

The News of the Home Builders Association of West Florida

CORNERSTONE

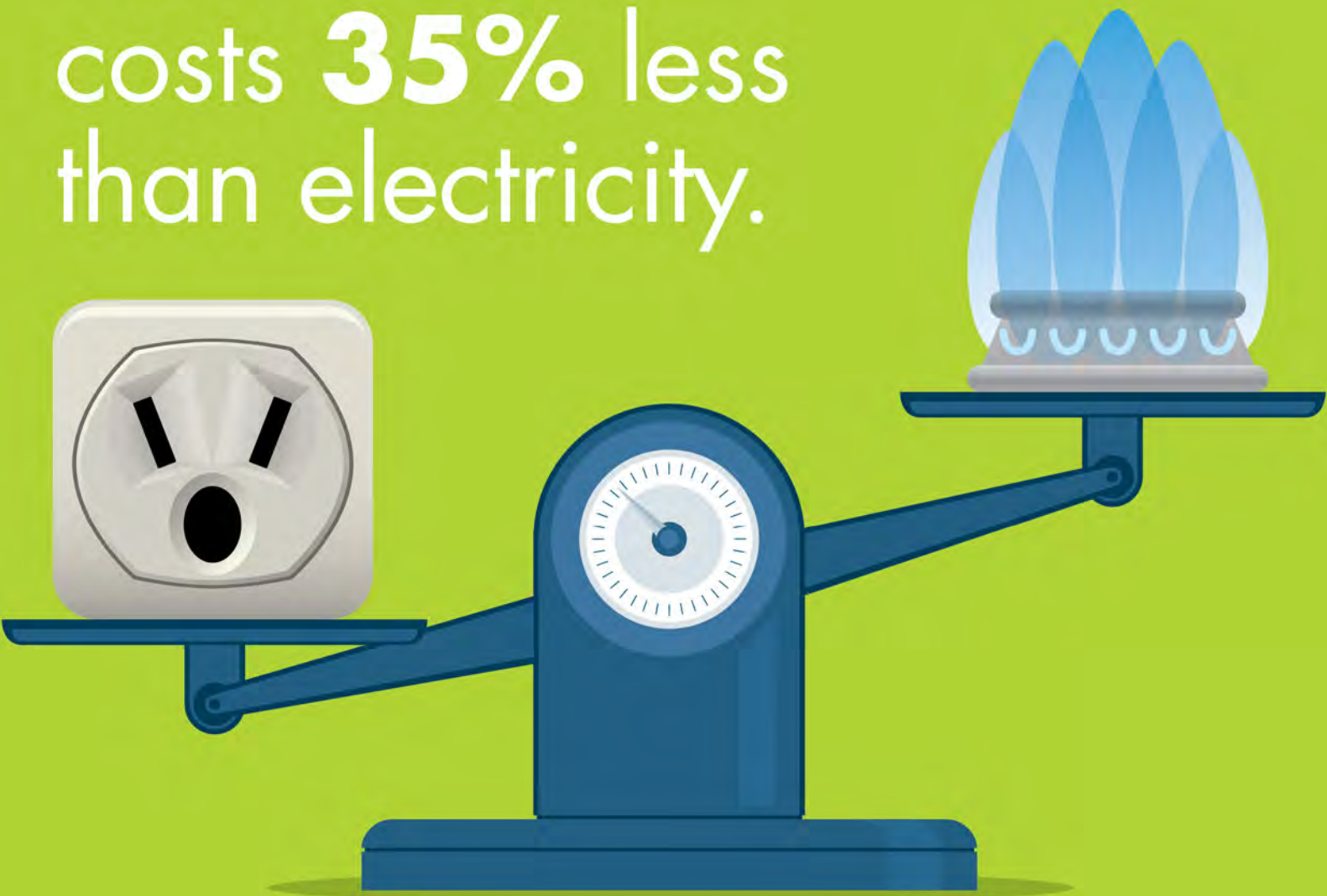
April 2017

Five Steps to a Strong Safety Culture on the Jobsite

page 8

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Cornerstone

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President's Message



“This home is reflective of Habitat’s desire to build homes that will help families build wealth, while still keeping homes affordable.”

CELEBRATING 35 YEARS

PENSACOLA HABITAT
STILL PROVIDES
SAFE, DECENT AFFORDABLE
HOUSING WITH AN
UPDATED, MODERN DESIGN



This year marks Pensacola Habitat for Humanity’s 35th anniversary and those 35 years have brought with them significant changes to the organization’s programs as well as home designs.

For many, the face of Pensacola Habitat for Humanity is the affordable homeownership program that is modeled in diverse ways around the country and the world. And while the organization built homes that were solely utilitarian in design and function when it first began in 1982, Pensacola Habitat home construction is evolving to take on a unique presence to meet the community need. Attractive and energy efficient two, three, and four bedroom Habitat homes are popping up throughout middle class neighborhoods around Escambia and Santa Rosa Counties, matching the desires of today’s Habitat home buyer while blending with the surrounding properties.

“Early Pensacola Habitat homes were very identifiable, with designs that did not include a porch and would typically have the door open to the backyard without any steps built to the ground,” notes Rick Evans, Construction Director at Pensacola Habitat. “Residents of our community would sometimes refer to our design as a ‘box with a hat.’ In those early years Pensacola Habitat built homes with 100 percent volunteer labor and donated materials on donated property. And through that process, Pensacola Habitat for Humanity was able to move hundreds of family out of substandard, overcrowded, and unsafe housing and into safe, adequate homes.”

Over the years, Pensacola Habitat has reworked designs and added features, such as a spacious porch and updated appliances. In fact, these new designs allowed Pensacola Habitat for Humanity to win the Home Builders Association of West Florida’s Parade of Homes “Outstanding Home Award” for homes under \$160k in May of 2016 for its Craftsman-style home at 816 West Belmont Street. This home is reflective of Habitat’s desire to build homes that will help families build wealth, while still keeping homes affordable.

While many people are familiar with Habitat’s homeownership program, many are not aware of the other ways Pensacola Habitat is now working to deliver on its mission of building homes, community, and hope. Through Neighborhood Revitalization (NR), Pensacola Habitat for Humanity is organizing and empowering three communities - Cantonment, Westside Garden District, and

Brownsville. NR helps neighborhoods set goals, develop plans, and make improvements to their communities. Through Pensacola Habitat’s NR program, neighbors become empowered through leadership training to bring issues impacting their neighborhoods to the forefront with elected officials. NR efforts also fuel community improvement projects like area cleanups and beautification, marketing, and literacy program development.

The NR program also assists individual homeowners with critical repair projects such as weatherization and accessibility projects like ramp building to help people stay in their homes. “The recent past has also brought with it expanded work on the international front,” notes Melanie Jacobi, Director of Volunteer Services and coordinator for Pensacola Habitat’s Global Village program. Global Village allows local volunteers to learn about poverty housing in communities around the world while building decent, affordable shelter abroad. Recent Pensacola Habitat for Humanity participants have built in Cambodia, Fiji, Guatemala, Nepal, and Vietnam. Trips range from 9-15 days and provide opportunities to work alongside community members to build homes, community, and hope.

Plans are currently in place for a trip to Malawi, Africa in August. “Global Village rounds out our work to build sustainable communities,” adds Melanie, “one home, one block, one neighborhood at a time.”



The Habitat Home is built and funded through Habitat’s Women Build campaign, staged completely with items from Habitat’s ReStore. This home is located at 8439 Caminitti Lane, Pensacola 32504.

Five Steps to a Strong Safety Culture on the Jobsite

Saying that safety on the jobsite is a priority is very easy. Implementing a culture of safety throughout a company takes commitment.

“Construction is dangerous, but it doesn’t have to be that way if we include safety first and foremost in our operations,” said Tony Lombardi, director of safety at Centennial Contractors Enterprises Inc., a Reston, Va. consulting firm.

Lombardi offers five tips for promoting safety with employees, subcontractors and suppliers:

Lead by Example.

A commitment to safety must start at the top to ensure that it



remains the No. 1 priority. Employees should always see safety demonstrated by their leaders and peers. Senior management sets the example by making safety key to all strategic planning efforts and the first topic of discussion at every meeting.

Management should also engage in a thorough evaluation of every incident to discover how it happened, support the employee and family, and review historical data of the site where the incident occurred, including the status of safety inspections and prior issues to prevent future occurrences.

In addition, maintaining a department of safety professionals that includes director of safety and an executive safety officer allows a company to conduct periodic and regular training and thorough site inspections.

Empower All Employees.

All employees and subcontractors must have the right and responsibility to stop work if they see an unsafe situation, even if it compromises timelines or budgets. Employees and subcontractors should feel comfortable bringing up issues and concerns so that managers can address them prior to an incident occurring.

Keeping safety local keeps it top of mind. Each jobsite should contain safety personnel. Large projects or regions should have



full-time safety managers. Small projects should appoint a superintendent or project manager to serve as the project safety officer.

Train, Train, Train.

Require regular safety training. New employees should complete safety training within seven days of being hired. Within 60 days, new employees and interested subcontractors should complete the 30-hour Occupational Safety and Health Administration (OSHA) training course.

Numerous training sessions, fairs and luncheons can help reduce workplace accidents.

Short weekly toolbox meetings focus on one aspect of safety each week. They should cover topics relevant to the work at that particular job site using safety lesson plans available on the company website. These meetings should be mandatory for all employees at the site.

Luncheons provide a little more depth into safety topics over a two- to three-hour period. Employees receive hands-on and lecture training and take away knowledge to help them do their job better.

Fairs require a full day and include demonstrations of safety equipment, discussion sessions, and lectures on safety issues ranging from fall protection and scaffolding to excavations and writing safety plans. The site must close for the day so that all workers on the site and in the office can attend safety training fairs.

Set Benchmarks and Goals.

Set goals and objectives such as zero accidents, no lost time, education and training, performance improvement, and attitude and commitment. Track the performance of both the project team and subcontractor performance.

In addition to overarching company goals, set specific goals for specific projects before the work begins. Convey to all parties



involved in the project that if an incident occurs, work will stop until the root cause of that incident is discovered and resolved.

Offer Incentives for Good Safety Practices.

Recognition programs help to foster performance improvement and loyalty, as well as increase the quality of construction projects. Recognize the efforts and results of employees and subcontractors who work hard to maintain a safe environment. Consider monetary rewards or token gifts for the sites with the best safety records as well as people using safe practices on the spot.

Establishing positive relationships with subcontractors and trust with employees goes a long way in establishing a safety culture. It gives them the confidence to come forward with issues and incidents, no matter how small, that can be dealt with prior to a major accident occurring.

Company-wide commitment and an aggressive passion for doing the right thing is the catalyst for a successful safety program. A safety culture will show through everything the company does.

For additional information on jobsite safety, contact NAHB's Rob Matuga.

TOP 10 REASONS TO DO BUSINESS WITH AN ACTIVE ASSOCIATE MEMBER

1. They support the industry at the local, state and national levels.

2. They volunteer time, talent and treasure to help the association accomplish its goals.

3. They recruit their colleagues & business contacts to become members.

4. They serve on committees and councils gaining valuable networking opportunity while helping to advance the association's mission.

5. By doing so, you increase the value proposition for all membership in our HBA.

6. They are strong supporters of local and state PACs and BUILD-PAC.

7. They are a major source of non-dues revenue through sponsorships, advertising, etc.

8. As industry partners, they are a valuable resource for business and management tips.

9. They are heavily invested in your business success: You win, they win!

10. Why wouldn't you do business with a member?





In 2016, FHBA worked to save builders and remodelers
over \$7,000*



1. Guard Measurement = \$1,500
Reduces horizontal distance from
36 to 24 inches



4. Stucco = \$1,100
Reduced time between coats
and curing from seven days per
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7. Custom Doors = \$500
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2. Fire Separation = \$2,500
Reverts to three feet and adds
options to fire rating soffits



5. Air Leakage = \$175
Provides option for testing in
multi-family as single and
modified 5 ACH to 7 ACH



8. Shower Liner = \$75
Reinstates exception to shower
liner on SOG (FBC-R & P)



3. Duct Penetration Garage = \$300
Retained provisions allowing use of
duct board



6. Mechanical Ventilation = \$75
Reduced from 5 ACH to less than
3 ACH



9. Door Swing = \$750
Revisions permitting doors to
outswing over egress, two risers,
and an exception for landings

FHBA also stopped issues from passing, which resulted in additional builder savings:
Flood Provisions = \$10,000, Irrigation = \$1,000, and Water Saving Fixtures = \$250.

*Approximate cost savings per house/lot impacted.



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WESTERHEIM PROPERTIES TO BUILD AMERICAN DREAM HOME FOR THE 2017 PARADE OF HOMES

Since 1958, the Parade of Homes has been an exciting event for thousands of attendees throughout Northwest Florida. In preparing for the May 6 – 14, 2017 event, the HBA Board of Directors, at its September meeting, approved the gated community of Huntington Creek as site where the American Dream Home will be constructed. The Board tapped HBA President Thomas Westerheim, of Westerheim Properties, to build the American Dream Home.

Huntington Creek, located off Mobile Hwy., hosted the last two American Dream Homes in the upscale community in West Pensacola. It is a growing suburban area providing country living amenities



while affording residents the opportunity to be in close proximity to all of life's everyday conveniences.

"Thomas brings a wealth of experience of building the Dream Home," said Home Builders Association of West Florida Executive Director David Peaden. "He did a wonderful job a few years ago in Nature Trail and he gained a lot of insight during that process. I am confident he will do a great job for the HBA."

The people of Northwest Florida look forward to the Parade of Homes every year. It gives them the opportunity to see the latest in new home designs and amenities.

Attending the Parade of Homes can also afford individuals the chance to learn what to look for in home construction and know what mistakes to avoid.



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NEXT CORNERSTONE ISSUE

May 2017



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HBA of West Florida Spring Golf Classic Golfers Registration Form

April 13, 2017, STONEBROOK Golf Club

Registration: 11:30 a.m.

Shotgun: 12:30 p.m.

Limited to 128 Players

4 - Person Scramble

\$90 Per Player

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- Your marketing materials can be included in "Goodie Bags"
- Your business represented on Banner the day of the tournament

Deadline to Register is April 7, 2017

Please print the name of each player and their handicap in the spaces provided. Registration will be by player name. If changes occur please notify HBA prior to event.

Submit form with payment information prior to April 7th.

If you need an invoice for payment purposes, please contact Vicki Pelletier at Vicki@hbawf.com or 850-476-0318.

Players Names, Handicap and Email

Name: _____

Handicap (Required/ Max 30) _____

Email: _____

Name: _____

Handicap (Required/ Max 30) _____

Email: _____

Name: _____

Handicap (Required/ Max 30) _____

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Parade of Homes Kick-Off Party
Thursday, May 4, 2017 – 5:30 p.m.
Sanders Beach – Corinne Jones
(913 South 'I' Street, Pensacola, FL 32502)


Sponsorship Opportunities

The Parade of Homes Kick-Off Event is the largest Home Builders Association Membership Meeting of the year. It's an exciting time for the home building industry as Parade of Homes Outstanding Home Award Winners will be announced. Plus, Gary Sluder, of Gene's Floor Covering, will be cooking up a seafood feast complete with seasoned boiled shrimp, corn and new potatoes and more. Over 300 people attended last year.

You will receive the following for your **Parade of Homes Kick-Off Event Sponsorship** (Choose One):

-  **\$250**
 - Recognition as a sponsor on the Kick-Off Event notices that will be distributed to the HBA membership.
 - Recognition on the Kick-Off Party Banner.
 - Recognition in the HBA's *Cornerstone* magazine, as a Kick-Off Event sponsor.
 - Recognition in the HBA's website and E-mails to members.

 -  **\$350**
 - Recognition as a sponsor on the Kick-Off Event notices that will be distributed to the HBA membership.
 - Showcase your products at the event with a tabletop display or other displays that you deem appropriate.
 - Recognition on the Kick-Off Party Banner.
 - You will have an opportunity to hang a company banner.
 - Recognition in the HBA's website and E-mails to members.
 - Recognition in the HBA's magazine, *Cornerstone*, as a Kick-Off Event sponsor.

 -  **\$500**
 - Recognition as a sponsor on the Kick-Off Event notices that will be distributed to the HBA membership.
 - Showcase your products at the event with a tabletop display or other displays that you deem appropriate.
 - Recognition on the Kick-Off Party Banner.
 - You will have an opportunity to hang two company banners and distribute merchandise.
 - Recognition on the HBA's website as a Kick-Off Event Sponsor.
 - Recognition in the HBA's magazine, *Cornerstone*, as a Kick-Off Event sponsor.
 - Two sets of HBA of West Florida Mailing Labels.
 - Verbal recognition throughout the evening, and E-mails to members
-

Select sponsorship level above and fax to 494-9764 or e-mail: Vicki Pelletier at vicki@hbawf.com. For more information, contact 476-0318. HBA of West Florida, 4400 Bayou Blvd., Suite 45, Pensacola, FL 32503

Company Name: _____ Need receipt? _____ emailed _____ mailed _____

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Auxiliary Council Funds Engineering Scholarship for Rufus Caple

The Auxiliary Council, led by Chair Donna Gambrell of Brightway Insurance, presents a Scholarship check to longtime member Janice Caple of Pensacola Energy. Caple's son, Rufus Caple III, is attending Florida A&M University's College of Engineering. Rufus was presented an opportunity to attend the Annual FAMU-FSU National Society of Black Engineers Convention in Kansas City, Missouri. At this national convention attendees gain professional development, networking opportunities, and increased community awareness; all of which serve to promote his career.



Left to Right front row: Angie Cooper of Gulf Power; Auxiliary Council Chair Donna Gambrell of Brightway Insurance; Terry Fenoff of Adams Homes; Shelia Billingham of American Mortgage Service Company; Sally Kelley of Adams Homes; Paige Krisman of KW Realty Gulf Coast; Wilma Shortall of Beach Community Mortgage; Connie Bryars of Habitat For Humanity ReStore; Robin Arnold of Harvesters Federal Credit Union; Lorraine Horan of Bennat Inc.; Rizza Johnson of Johnson Construction. Front and Center: Proud Parent Janice Caple of Pensacola Energy.

Trump to NAHB Chairman: 'We're Going to Make Home Building Great Again'

National Association of Home Builders (NAHB) Chairman Granger MacDonald had an important message for President Trump on in early March. And Trump had a very positive message for home builders.

MacDonald, who was in Washington, D.C. for the week to attend meetings on Capitol Hill, had just been invited to the White House to attend a ceremony in which Trump would sign an executive order directing the Environmental Protection Agency and the U.S. Army Corps of Engineers to begin rolling back the controversial "waters of the United States" rule.

"I looked right at him and I said, 'When you talked to our board in August, you promised that you would fix this. On behalf of our 140,000 members, thank you.' And he said to me, 'I bet you thought it would be

at the end of four years and not right away, right? We're going to make home building great again.'"

MacDonald is glad he spoke up. "When you only get five or 10 seconds to say something, when you see the opportunity, you've got to run at it as straight as you can," he said.



The ceremony also gave MacDonald an opportunity to talk to Vice President Mike Pence, who as governor of Indiana had productive relationships with members of the Indiana Builders Associa-

tion. "The vice president is a very common-sense individual, and he is definitely a friend of home building," MacDonald said.

While the group waited for the president to arrive, MacDonald struck up a conversation with EPA Administrator Scott Pruitt. "It was a good, long visit," MacDonald said, in which he emphasized builders' respect for the environment, but also the need for cost-effective, common-sense regulation that does not hurt small businesses or curb economic growth.

These conversations, even brief ones, speak to the value of NAHB membership, MacDonald said. "When the president says he's going to make home building great again, that's important.

"We are at the White House within the first 40 days of this administration," he pointed out. "Whether our members support Trump or not, we are right in the middle of it, where we need to be. You are either at the table or being served on the menu. We are at the table."

Courtesy of NAHBnow.com

April Membership Networking Meeting

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.



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Participating HBA Member Dealers include: Pete Moore Automotive Group, Sandy Sansing Automotive Group and Vince Whibbs Automotive Group.



Longtime HBA member (left) Ronnie Johnson of J. Taylor Homes recent purchased a new 2017 Chevrolet Silverado from (right) Salesperson Keith James of HBA Member Pete Moore Chevrolet. Johnson used the National Association of Home Builders Member Benefit Program that saved him \$5000. HBA Membership pays!

HBA WORKS TO FIND A SOLUTION TO SANTA ROSA COUNTY PROPOSED CHANGES

HBA members met with Santa Rosa County official regarding proposed Land Development Code and Comprehensive Plan Sidewalk Revisions.

And the proposed requirement for stem wall foundations for homes in stormwater problem areas and associated fill dirt limitation. In addition, the county is proposing to require copy of FDEP/ACOE wetlands permit, or confirmation that permit is not needed because wetlands won't be impacted, for homes in stormwater problem areas when soils maps indicate the likely presence of wetlands.

Sidewalks:

HBA representatives calculated that the cost of a sidewalk on both sides of the street. It would approximately cost \$2,200 per lot based on a R-1 density. On a larger impact, requiring a minimum 60 foot right of way (in lieu of a 40 foot or 50 foot right of way) would require the loss of approximately 4 lots in a 50 lot subdivision, and 8 lots in a 100 lot subdivision, etc. Since a lot in the Pace area is selling for an average price of \$40,000, the impact would be \$160,000 on a 50 lot subdivision, which would be \$3,478 ($\$160,000 / 46 = \$3,478$) increase in cost for each of the remaining 46 lots in a 50 lot subdivision.



HBA Board Member Blaine Flynn of Flynn Built, addresses the Santa Rosa County Planning Staff regarding building techniques in Holley by the Sea.

Several compromises discussed were as follows:

A compromise of installing sidewalks on one side of the street in subdivisions that were larger than 50 lots. This compromise would allow the use of 50 foot right of ways in lieu of 60 foot, (the 60 foot proposed by the county was for contractors to avoid conflicts in the installation of sidewalks and utilities), and therefore would reduce the cost impact to approximately \$2,000.

Another solution would be for the county to offer density incentives for the instal-

lation of sidewalks, in lieu of the count making it mandatory. This would allow for industry professionals to determine if the cost of the sidewalks had a market advantage over other features a customer may prefer. It was discussed by industry professionals that given the chance, a homebuyer would choose an amenity in their home rather than paying for a sidewalk.

Holley by the Sea:

Current Building Code contains requirements that, upon request for a Certificate of Occupancy, the contractor must demonstrate the finished grading of a yard will facilitate drainage of storm water away from the building to an approved discharge structure, such as a road or a drainage ditch on the right of way. HBA members pointed out that the current building code

adequately address the drainage issue. All participants agreed that the real issue is mostly on lots that sewer is not available. Regulations on lots requiring septic tanks from the health department, over time, have changed so that the use of additional fill dirt is required for builders to comply. All participants agreed that a vigorous effort to obtain funding to have sanitary sewer brought to problem drainage areas is the best and least expensive solution.

The HBA will continue to be engaged during this process.

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Single-Family Housing Starts Highest Since Late 2007

Nationwide housing starts rose 3% in February from an upwardly revised January reading to a seasonally adjusted annual rate of 1.288 million units, according to newly released data from HUD and the Commerce Department.

Single-family production increased 6.5% to 872,000 units — its highest reading in nearly a decade — while multifamily starts fell 3.7% to 416,000 units.

“This month’s gain in single-family starts is consistent with rising builder confidence in the housing market,” said NAHB Chair Granger MacDonald. “We should see single-family production continue to grow throughout the year, tempered somewhat by supply-side constraints such as access to lots and labor.”



“The growth in the single-family arena is very encouraging, but may be partly attributable to unusually warm weather conditions throughout most of the country,” said NAHB Chief Economist Robert Dietz. “The modest drop in multifamily starts is in line with our forecast, which calls for this sector to continue to stabilize in 2017.”

Regionally, combined single- and multifamily housing production rose 35.7% in the West. Starts fell by 3.8% in the South, 4.6% in the Midwest and 9.8% in the Northeast.

A drop in multifamily permits pulled overall permit issuance down 6.2% in February. Multifamily permits fell 21.6% to 381,000 units, while single-family permits rose 3.1% to 832,000 units — its highest level since September 2007.

Regionally, overall permits rose 25.4% in the Midwest. Permits fell 10% in the West, 10.4% in the South and 22.3% in the Northeast.

Courtesy of NAHBNow.com

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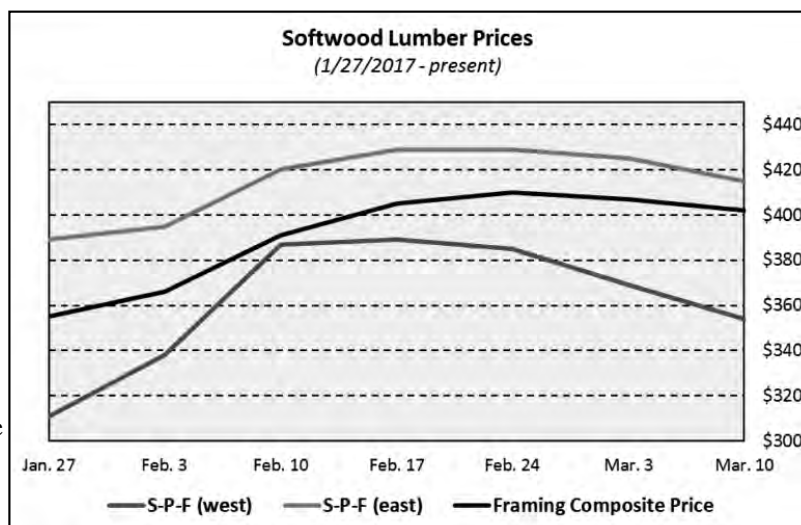
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The Cost Of Building Homes Is Going Up

The latest Producer Price Index release by the Bureau of Labor Statistics shows that prices of softwood lumber, gypsum, ready-mix concrete and OSB all rose in February. The increases were led by gypsum products, with softwood lumber a close second.

After falling in four of the past five months, the price of softwood lumber jumped 4.8% in February. This was the biggest increase in four years and largely due to the ongoing softwood lumber trade dispute between the U.S. and Canada. Some softwood products rose as much as 30% during the three-week period from Jan. 27 through Feb. 17. However, Random Lengths weekly price data shows that framing lumber prices have either held steady or slightly declined since Feb. 24.

Meanwhile, gypsum prices posted a 5.3% jump in February, the largest monthly increase since January 2015. Prices rose by a total of 6.2% in the first two months of this year. NAHB will pay close attention to whether this rise is an



isolated phenomenon or the start of an upward trend.

OSB and ready-mix concrete prices climbed by 3% and 0.5%, respectively, in February.

Courtesy of NAHBnow.com

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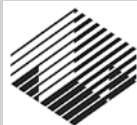
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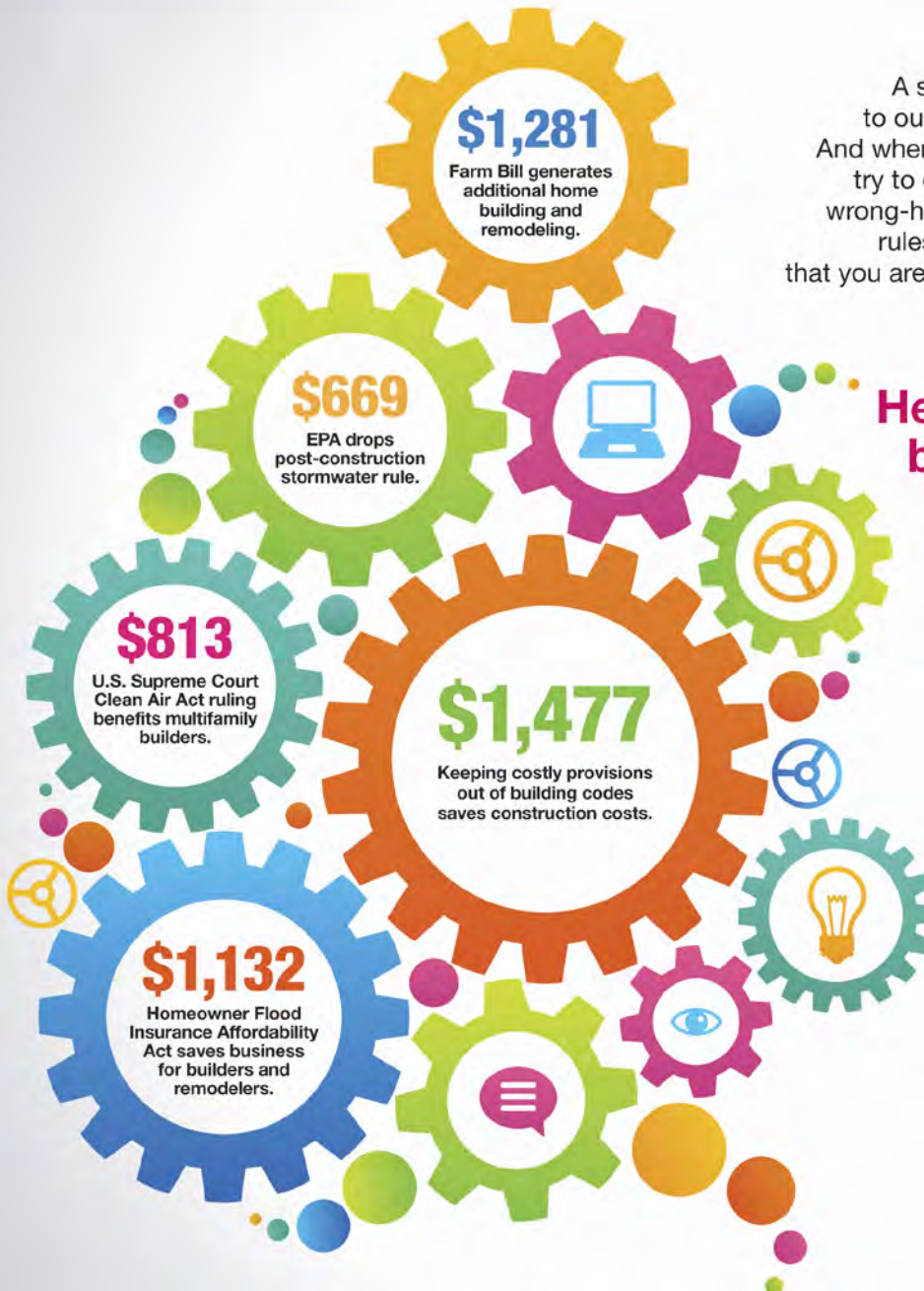
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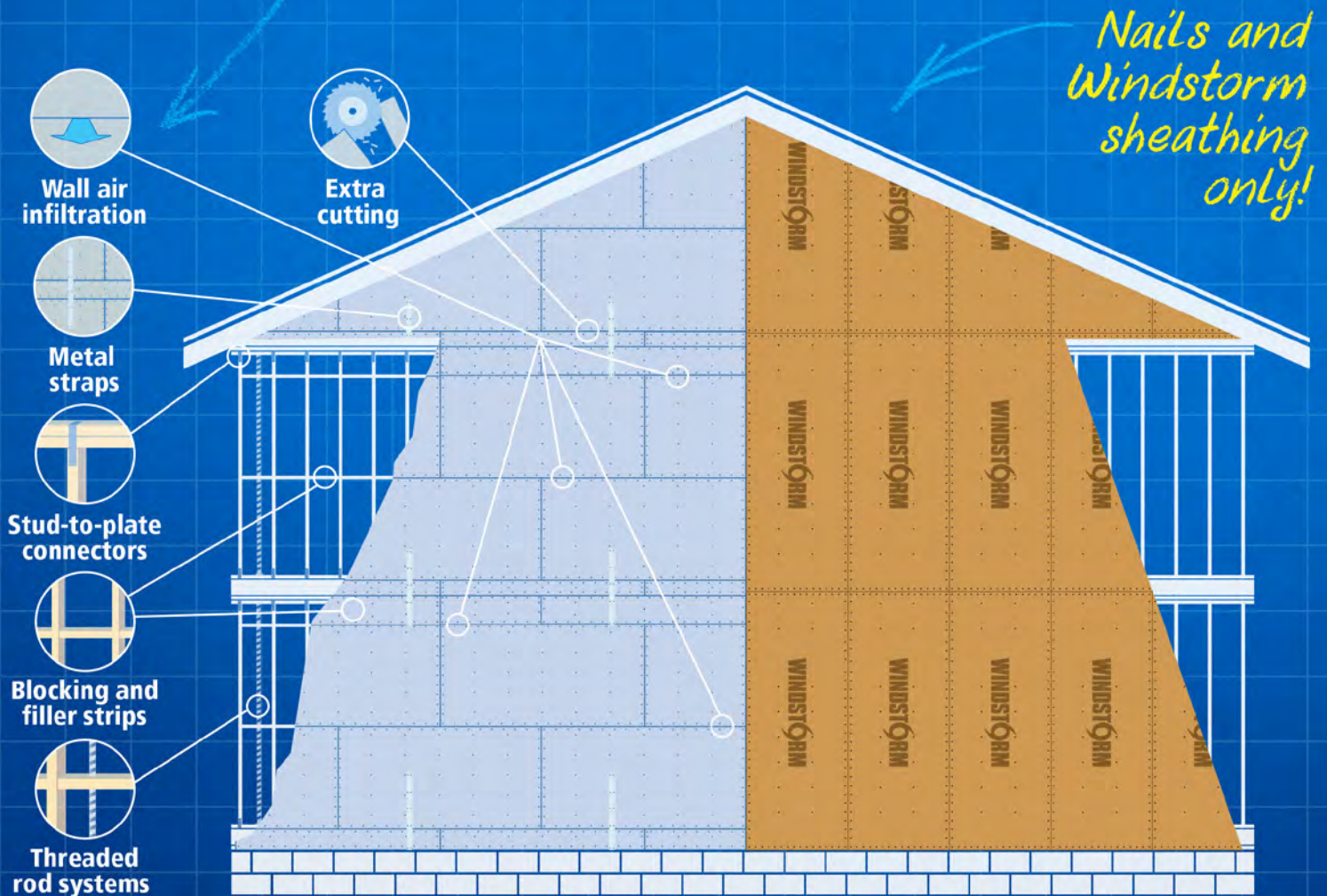
Here's what we've been working on so far this year.

These dollar values represent the **savings per housing start** a typical builder will see as a result of select NAHB advocacy victories in 2014. Some members will experience more of these benefits than others, depending on location and market segment.

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