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## President's Message

The KB Home Concept Green Home, created with Martha Stewart, was a major focus at the International Builders Show in Orlando. I didn't make it to the show, but did a virtual tour on the Hanley Wood Site. The home is net zero and features:

1. High quality, but affordable value
2. Less square footage
3. Unique, but classic design.
4. Outdoor living spaces
5. Flexible, multi-use spaces
6. Small but well-appointed foyers
7. Family entertainment rooms
8. Pet spaces for the dog bed, wash basin, or cat litter box
9. A main dining area and no breakfast table in the kitchen
10. Fun, practical rear-home entry spaces with hooks and cubbies.
11. Affordable lighting controls
12. Wood-look, low-maintenance exterior trim
13. Simple moldings with clean lines
14. A sitting area in the master bedroom
15. Art niches and sculpture shelves with accent lighting
16. Built-in recycling centers
17. Open shelving
18. Neutral paints that make rooms feel luxurious.

As we get ready to build our 2011 House of the Year we have kept a lot of the features that the Concept Green Home used. We are building a smaller house. Our House of the Year will be a 1600 Sq. Ft. Split-Level home in Griswold. With easy access to I-395 it will appeal to commuters and local workers alike.

The biggest feature is the energy efficiency. We'll be certifying the project to the federal Department of Energy's Builders Challenge program and the National Green Building Standard, which require homes to be at least 30 percent more efficient than the prevailing energy code

requirements and incorporate water efficiency, indoor environmental quality and other hallmarks of the green built home.

We are building a double stud wall and fully filling it with cellulose insulation. We will leave a one-inch barrier between the studs to eliminate thermal bridging through the studs. We are also going to add R-60 cellulose insulation to the attic and insulate the basement walls.

We are planning Mitsubishi Mini-splits, an air source heat pump, for the heating and cooling system. That means no fossil fuels for this home and a considerable savings over conventional systems to heat and cool year after year.

This home will also be utilizing the Advantech ZipSystem which eliminates the use of Tyvek of felt and helps to air seal the home minimizing air infiltration and exfiltration through the walls and roof. The windows will be triple-pane.

The BAEC 2011 House of the Year will only be a success with the help of our members. The building committee is finalizing our plans and materials lists and will be sending them out to members shortly. So if you are interested in getting involved, please call us at the office. We would love to hear your input.

Warm Regards,

Chad J. Whitcomb, BAEC President  
President / BPI Building Analyst I / CGP  
The Greensulators, Inc.



Proposed front elevation of the 2011 House of the Year.

## Get into Gear For BAEC's 2011 House of the Year

### *The Builder Challenge:*

**Affordability! Sustainability!!**

**Great Design!!!**

***All packed into less than 1,600 Square Feet***

### **Join Our Team**

### **Showcase Your Company and Our Association in this BAEC Home Show in a Home!**

Participants receive exposure in the association's newsletter, on our website, in Connecticut Builder Magazine, local newspapers and during the open house.

### **Contact Our House of the Year Committee Members to Learn How You Can Participate**

Andy Gil, Erik's Design/Build, Chair	213-0487
Chad Whitcomb, The Greensulators	213-0486
Paul Stone, Lombardi Inside/Out	912-7900
Nort Wheeler, Mystic River Building Co.	608-3190
Tim Applegate, N. L. County Landscaping	608-2866

***Products and services incorporated into the design and building of the House of the Year are chosen at the discretion of the House of the Year Committee.***

## **Non-profit Group Buys House in Groton To Help Women Struggling With Homelessness, Substance Abuse**

A non-profit organization has purchased a house on Walker Hill Road in Groton and will turn it into three apartments to help ten to 12 women recovering from addiction or homelessness. And they need help from the community to help turn this six year dream into a reality.

### **Bruno Hayn is calling on fellow members to assist:**

Today they need mechanical assistance. They have an old knob and tube wiring system that has had some work performed to it, but needs finishing. The heating system is scattered and needs help. The plumbing is uncompleted and needs work.

Understand that this nonprofit group bought a very old home that they are in the process of remodeling and they need your help. They will eventually need sheet rockers, trimmers, etc. Any assistance and/or donation will be appreciated. If you would like to volunteer your time or make a donation, please contact Annette Eldridge at 860-912-8983.



## **Cystic Fibrosis Foundation Great Strides Walk**

Andrew Gil is taking strides to make "CF" stand for "Cure Found!" GREAT STRIDES is the Cystic Fibrosis Foundation's largest and most successful national fundraising event. This year, Andy is walking in the GREAT STRIDES walk at the 2011 New London - Ocean Beach Park walk on 05/14/2011.



Please help him meet his fundraising goal of \$150.00 by sponsoring him. Your generous gift will be used efficiently and effectively, as nearly 90 cents of every dollar of revenue raised is available for investment in vital CF programs to support research, care and education. Together, we can make a difference in the lives of those with CF!

Thank you for supporting the mission of the CF

Foundation and GREAT STRIDES!

To make a donation or to join the walk, go directly to their site at [www.cff.org/great\\_strides/jennifergil](http://www.cff.org/great_strides/jennifergil)

## **New London Youth Organization Needs Your Help**

Several years ago the BAEC and many members contributed time and materials to the New London Youth Organization for their cafeteria and game room located in the Sheffield Building at 100 Garfield Avenue in New London.

Sheffield Tube has generously provided a space including electricity and heat for almost ten years now. Sheffield has asked the Youth Organization to move to the other end of the building as they are removing the steam heat from the structure and the existing space will no longer have heat and hot water.

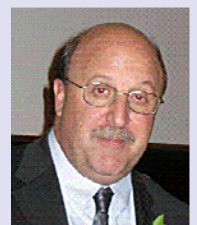
Sheffield has agreed to provide a space and it will include heat and electricity. The problem is that the new space is a large open mill room that needs some work.

Contact the BAEC office for the project wish list. I am hoping that we can find a handful of members that will spend a day with me framing a few partitions, hanging and taping some drywall and hanging a door or two.

Please contact me at 860-608-3190

Thanks everyone!

Nort Wheeler  
Mystic River Building Co.





## Education and Training



### Green up your training

#### Green Building For Building Professionals

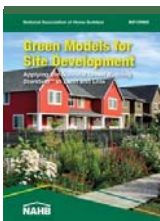
**April 20 & 21, 2011**

**9:00 a.m. – 5:00 p.m.**

**HBA of Hartford County Office**

Course Fee: \$450 HBA Members

For more information or to register contact Pam at the HBA office at 860.563.4212 or email her at [pam@hbahartford.com](mailto:pam@hbahartford.com)



### Webinar

**"Green Models for Site Development,"** will walk builders and developers through the process and provide guidance on how to gain green certification for lots and site through the National Green Building Standard.

Wednesday, 4/20/11 2:00-3:30 PM EST

The flat webinar fee is \$21.95 and members will receive one-and-a-half hours of continuing education credit toward their NAHB professional designation.

To register, visit [www.nahb.org/builderbookslive](http://www.nahb.org/builderbookslive). Registrants will receive e-mail confirmations.

For more info, call Patricia Pott at 800-368-5242 x8224.

### Three Rivers COMMUNITY COLLEGE Offering Classes

#### Revisions to the CT General Permit For Discharge of Stormwater Associated with Industrial Activity

Wednesday, April 27, 2011 9:30am — 12:00pm

Seminar is **Free**

Register via email to [seminars@cmeengineering.com](mailto:seminars@cmeengineering.com)

#### Introduction to Geothermal

CRN#50481

Thursday, June 2nd & June 9th 5:30 PM — 8:30 PM

Cost is \$85 per person

Instructor: Peter Governale

#### Introduction to Commercial Building

EPA's Energy Star Program

CRN# 50477

Dates: Wednesday's 5/25, 6/1, 6/8, 6/22, 6/29, 7/13, 7/20, & 7/27

9:00 AM — 3:00 PM

Cost is \$400 per person

Instructor: Peter Governale

For more information or to take any of these courses, please contact the BAEC office.



### 2009 International Energy Conservation Code

Provided via a grant from the State of CT

There will be three seminars held in two locations. Please feel free to sign up for any or all seminars.

**Courtyard Norwich (N) Holiday Inn New London (NL)**

5/4 (N), 5/23 (NL) **2009 IECC Fundamentals**

7:30 AM – 3:30 PM

5/5 (N), 5/24 (NL) **2009 IECC Performing Residential Energy Plan Reviews**

7:30AM–3:30PM

5/6 (N), 5/25 (NL) **ASHRAE 90.1-2007 Fundamentals**

7:30 AM – 12:00 PM

For more information or to register, log on to <http://www.iccsafe.org/Education/Courses/Pages/CT-Energy-list.aspx>

### City of New London to Offer Lead Certification Training



The City of New London is currently offering a **FREE** 1-day EPA-RRP Training at an extremely reduced price to you. The training is a 1-day, 8-hour course. The training will teach you health effects of lead, laws and regulations that affect you, resident and worker protection, lead-safe work practices, proper set-up and clean-up methods, interim controls, standard treatments and waste management.

This class typically costs \$200.00 per person; due to a grant, the City of New London is offering it to you for a \$25.00 registration fee per person. (*The \$25.00 will be returned to you on the end of the day of class.*) No seat will be guaranteed until the registration fee is received by The City of New London.

Training dates and times are listed below:  
Thursday, May 12th & Thursday, July 14th

**PROMPTLY** at 8:30 a.m. - 5:00 p.m. Training includes breakfast and lunch. Questions about the training or to register, please call Judi Cox at 860-447-5245.



### Radon Resistant New Construction Training

The CT Department of Public Health is offering Radon Resistant New Construction Training by nationally recognized experts in the field of radon from the US EPA Eastern Regional Training Center from NJ.

This training is free and offered at two locations: May 10th in Hartford and May 11th in Orange. Call the BAEC office for registration information.



## Business Management Expert Advocates Tracking and Contact Management to Succeed

During an hour and a half webinar, free to members of NAHB's 20 Clubs, held Nov. 11, Wendy Cohen, founder and president of Powerhouse Home Building and Remodeling Consultants, outlined the secrets of creative marketing, business planning and development.

### Look Back – Track

The key knowing where it is the company should be in the future is to review the performance in the past. Cohen stressed tracking a business's performance using spreadsheets or charts.

"There are secrets but you have to start with the basics," she said. "The basics help you understand who you are, where your business is and what has worked for you in the past. Knowledge is power. What has worked for you in the past may need to be tweaked."

The following offers a standard list of items to track:

- Track the source of new leads
- Track the location of where the lead comes from
- Track the location of where the new lead is moving to
- Track the history per month, quarter and season
- Track the number of leads, meetings and deposits per month

### Calculate a conversion ratio

Tracking what has worked and what has not allows a business owner to focus attention on effective marketing and selling tactics, rather than waste time on efforts that don't yield fruit. If spreadsheets aren't appealing, try charts. The pie chart creates a visual from the spreadsheet information and turns it into a visual representation. It's telling the same information as the spreadsheet but in a different form.

### Devil is in The Details –The Database

A Client Relationship Management Program, or CRM, helps create databases of information on clients such as birthdates, contact information, work done, etc. Cohen said the foundation of an effective database is good, up-to-date information.

"Managing customer relationships can impact your business in so many ways to include prospects, current clients, past clients, ambassadors, realtors, sphere of influence," said Cohen. "This information is valuable to you to take and use as a source to build business. They may not be potential clients, but they may be potential referrals."

### Relationships Built Rock Solid

Relationships mean so many different things today. Relationships as the economy declined have become the life-line for many of your businesses. Many will say that they are already doing excellent in this department, but there is

always room from improvement and creativity.

Build into your annual plan a Client Relationship Program: referrals, repeat business and fans. Some ways to do this are:

- Events
- Service calls
- Follow up Contacts
- Holiday Touches
- Valuable News
- Social Media Connections
- Cards

### Education

Give them a reason to talk about you and your company. "We sometimes forget you have a wealth of knowledge in your business," she said. "Our clients come to us for expertise. Every time you're in front of them gives you the opportunity to share that knowledge."

### Realtors

Building relationships with Realtors is key. Have meetings once a month with 3 or 4 realtors to discuss how business is in various areas.

"We have one custom builder in our area we started with a realtor focus group," she said. "To this day, this builder has improved his reputation in the real estate community which has generated work. Building this kind of relationship really puts the builder in their shoes."

### Summary

- Start with your plan and budget based on facts – where do you want to go, where have you been, and what are the facts
- Evaluate what makes you different (brand identity) – unique value proposition and creating a brand identity is critical.
- Be Creative: Strategic Marketing Tactics for Exposure and Prospecting Relationship marketing
- Develop an Action Plan:
  - Consider your big picture vision and develop and agenda: what's the vision, and what would you talk about with key players
  - Set goals and establish measurement benchmarks: Goals each month of how you are going to accomplish and how many leads meetings and deposits you are going to take.
  - Schedule a dedicated meeting time to discuss growth and strategy: Use your agenda and vision to set the tone of meeting, schedule this with a very detailed outline.
  - Develop an action plan with accountabilities



## Free Incentives

By Tom Mann

**Today's boomers and seniors are hesitant to spend money without a clear demonstration of value. Free incentives offer a way to test your value.**

Cost sensitivity is now the new norm. Regardless of age, upper-class consumers have joined the middle-class and lower-income in being price sensitive and value minded. And as we know, the mature market (boomers and beyond) is even more cynical and cautious, because they have seen it all. And, they have the patience and intelligence to gather information in a thoughtful manner.

Today's market place is all about creating relationships. All of which brings us back to incentives. Incentives are a great way to start a relationship AND engage the power of reciprocity. That being said, there is a distinct difference between giving something of value away to potential customers and giving the farm away. Make the first hurdle for entering a relationship as low as possible, and motivate potential clients to reach out to you and to become acquainted.

Free offers can be as simple as a customized monthly newspaper, an e-newsletter, a white paper, a contest, a promotional item, or a seminar. The goal here is to have the incentive create a legitimate lead. This is particularly important in today's world of permission marketing. Incentives should require your prospects to give something in return, namely their name and contact information. You won't capture every visitor but those that do submit their information are serious prospects if your **incentive offer** correlates to your product or service in a meaningful way.

By doing a lot of testing on your incentive offers and forms, you can typically increase your conversion rate significantly, capturing more leads from the same overall amount of traffic. Some of the things you might want to test are your incentive offer, the length of the form, putting a link to your privacy policy on your information submission form, adding a customer testimonial with a picture or video, and the form's design.

Also, remember, there is a direct correlation to the number of landing pages (which improves your natural search engine optimization) plus, the number of incentive offers you have ... to web traffic and leads.

Sadly, most websites do a poor job of capturing the traffic that comes to their door. Make sure that your organization is not one of them!

### Important Note About Responding To Sales Leads:

How you respond to these leads is VERY, very important: According to an MIT Study with InsideSales.com, 78% of sales that start with a web inquiry go to the company that responds first.

Of those surveyed by sales lead expert Mac Macintosh, 23% had bought the product or service they were inquiring about within 6 months. The other 67% still intended to purchase, but were not yet ready.

According to DemandGen Report, nurtured leads produce – on average – a 20% increase in Sales Opportunities vs. non-nurtured leads.

## Green Building Provides a Competitive Edge in Recovering Housing Market



Daybreak, a master planned community in Salt Lake City, is on the Green Building & Technology Tour kicking off the 2011 National Green Building Conference & Expo.

Builders who are including green features in their homes and are able to provide their customers with energy savings are in a prime competitive position in the housing marketplace that is emerging from the sharp downturn of recent years, according to participants in the upcoming Conference, which will take place on May 1-3 at the Salt Palace Convention Center in Salt Lake City.

The green building market is expected to double in the next two years and the tide has turned for energy-efficient, sustainable construction, according to financial analysts specializing in the home building industry.

Green will also be an increasingly significant factor in the valuations of new homes, as the appraisal and banking industries begin to realize its market advantage, they say.

More than a fifth of all homes built in 2010 earned Energy Star certification, while the number of commercial buildings certified increased by 60% over the previous year. The number of single-family homes certified to the National Green Building Standard has topped 2,000. And production builders are increasingly changing their building practices to focus on sustainability, according to recent study.

"Our survey of the 10 largest publicly traded U.S. home builders finds an evolving landscape," said Calvert sustainability analyst Rebecca Henson. "Whereas two years ago the industry had not yet begun to embrace sustainability as a core part of building design and construction, companies today have taken many meaningful steps toward developing greener and cleaner homes."



## HBA of Connecticut News

### Members make an impression during Home Building Industry Day at the Capitol

When 100 home builders show up at the State Capitol, legislators notice! With seven of the ten bills proposed by the HBA still moving forward toward passage, members had meetings with more than 40 legislators. Meetings centered on bills that would make it easier for the industry to recover and create more jobs. The primary bills discussed were:

- **SB 860**, a proposal to simplify the local development performance bond process
- **HB 6400**, a bill to streamline DEP stormwater permitting
- **SB 859**, a bill extending the land use permit expiration deadlines by 3 years

**The STC bill (no #yet)** redefines the residential threshold requirement for an STC permit and a bill that would make the STC and local permit process concurrent

Since Home Building Industry Day, these bills have continued to move forward and Bill Ethier, CEO and in-house lobbyist of HBA of CT, continues to work with state legislators and state agency officials to revise the proposals.



Rep. Kevin Ryan, Mike Bennett, Chad Whitcomb, and Chad Malafronte

BAEC had a large group attending so many thanks to: Mike Bennett, Ken Bird, Jim Chambers, John DeSimone, Bob Fusari, Andy Gil, Ev Hyde, Patrick Kenny,

John MacPherson, Renee Main, Bob Maynard, Denise Nott (& special guest!), Leonard Patera, David Preka, Dave Smith, and Chad Whitcomb.



Bob Maynard and Gov. Dannel Malloy

In these meetings Reps. Alberts, Hurburt, Ritter, Reynolds and Sens. Guglielmo, Maynard, and Stillman, were reminded that home building = jobs, as well as federal, state & local tax revenue! During this time, HBA of CT leaders also met with Senate and House leaders to explain the importance of the home building industry to the state's economy. Home Building Industry Day wrapped up with lunch and an address from Governor Malloy, who also took questions from members!

**Special thanks to David Preka, Advanced Improvements, and John DeSimone, representing Cyclone Home Systems, along with Landworks Development, LICO Group, and Preferred Builders, for their sponsorship of Home Building Industry Day at the Capitol!**

There are many bills still pending that will need your attention in the coming weeks, including Senate Bill 832, the 100 foot buffer next to all wetlands and watercourses. To find out what's happening at the Capitol, add your name to the distribution list for Government Affairs e-mail alerts by sending a note to [jhoerrner@hbact.org](mailto:jhoerrner@hbact.org). You'll receive regular e-mails, and some alerts that may ask for a quick response by providing information or expertise to help Bill Ethier react to a rapidly changing situation at the Capitol.



From L to R: Mike Bennett, Penny Patera, David Preka, Denise Nott and Jasmyne, John MacPherson, Nort Wheeler, Bob Maynard, Andy Gil, Ev Hyde, Chad Whitcomb and Jim Chambers.



## BUILDING BRIEFS



### Connecticut Contractor Fails to Give Out Renovate Right Brochure and It Costs Them Big Time!



On March 15, 2011, Region 1 filed a Consent Agreement and Final Order resolving TSCA claims against Permanent Siding and Windows, LLC. Permanent Siding is a Connecticut contractor with business offices located in Milford, Connecticut. This CAFO resolves Region 1's claim that Permanent Siding violated the requirements of the Lead-Based Paint Pre-Renovation Education Rule (Pre-Renovation Rule Region 1 alleged that Permanent Siding failed to provide EPA's lead hazard information pamphlet to 17 property owners prior to conducting renovations at their respective properties.

Under the terms of the CAFO, Permanent Siding agreed to pay a penalty of \$30,702. It also should be noted that some of the target housing units are located in potential environmental justice areas in Connecticut.

EPA's Secret Weapon is retroactive enforcement through documentation. In states like New York, Connecticut, Maine, New Hampshire and Vermont contractors are required to keep records for three years. This means the EPA can go back on any contractor project to 4/22/2010.

### Nationwide Poll: 81% Say Homeownership Is "Best Investment"

Newly published results of a Pew Research Center survey conducted this March reveal that most Americans' faith in homeownership as a sound financial investment has not faltered in the wake of the housing downturn.

The survey determined that eight out of 10 adults agree that buying a home is the best long-term investment that a person can make. According to the survey, about 47% believe their homes are worth less now than when the economic recession began, and 86% of those people expect it to take at least three years for their home values to climb back to what they had been before the downturn. Yet, for the most part, Americans are happy with the choice they made to become home owners, or have not changed their minds about wanting to achieve homeownership at some point in the future. While 82% of home owners who say their home is worth less now than before the recession either strongly or somewhat agree that

homeownership is the best investment a person can make, 81% of current renters said they would prefer to one day buy a home. Not surprisingly, the longer someone has owned a home, the more confidence that person tended to express in the financial wisdom of homeownership. Meanwhile, the poll did reveal evidence of "buyer's remorse" among those who purchased homes during the run-up in home prices between 2000 and 2006, with 30% of those respondents indicating that if they had it to do over again, they would probably not have purchased their current home. On the whole, however, these results speak volumes about the importance of homeownership and housing choice for the majority of the American public, and about the resilience of homeownership as a cornerstone of the American Dream.



### Proposed QRM Harms Creditworthy Borrowers and Housing Recovery

The following statement was issued by the Center for Responsible Lending, the Community Mortgage Banking Project, the Mortgage Bankers Association, the Mortgage Insurance Companies of America, the National Association of Home Builders and the National Association of Realtors in advance of the April 14th House Subcommittee on Capital Markets and Government Sponsored Enterprises hearing on the Qualified Residential Mortgage:

"In the midst of a very fragile housing recovery, the government is throwing a devastating, unnecessary and very expensive wrench into the American dream. First time homebuyers will have to choose between higher rates today or a 9-14 year delay while they save up the necessary down payment. And 25 million current homeowners would

be locked out of lower refinancing rates because they lack the required 25 percent equity in their homes."

"High down payment and equity requirements will not have a meaningful impact on default rates. But they will require millions of consumers, who are at low risk of default, to either put off buying a home or pay unnecessarily high rates. The government is penalizing responsible consumers, making homeownership more expensive or simply out of reach for millions. We urge regulators to develop a final rule that encourages good lending and borrowing without punishing credit-worthy consumers."

The statement was released in conjunction with an in-depth analysis of the impact of the proposed QRM regulation.

**WE'RE ON THE WEB!**  
**WWW.BAEC.NET**

Children need encouragement.  
So if a kids gets an answer  
right, tell him it was a lucky  
guess. That way, he develops  
a good, lucky feeling.

*Jack Handey  
Deep Thoughts*



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has brought color to the BAEC world of news!

***BAEC is the recognized source of quality building services and information.  
We build neighborhoods and improve the communities in which we live and work.***

## **APRIL GENERAL MEMBERSHIP MEETING**



**Get Up to Speed With  
Technology You Need  
Managing and Promoting Your  
Business to the Emerging  
Market**

Presented by Easy Web Creations & The Wireless Zone  
**Wednesday, April 27, 2011**  
**5:00 PM**  
Holiday Inn of Norwich, 10 Laura Blvd., Norwich, CT

During the networking portion of the meeting, which is  
sponsored by the Wireless Zone, get your hands on...

**I Phones      Zooms      I PAD's**  
**Droids      Blackberries**  
**Home Phone Connect**  
**Accessories for the Busy Mobile Professional**

**Due to popular demand, Networking time  
has been expanded to 5:00 - 6:30PM !**

## **CALENDAR OF EVENTS**

### **April 2011**

<b>Wed. 27th</b>	<b>5:30 PM</b>	<b>General Membership Mtg. Holiday Inn, Norwich</b>
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### **May 2011**

<b>Tues. 2nd</b>	<b>6:00 PM</b>	<b>BAEC Board Mtg.</b>
<b>Thur. 5th</b>	<b>6:00 PM</b>	<b>HBACT Developer's Council Mtg</b>
<b>Mon. 9th</b>	<b>6:00 PM</b>	<b>Membership Comm Mtg.</b>
<b>Wed. 11th</b>	<b>3—5 PM</b>	<b>State Board Meeting</b>
<b>Wed. 25th</b>	<b>5:00 PM</b>	<b>May Membership Mtg.</b>
<b>Mon. 30th</b>	<b>MEMORIAL DAY OFFICE CLOSED</b>	

**Call 860.859.3518 for more  
information or to register!**

**For more information visit our  
calendar at [www.BAEC.net](http://www.BAEC.net)**