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On The Level - January 2009

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The TABA 2009 *Home & Garden Show* will take place NEXT MONTH!!! Booth space is still available but is going quickly. This is your premier opportunity to market your product or service to a targeted audience of those seeking to purchase or improve their homes in 2009. Approximately 5,000 people will attend the show over the course of three days!

The show is scheduled for February 21st and 22nd and a Preview Party will be held the evening of Friday, February 20th. Booth cost as well as a show layout can be found on our website at [www.tahb.org/homeandgarden](http://www.tahb.org/homeandgarden).

If you are interested in booking a location, please call the TABA office for more information about available booth locations.

This year's show has a **GREEN** theme. Any product or service that is considered green will be denoted in the official *Home & Garden Show* tabloid. We are pleased to announce that Solartube will occupy the center stage and has plans for a dynamic and interactive booth for all

of our show attendees.

If you do not plan to exhibit we hope you make plans to attend the preview party, the general admission show or both.

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## President's Message

Chris Alexander

It is January, the beginning of a new year, and hopefully we are all filled with a renewed spirit of optimism and hope for what lies ahead in 2009. For those of us involved in the housing industry, 2009 is certain to be a year of challenges stemming from the economic crisis that began last fall and has dramatically impacted all of us.

In October at our Awards Banquet, I mentioned several goals I want TABA to focus on in 2009. One goal is to continue to grow our membership and work diligently to retain our current members. I won't attempt to rehash all of the benefits that membership in our organization affords us since they were discussed in the [December issue of On the Level](#). However, I would like to mention a particular benefit that I personally believe is very important. NETWORKING WITH OUR MEMBERS is an integral aspect of TABA membership. Building business relations with our members shows respect and appreciation for their commitment to TABA and the home building industry. Our members are the key to the success of our organization and our industry. Our community of builders should reward our associate members with every business opportunity you can!

The "Buy Now" campaign, which began last fall, is proving a successful boost to existing new home sales in our area. The sale of existing homes allows our builders to start new homes which in turn provides jobs for our subcontractors and suppliers. Latest reports indicate that more than 25 percent of the original "ready to move in" homes that are associated with our campaign have sold since it was created. The campaign website [www.templeareahomes.com](http://www.templeareahomes.com) is proving to be a valuable asset that can serve us well into the future. Thanks to Jason Carothers for spear-heading the committee charged with overseeing this effort and thanks to all those who have been involved!

The *Home and Garden Show* which is scheduled for February 21<sup>st</sup> and 22<sup>nd</sup> is just around the corner. There are still available booths, so to those of you that are considering being part of the show, it is not too late to secure a spot. If

you don't need booth space, but want your company recognized, you can sign up to be a banner sponsor and have your banner hung in the domed arena. Remember, our Home and Garden Show is recognized as one of the best in the state and attracts thousands of people over a single weekend. This show may be the best advertising "bang for the buck" your business can get when it puts you directly in front of 5,000 people over the span of one weekend. Thanks to Jared Bryan and his committee who have been working for many months in preparation for TABA's biggest income producing event of the year.

We extend a final note of thanks to Derrick Hunt for his leadership during 2008. We are appreciative of his personal and professional commitment to TABA. Thank you Derrick and other outgoing 2008 directors: Jamey Secrest, Greg Davis, Tony Gallagher, Jason Peavy and Mike Pilkington!

I look forward to serving as TABA president in 2009. I know that we will be facing extraordinary challenges and I am grateful to know that I share this responsibility with a board made up of leaders who bring much wisdom and experience to our organization. Thank you to these members who did not hesitate when asked to serve: Jason Carothers, Robbie Johnson, Lisa McKinnon, Mat Naegle, Will Sears, Bruce Walker, Jared Bryan, Kelly Hosch, and Scott Goodfellow. With the valuable experience and assistance of Cheryl and Troy, we pledge to work together to make 2009 a year of opportunity despite an uncertain economic future.

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**Troy Glasson**  
 Executive Officer

**New life for the TRCC**

In case you missed it...it looks like the TRCC got new life from the Sunset Commissioners who unanimously recommended 4 more years for the agency. For more on the ruling see:

[http://www.dallasnews.com/sharedcontent/dws/news/texasouthwest/stories/DN-trcc\\_17tex.ART.State.Edition2.4a8057f.html](http://www.dallasnews.com/sharedcontent/dws/news/texasouthwest/stories/DN-trcc_17tex.ART.State.Edition2.4a8057f.html)

The issue is not completely resolved and the next step calls for the recommendations of the Commissioners to go through the legislative process. Perhaps the most significant recommendation is to keep the State-Sponsored Inspection and Dispute Resolution Process (the "SIRP"). The recommendation was to keep SIRP mandatory prior to filing a lawsuit against a builder over a construction defect. The length of the SIRP process was shortened 105 days. As written, whether or not the SIRP is complete after 105 days, suit may be filed.

The staff at the Texas Association of Builders, led by executive director Scott Norman, put in a yoeman's effort in working with the

Sunset Commission to overcome a recommendation to do away with the TRCC. They'll be working equally hard during the upcoming legislative session to assure that accord is reached with regard to a TRCC that is beneficial to consumer and builder alike.

### Irrigation standards passed

As mandated by the Texas legislature, an irrigation ordinance was recently passed by the City of Temple. TABA was involved throughout the process of creating and adopting the ordinance and we worked hard to challenge every major detail of the ordinance. Several of our members were involved as stakeholders in the effort, and Tony Gallagher of Heart of Texas Landscape & Irrigation was particularly helpful in explaining the implications of the ordinance to TABA leadership and working with us to assure the local ordinance was as reasonable as possible.

One area where we felt we might add some flexibility to the ordinance was in addressing a cost issue by providing for alternatives for types of [back flow preventers](#) that are permitted in certain irrigation systems. However, due to the rules of the TCEQ, it became obvious during stakeholders meetings that the agency left little wiggle room for double check valves as a backflow alternative. The wording of the rules all but requires that the more expensive Reduced Pressure Zones are really the only permissible back flow device. That is the standard that the City ended up adopting.

The City did recognize that the reduced pressure of the RPZ's will create headache's in certain areas of town that are already pressure challenged and they are considering ways to address this issue (looking at providing larger meters to increase flow).

Another area that the City had some discretion in addressing was in the area of creating a policy for irrigation inspections. The stakeholders, along with City staff, agreed that inspections should be geared toward spot checking and associated permit fees are likely to rise to offset this additional burden on City resources. The fees have not been set, but the staff stated that they are leaning toward recommending increasing the fee from \$5 +\$.50/head to \$25 + \$.50/head, noting that many other municipalities charge \$100 or more. The staff indicated a willingness to work with stakeholders as they continue to resolve the fee and inspection issues, which are policy issues that are not tied to the ordinance.

### HDPE Pipe Standards Approved

The City of Temple Development Standards Advisory Board recently approved a new detail sheet for HDPE pipe. See our online presentations page to [view the details](#).

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<p>Consolidated Reinforcement, Inc.</p> <p>Post Tension - Rebar - Material - Labor</p> <p><b>Arthur Uresti</b> Superintendent</p> <p>Belton (254) 939-0888 Victoria (512) 578-3569</p> <p>2016 So. Hwy Blvd. Belton, Texas 76513</p> <p>Laredo (512) 727-6228 Austin (512) 251-0606</p>	<p><b>MONTEITH</b> Abstract &amp; Title Co.</p> <p><b>Brad Turner</b> Executive Vice President</p> <p>2010 Bird Creek Drive Suite 102 Temple, TX 76502</p> <p>(254) 773-9035 (254) 939-5791 FAX (254) 773-9247</p>
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## ***R.K. Bass Electric Rises to New Heights in Green Construction***

*IEC Announces Award of Excellence in Electrical Construction Winner for Efficient Energy/Green Construction*

ALEXANDRIA, Va. -- The Independent Electrical Contractors (IEC) is pleased to announce R.K. Bass Electric of Harker Heights, Texas, as the recipient of the IEC National Award of Excellence in Electrical Construction for Efficient Energy/Green Construction in the Efficient Energy Retrofit category during the 51<sup>st</sup> Annual IEC National Convention and Electric Expo in Atlanta, Georgia.

This prestigious award was presented to Robert Bass, President and CEO and to Andy Bass, Vice President of Operations during the Awards Banquet. This is the 2<sup>nd</sup> year in a row the R.K. Bass Electric has been presented with an Award of Excellence in Electrical Construction. This is the first year that the IEC has offered a category in Energy Efficiency and R.K. Bass Electric received that award.

“The business community is seeing the vast potential of more efficient energy solutions,” said Larry Mullins, Executive Vice President/CEO of Independent Electrical Contractors. “IEC is extremely proud of the green building tradition and achievement of R.K. Bass Electric, and we are confident that this kind of forward-thinking and innovation will lead the electrical industry.” R.K. Bass Electric is recognized for its work on the Lower Colorado River Authority (LCRA) Red Bud Center, located in Austin, Texas.

Awards of Excellence in Electrical Construction for Efficient Energy/Green Construction are selectively awarded each year at the Annual IEC National Convention and Electric Expo in the following categories; Efficient Energy Retrofit, LEED Approved Construction, and Power Generation. All award nominations were thoroughly reviewed by a panel of judges in the areas of design, implementation, obstacles overcome, creativity and safety.

*Established in 1957, IEC is a trade association composed of more than 3,800 members with 67 chapters nationwide. Headquartered in Alexandria, Virginia, IEC is the nation’s premier trade association representing America’s independent electrical and systems contractors.*

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## 2009 TABA Meetings Calendar

The Membership Meetings and Sponsors Committee has met to set the 2009 Membership calendar. We need sponsors for several of the scheduled meetings so if you are interested in participating by becoming a meeting sponsor, please give the TABA office a call. Sponsorships are very reasonable and a great benefit of membership as they allow your company to become a focal point at the respective event.

Be on the lookout for your 2009 TABA Calendar of Events magnet! These are provided to be a daily reminder of our activities that can be displayed on items you frequent regularly such as a refrigerator in the break room or on your filing cabinet. As always, the calendar of events is listed on our website for easy access and reference.

*There are still a few gaps in our calendar so please be watching your monthly newsletters for updated information. Please note that some events are subject to change.*

***Mark your 2009 calendars:***

**February 20th** – Home & Garden Show Preview Party, Bell County Expo Center

**March - TBD**

**May 15<sup>th</sup>** – Annual TABA Golf Tournament, Sammons Park

**June - TBD**

**July 17<sup>th</sup>** – 3rd Annual Reverse Raffle, Knights of Columbus

**August** – Associate Appreciation Fish Fry, location and date TBD

**September 8<sup>th</sup>** – PAC Skeet Shoot, Weber's Shooting Center

**October 13<sup>th</sup>** – Annual Elected Officials Appreciation BBQ

**November 10<sup>th</sup>** – Annual TABA Awards Banquet, CAC

**December 3<sup>rd</sup>** – Christmas Open House, TABA Office

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As with all of our events, the *Home & Garden Show* would not be successful if not for the support of our sponsors. TABA put a call out for sponsors in early December and the response was overwhelming. All of our "Official Show Partnerships" have been sold.

TABA thanks title sponsor - *Temple Daily Telegram* and other partners including Extraco Banks, Majestic Homes, BSK Contractors, Amos Electric, Double T Construction, Atmos Energy, Aspen Air and Trantum Auto Group. Without their generosity and support, we could not put on such a great show for the citizens of Central Texas.

This year we are also offering a second level of sponsorship that is very affordable and gives fantastic exposure at a very reasonable price. The Banner Sponsor is a terrific way to have your company name displayed prominently to our show attendees. This is available whether you have a booth or not. Check out the benefits of this sponsorship:

- A banner hung in the EXPO HALL throughout the event (banner provided by the company not to exceed 4 ft. high x 6 ft. long)
- Company name will be announced throughout the Show Saturday and Sunday and during the Preview Party
- Company name will be listed as a Show Sponsor in the *Home & Garden Show* tabloid

Again we ask, "Can you afford not to participate?" TABA is doing all we can to provide opportunities for our members to market their products and this is one of your best opportunities to be seen by the masses.

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## BENEFITS OF MEMBERSHIP

### TABA Room Rental

The December issue of *On the Level*/Benefits of Membership article contained incorrect pricing on our conference room rental program. Below is the correct pricing. We invite members and non-members that need a meeting or special event to visit our facilities.

Do you need a place to hold a banquet, seminar or meeting? Does your organization need a comfortable room that is quiet and has plenty of amenities? Then TABA has the place for you - the newly constructed John & Suzanne Kiella Conference Room at the TABA office building on 5th and Adams Ave. We have one of the best facilities in this area for a small group event and our prices reflect what is typical for a comparable facility in our area. Best of all we provide a member discount! Check out our rates:

The room is available Monday thru Friday from 8am until 5pm. After hours booking may be considered, please inquire.

	Member	Non Member
1-3 Hours	\$100	\$150
3-5 Hours	\$125	\$200
Full Day	\$175	\$350

Use of the kitchen facilities, common areas, podium, projector, sound system and screen are at no additional charge.

Booking may be done by calling the TABA office and we reserve the right to book around already scheduled TABA events.

We are very excited to be able to provide this savings benefit to our TABA members and hope that our members will take advantage of this opportunity. Please call the TABA office for more information.

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#### *EO's Comments*

Cheryl Hunka  
Executive Officer

### Buy Now Campaign

The Buy Now Campaign continues to go strong and homes are being sold. The program flyer has run 7 times in the *Temple Daily Telegram*. On its debut, the flyer boasted 71 new ready to move in homes! Since then 18 of them have been marked with a big red SOLD sign--that is more than 25 percent of the original homes in the program! This is very encouraging and an indication that the program is working.

The flyer, at the very least, is keeping home buying at the forefront of everyone's mind. We would like to thank all of our participating builders and those advertisers who have helped us put together such a great marketing piece. A very special thanks goes to Bill Woodward of Woodward Creative Group who continues to recreate our flyer each run.

This program would not be possible if it wasn't for the continuing support of the *Temple Daily Telegram*. They have allowed us to put together a phenomenal campaign and continue to work with us to educate our citizens on the local economy and the home buying industry.

By now you might have noticed our campaign billboards around town that tout our newly created website [www.templeareahomes.com](http://www.templeareahomes.com). These billboards have been specifically designed to attract home buyers to a TABA created website that highlights our local new home inventory. At some point we believe this website will become a premier benefit of membership. Check it out! Thanks again to Mat Naegele and Lamar Advertising for supporting this effort.

## Home & Garden Show

As you might have read, the *Home & Garden Show* is just around the corner. Booth locations are being booked and sponsors have been secured. In these tougher economic times, your first instinct might be to scale back on advertising but can you really afford to not be in this show? At what other time are you going to have 5,000 people walk through your showroom over a three day period? Many exhibitors tell me that they book their entire year of business at this one show! So I ask you again, **can you afford to not be in this show?** Call me today for details or visit us online at [www.tahb.org/homeandgarden](http://www.tahb.org/homeandgarden).

*That's it from my desk. The beginning of the year is always a busy one here at TABA, we are working hard for our members and our industry, and we hope our work helps everyone to have a prosperous New Year!*

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