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THE STRAIGHTEDGE



President's Message

Hi Everyone:

Let me get real for a moment. One of my clients recently had a negative experience with a contractor and I need to ask: what is the total cost of incivility? It can be estimated but not calculated because (1) the total cost consists of much more than out-of-pocket expenditures and (2) it is impossible to know the nature and extent of damage to self-image, morale, and motivation of perpetrators and their victims. Then, of course, there are the collateral costs associated with others (e.g. family members and friends) who also become involved. Let's just say that the cost of uncivil behavior is substantial. That's the bad news. Now the good news, much of it is avoidable.

For example, it is possible to reduce (if not eliminate) incivility in the workplace. To quote Albert Einstein, "The world is a dangerous place, not because of the people who are evil, but because of the people who don't do anything about it." In my opinion:

1. Set zero-tolerance expectations. They must be driven by senior management or they won't go anywhere.
2. Look in the mirror. How do you measure up in terms of your attitude and behavior? What example are you setting?
3. Weed out trouble before it enters your organization. Screen potential clients as rigorously as you do job candidates.
4. Teach civility. Make certain everyone in the organization understands what civility is so that they can help to establish and sustain (and when necessary, defend) a culture of civility.
5. Train employees and managers. For example, explain how to recognize and cope with the inappropriate behavior of "cunning offenders."
6. Put your ear to the ground and listen carefully. One option is 360° feedback. Be alert to consensus of opinion and a pattern of uncivil behavior.
7. When incivility occurs, hammer it. Incivility is like cancer. Once detected, it must immediately be treated aggressively.
8. Take complaints seriously. A culture of civility must also be a culture of candor. An open door policy will encourage people to confide.
9. Don't make excuses about powerful instigators. Offenders' supervisors must be role models for effective implementation of these and other suggestions, especially #1 and #7. To tolerate incivility is to condone it and then over time, to encourage it.

10. Invest in post-departure interviews. In terms of alleged incivility, there is more to be learned from former employees 45-60 days after departure than there is during an exit interview.

I acknowledge the difficulty of picking up on incivility during interviews. However, here are some recommendations:

1. Be up front and personal: Let all candidates know how important mutual respect is in your organization, that you do not tolerate incivility.
2. Tell me more: Ask for specific examples of their past behaviors when you interview candidates. Get them to support their appealing descriptions of civil behavior with past actions that they actually took.
3. Unique perspectives: Talk to people at lower levels who have worked with the candidate (think "kiss up, kick down.').
4. Better now than later: Use a team approach. If someone on the recruiting team [and there should be several involved in the process] gets bad vibes, pursue it. Time invested could save you a sour hire.
5. Trust but verify: Check references. Check references. Check references.

Recent Gallup research indicates that only 29% of the U.S. workforce is positively engaged (i.e. loyal, enthusiastic, and productive), whereas 55% is passively disengaged. That is, they are going through the motions, doing only what they must, "mailing it in," coasting, etc. What about the other 16%? They are "actively disengaged" in that they are doing whatever they can to undermine their employer's efforts to succeed. Is it any wonder that, in the United States, 80% of the people surveyed believe that incivility is a problem? Moreover, 96% have experienced it at work, 80% believe they get no respect there, and 75% are dissatisfied with the way uncivil behavior is handled.

The total cost of incivility can only be estimated but its toxic impact and consequent waste are certain.

In closing, please remember, the Argia Cruise down the Mystic River is on August 25th and the golf outing to benefit housing for our Veterans is on September 15 at the Richmond Country Club. Call Renee or Dy to participate.

To Our Health & Prosperity,

Denise M. Nott, BAEC President
Nutmeg Building & Remodeling

Get Involved!

It is estimated that on any given night, from 200,000 to 400,000 Veterans are homeless. This is a national tragedy that can, and should, be addressed!

**This Year's BAEC Annual Golf Tournament
Will Benefit Homes for Our Veterans!**

**Mark your calendars for
Wed., September 15, 2010**



RICHMOND
Country Club

**12PM Registration / Lunch
1PM Shotgun start**

***Put some foursomes together!
Help us gather sponsors for
this very worthy cause!***



CHAMBER of COMMERCE
EASTERN CONNECTICUT



Legislative Breakfast

**Thursday, September 16, 2010
8:30 AM**

**Holiday Inn of Norwich
10 Laura Blvd.
Norwich, CT
\$8.95 pp**

(after 9/10/10 cost is \$11.00 pp)

Express your views to the invited State Senate and State Representative candidates from Eastern Connecticut. They have all been invited! Each candidate will be given a brief opportunity to address the group.

Advance reservations are required by calling ECAR at 860.892.2595

Putnam and Thompson will Share A Building Official

As revenue waned because of a tight budget this year, town leaders in Putnam and Thompson looked for ways to combine duties without cutting services.

Because of a lull in the construction industry right now, the two towns opted to merge their building departments, splitting the cost of one full-time building official with the hope of maintaining service to the region.

Beginning July 1, Putnam's building official, Lee Post, will work as building official for 20 hours per week each in Putnam and Thompson.

As per Putnam's charter, Post also will serve as the town's zoning enforcement officer.

The towns will continuously review the amount and type of building permits to monitor the workload and determine if changes need to be made, Cutler said.

New Member Benefit!



Exclusive offer for BAEC members

After a careful review, HBACT decided to offer a customized electricity savings program from Energy Plus, an Electric Supplier. Sign up today to receive all your electricity from Energy Plus, a new HBACT partner. You'll earn Cash Back, save money on your electricity bill, and still receive the same reliable service from your local utility company.

BAEC members who make the switch to Energy Plus will receive these exclusive benefits:

- Earn Cash Back – 5% every year on the supply portion of the electricity bill for your business. That's a significant savings just for turning on your lights using Energy Plus as your electricity supply company!
- Savings on your bill – Energy Plus customers are currently saving with a competitive rate that is approximately 10% below your local utility company.
- Enjoy the same service without risk, fees, or long-term commitment.
- Receive a \$50 Activation Bonus for each business account you sign up (or \$25 for your home).

No service changes—service remains with your local utility. The best part is that nothing about your electrical service will change! Your local utility will continue to deliver your electricity, read your meter, handle service emergencies, and mail your statement. You'll be earning Cash Back and saving money, while enjoying the safety and reliability of your current service so join those who have already switched. All you need is an electricity service address in Connecticut. There are no costs to enroll, no monthly fees associated with your account, and no cancellation penalties.

For your business AND home

Energy Plus provides electricity to both homes and businesses throughout Connecticut so you can sign up all of your electricity accounts. Enroll your business and your home with Energy Plus today!

For staff members too!

HBACT is pleased to offer this electricity program to ALL your staff members as well. Invite each of your staff members to sign up with Energy Plus...everyone can earn Cash Back and save money.

For more information or to sign up, call 877-320-0356 and mention **Offer code "HBACT-3043"!**

BAEC Member Benefit

Take advantage of our BAEC mass mailing member benefit and put your insert of up to 2 oz. in the next issue of the Straightedge.
Your first insert is **FREE**



Education & Training



2011 NAHB INTERNATIONAL BUILDERS' SHOW
in ORLANDO
January 12-15, 2011
buildersshow.com

CASH IN ON HOT AUGUST DEALS



FREE OFFER FOR NAHB MEMBERS
During the month of **August ONLY**, all NAHB Members may register for a free 4-day exhibit pass. This is your one chance to see more than 1,000 building industry exhibitors spread over 500,000 net square feet at no cost!



FREE SPOUSE REGISTRATION
During the month of **August ONLY** all spouse registrations will be free! You do not have to be an NAHB Member to receive this offer. Beginning September 1, this fee will jump to \$20.

REGISTER IN AUGUST AND BECOME AN IBS EARLY ADOPTER

Those who register in August automatically become part of the IBS Early Adopter program, which enters them in a weekly drawing for great technology prizes. If the weekly prize winner listed an affiliation with an HBA, that HBA will also win a technology prize. IBS Marketing will draw a name every Monday in August, beginning Monday, August 9 and contact the winner and the HBA, if they are linked to one. Don't miss out on being an IBS Early Adopter! Prizes to include Apple iPad, Flip Camera and other hot technology!

SAVE THE DATE:

Mike Lyon Workshop
Converting Browsers to Buyers.
Thursday, October 14.

The HBACT's Sales & Marketing Council and MetLife Home Loans will be offering a half-day workshop with sales guru Mike Lyon. Mike Lyon has "real world" knowledge and first-hand experience in the realm of online marketing and sales for homebuilders. He delivers his information **from the trenches** and draws from his diverse background in online advertising, digital design and internet sales.

This session is designed for builders and real estate professionals, so mark your calendars. More information on time and location will follow soon.

Not finding the courses you are looking for?
Contact the BAEC office and
we'll set up a class in our area!

**CERTIFIED ACTIVE ADULT SPECIALIST IN HOUSING (CAASH)
NAHB PROFESSIONAL DESIGNATION PROGRAM COURSE**



Marketing to the Active Adult

Tuesday, September 21, 2010
Community Builders & Remodelers Association of NJ
9 Whippany Road, Suite B2-3,
Whippany, NJ 07981
9am—5 pm

Course Description:

Marketing to those 50 or better requires a skilled approach that addresses their generational identities, needs, wants and aspirations. This course will give housing professionals a greater understanding of marketing strategies to help move active adults toward purchase. Special emphasis is placed on Internet marketing strategies that are effective in reaching and motivating active adults. The course is open to anyone interested in understanding the benefits of social networking strategies to connect with prospects and clients.

Cost: \$220 NAHB/BAEC member / \$275 Non member

Continuing Education Credits: CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

Instructor:

Jane Marie O'Connor, CAASH, MIRM, CAPS, CMP
Jane is recognized internationally as an expert in 50+ housing. She works worldwide with developers, home builders, retirement communities and real estate companies focusing on the 50+ niche market. She is a frequent speaker at industry events, sales trainer, lead author for *CAASH— Selling to the Active Adult* and provided expert content for this *Marketing to Active Adults* course.

Space is limited to 25 people! Register today by calling 973-887-2888 or email to sharorb@cbanj.org



Remodeling Show 2010

September 14 - 17, 2010
Baltimore Convention Center
Baltimore, MD

Prepare yourself for 2010's most comprehensive residential remodeling industry event. In just 3 days, you'll preview the newest building products, jobsite supplies and have access to resources and education you need to keep your business current, competitive and rock-solid.

The show will feature unique exhibit hall events, after-hours networking, conference classes in a new 75-minute format, interactive demonstrations, tool tests and multiple opportunities for you to meet with Exhibitors and network with your peers.

Go to www.remodelingshow.com for more information!

What Young Women Want Is Key to Emerging Housing Demand

The housing market is about to see a major youth infusion from members of Generation Y moving into households of their own, but what kind of homes they will want or be able to afford are among the open questions that will be especially challenging for established builders who may be ill-equipped to respond to the magnitude of the changes likely to characterize the recovery period that lies ahead.

Turning the tables on young men, young women will be the demographic group to watch, as they come to the housing market better educated and with higher paying jobs than their male counterparts.

In an NAHB webinar on June 30, James Chung, president of Reach Advisors, cited some demographic statistics about the U.S. population that ought to have an especially upbeat ring in the ears of the developers of multifamily rental properties. However, he cautioned that the dynamics of the marketplace will be dramatically different.

"The demographic winds have clearly changed for residential real estate," Chung said, "from massive tail winds to massive head winds ahead. The good news is that multifamily still has some tail winds ahead after the storm subsides, much more so than other sorts of real estate, but the wind in the sails will be different from the past."

Less Money to Spend on Housing

Nobody quite knows for sure how the emerging economy will color the behavior of consumers, but as the U.S. population begins to get back on its feet financially it is unlikely that typical housing consumers will have the wherewithal they once had to spend on housing.

In terms of household income, statistics from the Census Bureau depict a decade in which the top 10% captured 50% of all U.S. earnings and the top 1% landed 25%, he said. In inflation-adjusted dollars, from 2000 to 2008 incomes were down for every age group up through the younger half of the baby boom, those aged 45 to 54, who saw their median income plunge almost 12%.

The younger baby boomers, the large majority of whom are well-established home owners, will be able to soften that blow by falling back on healthy amounts of home equity, according to Chung. But that won't be the case for Generation Y members, who have feet planted in both the 15-to-24-year and 25-to-34 age groups, both of which experienced a decline in median household income in the 7% to 8% range through 2008.

What young women are able to earn in the period ahead and how well they fare on their career paths will have implications for housing, he indicated, perhaps enabling them to pass more quickly than expected through the upper end of multifamily rentals into the first-time buyer market.

The amount of support that prospective renters and buyers receive from the economy remains a major unknown, but Chung laid out some demographic numbers and market research on Gen Y that builders should be digesting now.

U.S. Population Keeps on Growing

The best news the demographics have to offer housing is that the U.S. population, unlike in most other industrialized

countries, will continue on an upward march, growing from 300 million five years ago to 350 million 15 years from now and 400 million in maybe 25 years from today.

However, part of the challenge, he said is that this boost will be coming from segments of the population that don't have the highest incomes. The number of individuals of mixed race will be growing the fastest — by about 150% — over the quarter-century span when the population shoots from 300 million to 400 million. The mean household income of that group is below the income of whites and Asian Americans. The second fastest growing group by race will be Hispanics — with a surge of about 120% — and they earn far less even than Americans of two or more races. Forty-five percent of generation Y is not Caucasian.



Gender Counts

But Gen Y is also where gender comes into play and women are achieving more than men, reversing the income gap between the sexes in the workplace. In 1972, men were 1.5 times more likely to earn a college degree than women; today it is the exact opposite, he said. Additionally, these women are taking a longer time to get married and have children, and this is "dramatically shifting the demand and need for housing, reshaping rental housing demand as they go through the cycle."

Multifamily rentals will also be running into some competition from homeownership among Gen Y women, part of a more general trend in which single women are accounting for 20% to 25% of first-time home purchases. As the job market tightens up, Gen Y women are likely to be a primary market for first homes.

Even so, Chung indicated that Gen Y women aren't always easy to read. Despite their higher incomes, "their preferences are different," he said. In studies of their values "they are much more willing and thoughtful about making trade-offs and less willing to spend more." They are more fiscally conservative than young men.

They are also responsive to housing that provides security and that enables them to create their own environment. "A feeling of safety and security is huge," he said, "and not to be underestimated. It's not just about lock systems, but ways you can signal safety and security, and beyond the four walls," such as feeling safe when jogging in the morning or evening.

Little details are also important. "Young women are many more times likely to read for pleasure than young men," said Chung. "As you shrink space, this has implications for what built-ins you want to have, what you put on the coffee table in marketing. The differences between the sexes are getting much bigger than seen in the past," including how they spend their leisure time. "And we haven't seen how this will be playing out."

Unavailability of Inexpensive Test Kits Pushes Cost of EPA Lead Paint Rule Higher

A new NAHB economic analysis of the costs associated with the Lead: Renovation, Repair and Painting rule shows why the rule, intended to protect young children from the significant hazards of lead paint exposure, is even more likely to backfire.

The NAHB findings, which are included in new comments from the association filed on Aug. 6 on the U.S. Environmental Protection Agency's proposed clearance testing rule, follows an announcement by the agency that more accurate, inexpensive lead paint test kits will not be available anytime soon. The kits were expected to be ready by next month and were seen as key to keeping the lead paint rule affordable for home owners.

NAHB is also looking at the revised lead hazard standard that the EPA is now preparing for residential buildings and the new lead hazard standard for commercial and public buildings.

The agency has formed a Science Advisory Board to review proposals for the standard. To determine whether any members of this board may have a conflict of interest or may not be impartial, NAHB has made a Freedom of Information request to the EPA for records, correspondence and other paperwork of the advisory staff.

\$2 Billion Out the Window

The new lead paint rule is expected to have a significant impact on the nation's remodeling market, with repercussions for jobs, wages and tax revenue.

For example, NAHB Economics found that the cost of the lead-safe work practices and third-party lead-paint testing just for window replacements, a common renovation project, in all pre-1978 homes would result in:

- A reduction of \$1.9 billion spent on window replacements performed by professional contractors
- A reduction of \$1.0 billion in wages and salaries earned across all industries
- 21,226 fewer jobs
- A reduction of \$579 million in revenue for federal, state and local governments

"This is a classic case of good intentions resulting in unintended consequences," said NAHB Remodelers Chair Donna Shirey, a remodeler in Issaquah, Wash.

"We'll have more and more consumers who understandably balk at the higher costs of hiring an EPA-certified renovator and either do the work themselves or don't do it at all, even if their homes have lead paint. I think the public health consequences could be quite significant," she said.

The EPA's economic analysis found that the cost of the work practices would be about \$35 per job, averaging the costs of all jobs with those in which lead-safe work practices would be required and assuming the availability of an accurate, off-the-shelf kit that could check for the presence of lead paint for about \$2 per test.

With the tests unavailable, consumers are left with more expensive methods to check for lead. Otherwise, the remodeler must assume that lead is present, even in homes built between 1960 and 1978, only 25% of which contain lead paint according to government estimates.

"That means that 75% of those consumers will have to pay for the rule, yet they get no benefit," Shirey pointed out.

Rules for Remodelers

The lead rule requires remodelers, window installers and other contractors who work in housing and child-occupied facilities built before 1978 to use lead-safe work practices unless those homes are tested and found free of any lead paint.

Renovations in homes built before 1978 that affect painted surfaces measuring at least 6 square feet (or 20 square feet outside) must be managed by a certified renovator who has completed EPA-approved training and is employed by an EPA-certified firm.

Certified renovators complete EPA-approved training and submit a form and \$300 to the EPA to become a certified firm. The certified renovator must then follow work practices stipulated in the rule, including containing and controlling the dust, cleaning up after the work, using a wet wipe to confirm the cleaning, maintaining careful records of each job for at least three years and their customers with the EPA's "Renovate Right" brochure before starting work in pre-1978 housing.

Clearance Testing Update

The lack of a reliable, inexpensive test kit means that the economic assumptions that EPA has made in subsequent rulemakings, including the upcoming clearance testing requirement, must be rethought.

"NAHB fully expects that the EPA will issue a revised cost estimate for lead-safe work practices and take steps to raise consumer awareness of this issue," Shirey said.

In its Aug. 6 comments, besides pointing out the increased cost for window replacement, NAHB clarified and expanded its earlier comments on dust-wipe sampling procedures, the physical condition of tested surfaces and the agency's proposal to allow certified renovators to collect paint chip samples prior to remodeling.

Learn How to Run a Successful Remodeling Company



"The Paper Trail: Systems and Forms for a Well-Run Remodeling Company," available through NAHB Builder-Books, shows how to use proven management systems to run a successful remodeling company.

The publication includes a CD containing 160 essential forms and documents, culled from successful remodelers across the country, that you can customize it to suit your business needs.

National Association of Home Builders

NAHB BuilderLink ALERT



Be Dogged during the Dog-days of Summer

Congress is home for the August recess and they won't return to Washington until the middle of September. Many members of Congress and candidates for office use this time to host town hall meetings, and they will also be out attending civic events, political rallies and meeting with constituents at their in-district office. While they are out talking to their constituents, it is a great opportunity to remind them about the importance of the housing industry, and some of the big issues we are facing. Two of the most important issues are: the continuing credit crisis and the potential repeal or erosion of the mortgage interest deduction.

A lot is at stake in the November elections. It is important that lawmakers and candidates remember the important role housing plays in the economy, and that regulatory conditions that hamper home building and efforts to eliminate or weaken important housing tax incentives will have a devastating effect on the nation's economic recovery and future prosperity.

Please take this time to set-up a meeting with your Members of Congress and let them know that the housing industry still needs their help getting back on its feet.

When you see/meet a lawmaker or candidate, here are a few questions you could ask:

- Given the severe credit problems currently impacting all US small businesses, a crisis that is especially acute for the nation's home builders who are made up of mostly small businesses, what will you do to help the housing industry lead the nation out of our current economic slump?
- Specifically, will you support legislation backed by NAHB (H.R. 5409) designed to expand the flow of credit for the home building industry and the millions of people it employs each year by establishing a loan guarantee program for lenders who provide construction loans to builders with viable projects?
- Even in the face of the current economic crisis, home ownership is critical to the creation of wealth in this country and it is a key part of the American Dream. Would you oppose any attempt to repeal or otherwise weaken the mortgage interest deduction?

August 2010 Talking Points

Expand the Flow of Credit to Residential Builders

The home building industry continues to experience severe credit problems for Acquisition, Development & Construction (AD&C) loans, and the situation does not show signs of abating.

For several years NAHB has worked to with regulators to issue more flexible guidelines encouraging financial institutions to fund viable new projects and to take steps to avoid foreclosure on AD&C loans. To date, regulatory pressure has not worked. The time has come for strong congressional action.

Congress must seek solutions to expand the flow of credit to residential builders on competitive terms to promote the sustained growth and vitality of the nation. To address this situation, H.R. 5409, the *Residential Construction Lending Act*, was introduced by Representative Brad Miller (D-NC). H.R. 5409 would establish a loan guarantee program within the Department of Treasury for lenders who provide AD&C loans to builders with viable projects and a track record of success. The guarantee program will serve to jump start the building industry by providing evidence to lenders and regulators that residential construction loans can safely be made with proper criteria.

Ask your lawmaker to become a sponsor of this important legislation.

Preserve the Mortgage Interest Deduction

Concerned with the increasing national debt, there is a growing belief among the Washington tax policy community that Congress must look to reform the tax code as part of any effort to control the deficit. NAHB expects that many of the housing tax incentives contained in the tax code, in particular the mortgage interest deduction, state and local property tax deduction, capital gains exclusion and Low Income Housing Tax Credit will come under attack. The bipartisan National Commission on Fiscal Responsibility and Reform, which was created by the President to identify policies to improve the nation's fiscal situation, is scheduled to release a list of recommendations to reduce the deficit on December 1. Thus far, public meetings of the commission have highlighted so-called tax expenditures, and particularly the mortgage interest deduction, as areas of concern. Consequently, changes to the tax code are likely to be included as part of the Commission's report.

The mortgage interest deduction has been part of the tax code since the code was created in 1913. The deduction makes it possible for many buyers, especially younger buyers and families, to realize the dream of homeownership. The benefit of the MID reaches the vast majority of home owners, with 85% of all mortgage interest paid since 2000 claimed as a deduction by itemizing taxpayers. Cutting or eliminating the MID will not only make it difficult for qualified buyers to enter the housing market, but will have a devastating impact on existing owners, the home building industry, and the economy.

BUILDING BRIEFS

Freddie Mac Requests \$1.8 Billion Additional Federal Aid

Less than a week after its sister entity Fannie Mae asked for another \$1.5 billion in federal aid, Freddie Mac has requested \$1.8 billion in additional funds from the government after reporting a \$4.7 billion second-quarter loss.

The struggling mortgage lender said that it had to pay \$1.3 billion in dividends on its senior preferred stock to the U.S. Department of the Treasury. Including that, Freddie Mac reported a net loss attributable to common stockholders of \$6.0 billion, or \$1.85 per diluted common share. Freddie Mac's earnings decline followed a net loss of \$6.7 billion in the previous quarter.

As of June 30, 2010, Freddie Mac had a net worth deficit of \$1.7 billion, compared to a net worth deficit of \$10.5 billion at the end of the first quarter. The net worth deficit was primarily driven by a loss and by the dividend payment. The second quarter total comprehensive loss was partially offset by a \$4.3 billion improvement in accumulated other comprehensive income.

The Federal Housing Finance Agency (FHFA), as Freddie's conservator, will submit a request on the company's behalf to Treasury for a draw of \$1.8 billion under the Senior Preferred Stock Purchase Agreement.

"Freddie Mac continues to support the still-fragile housing market by providing America's families with access to affordable home financing and foreclosure alternatives," said CEO Charles Haldeman. "We helped more than 150,000 struggling borrowers avoid foreclosure and provided funding that enabled more than 865,000 American families to buy or rent a home in the first half of 2010." He added that "high unemployment and other factors still pose very real challenges for the housing market."

Senate Delays Vote on Energy Bill

After failing to reach agreement with Republicans, Senate Majority Leader Harry Reid (D-Nev.) scrapped plans to bring an oil spill liability and energy bill (S. 3663) to the Senate floor before Congress adjourned for its August recess.

Of note to home builders, the legislation also included provisions for the Home Star program, which is designed to provide rebates to home owners who hire contractors to install new heating and air conditioning units, replace old windows

At this time, it is uncertain if the Senate will reconsider energy legislation when lawmakers return in September. In the interim, NAHB and other business groups continue to work with Senate staff to make helpful changes to the Home Star provisions.

Specifically, NAHB and a coalition of other small business organizations who represent hundreds of thousands of contractors across the nation are urging the Senate to change the program to allow rebates to be provided to home owners, not contractors, who may not have the financial resources to float the rebate amount to the home owner as a short-term loan.

In a recent letter to the Senate leadership, NAHB and other business organizations said that "contractors not able to 'float the loan' would opt out of the program all together, thereby not allowing themselves the opportunity to take advantage of the program."

By contrast, the House-passed version of the Home Star legislation (H.R. 5019) requires rebates to be sent directly to the home owner.

NAHB is also urging the Senate to expand the certification opportunities under the Home Star Gold Star program. Under the Senate bill, only contractors who are accredited by the Building Performance Institute may offer home owners the more valuable Gold Star rebates.

The Senate letter stated that 29 states currently do not have a single contractor who could offer home owners a pathway to Gold Star rebates. "In order to remedy this situation, we urge the Senate to expand the opportunities for home owners to obtain Gold Star rebates for energy saving retrofits in the legislation," the letter said. "Otherwise, the job creation benefits of the Home Star Retrofit Rebate Program may not fully materialize."

Senate Postpones Action on Small Business Lending Bill

Although the Senate failed to act on legislation that would establish a \$30 billion lending program for small businesses before adjourning for its August recess, Senate Majority Leader Harry Reid (D-Nev.) indicated that the chamber will attempt to bring up the measure when Congress returns during the week of Sept. 13.

In a legislative victory for NAHB, the House last month voted 418 to 3 to ensure that builders would have the same access as other small businesses

to the loan program created by H.R. 5297, the Small Business Lending Fund Act of 2010.

As it currently stands, the Senate bill includes the small business lending fund but does not allow it to be used to provide construction loans to small builders.

In a letter sent to every member of the Senate, NAHB stressed that without language providing equal access to this program for the nation's small builders, the amendment does not ade-

quately address the small business lending concerns currently facing the nation. NAHB noted that housing was the first sector hit by the current economic crisis, and that recovery cannot be sustained without a revival of the housing industry.

NAHB continues to fight for the inclusion of the construction loans in the Senate bill and to ensure that any final legislative package addresses the housing credit needs of the home building industry.

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



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Bulk Mail
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Bozrah, CT

Provoke. Agitate. Question.
A stubborn sense of
dissatisfaction waters the
seeds of disruption.

Omar Haque

 **Copies PLUS...more**
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.*

Sunset Cruise on the Argia!

Open to ALL BAEC Members
and Their Guests

First come, first served!
Get your reservation in today!
Treat yourself, your spouse,
or co-worker to a relaxing
evening on the water!

Wednesday, August 25, 2010
5:00 pm—9:00 pm

\$50.00 pp & a food contribution

Deadline to sign up is August 20, 2010!



Call 860.859.3518 to participate!

Calendar of Events

August 2010

Wed	25th	5:00 PM	BAEC Cruise On the Argia Mystic, CT
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September 2010

Mon	6th	Labor Day	Office Closed
Tues	7th	6:00 PM	BAEC Board of Directors
Thurs	9th	6:00	BAEC Membership Comm.
Tues	14th-17th		The Remodeling Show Baltimore Convention Ctr. Baltimore, MD
Wed.	15th	12:00 PM	BAEC Golf Tournament
Thurs	16th	8:30 AM	Richmond Country Club Legislative Breakfast Holiday Inn, Norwich, CT
Wed	22nd	5:30 PM	BAEC Membership Mtg. Bella Fiore's Restaurant 543 West Thames Street Norwich, CT

**For more information visit our
calendar at www.BAEC.net**