

The News of the Home Builders Association of West Florida

# CORNERSTONE

April 2016

**J. Miller Construction  
Makes a Difference  
with Arc Gateway's  
New Residential Home**  
page 6

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# Spring Brings New Savings From Pensacola Energy

## New Rebates Launch April 1

This spring Pensacola Energy is launching exciting new rebates for customers converting select household appliances to natural gas. See the new incentives at [PensacolaEnergy.com](http://PensacolaEnergy.com) on April 1, or call 850-436-5050 for details.



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## Cornerstone

The official magazine of the  
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# In This Issue

## Cornerstone



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## Next Issue:

**May  
2016**

Edit: April 5, 2016  
Space: April 15, 2016  
Materials: April 22, 2016

Magazine Design & Layout by  
warren wight creative services  
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Cornerstone, the monthly publication of the Home Builders Association of West Florida serving Escambia and Santa Rosa Counties, is published monthly, twelve (12x) per year. Send address changes to HBA of West Florida, 4400 Bayou Boulevard, Suite 45, Pensacola, Florida 32503-1910. Cornerstone, is published in the interests of all segments of the home building industry and is distributed to its members and others associated with the HBA of West Florida. HBA of West Florida and Richard K. Nicholson Pub., Inc. does not accept responsibility for, or endorse any statement or claims made by advertisers or authors of any articles. Every effort has been made to assure accuracy of information, but authenticity cannot be guaranteed. No part of this publication may be reproduced without the written consent of Home Builders Association of West Florida, Copyright ©, 4400 Bayou Boulevard, Suite 45, Pensacola, Florida 32503-1910, 850.476.0318. Advertisers and advertorials in Cornerstone do not constitute an offer for sale in states where prohibited by law.

# HBA MEMBERS WALK THE HALLS IN TALLAHASSEE TO PROMOTE HOUSING LEGISLATIVE PRIORITIES

I had the pleasure of attending the 2016 Spring Legislative Conference where over 130 FHBA members made the trip to Tallahassee to visit with their legislators. Tallahassee is an interesting place and I was glad to have HBA Treasurer Taylor Longworth of East Hill Building Design; HBA Board members Rod Hurston of Fisher Brown Bottrell, Keith Furrow of Keith Furrow and Associates Realty, and HBA Executive Director David Peaden with me as we walked the halls of the Capitol.

FHBA CEO Rusty Payton is a seasoned lobbyist and recently explained how the system works in Tallahassee. Payton said, "We are entering a unique time in this Legislative Session, and the focus for many of our priorities begins to shift from the House to the Senate. It is typical for the House to take the lead and work on issues early on in session. Remember, the House is comprised of 120 members and limits each member to no more than six bills (on a good year, three of the six will actually work through the system). The Senate is comprised of only 40 members and each Senator files anywhere from 35 to 75 bills. Larger numbers of members filing fewer bills allows House members to dive deeper into issues and work with various interest groups to resolve issues. Once the House appears to reach its position on the bills, the Senate will then start hearing companion bills and either match the House language or define its own position." I'm so very glad we have Rusty in Tallahassee working everyday for the betterment of the housing industry.

## President's Message



*Above: Representative Doug Broxon takes a moment with members of the HBA of West Florida.*



*Left: Members of the HBA of West Florida and BIA of Okaloosa Walton Counties visit with Representative Clay Ingram.*



# J. MILLER CONSTRUCTION

## MAKES A DIFFERENCE WITH ARC GATEWAY'S NEW RESIDENTIAL HOME



**Arc Gateway is building the future with up-graded housing to better suit the needs of the aging population of adults with intellectual and developmental disabilities in our community.**

They work to ensure adults with developmental disabilities enjoy productive lives and have the support that they need to reach their goals. Through programs that promote choice and independence, a wide array of community based services are offered. In addition to community residential homes, The Arc Gateway offers work activities, job training, independent living support, life skills development courses, continued education, and retirement program.

The Arc Gateway's mission is to provide the best life experiences for persons with intellectual and developmental disabilities (I/DD). The onset of aging Group Home residents is a major concern for The Arc Gateway. Each year, people with I/DD are living longer. The average age of people living in their group homes is 51. Loss of function and mobility, as well as the onset of dementia, are barriers to continued community living. When community residential homes can no longer meet the needs of people who are aging, nursing homes and institutional settings are often the only option. The opportunity to age in place is vital for elderly residents as a move to an institutional setting would devastate their way of life. Many of these aging adults have been living in The Arc Gateway's group homes for most of their adult years and have built meaningful and purposeful lives. A lifetime of relationships, social networks, work activities and community connections has developed around group home living.

Beginning in 2014, The Arc Gateway received three grants in order to remove these barriers of group home living. Two of

which were funded by the Florida Housing Finance Corporation Grant, and one funded by the Escambia County State Housing Initiative Partnership Grant. J. Miller Construction has taken on the task to construct these new homes to better serve the aging residents of The Arc Gateway. "It is an honor and a privilege to be a part of providing a home for the citizens of The Arc Gateway," says Eli Miller, Vice President of J. Miller Construction, Inc. "While taking your typical single story residence and adapting it to meet the needs of The Arc Gateway can be challenging, it is also very rewarding to see them take a brick and mortar structure and turn it into a home. I love to see how happy the clients are when they move in and to hear them tell what they like about their new home."



The new group homes are a place where people with I/DD can comfortably and safely age in place in a familiar setting while continuing to enjoy their active, self-determined lifestyle in the community. The homes are fully accessible and incorporate many features that increase usability, functional independence and provide ample opportunities for social interaction as residents age in place. Each home is a single story residence with no step-entries or thresholds designed to allow a person with a wheelchair to independently enter, exit and move about the dwelling. Halls are expanded to 48 inches wide with 36-inch doorways – key adaptations for residents with physical disabilities or mobility issues. Floor spacing in key areas such as the kitchen and bath are increased for ease of wheelchair maneuverability. Light switches are installed lower for easier access from a sitting position. Lighting is increased and enhanced to provide more visibility for people with diminishing eyesight. Fire alarms with a strobe light are installed to increase safety of residents who are, or may become, hearing impaired. The new homes feature three ADA compliant bathrooms with non-skid flooring, comfort-level toilets, grab bars and handicap accessible sinks. For bathing, roll-in showers that can accommodate a shower bench or seat and hand-held showerheads increase the ability of residents to be self-managing and maintain their autonomy. These universal and accessibility features provide a safer home with freer access for people to continue an independent lifestyle.

To date, two homes have been completed and the third broke ground in early 2016. Each home allows the continuity of care for six people who wish to continue living in the group home setting. "Finding suitable housing to meet the unique needs of the people we serve is a difficult task," says Melissa Rogers, CEO of The Arc Gateway. "The average house can offer challenges to normal day-to-day tasks and routines. Being able to build beautiful, accessible homes in our community that fulfill an area which has been lacking is something we are especially proud of." The Arc Gateway is facilitating the opportunity for its residents to age in place with dignity as they maintain familiar routines and relationships, avoid institutionalization and experience the highest quality of life possible.

*The Arc Gateway and J. Miller Construction are members of the Home Builders Association of West Florida.*



# MARK YOUR CALENDAR

- April 7, 2016**  
Spring Golf Tournament - Stonebrook Golf Course
- April 12, 2016**  
Annual Membership Drive Kick Off
- April 14, 2016**  
General Membership Meeting  
Membership Drive Wrap Up Celebration - REW Materials
- May 5, 2016**  
Parade Kick Off Party at Sanders Beach
- May 7 - 15, 2016**  
Parade of Homes
- May 18 - 19, 2016**  
14 Hours CEUs Florida's Building Codes

For further event details, please visit our website:  
[www.westfloridabuilders.com](http://www.westfloridabuilders.com)



## Auxiliary Council Needs YOU!



*The Council is committed to making a difference in our community by contributing to various organizations.*

Help us continue to make things happen.

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CONTACT VICKI PELLETIER  
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## HBA

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Many Home Builders Association members are already saving time and money through the NPP program.

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- Select "HBPP" from the Association dropdown menu.
- Complete the registration form.

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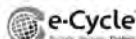
### EXCLUSIVE PRICING FOR HBA MEMBERS

Since 2007 many HBA Chapters have partnered with NPP to offer members discount pricing on several products and services. NPP negotiates the rates, and makes them available to HBA members throughout the country. This program is entirely free, and there is no obligation to purchase. To access the savings, register with NPP at [www.mynpp.com](http://www.mynpp.com). Included among the discounts available to participating HBA Chapter members:



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- Select Accessory Discount - 35% (corporate) and 25% (employee/family)
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- Auxiliary Council**  
Meets Monthly  
2nd Tuesday of each month
- Sales & Marketing Council**  
Meets Monthly
- Membership Committee**  
Meets Monthly  
2nd Thursday of each month
- Board of Directors**  
Meets Monthly  
3rd Tuesday of each month



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# MAY 2016

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***Get Your First Look at Florida's Building Codes and Earn 14 Free CEUs.***

Florida Home Builders Association (FHBA), Building Officials Association of Florida (BOAF) and **Home Builders Association of West Florida (HBA)** are pleased to be conducting a free CEU training session at the HBA office. The Florida Department of Business and Professional Regulation and Building a Safer Florida Inc. are co-sponsoring this training.

---

- WHAT:** 14 Hours of Continuing Education
- WHEN:** Wednesday, May 18 (7 hours) and Thursday, May 19 (7 Hours)
- WHERE:** Home Builders Association of West Florida  
(Cordova Square: 4400 Bayou Blvd., Suite 45, Pensacola, FL)
- PARKING:** Parking in the rear of the Cordova Square office building.
- TIME:** 7:30 a.m. - 8:00 a.m. registration  
8:00 a.m. - 4:30 p.m. Classes
- REGISTER:** First day, sign up on [www.FHBA.com](http://www.FHBA.com) / \*Second Day, Contact Vicki Pelletier at 850-476-0318 or email: [vicki@hbawf.com](mailto:vicki@hbawf.com)

*\*The second day was specially set up because FHBA's class only offered seven hours. This is why you must register in two places. This is a free benefit for HBA members only. Non-members will have to pay.*

---

In addition to earning 14 FREE CEUs, attendees will learn which building code sections were added, deleted and altered, and receive details on the most significant changes that will impact their businesses.

Call the HBA of West Florida for additional information at 850-476-0318.



**PARADE OF HOMES**  
HOME BUILDERS ASSOCIATION OF WEST FLORIDA



**Sanders Beach - Corinne Jones Community Center**

913 South 'I' Street  
Pensacola, Florida 32502

May 5, 2016

5:30 P.M. - 7:30 P.M.

The Annual Parade of Homes Kickoff Party will be held on May 5<sup>th</sup> from 5:30 p.m. – 7:30 p.m. at the exquisite Sanders Beach-Corinne Jones Community Center. This event is an opportunity for members to come together and celebrate each other's successes. It is also one of the annual occasions for the Home Builders Association to say "thank you" and kick off the 2016 Parade of Homes.

Come witness your fellow members receive Outstanding Home Awards, and enjoy the amazing Shrimp Boil provided by the Sluder Family of Gene's Floor Covering along with drinks, Music and lots of FUN!

This event is **FREE** to HBA Members, but please RSVP so that we may plan for enough food & drinks.

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# MARCH MEMBERSHIP HAPPENINGS



*It was a great night of food and networking at the Ferguson Enterprises. Once again the food was spectacular as well as the hospitality of the Ferguson Enterprise's team of professionals. From left: Team Ferguson: Catherine Tubbs, Jessica Stewart, Janna Boyd, Kiel Kafka, and Patrick Prine.*



*Justin Tyner of Gulf Power wins a shower head donated by Ferguson's Kiel Kafka and Janna Boyd.*



*Ron Mangum with his daughter, LaRonda Mangum of Residential Renovation Co., Inc*



*Alex and Kyle Wall of Advanced Roofing & Waterproofing, LLC*



*Pensacola Habitat for Humanity's Sue Evans with Chad Edgar of Holiday Builders and her better half, Rick Evans of Habitat for Humanity.*



*Lisa Denham, Wesley Devenney of Southern Brass.*



*Team Sears Commercial: Becky French, Vicki Kitchens and Richard Bocian enjoy the membership meeting at Ferguson.*



*Getting into the St. Patrick's Day spirit Erin and Jason Parker of Emerald Coast Real Estate Photography, LLC*

# Home Builders Association of West Florida visits the Fifth Annual SkillsUSA Worlds of Possibilities Career Expo!

SkillsUSA is a nationally recognized program that serves as a partnership between students, teachers, and industry to ensure that America has a skilled workforce. A collaboration of these parties provides students with the opportunity to apply and practice quality work in their prospective fields. SkillsUSA promotes teamwork, leadership, citizenship and character development. It builds and reinforces self-confidence, work attitude, and communication skills. It emphasizes total quality at work-high ethical standards, superior work skills, life-long education, and pride in the dignity of work.



Left to Right: Murphy Allen- SunFarm Energy, Nathan Kercher- SunFarm Energy, Shaun Gunter- Gulf Power, Renewable Energy Specialist



John Hattaway of Hattaway Home Design helped out once again for SkillsUSA.



Shelby Johnson shows kids how to operate the backhoe. It's the most popular station at SkillsUSA.



Taylor Longworth of East Hill Building Design looks on as students compete in the popular nail driving contest.



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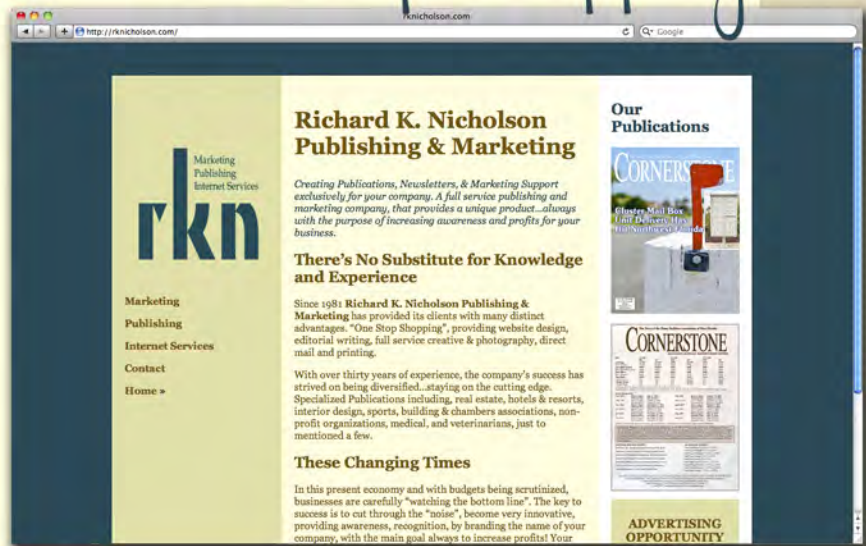
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**HBA Board member William Merrill of ReBuild Northwest Florida, hit the ground running assessing the damage of the two tornados that hit Escambia County eight days apart.** Merrill, an engineer, wanted to see how ReBuild's mitigated homes withstood the storm.



*William Merrill*

Here's the impressive numbers: There were 380 homes damaged. 85 Homes Destroyed, 135 ReBuild Homes in Damage Paths, 15 ReBuild Homes with Direct Hits, and ZERO homes destroyed.

Zac Gilmore of ReBuild who walked the damaged areas with Merrill said, "I really believe that William is deserving of recognition for his engineering work with the ReBuild program. He would never take any credit for himself and he's too humble. However, he's been an important part of the ReBuild program and many homes are standing today because of his engineering work, as well as the construction teams who hardened the homes."

## New Member Profile

### Lori Barnes - USAA

**USAA provides a full range of highly competitive financial products and services to the military community and their families, including banking, insurance, and investments.** I work within our Real Estate Division, specifically our Real Estate Rewards Network, which connects our members to our network of USAA realtors and builder partners.

It is important to me that our members have choices when they want to purchase a new home in Northwest Florida. Being a part of the HBA will help us better serve our members.

My husband and I spend our weekends enjoying the outdoors with our 8 year old daughter and our 2 Doberman rescue puppies. We are high school sweethearts from Panama City, FL.

Prior to joining USAA 2 years ago, I spent 12 years with PHH Mortgage as a loan officer, first in Jacksonville and then here in the panhandle.



**Lori Barnes,**  
*USAA Real Estate  
Rewards Network*



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**May 2016**

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# 5 WAYS CONSTRUCTION COMPANIES CAN ATTRACT AND RETAIN THE BEST EMPLOYEES

By EMILY PEIFFER

Construction is facing a severe skills shortage at all levels of the industry. According to a December survey by Building Design + Construction, the lack of experienced professionals and project managers is cre-

ating a hiring crisis that has "stymied" architecture/engineering/construction firms in the U.S.

The labor shortage was a common conversation subject during the Associated General Contractors Convention in San Antonio, TX. Ken Simonson, chief economist for the AGC, called the worker shortage "the biggest financial challenge for firms" during a session Wednesday.

In order to stand out from competitors and win what Brent Darnell called "the war for talent," construction companies need to take an introspective look at their recruiting and retention practices, according to experts at the convention.

Darnell — whose company Brent Darnell International teaches emotional intelligence to the AEC industry — and other panelists highlighted several ways for employers to find the best talent and create a highly engaged and happy workforce. They emphasized that if companies employ these practices and create a better environment for employees, those firms will be able to battle the negative effects of the worker shortage and take on more projects — and, in turn, increase profitability.

## 1. Provide autonomy

Darnell pointed to the nature of many employers in construction as one of its pitfalls in this area. "This industry is very controlling, high problem-solving and low flexibility," he said. "These people have a hard time delegating and letting go of that control."

Methods to minimize micromanagement and offer more autonomy include listening to employees' goals and needs, being open-minded to other ways of completing a task, having patience for mistakes, and cultivating a "yes ... and" mentality, Darnell said.

He added that creating this sense of autonomy in a job is especially crucial for reaching millennial workers, who have proven to be the most difficult group to attract. "Millennials want to create their own stuff. You need younger people coming in. There aren't a lot around now," he said.

## 2. Improve diversity

A prominent issue discussed during the convention was the lack of diversity in construction. Panelists encouraged companies to consider the positive results that could stem from raising the representation of women and minorities in the industry. They said a more diverse workforce would





have the effect of attracting workers to construction at a time when the industry desperately needs more people.

"Studies show that diversity increases innovation. It increases the ability to attract and retain quality people. People want to work in places where they can see themselves. They want to see there's someone there that relates to them, and that they can relate to," said Martha Abbott, of architecture firm SmithGroupJJR.

Debra Nelson, of Brasfield & Gorrie, explained that in a time when the industry is struggling to attract workers, and especially younger ones, increasing diversity is one of the most significant steps companies can take. "If we strive to create diversity of thought, will we not make our workplaces more attractive to people who look and think differently? Could that not lead to greater success? At the end of the day, we want to outperform and outthink the competition," she said.

To increase diversity in the workplace, the panelists advised that companies form diversity steering committees, perform culture audits or surveys of the staff, and raise awareness of the issue throughout all levels of the firm.

"It matters right now because they're not here, and we're keeping them away," Darnell said. "They're not coming for a reason."

### **3. Encourage mastery**

Darnell emphasized the need for companies to provide employees with the opportunities to continue learning and to master their craft. "Training is vital," he said.

One of the most effective ways to accomplish this goal comes with leadership programs, according to Randy Hall, president and CEO of Batson-Cook Construction. "Coming out of the recession, we realized we needed more structure for leaders," he said. "Leadership is much more than being a good project manager. We'll cross-train people and show them parts of the business they might not see. Then in 10 years, we'll have a pool of leaders we could pull from."

Darnell added that in companies that promote leadership tracks or programs, employees strive to be chosen for those

programs, and it creates a sense of honor for workers. "They've been chosen as a future leader. It becomes an intrinsic motivation," he said.

### **4. Reinforce a sense of purpose**

One way to improve retention and keep employees happy with their jobs is to clearly define a purpose and continuously reinforce that purpose, according to Darnell.

"The projects you create everyday are miracles, but we don't convey that. It's become a drudge. It's become adversarial," he said.

Darnell added that clearly explaining a project's purpose — such as holding a meeting for employees with the future tenants of a hospital, or teachers of a school — people will better understand why they are working toward this goal.

"If you don't articulate that, especially to young people, they won't want to work for your company," he said. And providing younger employees with that sense of pride, Darnell added, is one of the most effective ways to attract them and keep them happy with a company.

### **5. Help improve the lives of employees**

While Darnell acknowledged this goal can be the most difficult to achieve, he said it can also have the biggest impact for employee retention.

"If you make someone's life better, why would they ever consider working somewhere else?" he asked.

He cited health and wellness programs, which are a growing trend across all industries, as one of the key ways for companies to help improve the lives of employees.

Hall added that encouraging employees to speak up when they have family obligations or are

struggling to deal with busy travel schedules creates a sense of trust and respect between the employer and employee.

Darnell added that overall, construction companies should work to bring humanity back to the industry. "After all, human beings build projects," he said.

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# AGE

## clearly impacts Preferences in Home Size

The year 1965 can be considered the dividing line when looking at home size preferences among home buyers. The seniors and baby boomers (those born before 1965) clearly have different priorities than the millennials and Gen-Xers (born in 1965 or later).

An NAHB survey of more than 4,300 recent and prospective home buyers found that more than half of the older buyers want a three-bedroom home, compared to just to 20% who seek to buy a four-bedroom home.

In contrast, nearly half of millennials (48%) prefer a four-bedroom home to just 39% who want a three-bedroom. Meanwhile, Gen-Xers (those born between 1965 and 1979) reported an equal preference for either three- or four-bedroom homes.

The older-versus-younger divide is also apparent when it comes to desired square footage. Older generations tend to look for homes under 1,900 square feet, while the younger generations want to upgrade to at least 2,300 square feet. More details can be viewed at EyeOnHousing.com.



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# OVERTIME RULE ONE STEP CLOSER TO IMPLEMENTATION

**In a move that could have major ramifications for members of the residential construction industry, the U.S. Department of Labor (DOL) has sent its final rule changes expanding who is covered by overtime laws to the Office of Management and Budget (OMB).**

The rule would impact employees who were previously exempt from the overtime requirements, such as construction supervisors and outside sales staff, among other administrative employees.

The new rule would double the federal overtime salary threshold from \$23,660 to \$50,440 and, for the first time ever, index the salary threshold annually.

By 2030, employees who make less than approximately \$69,720 would be eligible for overtime. This could force many small builders to scale back on pay and benefits, as well as cutting hours to avoid overtime requirements.

The issue is a top priority of the administration, and President Obama is racing to release the rule now in a bid to thwart potential congressional efforts to overturn the measure. It is expected that the final rule will be released in April and will likely take effect by August.

NAHB has been working diligently to fight the proposed overtime rule. NAHB Chairman Ed Brady testified before Congress last fall against the proposal. NAHB is also working with congressional allies and stakeholder groups to see that an appropriations rider to stop the rule is included in this year's budget. While NAHB will fight vigorously, it is important for our members to be prepared.

For more information, email Suzanne Beall at NAHB or call her at 800-368-5242 x8407.

*Courtesy of NAHBNow.*

## OSHA's Crystalline Silica Rule Clears OMB

**The Occupational Health & Safety Administration's (OSHA) proposed silica rule cleared the Office of Management & Budget (OMB) on Monday, signaling imminent publication of the final rule.**

As initially proposed, the rule would drastically lower the permissible exposure limit (PEL) of crystalline silica for the construction industry, require impractical medical surveillance of construction industry workers, call for extensive and costly recordkeeping processes, and place restrictions on certain construction site work practices, which contradict existing safety procedures.

From the very beginning of this process, NAHB has expressed concern, to the agency and Congress, about how the rule would affect real-world residential construction sites; as proposed, the rule is economically and technologically infeasible for the industry to comply with.

For example, OSHA has estimated that the rule will cost the construction industry approximately \$511 million to implement, however, analyses show that this number is grossly underestimated. Economic analysts estimate

the cost to be closer to \$4.9 billion per year, and likely to increase given the present state of the economy.

"We're disappointed and concerned with the speed at which OSHA has moved forward with the proposed rule," said Ed Brady, NAHB chairman and a home builder and developer from Bloomington, Ill. "As proposed, it does not address a number of issues that would have significant impact on the home building industry."

NAHB expects the final rule to be announced soon, and will provide additional details about any potential impact upon review. For questions or concerns about the proposed rule, contact Rob Matuga at 202-266-8507.

*Courtesy of NAHBNow.*



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In construction, a spike is a steel object that is essential to making a building strong. As in construction, the HBA of West Florida sees a Spike as someone that works to keep our association strong. Spikes work on the recruitment and retention of members in addition to keeping members active with the association. Anyone is eligible for Spike status. On Spike credit is awarded for each new member recruited and an additional credit is awarded for that new member's renewal on or before their anniversary date. If you help to retain a member, you are eligible to receive a half point for each member.

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