



## President's Message

**Home Building Day is March 28th**  
Home Building Industry Day at the Capitol will be held Wednesday, March 28. Join HBA members for an in-depth briefing on the issues as well as meetings with your legislators and good

networking. This is one event that you need to attend. Details are on page 6.

The Connecticut General Assembly has a "short" session in 2012. The Legislature convened on **February 8**, and adjourns on **May 9**. While the "short" session was intended to allow legislators the ability to address adjustments on the biennial budget—they do much, much more! It is not the time to become complacent! Our adversaries would like to severely restrict new home building and will be working hard to push their agenda. We need you to get involved and be a voice for responsible government that will help grow the Connecticut economy and our industry

### **What did Pro-Active Involvement Do For you in 2011?** The following bills were **DEFEATED!**

- Bill requiring fire sprinklers in all new home construction.
- Bill requiring a 100' buffer on all inland water courses.
- Bill requiring licensing of hoist operators for hoists of 500lbs. & 10' and over.
- Bill Authorizing municipalities to regulate tree removal.
- Bill requiring all subdivisions to follow unworkable solar and energy efficiency requirements .

### **Good News in 2011—Our Victories**

- Permit Expirations for subdivision, site plans & Wetlands extended for 4 years.
- Bill that allows builders to offer alternative surety to performance bonds as well as build down. Also, bonds or surety must be returned within 65 days of completion.
- Threshold for State Traffic Commission Certificate of Occupancy now at 100 homes (was 100,000 sq ft. of building space).

### **What's Cooking for 2012—Legislative Stew To Be Served UNLESS Each of Us Fights Back**

- The 100' buffer for all watercourses will reappear for the 6th straight year. This is stealing land from homeowners and potential buyers who want a piece of the American Dream, Homeownership. There will be no environmental improvement, just a land grab!
- DEEP Construction Storm Water Permit Intervention, Endangered Species Review is being challenged by the HBA.

### **Current Issues That Your HBA Government Affairs Committee Is Working On**

**Kasica vs. the Town of Columbia. Trial judge ruled that towns could not impose interim taxes on houses under**

**construction: taxes can only be charged at the time of the CO. (Ruling is being appealed.)**

The advantages are obvious; homes under construction should not be taxed until such time as they are used for their intended purpose. Towns do not like this, but homes under construction do not require any town services.

**Licensing exemption for New Home Builders' Employees.**  
Believe it or not, a builder's own employees cannot technically show a property, or give any information to a prospective purchaser (unless they have a realtor's license). This is unfair and should be changed.

### **Self-Certification of DEEP's Storm Water General Permits Civil Engineers need to be contacted for their support .**

Developers need to submit approved subdivision and site plans to DEEP to get the approval for storm water discharges and erosion controls. This process, in effect for many years, gets mired down and takes too long. A new proposal would allow a developer to engage his own qualified professional to do a self certification. This saves time and money.

### **Working with Yankee Gas to modify or remove offending absorption clauses from its developer contracts.**

Yankee Gas has recently tried to enforce a small provision in their contracts with builders and developers that made assumptions on the completion of projects. With the severe economic downturn, many of these homes have not been built. This is not the time to enforce previously unenforced contract provisions—it is he time for utilities and our members to work together to help get through this period and grow the economy.

### **Possible lobbying effort for a new housing purchase tax credit**

A tax credit for new homes, and possibly existing homes would go a long way to improve Connecticut's economy. (1,000 new homes creates 3,240 jobs and \$22 million in taxes and fees – a far bigger "bang for the buck" than any state economic investment to date.)

### **The HBA of CT intervened in the latest proposed construction stormwater general permit from the CT Dept. of Energy & Environmental Protection (DEEP).**

The HBA is trying to prevent the unauthorized and illegal requirement to review impacts on State listed wild life and plant species. With few exceptions, the hundreds of species on the State list are not on the federal endangered species list because they're not endangered or threatened; they simply have smaller populations here than non-listed species so CT created its own list. More importantly, CT's species law was never intended to apply to private projects on private land, yet DEEP is doing so. GAF is helping pay for legal and expert consulting fees.

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



## Welcome! New Members

**Doug Meyerson of Mercury Excelum, Inc.**  
 215 South Main Street  
 East Windsor, CT 06088  
 Ph 860-292-1800 / Fax 860-623-9162  
 Cell 860-983-4793  
 dougm@mercuryexcelum.com  
 www.mercuryexcelum.com  
 Sponsored by **Andy Gil** of  
**Mystic River Building Co.**

## Legal Tips on Industry-Related Subjects Now Available Online

A new benefit for NAHB members is our "Legal Tips" section on [www.nahb.org](http://www.nahb.org) that includes regularly updated postings from our Legal Research Program. During its 37 years of continuous operation, the Legal Research Program has responded to thousands of our members' legal questions covering a wide range of subjects related to residential construction and business operations for home builders, remodelers and associates.

The program strives to provide accurate legal information in plain language that is easily understood. Current topics include:

- Website images and copyright infringement
- Voluntary Affirmative Marketing Agreements
- Immigration law compliance and subcontractors
- Cancellation requirements for home improvement contracts
- Pre-contract language for protecting plans submitted with bids

NAHB members can access "Legal Tips" by visiting [www.nahb.org/legaltips](http://www.nahb.org/legaltips).

## Listen While You Work

By John Boe

An ancient Chinese proverb reminds us; "To listen well, is as powerful a means of influence as to talk well." While everyone can benefit from this sage advice, these words of wisdom are particularly appropriate for professional salespeople. Would you consider yourself a good listener? Perhaps a more important question might be, how would your customers, business associates, friends and family members rate your listening ability? Their feedback just might surprise you, because most people believe they're much better listeners than they truly are.

Poor listeners frequently confuse the physical act of hearing with the emotional art of listening. While hearing is a function of biology, active listening skills must be acquired and developed. In the selling process, when you talk you merely provide information, but when you genuinely listen you show respect, create trust and develop rapport. Unfortunately, our educational system places emphasis on speaking and writing, but not on listening. For example, I have a good friend with a PhD who speaks three languages fluently, but can't listen worth a hoot. The only way to become a better listener is to mindfully practice "active listening" in all of your daily encounters, from the kitchen table to the sales table.

Active listening is making a conscious effort to hear your customer's words as well as to try and understand the total message being sent, both verbally and nonverbally. It requires you to listen not only with your ears, but also with your eyes. It's important to monitor your customer's body language gestures and look for congruency between words,

posture, movement and tone of voice. Are you able to stay focused on your customer or does your mind wander? By giving your customer your full and undivided attention, you're laying a foundation of trust and building rapport.

Discipline your mind and put aside distracting thoughts. Each time you catch your mind starting to wander, "grab it" and immediately refocus your attention back to your customer. Show that you're listening by using your body language gestures to convey your attention. A simple smile or nod of the head conveys that you're listening without interrupting your customer's flow of thought.

The best salespeople have a tendency to listen like a homicide detective and ask great probing questions. They don't make assumptions, they summarize and seek clarity. An occasional question or comment to recap what has been said communicates that you understand the message. Until this is done, your customer will resist your input.

Where communication is poor, mistakes increase, relationships breakdown and opportunities to make the sale are missed! If you want to enhance your professional image, strengthen relationships and dramatically improve your sales effectiveness, I encourage you to listen while you work.



Our BAEC Killingly High School Student Chapter Takes 2nd in the Nation, "Best Student Chapter Overall" at the International Builders Show

## East Lyme High School Career Fair

Thursday, March 29th  
 12:00 - 1:30 PM  
 In the Commons at  
 East Lyme High School  
 30 Chesterfield Road,  
 East Lyme, CT

Talk to students who are interested in exploring new and exciting career options. To participate, please contact the BAEC office at 860-859-3518.



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## Education and Training



### ENERGY STAR Version 3.0 Workshop Series



Join the Connecticut Energy Efficiency Fund, CL&P, UI for **FREE** workshops offering

assistance in implementing ENERGY STAR Version 3.0. All sessions will be held at the following location:

Northeast Utilities / Café East Dining Room  
107 Selden Street, Berlin, CT 06037

**March 13, 2012** HVAC for Residential New Construction—A Guide to Understanding ENERGY STAR Version 3.0 HVAC requirements with ACCA Quality Installation Standard

**April 5, 2012** Water Management, Moisture Control, and Proper Ventilation for ENERGY STAR Homes

**April 17, 2012** HERS Rater Training: Getting Into the Details of Rating ENERGY STAR Version 3.0 Homes

**May 10, 2012** Designing Low Load Homes: A Panel Discussion of Builders Building a New Wave of Homes

To register for any of these classes, log on to [www.cl-p.com/register](http://www.cl-p.com/register) and navigate to the date of the session and click on the link for specific information.

### NAHB University of Housing Classes in Our Area



The HBA of Hartford is offering the following classes NAHB designation classes:

March 2nd 9:00 AM  
BAR & PREP

March 6th 9:00 AM  
Business Management

March 27th 9:00 AM  
Estimating

For more information or to register, please call Pam at 860-563-4212.

### OSHA Fall Protection Training

OSHA's Construction Standard specifies how construction industry employers are to protect their workers from fall hazards. Under a new directive issued by OSHA on Fall Protection on December 16, 2010, OSHA canceled an interim enforcement policy that had been put in place in 1995. Effective June 16, 2011, employers utilizing alternative fall protection found in the rescinded 1999 Interim Fall Protection Compliance Guidelines for Residential Construction will be subject to OSHA citations if they fail to comply with 29 CFR 1926.501(b)(13).

Under the new directive, all residential construction companies now must follow conventional Fall Protection when they have workers "engaged in residential construction activities 6 feet (1.8 m) or more above lower levels" **or** must have written, site-specific Fall Protection plans, and now also must provide training to employees that might be exposed to fall hazards and teach them how to recognize and minimize the fall hazards. Falls are the leading cause of construction fatalities.

The OSHA Fall Protection, Scaffolding, Ladders, & Stairways course will help provide you with the tools, knowledge, and resources to be able to train your workers to keep them safe.

#### **OSHA Fall Protection Course for General Contractors and Supervisors** **Wednesday, March 7, 2012 3:00 – 6:00 PM**

Review and Discussion of the following:

- ◆ The nature of fall hazards in the work area
- ◆ Use and operation of personal protection equipment.
- ◆ OSHA Scaffolding, Ladders, and Stairway Standards
- ◆ Hierarchy of Controls
- ◆ Site Specific Fall Protection Plan Template

#### **OSHA Fall Protection Course for Workers and Subcontractors of Home Builders, Remodelers**

**Wednesday, March 14, 2012 3:00 – 6:00 PM**

Includes a review and discussion of OSHA Scaffolding, Ladders, and Stairway Standards and will include the following but not limited to:

- ◆ The use and operation of guardrail systems, personal fall arrest systems, safety net systems, warning line systems, safety monitoring systems, controlled access zones, and other protection to be used
- ◆ The role of each employee in the safety monitoring system when this system is used

The cost for each class is \$20. Please contact the BAEC office at 860-859-3518 to register or for more information.



#### **Tips for Selling and Marketing your Green Certified Home** 2/29/2012 2:00-3:00 PM

#### **The Future of Aging-In-Place Remodeling** 3/7/2012 2:00 - 3:00 PM

Continuing Education Credit:

These webinars count as one hour of continuing education credit for nahb professional designations. Register by calling 800-368-5242 x8338 or via email at [registrar@nahb.org](mailto:registrar@nahb.org)

BAEC Member Fee: 24.95



## Home Sales Tips by the Dozen

**Sales experts at the International Builders' Show offered tips for reaching post-recession buyers.**

By Teresa Burney



The tips came flying so fast Wednesday morning at the first sales and marketing session of the International Builders' Show that it was hard to know if there were indeed 115 of them as the brochure promised. Most likely there were even more.

Here are some we caught on the fly that we thought noteworthy and useful.

From Brian Flook, a new-home marketing consultant, came some suggestions related to beefing up your online marketing presence and mining online leads for all they are worth. First, a sobering statistic: 85% of home sales begin online.

"Today you are judged mostly by a three-second glimpse at your web site," Flook said.

- Flook suggests that builders proactively move from "interruption" advertising, which he defined as campaigns in newspapers, television, billboards, and magazines--ads that customers see when they are looking at other things--to "permission" advertising, sending information to people who have expressed an interest in your product. That means gathering e-mail addresses and other information from web site visitors. He suggests providing content of interest that site surfers will give their e-mail addresses to get. "Content is king," he said.
- Respond immediately to consumers who show an interest in you.
- Leverage keywords to net visitors to your site. Flook suggested that builders hire an expert to research keywords that would apply to your business and then use them frequently in content. The goal is to bring your company up as often as possible in Google searches.
- Social networking is important. "Eight hundred million people are on Facebook," Flook said. "Look at Facebook as a giant national networking event."
- Buy web addresses that correspond with your projects, for instance "123 Lazy Lane" and then use them in marketing materials.
- Be N.I.C.E. with your web site by creating a Nearly Instant

Compelling Effect, a quickly absorbed online message that clearly communicates the most compelling information about your business.

- Photography rules. Spend extra money to get two or three "money shots" of your homes by professionals.
- Make sure your site works for mobile devices.
- "And you thought having a web site was enough," said Flook.
- Bonnie Alfriend, a marketing speaker, consultant, and author, says home buyers emerging from the housing recession now have different desires for their homes.
- Buyers want every bit of their home to be used and useful. They would rather have smaller, highly amenitized homes that live large than houses are big just to be big.
- "Value is how the house lives. It is not about large sticks and bricks," she told the audience.
- Marketing well is a complex business that starts with purchasing the "right" land and continues through after-sales servicing of a home.
- Bring employees in on the planning for new communities and products, since they are the ones who hear what buyers want in the trenches.
- Figure out what you do best as a builder and flaunt it.
- Stay focused on who you are and what you have to offer rather than the state of the economy.
- Make sales centers and models active by including things like calendars of monthly events in the neighborhood, to show that there is life in the community. Create events that showcase the community, such as foot races that begin and end at the sales center.
- Know the source of your buyers and traffic.
- S. Robert August, founder of the executive business development strategy firm S. Robert August & Co., which specializes in management, marketing, and sales consulting, emphasized the importance of referrals.
- Start asking customers for referrals on first contact.
- Keep getting referrals from past buyers by continuing to service their homes well and maintain contact with them to make sure that they are happy with their home.
- Don't overlook anybody as a potential source for customers. He told the story of a builder who gave a local church a \$1,500 fee every time one of its parishioners bought a home from the builder. Over time that builder sold 200 homes from the church's leads.

## Voters Place High Value on Homeownership, Oppose Policies That Make It More Difficult to Own a Home

By an overwhelming margin, American voters strongly value homeownership and would oppose efforts to weaken or eliminate the mortgage interest deduction or diminish a federal role to help qualified home buyers obtain affordable 30-year mortgages, according to a new nationwide survey gauging likely voters' attitudes towards homeownership and housing policy issues.

"The American electorate is sending a clear message that owning a home remains a cornerstone of the American Dream and preserving a federal commitment to homeownership is essential to maintain a thriving middle class and get housing and the economy back on track," said Neil Newhouse, a partner and co-founder of Public Opinion Strategies.

The comprehensive survey of 1,500 likely voters includes data from key political "swing areas," including National Journal political analyst Charlie Cook's swing House and Senate seats and Stuart Rothenberg's presidential swing states. The survey, which has a margin of error of  $\pm 2.5$  percent, is a follow-up to a similar national poll conducted last May.

The poll shows that three out of four voters – both owners and renters -- believe it is appropriate and reasonable for the federal government to provide tax incentives to promote homeownership. This sentiment cuts across regional and party lines, with 84 percent of Democrats, 71 percent of Republicans and 71 percent of Independents agreeing with this statement.

Also, two-thirds of respondents say that the federal government should help home buyers to afford a long-term or 30-year, fixed-rate mortgage.

Moreover, 73 percent of voters oppose eliminating the mortgage interest deduction. These figures held firm across the political spectrum, with 77 percent of Republicans, 71 percent of Democrats and 71 percent of Independents against doing away with the mortgage interest deduction.

Meanwhile, 68 percent would be less likely to vote for a congressional candidate who proposed to abolish the deduction, a figure that was virtually identical across all party affiliations (69 percent of Independents and 68 percent of Democrats and Republicans).

A majority of voters are also against proposals to reduce the mortgage interest deduction, eliminate the deduction for interest paid for a second home, limit the deduction for those earning more than \$250,000 per year, scale back the deduction for home owners with mortgages above \$500,000 and do away with the deduction for interest paid on home equity loans.

"With the 2012 election season in full swing, candidates running for the White House and Congress would be wise to heed the will of the American voters, who have expressed broad support for government policies that encourage homeownership and oppose efforts to make it more difficult to get a home loan and to tamper with the mortgage interest deduction," said Celinda Lake, president of Lake Research Partners. Among the poll's other key findings:

- 96 percent of home owners are happy with their decision to own and 84 percent who are "underwater," or owe more on their mortgages than their home is worth, expressed the same sentiment.
- 79 percent of home owners would advise a family member or close friend just starting out to buy a home, and 69 percent of those who are underwater on their mortgage would offer the same advice.
- 74 percent said that despite the ups and downs in the housing market, owning a home is the best long-term investment they can make.
- Homeownership and a retirement savings program are considered by voters to be their best long-term investments.
- 78 percent of respondents said that owning their own home is very important to them.
- Nearly seven out of 10 voters who are not currently home owners (68 percent) said it was a goal of theirs to buy a home.

- Job uncertainty and saving for a downpayment and closing costs are the biggest barriers to buying a home.

The survey findings are consistent with the results of other public opinion surveys. In a New York Times/CBS News poll conducted in June, 89 percent said that homeownership is an important part of the American Dream and more than 90 percent indicated that it is important for the federal government to continue the mortgage interest deduction.

According to a Pew Research Study conducted last March, 81 percent of respondents agree that buying a home is the best long-term investment a person can make and 81 percent of renters surveyed said they would like to buy a house.

"Even in a down housing market, homeownership remains a core American value, with the vast majority of citizens who do not currently own a home saying they want to buy a home," said Bob Nielsen, president of the National Association of Home Builders and a home builder from Reno, Nev. "Those running for office in November need to understand that voters will not look kindly on any candidates who seek to dismantle the nation's long-term commitment to homeownership."

Homeownership, took precedence over political party divisions at the South Carolina State House last month. Nine hundred turned out in a diverse crowd for a rally sponsored by NAHB designed to head off prospective federal legislation that could hurt home buyers. The well-publicized rally attracted Republican presidential candidate and former House Speaker Newt Gingrich, along with U.S. Rep. Jim Clyburn, D-S.C., and former U.S. Rep. J.C. Watts of Oklahoma, a Republican.

"Homeownership crosses all partisan lines, all cultures, all communities," Clyburn said. "Homeownership is about building a foundation upon which to rest the American dream."

While no known legislation is before Congress, some federal lawmakers have pointed to eliminating the popular mortgage interest deduction on tax returns as a possible offset in balancing the federal budget.

A bevy of officials said they are on the lookout for such attempts.

"Homeownership is something that I think it's obvious, is important to all of us," said Watts, now a businessman, who is in the state stumping for Gingrich for president in the Jan. 21 GOP presidential primary.

"We have never seen a recovery in the economy without two areas recovering in our economy," Watts said a businessman told him a few weeks ago. "Automobiles, which we see a recovery, and homeownership. ... If we're to see a real recovery, we've got to see the housing go up."

Real estate, which led the way into the Great Recession, has struggled to recover even as other sectors of the economy have seen improvement. It is being dragged down in part by the ongoing foreclosure crisis. While foreclosure rates have eased, industry experts say that is mostly because the process for many lenders and homeowners has been bogged down.

"With the 2012 election season in full swing, candidates running for the White House and Congress would be wise to heed the will of the American voters, who have expressed broad support for government policies that encourage homeownership and oppose efforts to make it more difficult to get a home loan and to tamper with the mortgage interest deduction," said Celinda Lake, president of Lake Research Partners.

Gingrich, of Georgia, took some partisan heat for agreeing to appear on a stage with Clyburn, the highest-ranking black Democrat in Congress and a staunch supporter of President Barack Obama.

Gingrich arrived late and spoke last. "For most Americans, the ability to buy a home, to have their own property, to have a sense of belonging, is one of the greatest achievements of their life," he said. "And it makes them feel like they are good, solid citizens. It gives them a place to root their children and their grandchildren, and have a better future."



## HBA of Connecticut News

### HOME BUILDING INDUSTRY DAY AT THE CAPITOL

Wednesday, March 28, 2012

#### AGENDA

Registration at 8:15 AM

Old Judiciary Room, 3<sup>rd</sup> Fl, State Capitol Building

8:30 – 9:30

**COFFEE BRIEFING:** For all Attendees – Learn from HBA of CT CEO about the relevant issues, status of bills, and get your questions answered. Old Judiciary Rm., 3<sup>rd</sup> Fl, State Capitol Building.

Note: issues change daily, updated information will be available at [www.hbact.org](http://www.hbact.org) shortly before March 28.

9:45 - 12:00

**MEETINGS WITH LEGISLATORS:** This is the time to meet with your legislators. Please contact your state Senator & Representative in advance to arrange a meeting or work with your local HBA to form small groups and meet with several legislators.\* Meet in their offices or in the HBACT reserved room for meetings, Room 1A, Legislative Office Bldg (LOB). Please plan your appointments accordingly to be back in Old Judiciary Rm, Capitol Building, by 12:00 for our luncheon.

12:00 – 1:15

**WRAP UP LUNCHEON (Speaker to be announced):** Return to Capitol Bldg, Room 310, for a light lunch with remarks from a keynote speaker (free, but advance registration is required). Don't miss it!

Your feedback is important; please join us for the luncheon to share information and learn what needs to be done next.

#### **MANY THANKS TO OUR SPONSORS:**

***By Carrier, Inc. & Lovley Development***

\*Feel free to make appointments outside this time slot if it works for your legislator(s), or even to meet in their home district on a different date or time.

For more information or to register, visit [www.hbact.org](http://www.hbact.org).

### Economic Impact of Home Building & Remodeling in Connecticut

Thursday, March 8,  
10:00 am – 12 noon.

Room at the LOB to be determined

In conjunction with the HBA of Hartford County, we are bringing in NAHB's Senior Economist, Elliot Eisenberg, to analyze CT's home building and remodeling impacts on CT's economy. Elliot will make a presentation of his findings at a special meeting of the legislature's Planning & Development Committee on Thursday, March 8. All legislators will be invited to attend, and we are also inviting our members to attend. This will be a great warm up to our March 28 HBID and a perfect opportunity to mingle with your state legislators. Once the room assignment is made, we will send you a registration flyer. Please attend, and ask your legislators to meet you there and learn about the importance of Connecticut's housing industry.

# BUILDING BRIEFS

## Nearly 100 Housing Markets Now Listed as "Improving"

The latest edition of the **NAHB/First American Improving Markets Index (IMI)**, released just before the IBS on Feb. 6, spotlighted the addition of 29 new metros to this fast-growing list of those that are showing measurable and consistent improvement from their recession troughs. All told, 98 metros are now entered on the IMI, which has expanded for six consecutive months and includes representatives from 36 states nationwide.

The implication is that, despite the many challenges that continue to drag on a housing recovery, improving conditions are slowly but surely spreading from one housing market to the next. The February index adds some metropolitan areas that have been particularly weak; this is due to the fact that the IMI measures improvement from a bottom, and some of the hardest hit markets are showing signs of coming off of extreme lows.

"While many of the markets on the February IMI are far from fully recovered, the index points out where employment, home prices

and housing production are no longer retreating and have held above their lowest recession troughs for six months or more", explained NAHB Chief Economist David Crowe.

Bridgeport and New Haven are included in the IMI's 98 improving markets. A complete list of all 98 metropolitan areas currently on the IMI, and a separate breakout of metros newly added to the list in February, is available at: [www.nahb.org/imi](http://www.nahb.org/imi).



## OSHA Extends Fall Protection Enforcement and Compliance Policy

In good news received by our members while at the builders' show, OSHA's Director of Construction, Jim Maddux, announced during an appearance at our Construction Safety and Health Committee meeting that his agency would extend its temporary policy regarding enforcement and compliance of the fall protection requirements for residential construction. This welcome development is a direct result of a meeting that NAHB's Senior Officers and staff recently had with the White House's regulatory czar, Cass Sunstein, in which we respectfully asked for his assistance in reducing compliance uncertainties regarding fall protection.

Originally issued in September 2011 and set to expire in March 2012, the policy outlines the steps OSHA is taking to highlight the fall protection issue and provide assistance to those needing help in developing and implementing compliance strategies. The extension means that **now through Sept. 15, 2012:**

- 1) OSHA will make it a priority to provide compliance assistance to the residential construction industry;
- 2) OSHA will allow an up-to-10% "good faith" reduction in penalties if builders can demonstrate they have taken steps to reduce fall hazards;
- 3) OSHA will allow residential construction employers at least 30 days to correct fall protection violations identified during an inspection; and
- 4) All proposed citations will be submitted to the OSHA Regional Offices to ensure consistency and clarity.

OSHA's willingness to extend this policy demonstrates its recognition of the challenges that many builders face in complying with this standard and provides much-needed time to fully understand what must be done to protect workers.

## NAHB Applauds Introduction of Key AD&C Legislation in Senate

While everyone was in Orlando for the IBS, NAHB received the excellent and much-anticipated news that a key piece of legislation that would address the lack of acquisition, development and construction financing had just been introduced by **Sen. Robert Menendez (D-N.J.)**. The Home Building Lending Improvement Act of 2012 (S. 2078), introduced on Feb. 8, seeks to restore the flow of credit for new housing production in order to create jobs, meet rising housing demand and bolster the economic expansion.

Similar legislation was introduced in the House last year by Reps. Gary Miller (R-Calif.) and Brad Miller (D-N.C.). H.R. 1755, the Home Construction Lending Regulatory Improvement Act, currently has 87 House cosponsors. In an official reaction statement issued by NAHB upon the Senate bill's introduction, then-

chairman Bob Nielsen applauded Sen. Menendez's actions. "Without access to financing, small home builders cannot keep their doors open, let alone meet the rising demand that is emerging in scores of markets across the nation," Bob said. "The Menendez bill will help address the housing production credit crisis and establish an effective foundation to help housing regain its health, contribute to job growth and strengthen the economic expansion."







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want it; just do what you love  
and believe in; and it will come  
naturally.

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

## **This is your final paper issue of The Straight Edge**

### **BAEC is Going Green**

Beginning in March, the BAEC Straight Edge, will be delivered to your email address as a PDF attachment, and you will also be able to access it at [www.baec.net](http://www.baec.net). This will not only help out our printing and postage budget, but it will also enable us to send our newsletter out to more people! Let us know if we can add your employees subs and customers to our mailing list.

Check out our Friday weekly updates and keep up to date on everything going on with the BAEC. Enjoy the convenience of on-line registration for our workshops and monthly meetings.

We'll also be sending our billings and other correspondence to your email address. If this does not work for you, please give the office a call at 860.859.3518 and we'll make other arrangements.

## **CALENDAR OF EVENTS**

### **FEBRUARY 2012**

Wed. 29th	8:00 AM	EPA Lead Renovator Certification Training Bozrah Moose Lodge
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### **MARCH 2012**

Thurs. 1st	6:00 PM	HBACT Developers Council
Tues. 6th	6:00 PM	BAEC Board of Directors
Wed. 7th	3:00 PM	OSHA Fall Protection For Supervisors Class For supervisors
Wed. 14th	3:00 PM	OSHA Fall Protection for Employees Class
Wed. 28th	8:30 AM	Home Building Industry Day at the Capital Hartford, CT
Wed. 28th	5:30 PM	BAEC Membership Meeting (location TBD)

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