

The News of the Home Builders Association of West Florida

# CORNERSTONE

April 2019

A portrait of David Peaden, a man with short dark hair, smiling. He is wearing a dark suit jacket, a light blue dress shirt, and a red tie with a geometric pattern.

**David  
Peaden**

**PACE Award for  
Business Leader of  
the Year Recipient**

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A close-up photograph of a gas stove burner with a blue flame. The burner is black and circular, set within a stainless steel frame. The flame is bright blue and extends upwards from the burner's ports. The background is slightly blurred, showing other parts of the stove.

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# 2019 Leadership Board

## 2019 Home Builders Association of West Florida Board of Directors

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Jeff Hatch, *Gulf Power Company*  
John Hattaway, *Hattaway Home Design*  
Chris Thomas, *Fisher Brown Insurance*  
Shellie Isakson, *Synovus Mortgage Corp.*  
Pat Kozma, *Acme Brick & Tile Company*  
Rick Lewis, *Mobil Lumber*  
Bill Morrell, *Coastal Insulation Company*  
Ric Nickelsen, *SmartBank*  
Bruce O'Neil, *Pensacola Ready Mix USA*  
David Redmond, *Supreme Lending*  
Brian Richardson, *Builders FirstSource*  
Wilma Shortall, *Trustmark Mortgage*  
Gary Sluder, *Gene's Floor Covering*  
Paul Stanley, *The First Bank*  
Scott Wagner, *Interior/Exterior Building Supply*

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*Membership Chair*  
Doug Whitfield, *Doug Whitfield Residential Designer*,  
*Cost & Codes Chair*  
Mary Weaver, *Gulf Coast Insurance*,  
*Auxiliary Council Chair*  
Lindy Hurd, *First International Title*,  
*Sales & Marketing Chair*

### Pensacola Association of Realtors Liaison

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Lister Builders



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**Amy Stachowicz**  
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**Stephen Moorhead**  
Legal Counsel  
McDonald, Fleming, Moorhead

## Cornerstone

The official magazine of the Home Builders Association of West Florida



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# In This Issue

## Cornerstone



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# Cover Story

David Peaden: PACE Award for Business Leader of the Year Recipient .... 11-14

## CORNERSTONE COLUMNS

President's Message: Impact Fees Are Not the Answer to  
Santa Rosa Growth Challenges ..... 5

## FEATURE STORY

Your HBA In Action: Over 300 Member Stand Strong Against  
In Santa Rosa County NO Growth Sentiment ..... 7-8  
BALA Highlites Top Design Trends for 2019 ..... 17

## HBAWF NEWS

Meet the 2019 HBA Membership Committee ..... 6  
HBA Membership Mixer at Ferguson ..... 9-10  
Bay Area Printing Presents April HBA Membership Mixer: Music & Bingo ..... 15  
2019 Parade of Homes June 8th thru June 16th, 2019 ..... 17  
HBA Members Visit Tallahassee ..... 18  
Get Involved With Committees & Councils ..... 19  
Like Us on Facebook ..... 19  
For Future Upcoming Events Call: HBA Office at: 850.476.0318 ..... 19

## ASSOCIATION NEWS

NAHB News: BF Goodrich Goes the Extra Mile for NAHB Members ..... 16  
HBA Members Doing Business With Members ..... 20  
HBA Membership News: New Members, Thanks for Renewing, & More ..... 21  
Spike Club Update ..... 22

## DEPARTMENTS INDEX

Next Issue Deadlines ..... 4, 18, 21, & 23  
Advertisers Index, Web, & Email Addresses ..... 22



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# IMPACT FEES ARE NOT THE ANSWER TO SANTA ROSA GROWTH CHALLENGES

*Editor's Note: This article was published in the Pensacola News Journal in response to a Guestview that called for Impact Fees in Santa Rosa County*

**Contrary to the opinions expressed in a Guestview published in the News-Journal on February 17, 2019, imposing impact fees on new homes is not the solution for the challenges facing Santa Rosa County in its efforts to meet the demands of growing population.**

The Guestview was flawed in two serious ways. One, it stated that Santa Rosa was the only county among the 12 fastest-growing in the state that did not rely on impact fees as a revenue source. Two, it projected that if Santa Rosa County's transportation impact fee (in place from 2006 through 2009) had been maintained for 10 more years, it would have generated \$32 million in additional revenue.

In fact, according the most current information from the Florida Legislature's Office of Economic and Demographic Research, impact fees are not a universally accepted method of raising revenue for infrastructure, even among the state's fastest-growing counties.

One needs look no further than our neighbors to the east. Walton County's 22.9 percent population growth from April 1, 2010 to April 1, 2018 exceeded Santa Rosa's (15.5 percent) and yet, in the last 11 years, Walton has not imposed impact fees on newly-built homes. Okaloosa County has seen its population grow by 9.5 percent since 2010 but hasn't imposed impact fees in the past 18 years, relying instead on a voter-approved half-cent sales tax increase to fund critical infrastructure, flood control and public safety.

The Guestview suggested that Santa Rosa County should follow the lead of large, urbanized counties such as Miami-Dade, Broward, Palm Beach, Hillsborough, and Orange when it comes to impact fees. But each of those counties has a population of over one million people (Miami-Dade has more than two million) while Santa Rosa's population is 174,887. In terms of gross population increase over the last eight years Santa Rosa (with 23,515 new residents) barely makes the top 25 (ranking 23rd) of the 67 counties in the state.

With respect to the Guestview author's 10-year projection of impact fee revenue, it fails to recognize the well-documented volatility in the housing market. Housing is cyclical and starts fluctuate, often dramatically, from year to year. Looking back on the years when Santa Rosa County did impose an impact fee for transportation, the revenue varied wildly from a high of \$3.9 million (2007) to a low of \$343,658 (2009). Extrapolating \$32 million in impact fee revenue during a 10-year period marked by a sharp seven-year decline in housing starts is a stretch. The fact is that revenue from impact fees is highly unpredictable and unreliable, making them a poor source of funding for capital improvement projects to enhance infrastructure.

Then, of course, the February 17, 2019 Guestview included a "lecture" of the Santa Rosa County Commission for its 2009 decision to place a moratorium on transportation impact fees and a not-so-veiled threat that commissioners who do not embrace impact fees should be voted out of office.

Perhaps the author was unaware that when the Great Recession wreaked havoc on local economies around the state, not just Santa Rosa but 18 county governments in Florida either suspended or lowered their impact fees to keep from adding insult to injury. And with respect to whether Santa Rosa County commissioners should now consider impact fees, there needs to be less finger-pointing and more fact-finding... less politics and more productive discussions that explore all possible solutions for Santa Rosa's growth challenges.

Over the next few months, the Home Builders Association of West Florida looks forward to being at the table with other community stakeholders and elected officials to find common ground and ensure a bright future for Santa Rosa County and its citizens.

*Alton Lister is owner of Lister Builders, LLC. and president of the Home Builders Association of West Florida, a construction trade organization serving Escambia and Santa Rosa Counties.*

## President's Message



ALTON LISTER

*“One needs look no further than our neighbors to the east.”*

# Meet the Membership Committee

The Membership Committee of the HBA plays a vital role in the recruitment and retention of members of the Home Builders Association. Membership Committee members also serve as Ambassadors for the HBA and participate in Membership Mixers, Golf Tournaments and other HBA events. Below are a few of our Membership Committee Members. We will highlight others in the months to come.

## Marty Rich

*University Lending Group*  
850-324-4093



### 2019 Membership Chair

Marty is working on his second year as the Membership Chair. In 2018 Marty led the charge in the Home Builders Association Membership Drive, assisting all participants and keeping the competitive spirits high. Marty works for University Lending Group (ULG), who offers first time home buyer loan products including Conventional, FHA, VA, USDA and one time close Construction/Perm loans. ULG also works with local down payment assistance programs such as S.H.I.P. and Escambia County Housing Finance Authority for their first time buyers. When asked why he participates, Marty said it's important to be a member of the HBA. "The HBA represents our local building industry and advocates on our behalf. In his spare time, he enjoys a round of golf, hunting, fishing and helping friends and family obtain the American Dream of Home ownership.



## Robert Belford

*AVS Systems, Inc*  
850-484-8882



This is Robert's first year serving on the Membership Committee. Robert works for AVS (Audio-Video-Security) offering over three decades of experience in designing and installing custom integrated electronic systems ranging from custom audio systems, home automation, surveillance cameras and, of course, security alarm systems. Being a member of the HBA, for Robert and AVS, means pride. "As a small business in the Northwest Florida community, we are proud to belong to an active association of professionals that work together in the promotion of growth-oriented policies for both home builders and businesses that rely on the construction industry," says Belford. In his spare time, Robert enjoys spending time with his wife and 2 children. Together they enjoy many of the restaurants and activities in the community throughout the year.



## Bill Batting

*REW Materials*  
850-471-6291



This is Bills first year on the Membership Committee. Bill has been involved with the HBA in numerous positions and is a longtime member of the HBA Board of Directors. He is also a past 2nd Vice President serving on as a Senior Officer. REW Materials joined the HBA in 2002 and has maintained a very active membership. REW has been a strong donor of the HBA's American Dream Home for many years as well. Always participating in HBA events, whether it be sponsoring or actively participating, Bill is always first to step up. REW Materials is one of the area's largest distributors of Drywall, Roofing, Metal Framing, Stucco & Acoustical products. Providing the building industry, both Builders and Subcontractors, with the products they need to get the job done. Bill believes in the HBA of West Florida and understands exactly what it means to be a member and how it effects his business services. If you were to see Bill outside the work environment you might see him Golfing, Fishing and Traveling for fun.



## Tanya Underwood

*Emerald Coast Granite & Tile*  
850-437-0747



Tanya has been serving on the Membership Committee for many years, calling our new members and existing members to either welcome them to the HBA or thank them for renewing their membership. You might see her smiling face at the Membership Mixers, asking you if you need a name badge or if she can be of assistance. She took a small break last year due to an accident with her foot, but we're so happy to have her back with us. Emerald Coast Granite & Tile specializes in fabricating natural stone, engineered stone and porcelain slabs for custom counter tops, furniture tops, fireplace surrounds, walls and whatever else we can make out of them! They have numerous lines of porcelain, glass and luxury vinyl tiles to choose from to cover everything from floor to ceiling. Tanya believes it is important to be part of the HBA because of the advocacy on local, state and national issues. In addition, the networking with other local business associates to discuss local trends and activities is vital. In her spare time she says she does nothing! Tanya has a passion for the home building industry and her business. She is proud to be a part of the HBA.





# YOUR HBA IN ACTION: OVER 300 MEMBERS STAND STRONG AGAINST NO-GROWTH SENTIMENT IN SANTA ROSA COUNTY

The pride and passion of the HBA of West Florida was on vivid display Monday morning, February 25 when 300 construction industry members donned bright red t-shirts emblazoned with “Housing = Jobs” and packed the Santa Rosa County Commission chambers to warn against the dire consequences of government-imposed restrictions on growth and development.

“We have stood by and watched as an anti-growth sentiment in Santa Rosa County threatens to seep into public policy related to housing and development,” said HBA President Alton Lister of Lister Homes to the five Santa Rosa County Commissioners, “and quite frankly, it concerns us greatly not only for the negative impact on our industry, but even more so for the social and economic problems that such policies would create for the county and its citizens. People matter, and people need jobs to work at and homes to go to at night.”

In recent months, Santa Rosa County Commissioners turned down a development citing wetlands issues, delayed final approval of a subdivision that had met all regulatory requirements, and

heard from citizens groups that support a moratorium on new building permits and impact fees on new homes to pay for infrastructure.

Backed by a loud and large contingent of plumbers, electricians, building suppliers, and construction workers, Lister and four other HBA speakers each made three-minute presentations during the commission’s public forum presided over by Commission Chairman Sam Parker. “We are well aware that home building has a \$300 million annual economic impact on our county,” said Parker. “Builders deserve to have their voices heard.”

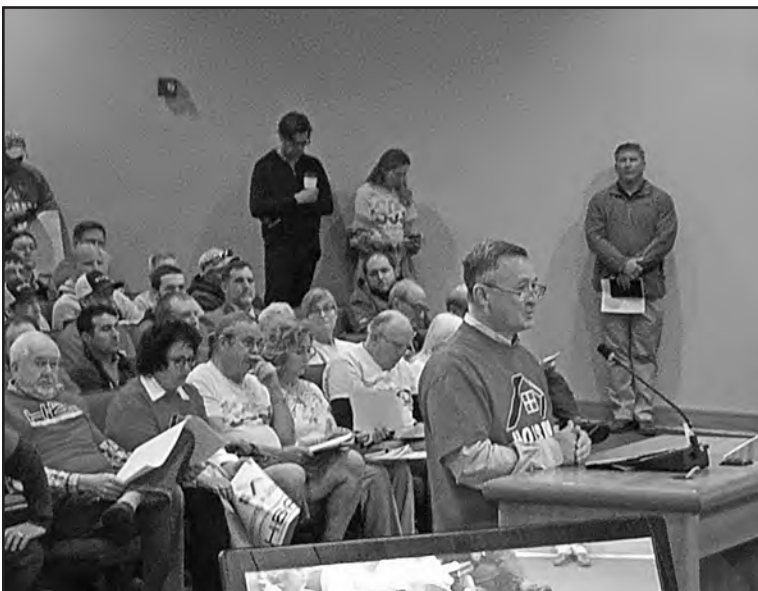
In addition to Lister, HBA speakers were Executive Director David Peaden, construction worker Jonathan Brantley, pest control management company owner Jessica Wallace, and building supplier Pat Kozma.

Peaden, who represented the HBA in media interviews related to the presentations, assailed impact fees as a “regressive tax” that pushes housing beyond the financial reach of low- to



middle-income families. “Make no mistake: builders pass along added costs like impact fees to the home buyer,” said Peaden, “creating an extraordinary burden on those who can least afford it.” Peaden said a much more effective approach to accommodate growth in Santa Rosa County would be a half-cent sales tax increase that, if approved by voters in August, would generate an estimated \$160 million in revenue over 10 years. “The sales tax is bondable to fund police, firefighter, and infrastructure needs,” said Peaden, “and unlike property taxes, approximately 30 percent of sales taxes are paid by non-county residents.”

*continues on page 8*



*HBA President Alton Lister addresses the Santa Rosa County Commission during the HBA Housing = Jobs Rally.*



*HBA Board member Pat Kozma, of Acme Brick, spoke passionately about the importance of the housing industry and urged the commission not to stymie growth.*

## YOUR HBA IN ACTION: OVER 300 MEMBERS STAND STRONG AGAINST NO-GROWTH SENTIMENT IN SANTA ROSA COUNTY

*from page 7*

Brantley offered a highly personal, emotional appeal to commissioners. “Without new construction, blue collar workers like me can’t feed their families,” said Brantley. “My family has been in construction for 150 years. We have always depended on new homes being built. To say no more building would definitely jeopardize my livelihood and that of many other people in Santa Rosa County who have construction jobs.”

Wallace, who owns Patriot Pest Management, said she moved from North Carolina to Pace for the very reason that Santa Rosa County is growing. “Businesses flourish in strong local economies supported by a growing population,” said Wallace. “Santa Rosa County has always been a place where people can live the American dream. Trying to stop or slow growth clearly threatens the vitality of our community.”

Kozma, a representative of Acme Brick, Tile, and Stone, also warned commissioners about the potential pitfalls of restricting growth. “You have a large distribution company (code name: Project Runner) ready to come here with a 350,000 square foot facility and 600 new, well-paying jobs,” said Kozma. “Where are those people going to live if we suddenly decide there should be no more development in Santa Rosa County? And is a company willing to make a \$40 million investment in a community that wants to stymie growth?”

Lister acknowledges the growth challenges facing Santa Rosa County, having built his first home there in 1984 when the population was around 60,000 compared to almost 175,000 today. “But a moratorium is not the solution,” Lister told commissioners. “It would have a devastating ripple effect throughout our community. Without jobs and housing, the quality of life of life declines. And nobody wants that.”

The HBA’s strong, public stance against growth restrictions in Santa Rosa County drew praise from members, including Keith Johnson of Wetlands Science, Inc. “My chest just swelled when I saw all those

members show up,” said Johnson, an environmental consultant on a proposed Santa Rosa County development (Forest Bay Estates) that was delayed by regulatory red tape. “It made me extremely proud to be an HBA member.”

Peaden said it was important that the HBA stood up and spoke out. “This is what our association is all about,” said Peaden, “a strong, collective voice in support of housing opportunities for all our citizens. It was definitely a time to be vigilant.”





# HBA Membership Mixer at Ferguson

Over 100 HBA members were treated to great food and door prizes at Ferguson Enterprises who hosted the March Membership Mixer.



*The Ferguson Team, from left: Branch Manager Donnie Jungferman, Showroom Supervisor Janna Boyd, Consultants Jessica Stewart and Kiel Kafka.*



*Trustmark Market President Will Hart with HBA Board Member Wilma Shortall at the Membership Mixer.*



*Sammie Rodgers and HBA Past President Newman Rodgers, of Newman Rodgers Construction, Heidi Palmquist of Sun Farm Energy and Paul Stanley of The First Bank enjoy the festivities.*



*Sheila Billingham with Ferguson's Kiel Kafka won a certificate for ceiling fan!*



*Keith Furrow with his grandson Phoenix Haas and super amazing almost human-like dog "Precious Fiona Rose" Leonarkis-Furrow!*

**More Photos Next Page**

## HBA Membership Mixer at Ferguson

from page 7



*A blast from the past! John Connell of Connell & Company Realty visits with 1986 HBA President Charlie Rotenberry.*



The Sales and Marketing Committee and Auxiliary Council hosted a joint meeting to discuss the need for tradespeople in the industry and what the Escambia County School District is doing to meet the demand. From left SMC Chair Lindy Hurd of First International Title, Ken Atkinson of the Escambia County School District and Auxiliary Council Chair Mary Weaver of Gulf Coast Insurance.





A professional headshot of a middle-aged man with short, dark hair, smiling at the camera. He is wearing a dark grey suit jacket over a light blue dress shirt and a red tie with a geometric pattern of small squares. The background is a solid, dark grey.

**David Peaden**

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**PACE Award for  
Business Leader of  
the Year Recipient**

## On Wednesday February 20th, the Pensacola Chamber of Commerce awarded our Executive Director, David Peaden, the honor of PACE Award for Business Leader of the Year.

Each year, these Pensacola Area Commitment to Excellence (PACE) Awards honor outstanding individuals who have made significant contributions to Greater Pensacola's overall economic progress. This event is the Pensacola region's preeminent celebration of the community's visionary entrepreneurs, business and civic leaders and exemplary corporate citizens.

When we asked David to share his thoughts about being honored this week, he wrote the following:

Friends,

I am deeply honored and humbled to receive the PACE Award for Business Leader of the Year.

This honor isn't about me; it is about the many people who have helped me along the way. From family members to numerous friends, teachers and community business leaders, I have gained a great deal from each person who took an interest in me.

I would like to thank Steve Moorhead for nominating me for this award. Steve has been a loyal friend for over 19 years as he has served as the Legal Counsel for the Home Builders Association.

I've spent a lot of time with Steve and I am in awe of his keen insight, leadership and his ability to tenaciously advocate for the home building industry. We've been through a lot together over the years, and I truly would not be where I am today without the support of Steve Moorhead.

Through 21 years with the HBA, I have had the pleasure of working with many people of character and integrity. It would be too numerous to single out everyone, but I would like to thank the Board of Directors led by President Alton Lister.

It meant a lot to me to see Alton and the other Senior Officers of Taylor Longworth, Alex Niedermayer, Shelby Johnson, Amy Stachowicz, Charles C Sherrill Jr, and Bruce Carpenter at the event.

Also, past leaders of Newman and Sammie Fordham Rodgers and Angela and Larry Carter. I have a lot of admiration and respect for these leaders and I am thankful to be able to do the work of the HBA on their behalf.

Additionally, thank you to Vicki Pelletier, who is often left to run the office when I am at meetings. She is a true professional and who HBA members love. I don't know what I would do without her.

As many of you know, my late mother, Elizabeth, is the most significant influence on my life. I proudly accept this award in her memory. What she did to raise four kids by herself is nothing short of a miracle.

As long as I can remember, my Uncle Herb Mitchell would say to my mother, "Elizabeth, you're my hero." I didn't understand when I was a child why he said this. As time went on and I grew older with the responsibilities of being a husband and father, I fully understood what Herb was saying to her.

The pressure she was under would have crushed the average person. But my mother wasn't average. My mother molded my siblings and me through mule-like determination, grinding hard work and tons of prayer.

Like a blacksmith forging steel, she hammered home key life lessons with a major one of, "Never forget where you came from."

She taught us empathy, respect, kindness, accountability, appreciate others and to always say thank you. Another one she taught us was to always be close to one another no matter what. Family comes first and never to hold grudges against each other.

I am proud of the closeness that I share with Ashley Grund, Gabe Peaden and Shelley P'Tehrani. We share a common bond that will never change. The memories of our childhood are vivid, and

through it all, we would not change a thing (well, maybe we'd get an upgrade to the pea green, 2 door station wagon)!

Ashley, Gabe and Shelley are all accomplished in terms of professional success and raising great, well-rounded, loving and kind children. They have my love and admiration; and it was a highlight of the evening to have them share this honor with me.

During the PACE Awards, I was able to thank my lovely wife, Susan, for her love and support. And others such as my Aunt Pat and Uncle Herb Mitchell, Garrett Walton, Buzz Ritchie, Dick Appleyard, Stacey Kostevicki, Andrea P Krieger, Rick Byars and Denny Wilson to name a few.

I truly value the friendships and relationships that I have developed over the years. I am forever indebted to those who have loved and helped me along the way. May God continue to bless you.

Thank you,

David Peaden, Executive Director, HBA



ELIZABETH PEADEN





As an association, the Home Builders Association of West Florida has benefited tremendously by the leadership of David Peaden through both good times and not so good. He has carried himself with humility and integrity while representing the home building industry on various fronts. Many others would join the comments above in recognizing the great impact he has given to us.

This has carried over into different areas of our community through the years as he has participated with other organizations serving as a board member or a committee member. Most recently he served on the Mayor's Transition Team which speaks of the influence and respect that others have for him.

Those who have served around him will understand that he would rather not have the spotlight upon himself, but it is very appropriate for us to honor him and recognize the value he brings to the HBA of West Florida. Thank you, David, for your years of service to our industry and we look forward to many more.





*How amazing is this!?! Congratulations, David! Always one of the nicest guys growing up - this doesn't surprise me at all!*  
Amy Scruggs Beans

*Thank you, David. It was an honor to be there and always an honor just to be your sister. Congratulations and love you, always!*  
Shelley P Tehrani

*Congratulations David, well deserved honor, I am glad to have known you over the years, and I appreciate the opportunity you have allowed me to be a part of this great organization....sincerely*  
Marty Rich

*Congratulations DP!! Very well deserved - wish I could have been there to cheer for you!*  
Alecia Bell Overman

*Congratulations David! Well deserved. I am proud to call you a friend and will always remember the many kindnesses you showed me those many years ago when I brought my business group to Pensacola. Hope to see you soon. Miss you my friend.*  
Al Zichella

*Congratulations to a well deserved leader - it was an honor for us to share this with you and your family.*  
Alton Lister

*Congratulations David!! What an honor!*  
Rachel Ferniary Datema

*What an honor and accomplishment David! Congratulations*  
Penny Spurgo Theriault

*Beautifully written! Congratulations, David!*  
Chelsey Mitchell Edgerly

*Congratulations David. Thank you for all that you do.*  
Angela Campbell Young

*Congratulations David!*  
Kent Vancil

*Congratulations! You do so much for our community! This is well deserved!*  
Laura Gilmore

*Congratulations, David! You are a fire starter and I am thankful for your friendship!*  
Lisa Long

*Congratulations David Susan Peaden! My Dad would be so proud, and happy to call you a long time friend!*  
John Carlson





# BAY AREA PRINTING PRESENTS APRIL MEMBERSHIP MIXER

# SINGO

## *Music Bingo!*



LISTEN TO THE SONGS YOU LOVE MARK THEM ON YOUR CARD AND

## *Win Prizes!*

— April 25th, 5:30-7:30PM —

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**RSVP BY APRIL 18TH TO VICKI PELLETIER AT [VICKI@HBAWF.COM](mailto:vicki@hbaWF.com)**

# BFGOODRICH GOES THE EXTRA MILE FOR NAHB MEMBERS

**Reliable equipment is critical to getting a job done quickly and cost-effectively, especially amid rising concerns of labor shortages and materials costs.** That includes not only the tools to physically construct a home, but the tools to transport them there as well.

The construction industry relies heavily on trucks to get their employees and their materials where they need to go, which is why BFGoodrich is supporting the industry through the BFGoodrich Tradesmen Support Program.

Through this new affinity program, NAHB members will receive:

- \$100 off a set of four BFGoodrich® All-Terrain T/A® KO2® tires (\$70 off for non-members)
- Roadside assistance for two years, with towing up to 150 miles
- 30-day satisfaction guarantee
- Chances to win VIP experiences to races such as the SCORE BAJA 1000 and the MINT 400

“For the men and women in trades, downtime because of equipment equals lost money. Our All-Terrain KO2 tire is an essential

piece of equipment that can withstand the toughest job sites,” said Jessica Parris, BFGoodrich director of consumer communications. “BFGoodrich is putting its support behind this critically important community with our Tradesmen Support Program.”

Members receive the largest tire discount, but any tradesmen or women can take part in the program and still receive a significant discount on a set of tires and take advantage of the other benefits of the program.

Learn more about the benefits of NAHB membership at [nahb.org/savings](http://nahb.org/savings).

*Courtesy of NAHBnow.com*



## FHBI THE CONSTRUCTION INDUSTRY'S INSURANCE PARTNER



FHBI, Inc. builds strategic partnerships with companies and agents to customize insurance programs to meet the needs of the building industry.

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# BALA Highlights Top Design Trends for 2019

Selected from more than 150 winners across the home-building industry, including single-family, multifamily interior design and remodeling projects, the 2018 Best in American Living™ Awards (BALA) winners showcase top design trends that home buyers can expect to see in homes and communities over the next several years.

“Great design taps into the emotions that make a house a home,” said Don Ruthroff, Principal at Dahlin Group Architecture Planning, NAHB’s 2018 Judging Chair and 2018 Best in American Living Awards Subcommittee Chair. “The BALA program celebrates the designers and builders as ‘the best of the best.’”

From added texture to creative use of space, these features are sure to be found in homes near you in 2019 and beyond:

**1. Black window frames.** Now available at almost every price point, designers are gravitating to this purposeful frame choice.

**2. The ceiling as the fifth wall of design.** Architects are taking advantage of this seemingly blank canvas and transforming it with creative textures, colors and lighting.

**3. Creative integration of outdoor spaces.** Even on the smallest and narrowest of lots, inspired solutions can provide home owners with ample outdoor living.

**4. Delineation of spaces through mixed materials.** Whether pairing two unique materials, like stone and brick, or switching directions of one material, homes have better defined spaces — both outdoor and in — through mixed materials.

**5. Indoor/outdoor connections.** This trend gets stronger each year, with increased emphasis on easy physical and visual connections with outdoor spaces.

**6. Mid-century modern and modern farmhouse.** These styles are both incredibly popular across the country, both in new homes and renovations that bring out the home’s original character.

**7. Mixed metals.** Silver, brass, gold and more, there’s no telling where you’ll find metals and how they’ll be paired in today’s new homes.

**8. Multigenerational living.** Homes are increasingly featuring designated multigenerational suites or transition spaces that can be quickly transformed into additional bedrooms, providing for the increasing number of multigenerational households in some parts of the country.

**9. Quiet but purposeful architecture.** Forms and ratios are following best practices in a muted but memorable manner.

**10. Stairs as a focal piece.** Stairs are taking on a life of their own and featuring fine detailing, unique materials and one-of-a-kind design.

**11. Texture on texture.** Interiors are featuring curated texture palettes, from stone to raw wood details to manmade textured wallpaper offerings.

Learn more at the newly refreshed [bestinamericanliving.com](http://bestinamericanliving.com) website, featuring an easy-to-search gallery of the recently released 2018 BALA winners, previous BALA winners and important design topics. This online news source includes fresh content on trends, best practices, interior and community design, and more, as well as special features on hot news topics within the design industry.

*Courtesy of NAHBnow.com*

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# HBA MEMBERS VISIT TALLAHASSEE

Home Builders Association of West Florida leaders visited Tallahassee for the Florida Home Builders Association's Legislative Conference. FHBA priorities include legislation on Impact Fees, Growth Management, Construction Workforce, full funding of the Sadowski Affordable Housing Trust Fund, Onsite Treatment and Disposal Systems and Mitigation Banking improvements.



*Top: HBA Past President Thomas Westerheim, HBA President Alton Lister, HBA 3rd Vice President Bruce Carpenter, HBA First Vice President Blaine Flynn and HBA Past President Shelby Johnson in Tallahassee for the Florida Home Builders Association's Legislative Conference.*

*Middle: HBA members visit with Representative Jayer Williamson in Tallahassee.*



*Bottom: Members of the HBA of West Florida and BIA of Okaloosa-Walton Counties visit with Senator John Broxson in Tallahassee.*

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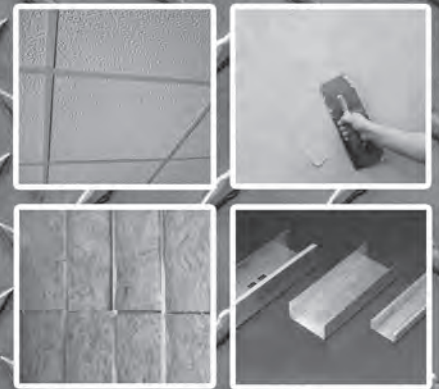


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In construction, a spike is a steel object that is essential to making a building strong. As in construction, the HBA of West Florida sees a Spike as someone that works to keep our association strong. Spikes work on the recruitment and retention of 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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