

THE HOME BUILDER

DallasBuilders
ASSOCIATION

www.DallasBuilders.com



VOLUME LXII

No. 3

March 2015

Dallas BA's Industry Investors for 2014



BRIEFLY

One person can make all the difference—and that person is YOU! As we look to grow our Dallas Builders Association membership by leaps and bounds this year, we need your help. Kelly Hoodwin, Director of Membership, is asking that every member send her at least five new leads in March. Upon receipt of those leads, she will contact the proposed member on your behalf and continue with followup to promote the Dallas BA and expand our membership base. Think of this as an easy opportunity to earn your Spike Credits! "We have already had quite a few members take advantage of this opportunity to earn their Spike credits with more than 70 leads sent in to date," says Kelly. "These leads are being contacted, and the members that provided them are on their way to earning their Spike credits. Come on, send in your leads and get in the race for Top Spike Recruits!"

If you aren't connected with the Dallas BA through Facebook, Linked In, Twitter or Houzz, you're missing lots of news, updates and photos that you won't see anywhere else. Start following today!

Periodicals Postage Paid at Plano, TX, and Additional Offices

McSAM Awards entry deadline is March 27

People's Choice – March 20

Entry applications and materials will be due March 27 for the 2015 McSam Awards presented by Shoot2Sell Photography. The awards gala will be held on Thursday, May 7, at the Hotel InterContinental Crystal Ballroom. The official call for entries is available at McSAMAwards.com.

Please note that two of the categories—People's Choice Builder of the Year, Category 50; and People's Choice Community of the Year (for developers), Category 51—are due March 20.

These customer satisfaction awards are determined by an online survey of homeowners/community residents conducted by Market Research Answers, a top consumer research firm. All other McSAM categories are judged by a panel of industry experts from around the country.

To submit a People's Choice entry, members will need to provide an accurate email list of home buyers/residents from 2014 and submit it directly to the research

company. Confidentiality is strictly enforced. A minimum of 6-8 entries in each People's Choice category must be received to conduct the survey and determine a valid winner. The entry deadline is earlier than the rest of the McSAM categories because the category requires a 3-4 week research process.

This year's McSAM Awards has many new and exciting aspects. A team of builder leadership was invited to serve on the program's advisory committee and review all categories, requirements, partnerships and the overall event. The group shared ideas and suggestions that became the guidelines for this year's McSAM Awards program.

Thoughtful consideration was given to categories to recognize the current product within the marketplace, while allowing for expansion of categories by the judges should entries suggest. For example, if a multitude of entries are submitted in the Best Architecture of an Attached Plan, *continued on page 2*



T.W. Bailey elected Life Director of NAHB



T.W. Bailey Sr.

Congratulations to T.W. Bailey Sr., president of Bailey Family Builders, who was elected a National Life Director at the NAHB Board of Directors meeting in Las Vegas

Jan. 22.

"The success and scope of the National Association of Home Builders is largely due to the dedication and hard work of members such as T.W.," said NAHB Third Vice Chairman Granger MacDonald. "By giving up time with their own businesses and families, NAHB's Life Directors are instrumental in helping further the Association's work to advance housing opportunities for all Americans."

T.W. Bailey has been a member of Dallas Builders Association (which makes him a member of both NAHB and the Texas Association of Builders) for more than 20 years, and has served as a voting national director for 10 years. He served as president of the Dallas BA in 2007.

To be eligible for election as a Life Director, NAHB builder and associate members must have served as a voting director for more than 10 years, have attended at least two board meetings each year and be recommended by their local or state association.

T.W. was honored with the Dallas BA's top award, the Hugh Prather Trophy, in 2009, and is the Association's highest level Spike, with 1,883 Spike credits to date. He has earned the annual Shorty Howard Trophy for membership recruitment 10 times.

High Performance Building set for March 17

Coming up March 17 is "High Performance Building I – Building Envelope," the second class in the Dallas BA's nationally award-winning Building a Better House series. The series is presented by StrucSure Home Warranty.

This class will feature high performance building, addressing how to correctly complete the building envelope and proper insulation.

The Building a Better House series gives participants more knowledge on the process and latest trends for building a home from the ground up.

Remaining are six informative classes that will teach you how to build a better house from THE experts.

Additional classes in the series are "High Performance Building II

– HVAC/Plumbing" on April 8; "Advanced Framing Techniques" on May 13; "Exterior Enclosure" on Sept. 9; "Lighting Systems" on Oct. 14; and "New Building Technology" on Nov. 11.

In addition to title partner StrucSure Home Warranty, partners are BMC, Dow Building Solutions and ICF International.

Building a Better House classes are held at Association offices from 10 a.m. to 1 p.m. The \$40 member price includes lunch.

Visit the Calendar at DallasBuilders.com to register, or contact Director of Education Sheena Beaver at 214-615-3881 or sheena.beaver@dallasbuilders.com.



Help Us Bring Another Hero Finally Home: Town Hall Meeting March 20

The Dallas Builders Association's partnership with Operation Finally Home is a long-term mission. After building two mortgage-free homes for wounded heroes in 2014, the Association endeavors to build more in 2015. With your help, we will build the American Dream that this soldier and his family worked so hard and sacrificed so much to preserve and protect.

The Dallas BA is convening a Town Hall Meeting on Friday, March 20, from 11:30 a.m. until 1 p.m. to assemble and coordinate the necessary suppliers, service providers and financial support needed to take on our next project. The builder, Michael Turner with Classic Urban Homes, in partnership with the Association's Dallas Division, will be on hand to answer questions about the home, which will be located in the quiet community of Oak Point (near the Lake Lewisville Bridge) in Denton County.

Please attend this meeting and help show this heroic and resilient young man the giving heart and soul of our industry. Lunch will be served. You can either make reservations at DallasBuilders.com via the Calendar or RSVP to Sheena Beaver, Dallas BA Director of Education and Executive Administrator, via email at sheena.beaver@dallasbuilders.com or by phone at 972-931-4840.



The Dallas BA's first Operation Finally Home project began in 2013 with a Town Hall meeting such as the one scheduled for March 20.



Thursday, April 23, 2015

6:00 PM - 9:00 PM

Texas Door & Trim
11220 Petal Street
Dallas, TX 75238

\$30 Members
\$40 Non-Members

Partnership Levels:
Bayou Partner - \$1,000
Mudbug Partner - \$500
Crawdad Partner - \$250

Register Today at
DallasBuilders.com

Award-winning series on technology returns

The second in the Association's award-winning Technology Series will be held this month. The series was recognized by the National Association of Home Builders as "Best Education Program" in 2013. It is presented in partnership with Structure Home Warranty.

"We are proud of this series, which returns with an even more informative schedule of classes for 2015," said Education Co-Chair Barry Hensley.

Technology is a four-part series designed to teach members how to be technical whizzes and masters of their software.

The series kicked off Feb 4 with "The Connected Workplace" that taught tips and tricks on mobile computing, how and why to share information with customers, vendors and office staff.

On March 19 you will learn how to manage your technology in

"The Managed Workplace." Gain full knowledge on how to schedule projects, reminders and events. Put your software to work for you while keeping your clients in the know and seamlessly handling change orders and purchasing.

Stop joking around on April 1 and take time to learn how to correctly use PDF mark up tools, word processors, spreadsheets and estimating tools at "The Productive Workplace" class.

On May 6 we round out the series with "The Smart Home," Understand what is available today, what customers are looking for in the future and how to satisfy their tech questions and needs.

All Technology classes will be held from 10 a.m. until 1 p.m. and include lunch provided by Texas Builders Resource Group. The fee is only \$40 for Dallas BA members. Make reservations at Dallasbuilders.com.



Membership recruiters enjoy trip to Playa del Carmen thanks to Bonded Builders Warranty & Lee Lighting

The Association's top membership recruiters were awarded a trip in February, thanks to trip partners Lee Lighting and Bonded Builders Warranty Group, who have underwritten the trip for several years.

Any member who recruited 10 full memberships (does not include Additional or Affiliate Memberships) and maintained an annualized retention of 50% or greater between Nov. 1, 2013, and Oct. 31, 2014, was awarded a 4-day trip this month with fellow Dallas BA members. This year's destination was Playa del Carmen, Paradisus La Perla.

2014 membership recruiters qualifying for the trip were:

- T.W. Bailey, Bailey Family Builders;
- Chip Chamberlain, Caprock Construction;
- Joe Chamberlain, Caprock Construction;
- Jeff Dworkin, JLD Custom Homes;

- Donnie Evans, Onyx Homes;
- Gary Hubbard, Acme Brick;
- Rich Messenger, Texas Door & Trip;
- Kristina Waller, Your Counter-top Creation; and
- Frank Murphy, Wynne/Jackson.



Bonded Builders, and its affiliates serve the building industry and the nation's homeowners with a wide range of home warranties and property insurance products throughout the nation.

The company offers builders' warranties on new site and systems built homes and condominiums, modular, panelized, log and concrete formed homes, remodeling warranties, and appliance warranties.



Lee Lighting is part of Progressive Lighting, Inc., a family-owned business with a 45-year history. As the largest chain of residential lighting showrooms in the Southeastern United States, the company has a national reputation for elegant and unique lighting fixtures, superior value and unparalleled customer service.

Progressive Lighting operates six retail locations in Atlanta, GA, three in the Dallas area (Lee Lighting) and two in Charlotte, NC (Lee Lighting). Lee Lighting offers special incentives for builders, designers and lighting professionals, as well as all of the quality lighting fixtures needed to help build your client's dream home.

McSAM Awards entries due March 20 & 27

continued from page 1

the judges have the ability to split the category based upon product type; patio homes, townhomes, condominiums. Thus all entries will be considered and placed within a category where it can find the best opportunity for recognition.

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 2014.

This year's awards show will include more than 50 categories including Builder of the Year and Community of Year awards.

A variety of partnership opportunities is now available, ranging from the \$5,000 trophy partner to a \$250 Friends of McSAM level. Please contact Dallas BA Director of Member Services Misty Varsalone at 214-615-5005 or misty.varsalone@dallasbuilders.com if you are interested in partnering. Or visit McSAM Awards.com.



Metro East Division 10th Annual "CARS for CASA" Car, Truck & Motorcycle Show



Sunday, May 17
The Harbor, Rockwall
Registration: 11 a.m.
Awards: 4 p.m.
Vehicle Entry: \$20

Benefiting Lone Star CASA, Inc.
11 "Best of" Awards
28 Car Classes
5 Truck Classes
5 Motorcycle Classes
Best Dallas BA Member Car & Truck Partnerships Available

Details at LoneStarCasa.org



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BARCIE VILCHES, Editor

Local: 817.546.0160
Toll Free: 1.866.448.0961
Fax: 817.546.0161
Email: JFenchel@FoxEnergySpecialists.com
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That means unbiased recommendations, not influenced by product suppliers.

Sunbelt Builders Show

The Texas Association of Builders and the Sunbelt Builders Show™ have unveiled SunbeltBuildersShow.com, a new and modern website designed by Mopro.

The new site is fully responsive, and the HTML5 platform makes it extremely user friendly on all smart phones and tablets. The new platform allows stronger functionality and user-friendly navigation. It also boasts a top of the line back end with the most intuitive interface and robust reporting in the industry.

Sunbelt Builders Show will be held July 29-30 at the Gaylord Texan Resort & Convention Center. Sunbelt is one of the largest building industry events in North America that draws thousands of residential construction industry professionals from the United States, Canada and Mexico to more than 200 exhibits. Additionally, the Show features special networking events, keynote speakers, quality educational sessions and a solid sales and marketing atmosphere.

There are many highlights of the new SunbeltBuildersShow.com site, including an interactive Show floor map and registration options provided by Streampoint Solutions. Exhibitors will have the ability to hand pick, reserve and pay for their booths online. They will also be given the option to purchase additional sponsorship opportunities for the 2015 Sunbelt Builders Show™.

Attendees will see a much cleaner site that will allow them to stay up-to-date on the upcoming Show schedule and events plus research the exhibitors, keynote speakers and education sessions as they are finalized. The ability to purchase special event tickets and complete the Show and Hotel registration process will now be at attendees' fingertips. In addition, the site will keep you current with deadlines, calendar events and social feeds.



Association Advocacy Seeks to Protect Builders and Property Owners from the Regulatory Wolf

David Lehde
Director of
Government
Affairs



A Dallas Builders Association driven initiative has resulted in a Texas Association of Builders (TAB) priority bill being filed relating to building energy efficiency performance standards. With the stringency of energy codes increasing at too fast a rate, and the inflexibility of the process matching pace, the negative impact on housing affordability is now a major concern. Many builders are faced with the challenge of getting an accurate value for energy efficient features in the appraisal process.

One solution to this problem has come in the form of a bill filed by Representative Jason Villalba of Dallas. H.B. 1736 slows the current breakneck pace of energy codes adoption by limiting the cycle the State Energy Conservation Office can adopt a new edition to once every six years. In addition to a longer code review cycle, the bill also allows for a more sensible energy code performance path and gives builders more options.

And equally important, H.B. 1736 creates a Building Energy Efficiency Advisory Committee, allowing for needed guidance from stakeholders. The 13-member committee would include two commercial builders and two residential builders who are members of a statewide trade association.

Another TAB priority bill that protect builders from bogus law suits has been filed by Representative Phil King of Weatherford. The Texas Uniform Condominium Act (H.B. 1455) makes needed changes to the procedures required for a condominium association to file suit or initiate arbitration related to defect or design. The bill does not prevent legitimate claims on construction defects, rather it closes a loophole

that has been exploited by associations to file a claim without seeking approval from the condo unit owners. Along with the requirement that approval be obtained from condo unit owners holding at least 67 percent of the total votes in a condo association, H.B. 1455 also requires an independent inspection and report from a third-party licensed professional engineer. The report would not only include descriptions of the present physical condition of the units in question, but also any modifications, maintenance or repairs to the units or common elements performed by the unit owners or the association. And the report would have to be prepared by a person who is not employed by or otherwise affiliated with the attorney or law firm that represents or will represent the association in the claim.

It is important to note that H.B. 1455 protects not only builders, but also the condo unit owner. The requirement for notification to and approval by condo unit owners prior to filing a claim helps ensure that those owners have been adequately informed of how such an action will affect their private property rights, as well as the limitations a claim could put on the resale or refinancing of their unit due to what would be otherwise unknown cases involving their property. H.B. 1455 prevents lawsuit abuse against condo unit owners and builders.

At the federal level, the assault on property owners from agencies and the administration continues. Executive Order (EO) 13690, signed by President Obama on Jan 30, could limit how and where members develop, build and remodel in areas near coasts and rivers. The 2015 EO updates a 1977 EO that required federal agencies to take actions

to preserve the nation's floodplains and limit development of these areas. While the Administration has stated that EO 13690 is targeted to federally approved or funded projects, there is concern that the reach of 13690 could be broader and even affect permitting for projects that are privately funded. Members who are familiar with the proposed Waters of the United States definitions, as well as the concerns regarding habitat listings in the Endangered Species Act, will understand why NAHB and the Dallas Builders Association have these concerns.

Strict interpretation of EO 13690 implies that projects financed and approved by the federal government would be included. This means it could relate to FHA and HUD housing programs, as well as the National Flood Insurance Program (NFIP). The Federal Emergency Management Agency uses the 100 year floodplain definition for mapping the entire country and the NFIP bases their rules on FEMA's designation. Currently, it is unclear how the new federal standard under EO 13690 will impact FEMA's mapping.

Bringing further concern is that building codes and zoning requirements are mostly developed by state and local governments, which raises the question of whether conflict could arise between new federal requirements and locally existing regulations.

EO 13690 is just the latest hit in a long list of federal overreaches.

NAHB and the Dallas BA will continue to communicate our concerns to our U.S. Congressional delegation.

Dallas Metro Building Permit Summary Year-to-Date 02/18/2015				Dallas Metro Single Family Builders Year-to-Date 02/18/2015		
Residential	Permits	Value	Units	Builder	Homes	Value
Single Family Homes	2,178	\$575,664,967	2,178	1 DR Horton Custom	254	\$39,813,204
Duplexes & Twin Homes	13	\$3,442,913	26	2 Lennar Homes	114	\$27,485,936
Apartments & Condos	25	\$106,167,956	1044	3 First Texas Homes	92	\$26,942,747
Other Residential Structures	36	\$1,167,822	0	4 Highland Homes	79	\$26,366,688
Swimming Pools & Spas	222	\$13,679,349	0	5 K Homebased Homes	61	\$23,480,790
Alternative Residential Energy	29	\$378,411	0	6 Bloomfield Homes	90	\$21,412,495
Garages & Carports	24	\$983,512	0	7 Pulte Homes	109	\$18,784,667
Res. Remd., Adm., Int. Fin.	273	\$31,843,256	0	8 Megastar Homes Inc.	53	\$16,147,693
Resort Residential	20	\$632,048	0	9 Darling Homes of	47	\$15,871,639
Total Residential Const.	3,819	\$733,849,962	3,298	10 Grand Homes	45	\$15,620,340
				11 Beazer Homes	57	\$14,088,412
				12 DR Horton	63	\$12,419,483
				13 David Weekley	30	\$11,129,638
				14 Landan Homes	32	\$10,605,032
				15 American Legend	40	\$10,472,240
				16 Toll Brothers	21	\$10,251,569
				17 History Maker Homes	38	\$9,458,895
				18 Meritage Homes	22	\$9,070,483
				19 Gehan Homes	39	\$8,744,714
				20 Standard Pacific	28	\$8,238,694
				21 MI Homes	34	\$7,727,607
				22 J Houston Homes	39	\$7,600,328
				23 Rouseau Ranch	28	\$7,080,091
				24 Boldvine Homes	16	\$6,897,356
				25 Holiday Builders	29	\$6,505,761
				26 MHI Partnership	30	\$6,494,191
				27 Shaddock Homes	16	\$6,080,486
				28 David Gardner	14	\$5,655,643
				29 Goff Custom Homes	1	\$4,500,000
				30 Texas Inter-Homes	17	\$4,395,114

Dallas Metro Building Permit Summary Week 8 - 02/12/15 to 02/18/15 (permits over \$20,000)			
Residential	Permits	Value	Units
Single Family Homes	291	\$72,446,794	291
Demolition	23	\$0	0
Finishing & Foundation	77	\$621,453	0
Duplexes & Twin Homes	4	\$609,229	8
Apartments & Condos	2	\$480,000	4
Other Residential Structures	9	\$354,734	0
Swimming Pools & Spas	44	\$1,800,600	0
Alternative Residential Energy	4	\$96,000	0
Garages & Carports	4	\$192,000	0
Res. Remd., Adm., Int. Fin.	66	\$18,521,433	0
Resort Residential	2	\$89,853	0
Total Residential Const.	628	\$87,341,964	302



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DeVance AV hosts Association's February 26 After Hours



Barry Hensley of Hensley Premier Builders won a private movie/game night valued at \$800. With him are DeeDee Williamson of DeVance AV and Dallas BA Membership Chairman Jeff Dworkin.



Jeff Dworkin and DeeDee Williamson congratulate Gary Pilant of Cre8stone, who won a Sonos wireless all-in-one speaker.



Chris Ogden of Ogden Custom Homes won a Browning pistol vault, presented by Sara Donley of Safe and Secure Home Solutions. With them is Jeff Dworkin, Dallas BA membership chairman.



Gregory Loudon of GOLOUDON won an Edison antique light donated by Unique Lighting.



Alisa Peterson, Texas Electrical, won a heavy duty lock donated by A1 Locksmith.



Cash winner Kathy Tomkins, IMC The Stone Collection.



Teresa Staggs, KJ Custom Screens & Designs won an LED lamp courtesy of Unique Lighting.

AFTER HOURS

Thursday, March 26

6-8 p.m.

Hosted By

The Container Store

500 Freeport Parkway, Coppell

Feast on Mexican cuisine & enjoy complimentary beverages while networking in a casual atmosphere. Door prizes include a modular hauler system, elfa laundry center, elfa utility deluxe garage solution & door storage rack.

Builders Jackpot – \$800

Builder must be present at time of drawing to be eligible to win the Builder Jackpot.

It is FREE to attend, but please make reservations.

www.dallasbuilders.com



Charli Henderson Returns to Dallas BA Staff

The Association welcomes Charli Henderson back to its staff. She will be helping out part time while pursuing her MBA degree in strategic management from the University of North Texas. Charli will support the Dallas BA's membership efforts and handle other administrative duties that are vital to our operations and growth. She is scheduled to graduate from UNT in December.



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war·ran·ty noun \ 'wôr-ən-tē, 'wär-\

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ASSOCIATES

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972/265-9431
Marketing/Mgmt/Sales Specialists

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Joe Geer
5317 Inverrary Drive
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214-614-8140
Business Type:
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Texan Insurance
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April Callahan
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Visit DallasBuilders.com for complete contact information on these new members.



Education Director Stephanie Bosslet Retires

Members bid farewell to Education Director Stephanie Bosslet at a retirement reception held Dec. 17 at Dallas BA offices. After 15 years with the Association, she left to move to Seattle, where she plans to spend more time with her new grandson. Members of the Education Committee who served with Stephanie over the years gathered for a group photo. From left are Paul Evans, BMC; Gregory Loudon, GOLOUDON; Kevin McLain, Dow Building Solutions; Scott Roberts, Creative Architects; Bill Deal, Bonded Builders Warranty; Stephanie Bosslet; Armando Cobo, Armando Cobo, Designer; Donny Mack, Mack Pro/fressionals/Beaver Builders; Earl Williams, Earl Williams & Associates; and Barry Hensley, Hensley Premier Builders.

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Expanded marketing, PR set for Plano New Home & Remodeling Show

The Plano New Home & Remodeling Show March 21-22 at the Plano Centre continues to expand marketing and add special features to bring attendees to the two-day consumer show. The Plano New Home & Remodeling Show will be presented again this year in partnership with the Dallas Builders Association.

Howard Garrett, "The Dirt Doctor," will speak and sign books on Saturday, March 21, from 11 a.m. to 1 p.m. He will explain how a simple, natural organic program for gardening and landscaping on residential and commercial projects works better in every way, including from an economic standpoint.

Another new feature are drawings for a \$500 elfa closet makeover from

The Container Store and a \$1,000 design package from Michelle Lynne Interiors Group plus gift cards. Show visitors will register for these prizes at the Dallas BA booth, #506.

At the Craft Beer Tasting, daily from 1-5 p.m., attendees can learn about and sample craft beers from the number one Texas craft beer brewery, Real Ale Company. Plus, there will be beers from the Fraconia Brewing Company and Grapevine Craft Brewery.

On Sunday from 2 to 4 p.m., attendees can sample chocolate from a variety of area chocolatiers courtesy of Dallas by Chocolate.

All weekend children can have fun at the Home Depot Kids Workshop that will give do-it-yourselfers of all ages and experience levels the chance

to gets hands on!

Watch for ads in *Plano Profile* and *Allen Image* along with the *Dallas Morning News NeighborsGo*, *Plano Star Courier*, *Allen American*, *McKinney Courier Gazette*, *Plano Community Impact* and *Community News Connection* in Star Creek, Twin Creeks and the Town of Fairview. Television ads will be run on Time Warner and Verizon.

Dallas BA members qualify for exclusive pricing on booth spaces and customized sponsorship packages. For more information about booth spaces or sponsorship packages, visit www.plano-homeshow.com. If you don't have your booth reserved, please give Jon Fors, home show coordinator with E&M Management, a call at 972-346-6513.

New Member Breakfast scheduled for April 14

Are you new to the Association and ready to learn how to make the most of your membership? Do you know about the great benefits, events, and member discounts available to you? Come enjoy breakfast and coffee with the Dallas BA Ambassadors Committee as they provide insight on how to get involved and make the most of your membership. New members and non-members interested in learning about the Association are welcome. The event is free but reservations are requested. Please visit the Calendar at DallasBuilders.com to register today.

Welcome



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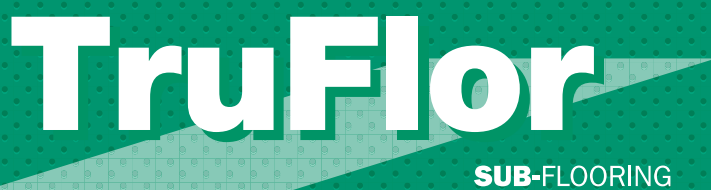
Dallas Builders Association logo and social media icons (Facebook, Twitter, LinkedIn).



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