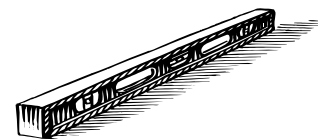


# The Straight and Level



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

Established 2005 Issue No. 56

June 2011



## President's Message

by Bob Van Iwaarden

### The Servant Leader

There is a fine line between manipulating people and motivating them.

In American Sign Language, the sign for serving is to hold the hands out in front with the palms up and to move them back and forth between the signer and the signee. That is a very good metaphor for the attitude that servant leaders should have. They must be open, trusting, caring, offering their help and be willing to be vulnerable.

Leadership by example is always powerful. One leader I admire is Rudy Giuliani, former mayor of New York City. Giuliani led by example and in his book Leadership he says he is very aware that what he does always sets the tone for those who follow him. To quote him, *"you can not ask those who work for you to do something that you are unwilling to do your self; it is up to you to set a standard of behavior"*.

Central to Giuliani's leadership philosophy is the idea of accountability. Giuliani writes, *"More than anyone*

#### 2011 HBAURG Board of Directors

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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.

 **PLEASE NOTE:** Beginning June 28, 2011, membership dinner meetings will be held every other month on the last Tuesday of the month.

## Leading

*else, leaders should welcome being held accountable. Nothing builds confidence in a leader more than a willingness to take responsibility for what happens during his watch. One might add that nothing builds a stronger case for holding employees to a high standard than a boss who holds himself to even higher ones. This is true of any organization".* If you are a parent, you have probably already realized that your children (even grandchildren) are always watching what you do. Say any thing you want, but your children learn more from what they see than any where else.

Legendary UCLA basketball coach John Wooden quotes a poem that explains this perfectly:

*No written word  
nor spoken plea*

*Can teach our youth  
what they should be*

*Nor all the books  
on all the shelves*

*It's what the teachers  
are themselves.*

As a leader, coach, business owner – whatever you see yourself as we all must serve our employees well by caring for them and serving them.

Colin Powell observed this: *"You can issue all the memos and give all the motivational speeches you want, but if the rest of the people in your organization don't see you putting forth your very best effort every single day they won't either"*.

*Bob Van Iwaarden*  
President



## Notes from Bee

### June 28 - Dinner Meeting

Location: Fresh Tortilla Company ~ 924 Main Street, Alamosa, CO 81101

Dinner will include Salad, Rosemary Crusted Beef, Loaded Potatoes, Corn, Homemade Dinner Roll w/Cinnamon-Honey Butter, Fresh Strawberry Parfait with Homemade Whipped Cream for Dessert, and Iced Tea and Coffee. (See map to seminar room on next page.)

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

Cost: \$15.00 per person ~ reservations are recommended\*

\*Reservations Deadline ~ Noon, Thursday June 23rd.

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

##### 21. Oversize Your HVAC.

How much does a ton of cooling capacity cost? How about a disgruntled homeowner? Ditch the simple (and simplistic) per-square-foot calculation to size your heating and/or cooling equipment for a Manual J calculation of your home's actual heating and cooling loads. Even if you don't build to a higher thermal standard, right-sizing that gear can not only reduce the size and cost of the HVAC equipment (which you can pass on, pocket the profit, or pay for other thermal upgrades), but also result in higher buyer satisfaction thanks to a more comfortable indoor environment and lower energy bills. – R.B.

##### 22. Use Trades Like Indentured Servants.

The downturn revealed the two sides of "partnership" between builders and their trades. The uglier side found builders demanding unilateral concessions from contractors desperate for work. The more helpful side found builders and trades working as teams to value-engineer houses to make them more efficient, and to get their costs and prices down. In an era when new-home construction could stay low for a number of years, you and your trades need to build on the positives of your relationship, with an understanding that you will sink or swim together. – J.C.

##### 23. Don't Track Callbacks.

How'd you like to save \$2,200 per house, cut a month out of your cycle time and experience no on-site injuries? That's what Atlantic Builders in

Fredericksburg, VA did after implementing a quality management program that included tracking warranty work and fixing problems in design and training instead of on the fly – or not at all. – R.B.

##### 24. Buy More Land As Long As It's Cheap.

For all the lip service paid to NVR's land-lite strategy, some builders are back in the real estate market with a vengeance, gobbling up bargains. Most have wised up and now prefer to control finished lots only. But expecting customers to reappear in all the old places is a risky game if, as John McIlwain of the Urban Land Institute asserts, "the suburban century is over." Land-hungry builders would be better served by stocking up near central cities where McIlwain foresees stronger buyer demand, with the strongest being "in places that provide a vibrant 24/7 lifestyle." - J.C.

##### 25. Send All Your Construction Waste To The Dump.

As an industry for processing construction waste matures, the cost to separate stuff such as leftover lumber, drywall, cardboard, metals and asphalt shingles for recycling may be less than hauling it to the landfill. Deconstruction expert Paul Hughes of Fairfax, VA salvages or recycles up to 85 percent of a teardown, while Columbia, SC architect Mark Bostic turns the lumber waste and clearing debris of his new-home projects into landscape mulch and erosion control material. Besides the obvious environmental benefits, you may earn a tax credit and/or charitable donation write-offs and perhaps even make some money if the waste (such as bricks or metals) is valuable enough. – R.B.

Excerpted from August, 2010 Builder.

To Be Continued...

# HBAURG shines the Member Spotlight on Dell's Insurance Agency, Inc. at our June 28th Membership Dinner

HBAURG Associate Member Dell's Insurance has a full agenda planned for us at the June 28th membership dinner meeting.

First off will be featured speaker **Joel Thompson** from Acuity Insurance. Acuity is one of the leading insurers of contractors in Colorado.

Joel's presentation will focus on how a seemingly simple Certificate of Insurance can actually turn into a profit killing money pit if you don't know what you're looking for.

Joel will also talk about some of the dangerous holes and gaps found in most contractor's insurance policies, and how Acuity makes sure they are

covered for you.

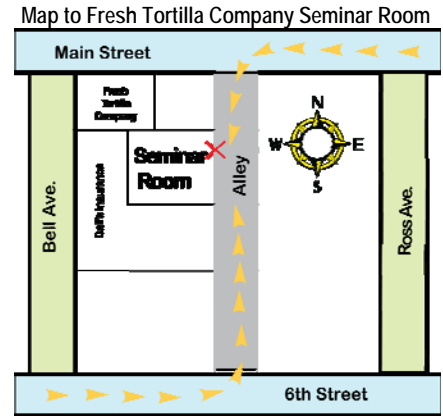
Next up is **Kenneth Knapp**, Deputy Director for Colorado PTAC (Procurement Technical Assistance Centers).

Colorado PTAC is a No-Charge government program designed to help any Colorado business be able to do business with a government agency - local, state or federal. Even if you think you're too small to win a BIG government contract, Colorado PTAC can put you in contact with other contractors that may need your specific skills to complete one of these jobs.

Also present will be **Delzia Worley** with the First Southwest Bank in

Alamosa. Delzia will be available to provide insights and information about applying and getting an SBA loan for your business.

This should be a very educational event and every member is highly encouraged to attend.



## HBAURG Membership Drive - YOUR Help Needed

Our June membership dinner will also double as a vehicle to attract new HBAURG members.

Dell's Insurance is sending out invitations to contractors and related businesses throughout the San Luis Valley to attend our membership dinner.

Along with the invitation Dell's Insurance is also including an offer to pay for the invited non-members' dinners.

"At Dell's we feel that HBAURG membership would be a great benefit to other Valley Contractors," said Mindy Painter of Dell's Insurance. "I believe that if we can get them to attend the dinner, they will see all the benefits available, and hopefully decide to join. And if that means we have to buy a few dinners to get them here, it's well worth it."

Also, current member **Hoyt Anderson of Alamosa Building Supply/La Jara Trading Post** has graciously agreed to donate a \$50.00 gift certificate as a door prize. This is an additional 'ethical bribe' to entice our invited guests to attend our dinner.

### *Here's where we need your help...*

First, please attend the meeting and show our invited guests how strong and committed our membership is.

Second, make yourself accessible to our guests. Introduce yourself to them, make them feel welcome. The more members we have, the stronger we are.

And besides, you never know, your next job may come from your interaction with one of our guests.

## HBAURG Member Starts New Business

Current HBAURG member Kay Harmon (Valley Wide Welding, Inc.) and partner Cindy Morin, former accounting employees of Dell's Insurance, have branched out into their own company:

### **Professional Bookkeeping Services, Inc.**

They are now providing quality bookkeeping and payroll services for small businesses, non-profits and farms. Both Kay and Cindy have extensive backgrounds in the accounting arena ranging from small companies to large corporations.

To celebrate their new office, located in the Sunflower Bank building in Monte Vista - 101 Adams Street (Enter the North side of Sunflower Bank, down the hall from United Potato) - they are having an Open House on Friday, June 17<sup>th</sup>, at 10:00am through 3:00pm. All are invited! Please feel free to come by, visit and discover how they can relieve your accounting headache and free up your time so you can succeed in your business!

Their phone number is 719-852-5638

# Promote National Homeownership Month in June with NAHB Resources

As the housing market continues to struggle to recover from the economic downturn, National Homeownership Month in June offers the housing industry an opportunity to direct the attention of the public and the media to the many benefits of homeownership.

NAHB's National Homeownership Month Promotional Kit has resources for NAHB members and affiliated HBAs that highlight the affordable home prices, low interest rates, large selection of homes for sale and banks ready to loan to buyers with good credit as just a few of the incentives to buy that exist in the current market.

The resources in the kit include:

- ◆ Talking points on the benefits of homeownership.
- ◆ A guide to using social media to promote National Homeownership Month.
- ◆ National Homeownership Month radio spot scripts and website banner ads.
- ◆ Consumer outreach materials including a Checklist for Finding and Hiring a Builder or Remodeler, a Top Reasons to Buy a Home handout, and articles on topics of interest to current and potential home owners.

The National Homeownership Month Promotional Kit is available to members and HBAs at [www.nahb.org/homeownershipmonth](http://www.nahb.org/homeownershipmonth).

NAHB is encouraging members and HBAs to use these customizable resources and event ideas in June and throughout the year to promote homeownership.

For more information on the kit or any of NAHB's public relations resources, email Gwyn Donohue at [gdonohue@nahb.org](mailto:gdonohue@nahb.org), or call her at 800-368-5242 x8447.

## On The Fourth Of July

*By James Taylor*

Shall I tell it again how we started as friends  
Who would run into one another now and again  
At the yippee cai o or the mesa dupree  
Or a dozen different everyday places to be

I was loping along living alone  
We were ever so brave on the telephone  
Would you care to come down for fireworks time  
We could each just reach  
We step out of line

And the smell of the smoke and the lay of the land  
And the feeling of finding one's heart in one's hand  
And the tiny tin voice of the radio band singing  
"love must stand"  
Love forever and ever must stand

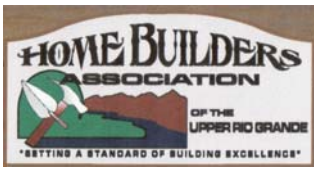
Unbelievable you, impossible me  
The fool who fell out of the family tree  
The fellow that found the philosopher's stone  
Deep underground like a dinosaur bone

Who fell into you at a quarter to two  
With a tear in your eye for the fourth of July  
For the patriots and the minutemen  
And the things you believe they believed in then

Such as freedom, and freedom's land  
And the kingdom of God and the rights of man  
With the tiny tin voice of the radio band  
Singing "love must stand"  
Love forever and ever must stand  
And forever must stand

Oh the smell of the smoke as we lay on the land  
And the feeling of finding my heart in my hand  
With the tiny tin voice of the radio band  
Singing "love must stand"  
Love forever and ever must stand

All on the fourth of July  
On the fourth of July

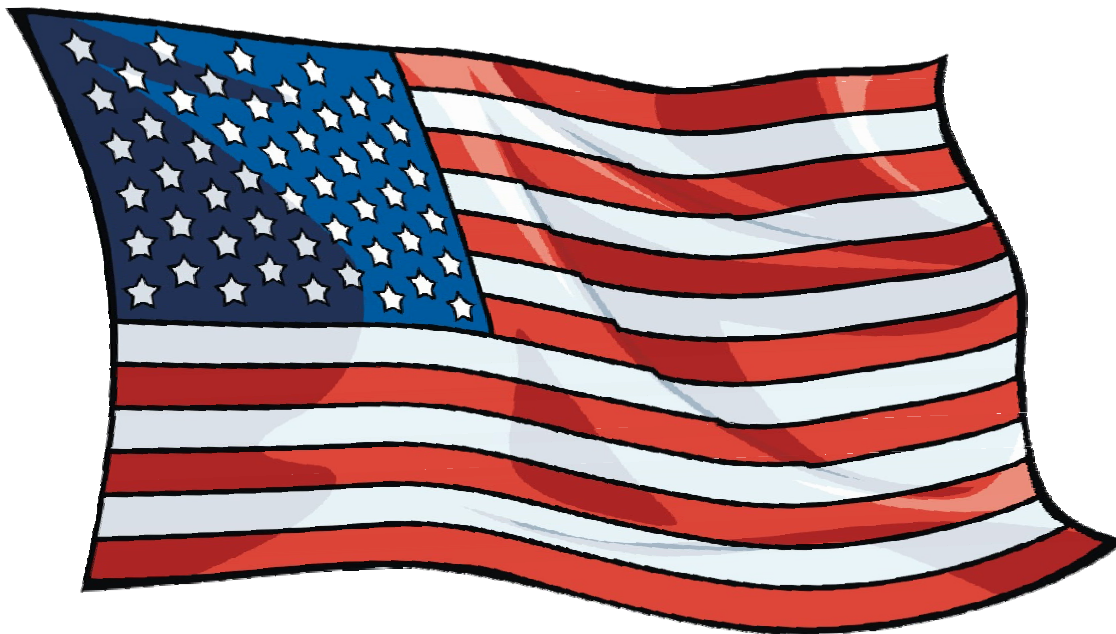


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- ✓ Member Spotlight

Wishing everyone a Safe & Happy 4th of July!



Please keep our troops serving in the United States and abroad in your thoughts.