF PRO™ insulating foam sealants and adhesives and WEATHERMATE™ Weather Barrier Solutions. These solutions work together to help builders and contractors deliver homes with:

- Improved homeowner comfort
  - Reduced energy bills
  - Enhanced indoor air quality through protection from entry of dirt, dust, allergens and pests
  - Protecting the home against moisture and decay resulting in long-term durability
- Dow Building Solutions can help make every home you build or remodel perform at peak levels of energy efficiency so that the homes you construct are as comfortable as they are beautiful.

Visit [www.insulateyourhome.com](http://www.insulateyourhome.com) to learn more about how Dow's innovative solutions can help you outperform the ordinary and your homeowner's expectations.

### Fox Energy Specialists



Since 2001, Fox Energy Specialists has helped its builder clients improve the overall quality of construction, health and safety, and of course, the energy efficiency of their homes. In fact, we have done this for over 46,000 homes, and will continue to do so until every one of our clients experience real energy cost savings and a healthier environment, inside and out.

We believe promoting energy efficient and environmentally responsible building that is marketable and affordable to our clients. Whether you are building a Green Built Texas® Certified home, an ENERGY STAR Certified home, or just need to wrap your head around the current Building Energy Codes, we're here to help. We've designed our processes and systems to provide a level of service that keeps our clients on the cutting edge of green building and energy efficiency. But most of all, we promise to provide prompt, quality services that meet or exceed your expectations.

For more information give Jerry Fenchel a call at 817-546-0160 or visit us online at [www.FoxEnergySpecialists.com](http://www.FoxEnergySpecialists.com).

### Hotchkiss Insurance Agency



Hotchkiss Insurance Agency, LLC (HIA) has been the leading homebuilder insurance agent in Texas for three decades. Endorsed by the Texas Association of Builders for over 25 years, our expertise and continued focus on the needs of your business has allowed us to bring the best insurance companies and insurance coverage in the state.

The new, builder-friendly, General Li-

ability program provides the much needed property damage coverage for damage that results from faulty workmanship and construction. The claims professionals guide you through the claims process to assure the right outcome and protect the reputation of your business. In 2009, we brought new products to Texas, securing a national carrier to provide wind and hail coverage on the Texas coast. Hotchkiss has and will continue our dedication to the building industry, offering the insurance products that meet the needs today's homebuilder operations.

Hotchkiss agents are all advisors to their clients and also educators to the builder community at-large. We are here in your local association to provide you with the most up-to-date solutions for your insurance and risk management programs. Visit our website at [www.hiallc.com](http://www.hiallc.com) or call 972-512-7718 to speak with an agent.

### StrucSure Home Warranty



Providing a 10-year structural home warranty by StrucSure Home Warranty communicates to your buyers that you care about their buying experience. It also shows them that you deliver a quality product and stand behind your work. In addition, a 10-year structural home warranty protects builders like you from expensive claims in the event a major structural defect occurs. This coverage lasts for 10 years and begins on day one of closing. The warranty also includes a provision for third-party arbitration should a disagreement occur between you and the homeowner.

We know that most builders believe that structural defects will never happen to them, but even solidly built homes can have problems. The bottom line? Your bottom line.

Call Tiffany Acree at 817-726-6880 or visit [www.strucsure.com](http://www.strucsure.com).

### Texas Door and Trim, Inc.

Texas Door and Trim, Inc. (TDT) has a mission to provide business excellence by focusing on quality products, quality service and competitive prices. TDT offers a full line of moulding items from paint grade standard profiles to custom run profiles in any species of wood. The company also offers exterior and interior doors from multiple manufacturers and can build any style/species of custom door to your specifications. Texas Door and Trim offers the Andersen product line with many types of windows to meet your needs. TDT offers a full line of wood and metal stair parts to achieve any design you require, and custom wood species are available. TDT boasts 80,000 square feet of warehouse/distribution space in Dallas and delivers material professionally and on time with its modern delivery vehicles. The professional sales staff has an average of 15 years experience and access to more than 100 years of combined experience throughout the company. TDT's sales staff will work with you and your customers to provide solutions for any and all millwork needs. Please contact Texas Door & Trim at [TDTSales@tdt-inc.com](mailto:TDTSales@tdt-inc.com) or visit [www.tdt-inc.com](http://www.tdt-inc.com).



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## What Does Your Warranty Cover?

OVERVIEW OF COVERED STRUCTURAL COMPONENTS

**StrucSure Checklist**

- ★ Structural Claims COVERED (including Soil Movement issues)
- ★ 100% Customer Satisfaction Guarantee
- ★ IMMEDIATE coverage from closing day
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# 200+ Enjoy Casino Christmas



Jerry Carter of Carter Custom Homes was the winner of the Texas Hold 'Em Tournament. His wife Judy was his "good luck charm," he says.



Craig Cobb of Texas Door & Trim and Dallas BA President Jeff Dworin were among revelers at Casino Christmas.



## Proposed Rule Changes Could Be Costly

David Lehde  
Director of  
Government  
Affairs



In Washington, proposed rulemaking could provide a challenge on several fronts. The Environmental Protection Agency (EPA) and the U.S. Army Corps of Engineers are expected to introduce a proposed rule in the coming weeks that would expand federal authority over wetlands under the Clean Water Act (CWA). For the first time, ditches would be defined as jurisdictional tributaries. Under that type of definition, a constructed conveyance that drains could likely be included. Aside from the concern that including roadside, irrigation and storm water to fall under federal jurisdiction erodes state authority, there is an economic impact to consider as well.

Should a property owner not be in possession of the proper permit, any discharge into a water body covered under the CWA would be illegal. The EPA and the Corps would be the issuing agencies of permits often used by builders. Application for a Clean Water Act permit can be both costly and time consuming. NAHB continues to meet with members of Congress and the administration to let them know that such a rule change would impede the housing recovery.

In 2013, the Occupational Safety and Health Administration (OSHA) proposed a change to the Permissible Exposure Limit (PELs) as it relates to silica. Under the proposed rule change, the current exposure limit of 250 micrograms would decrease to 50 micrograms. The rule could be costly as it proposes one-size-fits-all measures to cover different types of contractors and calls for special training and record keeping.

OSHA has extended the deadline for public comments until Jan. 27, 2014. NAHB is calling on members to help in the advocacy for a rule that will be cost effective, reasonable and workable for all construction sites, while providing for worker safety. Members can respond to a survey of ques-

tions at [www.nahb.org/silicasurvey](http://www.nahb.org/silicasurvey).

## Local Advocacy Proving Effective

Here in the North Texas region, membership participation has been key in getting additional building science placed in local code. In October, the City of Dallas implemented Phase 2 of its green building ordinance. Association members worked with staff to recommend alternatives to the cool roof requirement in ordinance's prescriptive path. Dallas officials responded to this advocacy by approving the installation of a radiant barrier and use of foam insulation between roof rafters as acceptable alternatives.

Dallas is also reviewing its ordinance for conservation districts. Association staff and members have attended meetings of the Zoning Ordinance Committee and been active in the discussion. We will continue to represent the concerns of the industry, advocating for better application and process requirements.

## Need For Member Participation

With the upcoming election season, 2014 brings a great opportunity for Association members to be involved in the advocacy process. A healthy home building industry relies on a regulatory environment that is efficient, fair and not burdensome in the creation of regulations. This is achieved when the regulatory decision makers support free enterprise housing positions and are willing to have a discussion with our industry. One way be part of that conversation is by actively participating in HOMEPAAC, the general purpose political action committee of the Dallas Builders Association.

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Carla Caminero of Factory Builder Store of Grapevine, left, drew the name of Stephanie Bosslet to win the Big Green Egg she donated as a door prize.

Construction Monitor				Dallas Metro Single Family Builders Year-to-Date 12/14/2013		
Dallas Metro Building Permit Summary Year-to-Date 12/14/2013				Builder	Homes	Value
<b>Residential</b>	Permits	Value	Units	1 DR Horton	2127	\$385,098,249
Single Family Homes	16,607	\$4,514,754,375	16607	2 First Texas Homes	942	\$252,640,963
Duplexes & Twin Homes	101	\$23,068,243	197	3 Highland Homes	542	\$170,248,189
Apartments & Condos	248	\$750,698,296	5872	4 K Hovnanian Homes	455	\$165,382,945
Cabins	2	\$100,000	0	5 Lennar Homes	539	\$137,426,871
Other Residential Structures	327	\$26,612,978	0	6 Puller Homes	619	\$135,455,605
Swimming Pools & Spas	3,473	\$123,140,932	0	7 Standard Pacific	397	\$129,941,505
Alternative Residential Energy	77	\$1,297,120	0	8 Darling Homes of	385	\$125,333,725
Garages & Carports	203	\$10,546,065	0	9 American Legend	322	\$115,511,485
Res Rmnl, Addn, Int Fin	3,076	\$227,197,032	0	10 Beazer Homes	440	\$114,828,300
Reroof Residential	512	\$22,685,156	0	11 Grand Homes	306	\$102,813,664
<b>Total Residential Const</b>	<b>24,626</b>	<b>\$5,700,100,096</b>	<b>22,676</b>	12 Heritage Homes	312	\$101,834,518
				13 David Weekley	312	\$99,719,247
				14 Landon Homes	309	\$98,971,001
				15 Toll Dallas Tx Llc	213	\$94,568,634
				16 Megatel Homes Inc	334	\$68,414,216
				17 Bloomfield Homes	365	\$80,219,241
				18 Dees Custom Homes	213	\$69,583,478
				19 MHI Partnership	310	\$68,778,908
				20 History Maker Homes	339	\$65,117,692
				21 Gehan Homes	238	\$58,452,863
				22 Sumner Homes	239	\$56,947,246
				23 Ashton Woods Homes	217	\$56,482,998
				24 Dunhill Homes	155	\$46,463,722
				25 Paul Taylor Homes	101	\$44,419,787
				26 Lionsgate Homes	161	\$43,761,119
				27 Gallery Custom	100	\$41,796,702
				28 Sandlin Custom	151	\$38,708,733
				29 Huntington Homes	70	\$35,660,313
				30 Shaddock Homes	95	\$34,415,541
				31 M Christopher	63	\$30,312,511
				32 LGI Homes	206	\$28,186,863
				33 Chelidan Homes	167	\$27,544,350

Dallas Metro Building Permit Summary Week 50 - 12/05/13 to 12/11/13 (permits over \$20,000)			
Residential	Permits	Value	Units
Single Family Homes	340	\$97,184,675	340
Demolition	18	\$6,900	0
Grading & Dust	1	\$20,000	0
Footing & Foundation	54	\$308,606	0
Apartments & Condos	6	\$2,100,000	24
Other Residential Structures	7	\$283,800	0
Swimming Pools & Spas	64	\$3,359,168	0
Alternative Residential Energy	1	\$18,000	0
Garages & Carports	4	\$221,524	0
Res Rmnl, Addn, Int Fin	46	\$2,695,565	0
Reroof Residential	1	\$44,000	0
<b>Total Residential Const</b>	<b>562</b>	<b>\$106,242,240</b>	<b>364</b>

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## George Lewis honored for lifetime achievement

continued from page 1

George Lewis served as president of the Dallas BA in 2003 and of TAB in 2006. He was the 2004 recipient of the Hugh Prather Trophy, the highest honor bestowed by the Dallas BA. Lewis is a Life Director of both the TAB and the National Association of Home Builders.

He holds CGB, CGR, GMB, CAPS and CGP professional designations. Throughout his life, he has worked with youth sports, mentored disadvantaged youth in the "I Have a Dream" Program, participated in community development with Voice of Hope and the West Dallas Ministry and is a Paul Harris Fellow designee with Rotary International.

TAB Executive Vice President Scott Norman, who presented the award, called Lewis "a consummate professional, lifelong learner and mentor of future generations" who has set the standard as a home builder every day. George Lewis "has been an invaluable member of numerous committees, chaired important task forces and served as a director at the local, state and national levels," said Norman. "In these positions of leadership and as the associations faced rapid changes mov-

ing into the 21st Century, his extensive business background, incredible education and technology experience allowed him to advise and lead us to implement new systems and procedures necessary to thrive in this new age of technology. His impact ranges from financial and investment policies to building standards to government relations. He understands the many facets of the association and how they all relate to a successful organization."

Lewis holds a bachelor's degree in diplomatic history from Princeton and an MBA from Harvard. He became a second lieutenant in the Air Force Space Systems Command. During his years with the Air Force, he developed his initial project management skills as a contract negotiator for the earliest Star Wars studies and the first anti-satellite weapons system. After military service, Lewis gained additional project management experience at TRW Space Technology Laboratories and Recognition Equipment in Dallas. It wasn't until 1970, when he was recruited by a land developer, that he got into home building. Later, he pioneered the concept of the "tear down to rebuild" on the owner's lot in the Park Cities.

## McSAM Awards makes Call to Enter

continued from page 1

- 20) Best Social Media Campaign
- 21) Best Website – Awards presented for Builder/Community and Associate
- 22) Best Special Event/Promotion
- 23) Best Advertising Campaign
- 24) Best Sales Office or Welcome Center

**INTERIOR MERCHANDISING**

- 25) Best Interior Merchandising – sales price under \$300,000
- 26) Best Interior Merchandising – sales price between \$300,001 & \$400,000
- 27) Best Interior Merchandising – sales price between \$400,001 & \$500,000
- 28) Best Interior Merchandising – sales price between \$500,001 & \$600,000
- 29) Best Interior Merchandising – sales price between \$600,001 & \$800,000
- 30) Best Interior Merchandising – sales

price over \$800,000

**DESIGN**

- 31) Best Outdoor Living Space
- 32) Best Architectural Design – sales price under \$300,000
- 33) Best Architectural Design – sales price between \$300,001 & \$400,000
- 34) Best Architectural Design – sales price between \$400,001 & \$500,000
- 35) Best Architectural Design – sales price between \$500,001 & \$600,000
- 36) Best Architectural Design – sales price between \$600,001 & \$800,000
- 37) Best Architectural Design – sales price over \$800,000
- 38) Best Architectural Design – Attached Home Plan

**HOME OF THE YEAR**

- 39) Custom Home of the Year – Built for a specific client or spec

40 Home of the Year

**GREEN BUILDING**

- 41) Best Green Building Program

**McSAM BUILDER OF THE YEAR**

- 42) Builder of the Year

**COMMUNITY OF THE YEAR AWARDS**

- 43) Multifamily Rental Community of the Year
- 44) Master Planned Community of the Year Under 200 Acres
- 45) Master Planned Community of the Year 200 Acres or More

**McSAM PEOPLE'S CHOICE AWARDS**

- 46) People's Choice Community of the Year
- 47) People's Choice Builder of the Year

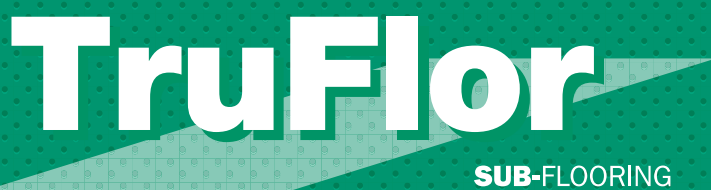




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