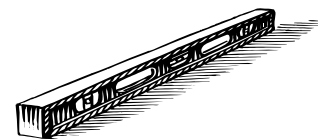


The Straight and Level



An Independent Newsletter from the
Home Builders Association of the Upper Rio Grande

Established 2005 Issue No. 54

April 2011



President's Message

by Bob Van Iwaarden

Last month, reading an article about motivation, I had to read this statement by Norb Slowkowski several times to fully get it. This is his statement: "Motivation is not what you do for people, it's what people do for themselves".

So, getting employees to come to work day after day with a positive attitude required a motivational climate. Establishing this climate requires several steps and a conviction that employees do their best work when they get what they need, know how to effectively deal with the challenges they will face and have support and process to follow when new tasks are presented to them.

The Following Steps Will Help:

First, encourage feedback from your employees and provide them with feedback. If employees are having a hard time doing their job and you do not receive or provide feedback, you cannot fix the problem.

Second, manage conflict. That is easier said than done because we do not always know when and where it's going to happen. Conflict is usually a difference in perception of some of the following items:

- (A) Expectations – don't assume they know what you expect, make sure to go over these each time.
- (B) Resources – make sure they have what is needed to do an effective job.
- (C) Responsibilities – spell out key job roles and demands.

Motivation

- (D) Personality Differences – you are probably just as much of a pain as they are.
- (E) Personal Life – we often don't want to know some things but it is important if we are to really understand item D.

Third, be a coach/communicator. This can only take place eye to eye between two people. Work at building a positive relationship and work at solving problems together. A manager or supervisor's job is to improve employees performance and this is done by not criticizing but by coaching and coaching cannot happen unless both people trust each other. To build that trust you must communicate in a positive way what is expected, make sure your actions match your words and be genuinely concerned with their growth and development.

Fourth, display effective leadership. It is your job to establish a positive work climate so employees want to be their best each day. Try the following: Treat people with respect; value and appreciate their contribution to your success; involve employees in decision-making; treat people fairly; provide positive reinforcement and hold employees responsible for desired results.

TRUE LEADERS FACILITATE SUCCESS!!!

Bob Van Iwaarden
President

2011 HBAURG Board of Directors

- President: Bob Van Iwaarden
- Vice President: Sheldon Lowder
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- Treasurer: Bryan Malouff
- Directors: Samy Aragon
Pat Martinez
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HBAURG Board Meetings are held on the second Tuesday of each month. The Board of Directors welcomes members to attend the Board Meetings. Please call Bee @ (719) 873-5440 for more information.

Membership dinner meetings are held the last Tuesday of each month. Membership dinner meetings are not held in July and August.

**2011 HBAURG Home
& Garden Show**

**Contact Traci Martinez to Reserve
Your Booth Now - 719-580-3849 !**

**Vendor Set-up:
Friday May 6th**

**Home & Garden Show:
Saturday May 7th—Sunday May 8th**



7th Annual Home and Garden Show



presented by the Home Builders Association of the Upper Rio Grande

Ski-Hi Park ~ Monte Vista, Colorado

Saturday May 7th—9 am to 5 pm and Sunday May 8th 10 am to 4 pm

Why You Should Exhibit!

- ⇒ Make face-to-face contact with customers
- ⇒ Nothing beats a face-to-face chat with a professional
- ⇒ Generate more immediate sales and qualified leads
- ⇒ Introduce or distribute products, samples, promotions and information
- ⇒ Research and understand consumers' attitudes
- ⇒ Increase market presence
- ⇒ Shorten the buying process, as attendees are ready to buy at the show
- ⇒ This is your opportunity to see, hear and talk to everyone!

Indoor Booths 10' x 10'

HBA Members: Standard Booth \$250

Non Members: Standard Booth \$300

Outdoor Booths 40' x 40'

HBA Members: Standard Booth \$250

Non Members: Standard Booth \$300

Additional Rentals:

Electricity to Booth(s) \$25 Table & 2 Chairs - Complimentary!

Both indoor and outdoor booths are still available, but they are going fast so act quickly. For booth availability and show information contact Traci Martinez, Home Show Chair at 719-580-3849 or Bee Marx at 719-873-5440.

Reserve Your Booth Today!

Don't Want A Booth? Be A Show Sponsor!

If you don't want a booth, you can still get your business name in front of potential customers by being a show sponsor. There are three types of Sponsorships available: Platinum \$900 (1 only), Gold \$625 (1 only), Silver \$475 (1 only) and Bronze \$225 (unlimited number). As a sponsor you will get your business name mentioned on the radio or in newspaper advertising depending on your level of sponsorship and name recognition at the show. This is a great way to show your support for HBA and to advertise your business. Contact Traci Martinez, Home Show Chair at 719-580-3849 or Bee Marx at 719-873-5440.

2011 Home and Garden Show Chairman ~ Traci Martinez
719-580-3849



Notes from Bee

April 26 - Dinner Meeting

Location: Johnny B Good's ~ 138 Adams Street, Monte Vista, CO 81144

Dinner will include marinated pork shanks, mashed potatoes, salad, vegetable, biscuit, beverage and brownie sundae.

Time: Social 6:00 p.m.; Dinner 6:30 p.m.

Cost: \$15.00 per person—Reservations are recommended*

*Reservation Deadline ~ Noon, Thursday April 21st

Contact Bee to make dinner reservations, 873-5440 or email at hbaurg@aol.com



Bee's Message

by Jenny Sullivan, John Caulfield,
Rich Binsacca and Nigel F. Maynard

50 Ways to Waste Your Money

11. Ignore Code Changes.

It's hard enough to get a new house started without getting red-tagged to a screeching halt. Check with your local building department and/or visit the International Code Council's website (www.iccsafe.org) at least every six months to stay current and avoid costly delays. Of current interest in the regulatory realm: high-wind codes outside of coastal areas, energy efficiency, stair design and fire sprinklers. – R.B.

12. Rely on Volume Spaces for "Wow" Factor.

Those double-height foyers may have dazzled prospective buyers five years ago, but today they are often seen as the building equivalent of the Hummer. These non-functional voids are expensive to frame, insulate, drywall and paint (the minute the ladder goes up, so do your labor costs) and more expensive for the homeowner to heat and cool. – J.S.

13. Don't Offer Mortgage Help.

No one says you have to get into the lending business, but think about how prospective buyers might take to you helping them prequalify for a loan or at least figure out how much they can likely afford instead of fending for themselves? Partner with friendly local lenders to serve as a conduit and help grease the mortgage loan wheels for your buyers – which will not only help you secure a contract but probably keep it from being

cancelled. Highlight the service on your website, in all your marketing materials and during the initial sales conversation to get the word out and help drive traffic – R.B.

14. Expect Your House to Meet an Owner's Every Need.

Sometimes it's more cost-effective to pay a premium for land in the right location, versus rock bottom prices in nowhere-ville. Build within walking distance of a movie theater, coffee shop and fitness center, for example and you won't feel as pressured to build those amenities into the house itself, says designer Marianne Cusato. – J.S.

15. Ignore Duct Placement and Sealing.

Most builders run their ducts through the attic, the garage, crawlspace or through the basement because it's easy. Never mind that ducts in unconditioned spaces are a big source of energy loss because of temperature differences between the ducts and ambient air. The result of taking the easy route in installation is that you then need to insulate the ducts and oversize your HVAC equipment so your buyers can be comfortable. But locating your ducts in conditioned spaces allows you to reduce the size of the mechanical equipment, eliminate duct insulation and lower your material costs. End of story. – N.F.M.

Excerpted from August, 2010 Builder.

To Be Continued...

"Energy and persistence conquer all things."
-Benjamin Franklin



SAFAX

with Dick Shaw
Certified Safety Professional
Rio Grande Safety and Health, LLC
(719) 873-5484



If the unthinkable happens, are you prepared?

A 72-Hour Survival Evac Pack is easy to toss into your vehicle on a moment's notice. You don't need to think about what supplies you might need; they're all there in the Evac Pack. In case, like the Japanese, you need to evacuate on foot, the Evac Pack is easily carried on your back. Plus, it leaves your hands free - to carry additional supplies, or to hold the hand of someone who may need assistance.

An Evac Pack is recommended for every member of your household who is able to carry one - approximately age 12 or older. (If you have an infant to care for, just tuck a few diapers and a can of formula into your Evac Pack, and you're good to go.)

The Evac Backpack includes **emergency supplies to help keep you safe in a variety of environments:**

- 4-in-1 Dynamo Flashlight
- Water Proof Matches (50)
- 2 Mylar Sleeping Bags
- 1 pair of leather palm work gloves

You need **self-care supplies**, including:

- 2 waste bags
- 6 packages of pocket tissue
- A 36-piece bandage kit

Include **morale-boosting items**, such as:

- 1 deck of playing cards
- 1 note pad and pencil

For **food and water**. Your Evac Pack Backpack should include vital equipment such as:

- 1 water filtration bottle
- A portable stove (Sterno – stove)
- 16 stove fuel tablets

The Evac Pack should contain 44 servings of emergency food, along with knife, spoon, metal fork, and a metal cup or nestled cooking kit (Boy Scout – type). This is enough food for one person for two weeks, or two people for one week. Even if you have a couple of small children with you, the food will last several days. Each 4-serving meal is packaged in a nitrogen-flushed Mylar pouch. With a shelf life of 25 years, the food will taste just as flavorful and fresh years from now as it does today. Sample meals

should include:

- Stroganoff
- Creamy Chicken Pasta
- Cheesy Lasagna
- Chicken Teriyaki
- Chicken Ala King
- Southwest Bean and Rice
- Beef Teriyaki and Rice
- Multi-Grain Cereal
- Honey Glazed Granola
- Brown Sugar Oatmeal

The Evac Pack contains the basic essentials for anyone new to preparedness. You will want to customize your own Evac Pack with your prescription medications, special diet needs, and important documents like passports, drivers licenses, spendable currency, and maybe even a weapon and ammo. Don't forget to include some warm clothing, a cap, gloves, and sunglasses. N95 dust masks are also recommended.

Expect to spend \$150 - \$200 per complete pack (which also includes a backpack or rolling duffle bag to put your materials in). Keep your Evac Pack close to your door so you can just grab it and go, if required. Each item should be chosen for its utility and necessity in a survival situation.

The most important component of survival is to stay calm and have a plan. Again, this is just the minimum in preparation. Others may laugh at you for your concern and preparedness, but they will be the ones looking to you for help when a disaster strikes.

Join Dick Shaw on April 15th at the FREE Seminar: **Medical Marijuana and Your Rights as an Employer!**

Dick will be joined by fellow presenters Grant Butterfield and Kevin Cotner, both with Pinnacol Assurance, as they present **Controlled Substances in the Workplace, Medical Marijuana in the Workplace and Medical Marijuana and Your Drug Policy.**

The seminar, courtesy of Dell's Insurance, Pinnacol Assurance and the Southern Colorado BBB (who is also providing breakfast!), starts at 8:00 am and runs till Noon.

Space is limited and filling up fast so call Maggie at Dell's Insurance (719-589-3606) to reserve your seats today!