Representing The Interests of the Home Building, Multifamily Construction and Remodeling Industry in the Greater Dallas Area

## THE **HOME BUILDER**

## Dallas Builders

No. 1

www.DallasBuilders.org



January 2021

VOLUME LXVIII

**Dallas BA's Industry** 

Investors for 2021

(JamesHardie

HOTCHKISS (DUPINT)

BRIEFLY

The IBSx Virtual Experience,

scheduled for Feb. 9-12, will

introduce, showcase and display

the must-have new products,

tech and innovations that savvy

builders, remodelers and other

residential construction industry

pros will want to include in their

feature keynote speaker Mike

Rowe, executive producer, host,

best-selling author and CEO of the mikerowWORKS Foundation, a 501(c)(3) public charity

that debunks myths and misperceptions about the trades and helps close the skills gap.

continuing\*education to view a

series of on-demand webinars

Watch for the 2021 Member-

ship Directory, slated to hit your

mailbox in mid-January. A flip

book version can also be found

. . .

Access the comprehensive Dal-

las BA COVID-19 Response Kit

at DallasBuilders.org/covid-19.

This resource provides guid-

ance for job sites of all sizes,

Full details can be found at

The opening ceremony will

upcoming projects.

BuildersShow.com.

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created for members.

on DallasBuilders.org

energy

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struction Industry



## 2020: Our Finest Hour

What will you tell people when they ask you to describe 2020? What will your story be a decade from now? I suspect in either case you'll recall the uncertainty, fear, tragedy and turmoil that gripped the world. Also, how your business adapted and overcame some of the most disruptive events in modern history.

Year in Review

When it comes time to write this chapter of the Dallas Builders Association's history, my hope is that they'll say, "This was our finest hour."

The two months of normalcy that started the year seem like a decade ago. If mentioned at all back then, the various names assigned to what would ultimately be called COVID-19 were nothing more than a punchline.

The world became a much different place in March.

On Wednesday, March 11, the World Health Organization declared COVID-19 a pandemic; two days later the White House declared it a national emergency and on Monday, March 16, my wife and I left a generous tip for

a bartender who was minutes away from unemployment due to a countymandated shutdown. My head was spinning.

Being deemed essential meant everything, and, sure enough, the time to make our case came the following week. The timing, for me, could not have been worse. I was battling a fever of 102 and it felt like a truck had hit me.

I snuck in a teladoc visit between members and the media calling for insight on the rumored construction shutdown. Then I saw an ominous email, "Please be available to speak with the County Judge at 4 p.m. today."

I was still in disbelief. "Surely they can't shut down the housing industry when they are telling everyone home is more essential than ever," I thought. After the call, however, I had no idea what would come next.

On one hand, I was just happy to get through it without coughing. On the other, I knew what could be deployed on a residential job site paled in com-

#### parison to what the large commercial contractors promised they would bring to theirs.

One day soon, I'll hopefully be able to tell you the full story about how the housing industry stayed open and remained essential in our area. Many of the key players are those you'd least expect. They come from all parts of our community and all sides of the political spectrum.

A player I can reveal is Rob Matuga, Assistant VP of Labor, Safety and Health Policy at NAHB. Rob led NAHB's initiative early on in March to publish what was then and still remains the most comprehensive jobsite guidance for COVID-19 through the ConSafety Coalition (CISC). Had that resource not been available for me to offer during those crucial conversations, we could have had a vastly different outcome.

Another incredible resource was mv friend Lake Coulson, NAHB's Vice President of Government Affairs. Lake was constantly working the phones with members of Congress to ensure construction was included on the Department of Homeland Security's Critical Infrastructure Sectors list. Including construction on that list gave the Texas Association of Builders

continued on page 3

## Association announces 2021 series of classes

**Presented By:** 

STRUCSURE

#### **BUILDING A BETTER BUSINESS** As our community continues to SERIES

adapt to ongoing global challenges so will the Dallas BA education program. Course offerings will be offered virtually, in-person, or hybrid; check details on class registration pages.

2021 offerings will consist of :

■ Courses to gain certifications; ■ Multiple classes being held at member job sites;

■ Building a Better Business classes to help members better run their day-to-day operations and financially strengthen their companies;

■ Nationally award-winning Building a Better House series, which will include new classes to help members keep up to date with building techniques and consumer trends; and

The Building a BETTER Business Series will help attendees gain effective business processes. This year is going to take the concept to a new level by offering computer-based better business practices. Through this fourcourse series, instructors will explore how you can transform your business into a powerful, profit-generating machine by streamlining processes and learning new IT skills such as Quick-Books for builders and social media engagement.



Tuesday, January 12, 2021 9:00 am - 10:00 am

model homes, record keeping and videos in English and Spanish

■ The annual Dallas BA Leaders Program

#### **CERTIFICATION COURSES**

Individuals looking to achieve a national certification will find 11 courses, some of which have been updated this past year. These courses allow industry professionals to earn and maintain national certifications. The Dallas BA is licensed through NAHB to offer a plethora of diverse courses allowing builders, trade partners and associates to gain knowledge and set themselves apart from the competition.

#### **@PROJECT SITE SERIES**

Gain hands-on insight at classes held on member job sites throughout the metroplex. This series will bring the classroom to reality with real-world tips and tricks while avoiding common traps. Learn proper installations, new methods and quality control.

#### **BUILDING A BETTER HOUSE** SERIES

The Building a BETTER House Series will cover everything from concept to completion: teaching participants how to Build a Better House. Classes feature diverse instructors with hands-on learning. Topics cover every step in the building process from soils and foundations to interior design trends.

#### **DALLAS BA LEADERS**

DBA LEADERS is a yearlong program aimed at advancing industry leaders throughout the Dallas metroplex. Throughout the year, participants attend monthly sessions that focus on aiding participants to cultivate leadership traits and apply their knowledge to their daily business operations.

Class dates and times can be found at www.dallasbuilders.org or by contacting Director of Education Sheena Beaver at sheena.beaver@dallasbuilders.com or 214-615-3881.



#### Virtual Meeting via Zoom. Register at DallasBuilders.org.

You're invited to help us build another brand new, custom home in Irving, Texas. As we alize the details for our next build in the Dallas area, we need to determine who will help - and we need YOU!

#### **BUILDING SUPPLIERS:**

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#### SUBCONTRACTORS:

We need contractors and subcontractors to donate time and people to donate their building expertise to complete the home

#### MONETARY DONATIONS:

If you not a supplier or contractor but want to help our family's home please make a cash donation at http://bit.ly/37vCtkG





#### V Luxury Homes

For questions please contact: Sheena Beaver at 214-615-3881 or Sheena.Beaver@DallasBuilders.com

## Members spread joy with December Toy Drive-Through



The Dallas BA collected 232 toys and \$710 for Toys For Tots during its Dec. 3 Toy Drive-*Through*. Members received hot cocoa and a sweet treat as they drove through the Association parking lot to make their donation.

Thank you to the following contributors who were identified during the drive: Subfloor Systems

Spring Valley Construction Company

Andres Construction Anderson Hanson Blanton Winston Homes KWA Construction Traditional Classic Homes Intex Electric Meletio Frank & Gail Murphy Hoffmann Homes George Davis & Associates Nationwide Gutter Dallas ISD Career Center HOMEnhancements Bob Hansen M/I Homes Pella Republic Elite Goodman Manufacturing ProSource Wholesale JLD Custom Homes Classic Urban Homes Trussworks, LLC



#### Gov't Affairs News and Info

#### Thank You, HOMEPAC Investors



David Lehde Director of Government Affairs



A big part of advocacy work done at the Dallas BA relies on the opportunity to communicate with those who decide regulatory policy. There's an old saying in government relations: "If you're not at the table, you're on the menu."

As we move into 2021, we want to say thank you to our 2019-20 HOMEPAC of Greater Dallas club level participants who helped the Association achieve a successful year.

#### 2019-20 HOMEPAC of Greater Dallas Club Level Members

#### Capitol Club - \$2,500

Donnie Evans Tim Jackson George Lewis Justin Webb

Lone Star Club - \$1,500 Michael Turner

Austin Club - \$1,000 Joshua Correa Phil Crone

Phil Crone Mike Mishler Greg Paschall Matt Robinson James Rudnicki Sherry Scott

President's Club - \$500 Jeff Dworkin Tag Gilkeson Jody Hanson Kelly Hoodwin Adam Lingenfelter Matt Mitchell Frank Murphy Mike Phillips Steve Puckett Matt Walls Jim White

Ed Harrison

#### Senator's Club - \$250 Tiffany Acree Doug Bowerman Bob Cresswell Pat Nagler Andrew Pieper Tom Sadler

Mike Sugrue Century Club - \$100 Kathie Ahrens Cole Baker Susan Burleson

Jerry Carter Kent Conine Michael Crowell **Russell Daniels** Mark Dann Bill Deal Michael Dodson William Gillespie Dave Hambley David Lehde Carol Longacre Kevin McLain Jamie McLane **Richard Miller** Richard E. Miller Jerry Parks John Porizek Scott Roberts Paige Shipp Liz Smart Katelyn Smith Phil Smith Danny Stanphill

Thank you for your support of Association advocacy efforts.

Mike Phillips of ProSource Wholesale cheerfully donates several toys, accepted by Director of Membership Coleman Yates of the Dallas BA staff.



Tom Hatton and Eric DiFulvio of Subfloor Systems are among the generous participants in the Association's toy drive-through.

Ana Blanton with

Anderson Hanson

Blanton hands off a

toy to staff Creative and Marketing Coordinator Holly

Pemberton.

Director of Government Affairs David Lehde helps Gail Murphy of Wynne/Jackson Inc. with several toys.





Staff Director of Education Sheena Beaver takes a donation from Past President Alan Hoffmann of Hoffmann Homes.

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BARCIE VILCHES, Editor

## Year in Review: 2020 was our finest hour

#### continued from page 1

the leverage needed to ensure Governor Abbott's March 31 Executive Order kept housing open and essential throughout Texas.

Two days after the Governor's order, fatigued and sleeping 10 hours a night yet feeling a bit better, I got a phone call from the doctor saying my test results had finally come back. I was positive for COVID-19.

In order to keep housing essential, we needed to keep construction safe. I didn't want anyone to have to go through what I did. Watching the scenes in New York at the time, I was keenly aware that many were having a much worse outcome than me.

Thankfully, Dallas BA and TAB Past President Tim Jackson was already a step ahead on the safety front. With the help of Tiffany Acree with StrucSure Home Warranty, he was able to secure a vital supply of hand sanitizer.

At the time it was hard to come by and was a required component on job sites. Tim spent many hours in our parking lot loading gallons of sanitizer into the cars and trucks of eager members. All told, we put more than 1,600 gallons of sanitizer onto area job sites this year.

It was also critical to keep everyone informed. The rules were changing daily, and critical building processes were quickly adjusting to a socially distant world. On March 17, we launched an online COVID-19 resource page and two days later hundreds tuned in for the first of several video updates we provided.

For a while it seemed like everyone visiting our website was hitting the resource page and staying there for quite a while. The page logged more than 4,600 viewers, each spending nearly 4 minutes there on average.

Staff Communications Director Barcie Vilches and Creative and Marketing Coordinator Holly Pemberton were the architects of that website and so many other crucial communications throughout the year. They were joined by Director of Member Services Misty Varsalone, who helped craft our "essential, safe, professional" campaign.

This initiative included coordinated messaging across several mediums emphasizing that Dallas BA members are an essential business, that we are working safely, and in a professional manner. With help from Tom Sadler and Associates, our team created an informative and moving video that drove our efforts home.

Transcending this challenge on the communications front was a complete team effort. Director of Government Affairs David Lehde and I did everything we could to provide updates in real time and make sense of every new order and rule that was issued It took every bit of Barcie's 37 years of experience to ensure those updates were professional and precise while anticipating the next challenge. It took Misty's intellect and innate ability to connect with our members to repurpose our message consistently through every channel and to every audience. Misty stepped in with communications and on membership retention while also realigning our special events and divisions and councils to the new normal. Holly's creativity and tenacity helped produce one of the most useful resources of all. She was able to combine our operational guidance regarding local orders with the aforementioned CISC materials to create an all-encompassing COVID-19 toolkit for Dallas BA members. I'm not sure how she did it, but she was able to make incredibly detailed and mundane material relatable and easily deployable on any job site.

members had access to key government services and untangling supply chain disruptions. Here is where David Lehde played a crucial role.

As city and county offices transitioned to a socially distanced world, David reached out to dozens of offices for operational updates and posted them in real time on our resource page. He called county tax offices and reopened processes that had stalled several development projects.

Lumber was and arguably still continues to be the largest of many supply chain disruptions. There again David's initiative was the catalyst for national progress.

His call to a local Congressional office led that influential representative to formulate a letter that came to include hundreds of other lawmakers calling for administrative action to reduce lumber prices. Weeks later, tariffs on Canadian lumber were reduced from 20 percent to 9 percent. I doubt David will ever get the credit he deserves for this massive accomplishment nor would he ask for it.

While we were doing everything in our power to keep you working, we also needed to keep the Association in business. We had to plan for the worst and hope for the best.

Education Director and Executive Administrator Sheena Beaver and Accounting Manager Becky Warner worked proactively with Treasurer Stephen Puckett to secure a loan and line of credit to ensure we were prepared. Sheena was an executive officer for a builders association in Nevada and Becky has over 25 years of experience at the Dallas BA. Together they were able to put our operations on solid ground and attend to numerous things that I was not able to during that time. Steve's efforts earned him the Clyde Anderson Associate of the Year Award in September.

As the incredible demand for housing led to record months for many builders and suppliers, the Dallas BA's trajectory was much less certain. So much of what we do in terms of networking, education and events were not possible or prudent in their traditional forms. We had to adapt.

Again our staff and member volunteers delivered with innovation and creativity. With more than 400 entries and over 60 categories, our McSAM Awards went virtual, hosting more than 150 viewers. The event was masterfully produced and was emulated by other associations around the nation.

The same thing occurred with our leadership installation. With all of its history and traditions, this event was perhaps the hardest to do virtually. In true 2020 fashion, the board was installed virtually via a recorded Zoom meeting and presenters took their turn at the studio teleprompter.

Thanks to a strategically placed

more than 280 golfers participated in a sold out Dallas BA Open.

Our education program seamlessly brought the classroom to our members. More than 650 industry professionals attended the 31 classes held in 2020. The program developed an ondemand library containing more than 100 hours of locally-created content.

Our visibility in the media combined with the tireless work of Membership Director Coleman Yates made the Dallas BA one of the few builders associations to grow membership this year. This, combined with several successful events, great partners and solid planning by our directors, officers and staff enabled us to exceed even our pre-COVID budget expectations.

We grew to serve more than 1,100 builder and associate members, a level we have hit only three times in the last five years. With Coleman's persistence and the fact that he's never met a stranger, I'm sure he and the Membership Committee will reach new heights in 2021.

Coleman will continue to get help from Donnie Evans who, once again, won the Shorty Howard Award for the most members recruited. Donnie, a past Dallas BA President, was also elected to TAB's leadership ladder as Vice President Secretary in November.

In a year marred by so much despair and inequality. It was incredibly heartening to see how Dallas BA members stepped up to serve our community.

In lieu of their annual Cars for CASA car show, members of the Metro East Division held a "cruise around" the City of Rockwall that included nearly 100 cars and raised more than \$41,000 for the local Court Appointed Special Advocates program. The division continued to support the construction trades program at Naaman Forest High School, as it has for more than 30 years, by donating \$3,600.

The Multifamily Builders Council donated a total of \$8,600 throughout the year to the Samaritan Inn homeless shelter from funds raised at their very successful golf tournament. Many of those same members also contributed to the Dallas BA's drive through toy drive that collected 232 toys and more than \$700 for Toys for Tots in December.

Operation FINALLY HOME (OFH), the Dallas BA's preferred charity, received three additional lots from the City of Irving. Plans are underway to begin the Association's eighth OFH project in early 2021 just two blocks away from the seventh project recently completed for Major Eric King.

2020 would not have been successful without our partners. A total of 223 companies partnered with us on events, publications, advertising and so much more. This was actually up from 213 the year prior. None are more important than our eight industry investors Hotchkiss Insurance Agency, StrucSure Home Warranty, BGE, Fox Energy Specialists, DuPont, FACETS Appliances, Kitchens & Baths, L&S Mechanical and Bravas. In addition, almost 40 companies elected to support the Association on an increased level by becoming Sustaining Members. As much as I wish it would, turning the calendar will not brush away our numerous remaining challenges. Permit delays in Dallas, a state legislative session, the deployment of safe and effective vaccines, along with when and how we make the slow return to normalcy are topics for my 2021 Year in Review. That said, I'm beaming with pride and filled with gratitude in ways words cannot properly express for the volunteers, directors, partners and staff who made 2020 our finest hour.

#### Communiuty Engagement Did Not Stop During the Pandemic



Chairman of the Multifamily Builders Council Rene Grossman, Nationwide Gutter, LLC (right) presents Rick Crocker, chief executive officer of the Samaritan Inn a check in the amount of \$5,000, bringing the total donated to the Inn throughout the year to \$8,600. This annual donation, made possible by the very successful Multifamily Builders Council golf tournament, is one of the longest standing annual donations to The Samaritan Inn spanning approximately 20 years and totaling over \$115,000.



Member companies such as HOMEnhancements supported the Dec. 3 toy drive-through by putting up a collection box for their employees to participate. Above, Dallas BA staff member Misty Varsalone welcomes Bill Koch and Julie Wilson of HOMEnhancements with their impressive collection of toys.



A huge part of keeping the industry operating involved ensuring candid camera, we were still able to capture the event's best moments live. This included Michael Turner receiving the Hugh Prather Award for his passionate commitment to developing the next generation of the construction trades where his own career in the industry began.

Installation also included the traditional transfer of power from the outgoing president to the new one. In this case it was bittersweet in both regards.

Justin Webb's steady hand, assured demeanor and financial prowess epitomized the best qualities of the office at a time when they were needed the most. I wish we could have properly celebrated his leadership and new President Matt Mitchell, who knows how to throw a party. However, I'm optimistic we can make up for it in 2021.

Not everything was virtual this year, however. Thanks to some great weather, we were able to hold several events outdoors at our office and at Brookhaven Country Club, where

Stay safe and let's continue to find opportunity in every difficulty.

**warranty** noun \'wor-ən-tē, 'wär-\ A representation, especially in writing, made by a seller or company to a purchaser of a product or service that a **refund, repair, or replacement** will be made if the product or service proves defective or unsatisfactory, especially within a given time period.

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## Sustaining Members give extra support to Association

Sustaining Member firms are volunteering financial support to the Association above and beyond, and in lieu of, their regularly scheduled basic dues.

There are currently a record 38 companies that have elected to be Sustaining Members. They are listed in a special section of the annual Membership Directory and are found in a section of DallasBuilders.org with links to their websites.

Sustaining Member Doug Bowerman, regional president of Affiliated Bank, N.A., has been involved with the Dallas BA for more than a quarter of a century. "During this time, I have realized how important the Dallas Builders Association is for the success of not only its members but the entire building industry in the Metroplex and

\$10

Hand Sanitizer - \$40 per gallon

(Includes tax)

beyond," he says. "Stepping up each year with a Sustaining Membership is a small price to pay for what the Association does for the industry, especially with regard to advocacy on all levels (locally, in Austin and in Washington DC)."

"Foxworth Galbraith will be celebrating 120 years of supplying building materials to professional builders," explains Johnny Stephens, sales manager at Foxworth-Galbraith Lumber & Building Materials. "From the beginning, way back in 1901, Foxworth Galbraith aligned itself with professional builders in each community that we served and we still do. We share a lot of common interests and common goals in the construction industry. Issues that are important to the professional builder are important to us, and supporting

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the Dallas Builders Association is just one way for us to show our support to those builders."

Systemhause, LLC Executive Director Stan Folsome, LEED AP, states that as a former builder who is now a building science advisor, he believes strongly that the strength of a unified voice is the industry is critical. "We have common challenges that affect our industry, and having a robust builders association is paramount to addressing them. Top shelf representation, education, outreach and partnering is what makes our Dallas BA successful and is why we pledge our continued support."

Galyean Insurance is a Sustaining Member simply out of loyalty. "Over the years the Dallas BA has provided friendships and opportunities to do business with the best builders in the area," says Joe Chenault of Galyean.

Before making a decision to support the Association on an increased level, SafeLifts did some research. "We found that the Dallas BA has a large following," says Jon Marble, SafeLift's builder relations manager. "If we could take advantage of that to not only build our exposure, but to possibly assist in the growth of other local businesses, how could we lose?"

McCraw Propane joined on the Sustaining Member level because they believe "The work the Dallas BA does on behalf of its members is second to none," according to the firm's Director of Business Development Sam Fox. "There is no better way to show our great appreciation to our builder partners than to help support what directly impacts their businesses on every level. Thank you, Dallas BA, for enriching all of our lives."

William Roozee with Corradi USA comments that the Association provides their company with a platform to learn and grow its network with a friendly and welcoming group. "Additionally, our membership provides us with opportunities to collect information that has allowed us to make critical business decisions," Roozee says.

Any Associate member is entitled to Sustaining Member status. Contact the Association office for information. Current Sustaining Members are:

■ Acme Brick Company (Exterior Cladding, Flooring, Windows)

 Affiliated Bank (Financial Services)
 Alexander Chandler Realty, LLC (Real Estate)

- American Dream Team Supreme Lending (Financial Services)
- Associated Truss & Lumber Co.
- (Lumber/Framing/Carpentry, Roofing)
- Big D Lumber Company LLC
- (Lumber/Framing/Carpentry) ■ Carrier Enterprise (HVAC)
- Cemplex Group (Concrete)
- Corradi USA (Outdoor Living)
- Double R Utilities Inc. (Utilities)

# GE Appliances (Kitchen) Global Home Finance Inc.(Financial Services) Hart Waste Removal LP (Site Preparation/Management) Kenneth Landers REALTOR (Real Estate) King Architectural Metals (Home Living/Décor) Lee Roy Jordan Lumber Company (Lumber/Framing/Carpentry) Love Engineering, Inc. (Professional Services)

■ First Service Residential (Professional Services)

(Lumber/Framing/Carpentry)

rantv)

■ Foxworth-Galbraith Lumber Co.

■ Galyean Insurance (Insurance/War-

■ LP Building Products (Lumber/ Framing/Carpentry)

McCraw Propane (Utilities)
 Myra Baginski REALTOR - Dallas/

Southlake (Real Estate)

■ Old World Lumber Company (Lumber/Framing/Carpentry)

 Paradise Pool and Patios (Outdoor Living)

■ RESNET (Energy Efficiency)

■ SafeLifts of Texas (Security/Safety/ Accessibility)

- The Sherwin-Williams Company (Paint)
- SiEnergy (Utilities)
- Specialty Concrete (Concrete)
- SRS Distribution Inc. (Roofing)

■ Supreme Recycling (Site Preparation/Management)

■ Systemhause, LLC (Energy Efficiency)

■ Texas Storm Shelters (Security/ Safety/Accessibility)

■ The Jarrell Company (Bath, Home Living/Décor, Kitchen, Plumbing)

- TrussWorks LLC
- (Lumber/Framing/Carpentry)
- Wine Cellar Specialists (Design/Architectural Services, Doors, Exterior Cladding, Home Living/Decor)
- Winston Kitchen & Bath
- (Plumbing)





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