

ACTION NEWS

The Official Publication of the
Southwestern Indiana Builders Association

2175 N. Cullen Ave Evansville, IN 47715
~ 812-479-6026 ~



SIBA DATES

- Jan 11 - 5:30 p.m., Holiday Inn
SIBA M'ship Mtg.....p.5
- Jan 13-16 - Orlando, FL
Nat'l Convention.....p.23
- Jan 25 - 4:30 p.m. at Kight Lumber
RC Mtg.....p.6
- Jan 27 - 8:30am - 5:00pm at Holiday Inn
Joe Lstiburek Workshop..... p. 19
- Jan 28 4:30 p.m. at the SIBA office
Parade Entry Deadline

Affiliated with:



JANUARY, 2005
VOL. 28, NO. 1



President's Message
by **BILL BADGER, SR.**
Badger Construction

2005 is here and I am excited albeit a little nervous about my new position as the president of SIBA. My commitment as president is to represent you to the highest standards while making a difference in our organization.

I would like to take this opportunity to thank our 2004 President, Mike Martyn, the SIBA Board of Directors and staff, and all our members for your nomination and support of my leadership.

My goals for achievement in 2005 are as follows:

1. Website promotion

See **PRESIDENT'S**, page 25

"You can't build a reputation on what you're going to do."

- Henry Ford



SIBA HOSTS 'BUILDING SCIENCE' WORKSHOP

(see details on p. 18- 19)

JANUARY HIGHLIGHTS:

Wrap Up the Christmas Dance (p. 14,15,20)

State Builders Convention (pp 13,16,17,23)

2005 Home Show (p.9)

Vectren Message (11 & 18)

Are you doing business with a SIBA member?
Be sure to check out the SIBA Roster on page 26-27.

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ACTION NEWS is the Official Publication of the Southwestern Indiana Builders Association
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EXECUTIVE OFFICES

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Evansville, Indiana 47715
Phone: 812-479-6026
Fax: 812-479-6340
Office Hours:
8:30 a.m. to 4:30 p.m.
Website:
www.SIBAonline.org

2005 OFFICERS

- President**
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Bill Kattmann, Kattmann Construction
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- Secretary**
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Mike Martyn, Martyn Custom Homes
- Executive Director**
Bill Pedtke

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** denotes Past State President*

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Carl Shepherd and Bill Badger, Sr.

SIBA STAFF

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E-mail: bpedtke@SIBAonline.org
- ASSOCIATION SERVICES DIRECTOR**
Shannon French Holt
E-mail: sfrench@SIBAonline.org
- ADMINISTRATIVE ASSISTANT**
Nancy Maiden
E-mail: nmaiden@SIBAonline.org

ACTION NEWS 2005 DEADLINES

Issue	Deadline
January	December 17
February	January 14
March	February 11
April	March 11
May	April 15
June	May 13
July	June 13
August	July 17
September	August 12
October	September 16
November	October 14
December	November 11

SPECS

Ad Size	Width	Height
1/9-Page	2 1/2" x	3 1/4"
1/2-Page	7 1/2" x	4 3/4"
Full Page	7 1/2" x	9 3/4"
Insert	7 1/2" x	9 3/4"

RATES

Size	1X	3X	6X	12X
Ninth	\$27	\$80	\$160	\$320
Half	\$54	\$160	\$320	\$640
Full	\$107	\$320	\$640	\$1280
Insert	\$187	\$560	\$1120	\$2240

The information provided in this publication is for informational purposes only. Due to complexities of applicable building codes, construction applications, and facts specific to each situation, individuals should consult with a qualified contractor regarding specific construction needs or concerns.

NEW YEAR DELIVERS OPPORTUNITY FOR IMPROVEMENT



The Pedtke Perspective

by
Bill Pedtke

Happy New Year!

January is one of my favorite times of the year. It's a fresh start to a new year, which I think is vastly underrated.

If you did really well last year, you can build on to that work. If you didn't have such a hot year, then you re-group your efforts and make the upcoming year better.

And for the times when you think it's tough just to keep moving upward and onward with the things in your life, maybe you can recall these couple stories that really did happen.

Remember that Michael Jordan, the player voted by many to be the best basketball player of all-time, didn't make his highschool basketball squad his Freshman year. Can you imagine being that team's coach and you see the name Michael Jordan on the try-out roster, and nothing happens in your heart. Coaches make cuts all the time, and scour the players to search search for the most talented ones. It's part of their job. But it's interesting to note not really long ago, probably the most recognized name in sports didn't even get himself a seat on the bench for home games.

What happened after that is well-known history.

Major League pitching ace Roger Clemons was told by baseball scouts that he wasn't good enough to get drafted onto a professional baseball team. Roger is known for his incredible fastball through a long career, and his aptitude "to aim that blazer" in the most strategic locations around hitters. Since being told he wasn't good enough to make the lowest level, he has played World Series, All-Star Games, and was chosen by those closest to the game as one of the game's 50 greatest players. Wonder what that scout is doing now? Boy, I sure do.

But both of these are real stories that happened within the careers of contemporary players. It's not like I'm digging up old stories that we can't relate to today. I like to think of these kinds of "underdog" stories when work and life make it tough to see light at the end of the tunnel.

The other end of the spectrum is when things seem like they're going too well for you. For this, I like to think of what coaching great Lou Holtz said while he was coaching the Notre Dame football team. At one point, Lou Holtz had the Fighting Irish ranked number one in the country. Holtz said that he considered it truly an honor to be voted the number one team in the nation. All the voters cast their ballot in favor of Notre Dame as the best team in the country. Then Holtz, one of the world's best motivators, noted the voters cast their ballots every week. How accurate can the voters be if they have to vote every week?" That year, the Irish won their bowl game and were voted national champions.

Sports stories are fun because they involve our past times, our teams, and our heroes. But they can be more than mere entertainment if we use the lessons learned at that glorified level, and implement it into our unglorified lives.

The New Year is a great chance to do exactly that, as we try to make the upcoming twelve months better than the past twelve.

For SIBA members, the New Year starts quickly with great opportunities to learn more and improve your business.

First, many SIBA members are attending the NAHB Builders Show in Orlando, Florida. This convention is one of the largest in the nation, and packs a value punch for those who attend the seminars, or walk the expansive floor of exhibits.

The Builders Association is welcoming back to southwestern Indiana, Joe Lstiburek for a full-day workshop. Lstiburek (said like "Stee-brook"), was here last January, and received rave reviews for his expert insight on home construction and problem-solving.

We're lucky to have Joe back, and the registration roster is already indicating so.

Parade Builders need to enter their Parade homes on or before January 28, 2005. For a quicker visit at the SIBA office, I suggest you take advantage of the "or before" option.

The Parade of Homes offers an unbelievable level of exposure to your customers - the general consumer. Builders simply cannot beat this quality of third-party promotion, industry recognition, and attraction to your product - a finished home.

Then in February, the State Builders Convention is being hosted by the Indiana Builders Convention in Indianapolis. This convention is probably the best value for the dollar. I suggest to all builders that they check out the seminar topics because they're the real deal. If there's something an Indiana Builder NEEDS to know, it'll be a topic at this convention.

Plus, the State Convention is definitely the easiest way to get all your license credits. Check out p. 17 for the seminars that were approved for continued ed credits to maintain a Vanderburgh County contractor's license. Overall, 48 hours were approved in the two-day event.

If SIBA members take advantage of the events and opportunities the Builders Association is making available, it can only help your building business. If you give these opportunities a full-court press - like bring your staff so everyone knows what-the-heck is going on - you're almost guaranteed to improve your bottom-line.

One SIBA builder has already registered many on his staff for the Lstiburek because he believes it's worth having his laborers understand the "WHY" behind all the stuff he has them do on the job sites. Knowing why will let them do a better job of construction and installing building components. Not a bad start for kicking off a better New Year!

I think you'll be impressed by the results.

QUOTE OF THE YEAR

"If someone is doing business with me, I will be sure they are a member of SIBA."

Yes, we realize the year is very young, but this line of dedication came from the mouth of SIBA President Bill Badger, Sr. while he dropped off a fistful of completed New Member applications at the SIBA office.

What a powerful start!

SIBA MEMBERSHIP TOTALS

As of:	12/31/03	10/31/04
Builders	122	124
<u>Associates</u>	<u>268</u>	<u>267</u>
Total	390	391
<i>Y-T-D Net Growth: .3%</i>		
<i>Annualized Retention: 83.6%</i>		
<i>Total members represented: 18,241</i>		

PARADE OF HOMES ~ JUNE 11-19, 2005 ~

The Parade Committee has begun meeting to find new ways to make this year's Parade of Homes just a little bigger and a little better than ever. The dates for the 2005 Parade of Homes have been set for Saturday, June 11 through Sunday, June 19, with the Awards Banquet being held on Tuesday, June 14, at the Executive Inn.

The way the calendar falls this year - the Parade of Homes is the latest it can be scheduled. That means Parade builders have a little extra time to complete their homes. It might not seem like a big deal now in January, but those extra days can come in pretty handy in June.

Builders with a spec home being completed around mid-June would benefit greatly from an entry in the Parade of Homes. The exposure to the general public is fantastic when the event attracts hundreds and thousands to homes in different areas across SIBA's three-county jurisdiction.

Builders!! All Builder Members should have received Builder Packets containing

important Parade information in November. Check out the **Parade Discounts** included in this packet! Associate companies have submitted discounts strictly for Parade builders. SIBA will continue to collect those discounts and keep them on file for future mailings. Please call the SIBA office for more details on discounts available.

Other information included in the Packet is the Builder's Agreement to enter a Parade home, an outline of Completion Guidelines for inspections on Saturday June 11th, and a list of important dates and deadlines. **Builders should feel free to call the SIBA office ANYTIME if questions or concerns arise about Parade details, dates, deadlines or requirements.**

The deadline to enter the 2005 Parade of Homes is **Friday, January 28, 2005**. There is a late entry deadline on February 11th, which brings an additional \$500 late fee. Builders who join the association after January are also assessed a \$500 fee.

A LITTLE PARADE HISTORY *Parade of Homes Started By Teenager*

The Parade of Homes is a week-long event that adds millions of dollars to the property tax base for communities in three counties. It drives thousands of people from miles around the tri-state, and sometimes it drives our local builders a little crazy. So, can you imagine that it all started with a single teenager? That's right!

In 1951, the very first parade of homes started as a home-drawing contest at Reitz High School. The winning drawing was built by the Association leaders, and put on display for the public's review as "Home of the Year".

The winning student won a \$500 scholarship to any college in Indiana.

The home was on display for several Sundays and during National Home Builders Week.

The brick home featured three bedrooms, and sold for about \$11,200. Does that mean that the contest winner probably made more than the builder!

First 2005 Membership Meeting: JANUARY 11TH

@ Holiday Inn, Airport
(US 41 & Lynch Rd.)

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5:30 p.m.

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Congratulations to SIBA staffer Shannon Holt and her husband Tony on the birth of their son, Evan Joseph Dee Holt. Evan Holt was born November 23, 2004 at 7 pounds, 4 ounces and 20 inches long.

Shannon is on temporary leave from the SIBA office, but is expected to return to work in January in plenty

of time to handle all those Parade Builders!

Congrats also go to Ron Dauby and family. Shannon Dauby gave birth to Jaylynn Melissa Pyons at 9:00 p.m. **on Christmas Day!!!** Jaylynn weighed in at 8 pounds, 3 ounces and 21.5 inches.

RC ROSTER

54 Members!

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 Sherwin Williams
 Sun Windows, Inc.
 West Roofing & Supply Co.
 Windows of Evansville

REMODELERS

COUNCIL

2005 Chairman
 Damien Scheessele

REMODELERS COUNCIL, KIGHT TO HOST HOUSEWRAP INSTALLATION DEMO

The Evansville Remodelers' Council handles the toughest issues the only way they know how – directly!

At the January 24th meeting, the Remodelers Council is hosting a demonstration on the proper installation of housewrap.

One of the toughest issues facing contractors in today's home building world is keeping water and moisture from becoming a problem in a home. Builders and remodelers agree the best way to fight such problems is to pre-

vent them from happening in the first place. That's where housewrap comes into the scene.

For most contractors housewrap products are the most cost-efficient method of complying with the building code, and providing consumers with products that won't cause a moisture-related problem.

The meeting will be Tuesday, January 24th at 4:30 p.m. at Kight Lumber (5521 Boonville Hwy).

RC GIVES B*E*S*T GIFTS

SEMINAR PROCEEDS BENEFIT LOCAL FAMILIES OF SOLDIERS

The B*E*S*T educations series held in October, 2004 was a great opportunity for all. The Remodelers' Council (RC) has hosted this educational program that allows licensed contractors to earn continuing education credits while learning something to benefit their business for years. Many contractors attended the two three-hour sessions.

By attending the education series, local contractors are giving back to their community. From the proceeds generated in October, the Remodelers' Council has approved charitable donations given during this Holiday season. Among those donations are such charities as Evansville

Christian Life Center (ECLC) where the Remodelers' Council has helped prepare Thanksgiving Dinners for the needy for the past six years. This year, **RC presented ECLC with a check for \$750.** The RC also purchased gift cards from Wal-Mart that were delivered to local families of overseas soldiers to help make their Christmas more Merry.

Special thanks to all who attended, sponsored or helped with planning and registration at the seminars this year. You can be proud of what those extra dollars are doing for people in our community this New Year!

**January RC Meeting:
 Tuesday, January 25
 4:30 p.m. at Kight Lumber**

SIBA Spike Club Members

(as of 10/31/04)

SUPER SPIKES

(250-499)

Tommy Thompson	329
<i>Thompson Homes, Inc.</i>	
Bob Hatfield	255
<i>Custom Homes by Bob Hatfield</i>	

ROYAL SPIKES

(150-249)

Carl Shepherd	217
<i>Shepherd Construction, Inc.</i>	
Mike Talbert	203
<i>Homes by the Talbert Group</i>	
Scott Jagoe	181
<i>Jagoe Homes, Inc.</i>	
Steve Heidorn, CGR CGB CAPS	178
<i>Heidorn Construction, Inc.</i>	
Ron Dauby	161
<i>Core Contractors</i>	

RED SPIKES

(100-149)

Ron McGillem	136
<i>R.A. McGillem Construction</i>	
Alan Bosma, CGB CGR	129
<i>Bosma Construction, Inc.</i>	
C. Frank Scholz	127
<i>Scholz Drywall</i>	
Jeff Hatfield	121
<i>Core Contractors</i>	
Glenn Nurrenbern	116
<i>Nurrenbern Construction</i>	
Sandy Smith Jones	115
<i>Sandy Smith Builder, Inc.</i>	
Dan Buck	113
<i>Dan Buck Development</i>	
Larry Koch, CGB	103
<i>Koch Construction, Inc.</i>	
Damien Scheessele	103
<i>Scheessele & Sons Construction</i>	

GREEN SPIKES

(50-99)

W.C. "Bud" Bussing	98
<i>Bussing Construction</i>	
Brad Sterchi	92
<i>Sterchi Homes Corporation</i>	
Brad Killebrew	91
<i>Killebrew Brick, Inc.</i>	
Al Bauer, Jr.	87
<i>Bauer Homes</i>	
Dick Zirkle	66
<i>Benthall Brothers, Inc.</i>	
Mike Martyn	61
<i>Martyn Custom Homes</i>	
Danny Davis	55
<i>Davis Homes</i>	
Brian Hulse	55
<i>Hulse Construction</i>	
Bill Jagoe	55
<i>Jagoe Homes, Inc.</i>	
Jim Muth	52
<i>Complete Lumber, Inc.</i>	
Jim Arvin	50
<i>Arvin Sign Services</i>	

SIBA Members must earn six spike credits within two years to become a Blue Spike. Blue Spikes must then recruit two spikes per year until they reach Life Spike status with 25 Spikes.

* Denotes recruiters who have not earned their 2nd Spike, and therefore do not have enough YTD credits to maintain current status. If recruiters do not earn two spike credits each year, NAHB wipes their respective spike total to zero!



LIFE SPIKES

(25-49)

Darrell Spears	49
<i>Spears & Norman Homes</i>	
Bill Badger, Sr.	49
<i>Badger Construction, Inc.</i>	
John Peninger, CGB GMB	48
<i>Homes by John Peninger</i>	
Wayne Henning	46
<i>Old National Bank</i>	
Herb Schumacher	46
<i>Schumacher Custom Homes</i>	
Walt VanZilen	42
<i>Selective Homes</i>	
Rick Oakley, CGR CAPS	33
<i>Creative Interiors</i>	
Robbie Sears	31
<i>VECTREN</i>	
Bert Warner	30
<i>Windows of Evansville</i>	
Ted Ubelhor	26
<i>Fifth Third Bank</i>	

BLUE SPIKES

(6-24)

Chris Combs	24
<i>Combs Landscape & Nursery</i>	
Rick Schapker	24
<i>Pella Windows & Doors</i>	
Jill Hayden	23
<i>J.H. Hatfield Homes</i>	
Mike Frank	21
<i>Scholz Insulation Co., Inc.</i>	
Brent Holweger	18
<i>Holweger Development & Construction</i>	
Mike Zehner, CGB GMB	17
<i>Zehner Development Corporation</i>	
Jeff Happe	17
<i>Happe & Sons Construction</i>	
Tony Arvin	11
<i>Arvin Construction Co., Inc.</i>	
Jon Newcomb	9
<i>Lensing Wholesale, Inc.</i>	
Jennifer Mitchell	8
<i>Windows of Evansville</i>	

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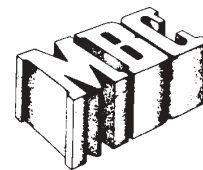
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NEXT TO PIGEON CREEK BRIDGE

422-2864



609 N. Weinbach Avenue
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2005 SIBA MEMBERSHIP DIRECTORIES

New insert pages for the Membership Directory will be mailed to each member company during the month of January. Members should replace the old color pages with the new pages of the same color in the binders from last year.

Additional insert pages can be mailed for no additional cost and extra binders can be purchased at the SIBA office or at the January 13th Membership meeting for \$10 each.

Look for "Directory Updates" and "New Members" in each month's Action News to keep your Directory up-to-date throughout the year. To make directory changes (new address, phone, fax or contact representative) for your company, simply call, fax or email the SIBA office when those changes occur.

2005 HOME SHOW

April 15-16-17

The Evansville Courier & Press presents the 58th Annual Fifth Third Home Show featuring products and services for your entire home. Exhibitors will be on hand to share ideas and plans in remodeling, furniture, kitchens, baths, doors, home office, decorative accessories, products and services for you yard and garden, spas, electronics, heating and cooling, appliances and so much more. This year the Special Guest Presenters are Food Network Chef Paula Deen, Garden Designer Jon Carloftis, HGTV Designer Lee Snifders and Antique Appraiser Chad Lage.

The Home Show is the Tri-State's

largest 3-day event focusing on quality home improvement ideas and plans. The hours are April 15: 5 to 9pm, April 16: 10am to 9pm and April 17: 12 to 5pm.

Adult admission is \$5.00 Children 12 and under are free. Fifth Third Bank Jeanie cardholders will receive 1 free admission into the event by showing their card at entrance.

Tickets can be purchased at Roberts Stadium during the event.

For booth information contact Carolyn Franklin with the Courier & Press at 812-464-7658 or franklinc@courierpress.com.

Dates and Times

April 15, 2005	5:00pm-9:00pm
April 16, 2005	10:00am-9:00pm
April 17, 2005	12:00pm-5:00pm



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SIBA SCHOLARSHIPS OPEN TO ALL

Applications and guidelines for the SIBA scholarships will be available at the January membership meeting or are available at the SIBA office. The deadline for returning the application and all letters of recommendations to the SIBA office is

March 31, 2005. The scholarship awards are open to all students seeking higher education, regardless of the involvement in the construction industry. Call the SIBA office for more details – 479-6026.

INCOMES IN CALIFORNIA INCREASINGLY LAGGING BEHIND ESCALATING HOME PRICES

Survey results released on Dec. 2 by the California Association of Realtors® show that rapidly escalating home prices in the state have made it significantly tougher over the past 12 months to qualify for a mortgage, despite low interest rates.

In this year's third quarter, a household with a median income of \$52,940 needed an additional \$55,370 in annual earnings to reach the \$108,310 qualifying income needed to purchase a median-priced home of \$462,510, according to the association's quarterly Homebuyer Income Gap Index.

The gap between California's median household income and its median-priced, single-family home grew by 47.9% from the third quarter of 2003, the index found. In last year's third quarter, the gap was \$37,440 to reach the \$89,070 income needed to purchase a median-priced home at \$385,720.

According to the report, the state's Central Valley offers the most affordable housing options overall. The area's median household income of \$40,640 was \$27,030 short of the \$67,670 needed to buy a median-priced home of \$288,960.

Conditions were most discouraging in the San Francisco Bay Area, where potential home buyers with a median household income of \$68,430 needed \$82,910 more to reach the \$151,340 in income needed to purchase the area's median priced home at \$646,280.

In October, the median price of an existing home in California was 21.4% higher than a year earlier, the Realtors® reported last month. Unsold inventories were up to a four-month supply, roughly twice as high as a year earlier.

VECTREN MESSAGE TO SIBA CONTRACTORS

Due to the need to serve our Spanish-speaking customers more efficiently, it was necessary to change the menu and prompts on our phone system. As a result, homebuilders and other trade allies wishing to contact the Vectren New Business Service Center (NBSC) must now select either 1 (English) or 2 (Spanish) when prompted. After this selection is made the number six should be entered in order to reach the NBSC. The option for the NBSC will continue to be silent in order for us to continue to provide a quick and easy way for you to communicate with us.

We apologize for any confusion or delay this necessary change has caused. And as always, we appreciate the opportunity to serve you.

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NAHB BUILDERS CONVENTION ORLANDO, FL

The International Builders' Show is the premier event for the home building industry and is one of the largest conventions in the World. It's where more than 1,400 manufacturers introduce their building and construction products and services to more than 90,000 industry professionals from more than 95 countries around the world.

DATE

January 13 – 16, 2005

LOCATION

Orlando, FL

MORE INFO AND REGISTRATION

AT

www.BuildersShow.com

BADGER TO LEAD SIBA

2005 Officers and Board Members Elected

The 2005 Officers and Board of Directors for SIBA were approved by the 2004 Board. Bill Badger, Sr. will lead the officers and board of directors through the year of 2005. Badger is a custom home builder from Newburgh, who has strong experience building homes in the local market. Badger also has experience in leading the association during his term as Chairman of the 2004 Parade of Homes.

Vice President: Bill Kattmann
Kattmann Construction

Treasurer: Kevin Vickery,
Evansville Teachers Federal Credit Union

Secretary: John Graupner,
Lowe's Home Center

Elected to SIBA's 2004 Board of Directors are:

BUILDERS

Shane Clements, Eagle Construction
John Elpers, John J. Elpers Construction
Jeff Happe, Happe & Sons Construction
Jill Hayden, J.H. Hatfield Homes
Greg Kuhlman, Kuhlman Construction
Dave McClary, River Valley Homes
Dave Rahman, DLR Construction

REMODELERS

Damien Scheessele, Scheessele & Sons
Ken Stevens, F.C. Tucker Emge Realtors

ASSOCIATES

Bruce Biggerstaff, Sr., B.M.B, Inc.
Byron Cooper, Sticks & Stones Landscape
Mike Frank, Scholz Insulation Co.
Larry Northenor, First Federal Savings
Darren Spainhoward, Old National Bank
Ted Ubelhor, Fifth Third Bank

LEGAL ADVISOR

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STATE BUILDERS CONVENTION

~ FEBRUARY 24 & 25 ~

Over 1,000 attendees are anticipated from throughout the Midwest, including Indiana, Illinois, Kentucky, Michigan and Ohio to participate in 30 seminars, meet with nearly 80 exhibitors, and network with peers at Indiana's 2005 Midwest Builders Convention.

The event is scheduled for February 24-25, 2005 at the Adam's Mark Hotel at the Airport in Indianapolis.

Over 80 exhibiting companies will display the latest products, services, and technology available to the housing industry. Products and services showcased include appliances, kitchen and bathroom fixtures, tools, roofing materials, windows, doors, flooring, cabinetry, lumber, signage, cellular phones, home warranties, and insurance.

This event is a MUST for all successful builders, remodelers, developers, building suppliers, sales personnel, production superintendents, and staffs.

For seminar details see page 16 or for more information call IBA at (800) 377-6334.

SUITE SPONSORS FOR 2005

(as of December 22, 2004)

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- Old National Bank
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SIBA Fax: 812-479-6340

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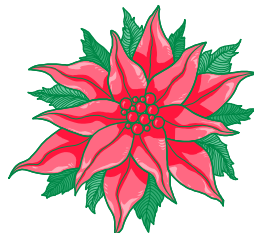
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Scenes from the Christmas Party



Convention Registration

Indiana's 2003 Midwest Builders Convention
 February 27-28, 2003

Adam's Mark Hotel at the Airport, Indianapolis, IN



GENERAL INFORMATION (Please complete and print clearly)

Name _____
 Company _____
 Additional Registrants _____

Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Local HBA _____ E-mail _____

ASSOCIATION INFORMATION (Check all that apply)

Builder CGB Local President
 Associate CGR State Director
 Remodeler GMB Life Director
 Developer Spike Executive Officer

HOTEL ACCOMMODATIONS

You must make your own room reservations directly with the hotel. The Adam's Mark Hotel at the airport is the headquarter hotel and therefore, IBA strongly encourages members to stay at this facility. For the special convention rate, inform them you are attending Indiana's Midwest Builders Convention. **Adam's Mark Hotel Indianapolis Airport**
 2544 Executive Drive

Single \$98/Double \$102, plus tax
 (800) 444-ADAM or (317) 248-2481

*** Room availability cannot be guaranteed as all room requests are filled on a first-come, first-serve basis. ***

NOTE: TICKETS AND CONVENTION PACKAGES TO BE PICKED UP ON SITE. BADGES MUST BE WORN AT ALL TIMES TO ENTER SEMINARS AND SPECIAL EVENTS.

CANCELLATION POLICY

Written cancellation prior to January 27, 2003 will receive refund less 20% processing fee. A 50% cancellation fee will be charged after January 27, 2003.

REGISTRATION FEE SCHEDULE

	Before 1/24/03	After 1/24/03	Amount Due
Full Convention Registrant.....	\$175.....	\$195.....	
Additional Registrant from Same Co.....	125.....	145.....	
Thursday Only Registrant.....	115.....	135.....	
Friday Only Registrant.....	100.....	120.....	
Local Association Staff.....	50.....	60.....	
Student (\$25/\$30 per day).....	50.....	60.....	
Registration of Non-NAHB Member.....	300.....	350.....	
Exhibitor Seminar Registration.....	125.....	145.....	

INDICATE DAY(S) YOU WILL BE ATTENDING

____ Thursday, February 27 ____ Friday, February 28

SPECIAL EVENT TICKETS (Additional tickets for those not fully registered.)

Keynote Presentation \$25...
 (Thursday, February 27, 10:45-12:00 noon - does NOT include lunch)
 Thursday Exhibits Pass \$20...
 (includes all of Thursday activities in exhibit hall including lunch, dinner, and entertainer)
 Friday Exhibits Pass \$20...
 (includes all Friday activities in exhibit hall including lunch)
 Women's Council State House Tour..... \$0.....
 (Thursday, February 27, 1:00-3:00 p.m.)

Total Amount Due \$ _____

PAYMENT PROCEDURE

Check Enclosed (Make check payable to IBA).
 Please Invoice.
 MasterCard/MISA
 Credit Card Number _____
 Expiration Date _____ Signature _____

RETURN REGISTRATION

Phone 1-800-377-6334. In Indianapolis 236-6334. Fax (317) 236-6342. Mail to:
 Indiana Builders Association, P.O. Box 44670, Indianapolis, IN 46244.

Indiana's 2005 Midwest Builders Convention Seminars at a Glance

The seminars are geared to all building professionals. See the complete listing of seminar descriptions to determine which seminars will be most beneficial to you and your company.

Tracks	Sales & Marketing	Business Management & Building Issues	Professional Growth	Land Use & Development Issues	Codes	Hands-On-Training & Hot Topics
Seminar Rooms	Fortune Square A & B	Fortune Square C & D	Golden Ballroom 1-3	Quincy's	Golden Ballroom 6 & 7	International Boardroom
Thursday February 24 8:30-10:30 a.m.	Generational Selling Nancy Gainer	Sales - Are You Overpaying for Underproduction? Bob Schultz	Spanish 101 Ivan DeLeon	Storm Water Permitting Neil Myers	Working with the GAR, Code Interpretations, Variances & Appeals Dean Twitchell	Proper Brick Installation Brian Trimble
Thursday February 24 1:30-3:30 p.m.	How to Protect Your Turf & Increase Sales Revenue & Profits! A Case Study Bob Schultz (Facilitator)	The Building Contract Panel led by Mike Hannigan	* Telephone Imagery - How Do Your Customers See You? Jeannie Davis	Conservation Design, Alternative Stormwater BMPs & the Economic Benefit Andrew Bender	Building & Complying with the Model Energy Code S. Robinson & M. Jansen	Lifestyles of the Kitchen & Bath Jeff Vining & Kelly Warner
Thursday February 24 4:00-5:30 p.m.	Advertising Dollars & Sense ... Success Stories Richard Elkman	Know How to Hire Well Charles Clarke III	Out-Thinking Your Competition: Developing Your Innovation Instinct David Markovitz	Indiana's Wetland Law - Practical Implications One Year Later Will Ditzler	Soils, Foundations & Insulated Concrete Forms Ron Dauby Mike Christoffersen	Building a Better Business Ron Heath & W. Michael Buchanan
Friday February 25 9:00-11:00 a.m.	Lord of the Rings: Return of the Master Closer Charles Clarke III	Ten Strategies to Increase Your Market Share John Schleimer	Telephone Imagery - How Do Your Customers See You? Jeannie Davis	State Land Use Policy Steve Boyce, Riely O'Connor, Eric Kelly	Structural Issues & Loads Joe Heinsman	Walls: How They Dry Out Mike Smith & George Chrenka
Friday February 25 1:00-3:00 p.m.	* What Women Want Charles Clarke III & Kay Green	Marketing the Builder Standards in Your Community & Your Business S. Lains & R. Daeger	* Building Your People with Integrity Coaching Kevin Colvin	Planning for Growth Dave Compton	Walls, Roofs & Floors Mike Christoffersen	Mold - Where are We Now? NAHB Research Center

E = Approved for Vanderburgh County CE (3 hours)

* Seminar approved for elective continuing education credit toward Indiana's Real Estate License.

All seminars approved for continuing education credits towards CGB, CGR, CGA, GMB and CAPS designations.

REGISTER TODAY

(800) 377-6334 • Fax (317) 236-6342 • www.buildindiana.org

GOT CONT'D ED CREDITS?

Licensed contractors can get continued ed credits by attending these seminars through the Builders Association.

Joe Lstiburek Workshop
January 27, 2005
Evansville, IN

State Builders Convention
February 24-25, 2005
Indianapolis, IN



BUILDING SCIENCE WORKSHOP: JANUARY 29

FEATURING JOE LSTIBUREK!

The upcoming "Building Science Workshop" is the best seminar of the year for people in the construction industry. Builders should not miss this, and they should encourage their suppliers and subcontractors to attend as well. The workshop will address one of the greatest concerns of home builders: mold – and how to avoid it.

For years, mold has been a sporadic problem for builders and their customers. There are many questions about this subject, and countless studies and reports have been produced to resolve builders' issues. What builders are learning is that mold requires an accommodating combination of moisture and temperature.

For the Building Science Workshop, SIBA is welcoming the nation's premier expert on the subjects of moisture, condensation, vapor transmissions, and barriers. Joe Lstiburek will present some of the ABC's of keeping moisture from being a

problem in home construction. Lstiburek, B.A. Sc., MEng., PhD., P.Eng, is a forensic engineer who is internationally recognized as an authority on moisture related building problems and indoor air quality. Lstiburek has written numerous books and technical papers on building construction. He is an expert on the areas of rain penetration, air barriers, air quality, durability and construction technology.

The seminar has been approved for 6 hours of Continued Education for Vanderburgh Contractor Licensing, as well as 6 hours of Learning Units for AIA members.

The full-day seminar will run 8:30 a.m. – 5:00 p.m. and include lunch for attendees. The cost to attend is \$75 for SIBA members and their employees; \$75 for CSI members; and \$90 for non-members.

To register, *see the registration form on page 19*. Call the SIBA office for further details.

*This diagram is provided by
Vectren, and indicates where
meters an be legally set.*

Sponsored by:



BUILDING SCIENCE WORKSHOP

Thursday, January 27, 2005

8:30 a.m. ~ 5:00 p.m.

at the Holiday Inn Conference Center
(Hwy 41 & Lynch Rd)

“Building Science” workshop is a full-day seminar focusing on designing and building practices for the southwestern Indiana climate. The Workshop will cover critical building topics and feature...

JOE LSTIBUREK!

Lstiburek, B.A. Sc., MEng., PhD., P.Eng, is a forensic engineer who is internationally recognized as an authority on moisture related building problems and indoor air quality. Lstiburek has written numerous books and technical papers on building construction. He is an expert on the areas of rain penetration, air barriers, vapor barriers, air quality, durability and construction technology.

Workshop Topics:

MOISTURE & VAPOR TRANSMISSION

- Permeability
- Barriers and Retarders
- Condensation & Dew Point
- Drainage Plane
- Relative Humidity

WALL CONSTRUCTION

- Building Envelope
- Above and Below Grade walls
- House Wrap & Insulation
- Flashing & Weep Holes
- Brick Veneer & Vinyl Siding
- Air Barrier Systems
- Metal Studs

CRAWL SPACES

- Removed Vents
- HVAC Concerns

PROBLEM SOLVING

- Rain Penetration
- Finding and Fixing Holes
- Mold & Mildew



Who should attend:

- | | |
|-------------------|-------------------------|
| <i>Builders</i> | <i>HVAC Contractors</i> |
| <i>Remodelers</i> | <i>Designers</i> |
| <i>Suppliers</i> | <i>Architects</i> |
| <i>Framers</i> | <i>Engineers</i> |

Cost To Attend:

- SIBA Members: \$75/person
- CSI Members: \$75/person
- Non-Members: \$90/per person
(lunch included)

Name: _____ Company: _____
 Address: _____ City: _____ Zip: _____
 Phone: _____ Fax: _____
 E-Mail: _____

Complete & Return: SIBA 2175 N. Cullen, Evansville, IN 47715 FAX: (812) 479 - 6340
For more information, call the SIBA office at (812) 479 - 6026

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JANUARY

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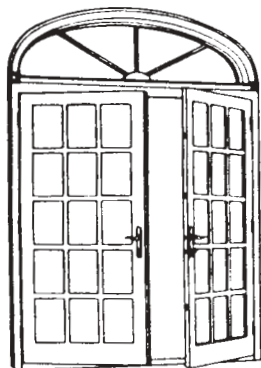
FEBRUARY

Mark your calendars for these SIBA meetings. Members should feel free to call the SIBA office for details on any of the meetings listed on these calendars, or for dates of future events.



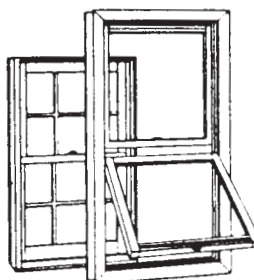
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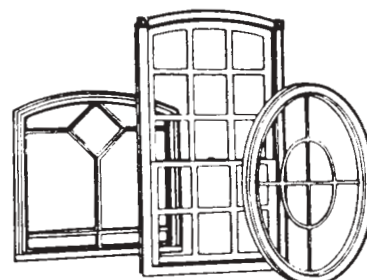


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| <i>Dacor</i> | <i>Gaggenau</i> | <i>Maytag</i> | <i>Sub Zero</i> | <i>U-Line</i> |
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“Charge Forward with Teddy” at Indiana’s Midwest Builders Convention

Indiana’s Midwest Builders Convention will be held February 24 and 25, 2005 at the Adam’s Mark Hotel at the airport in Indianapolis. Special events, industry related seminars, exhibits and networking draw upwards of 1,000 attendees annually to the event.

This year, President Theodore Roosevelt promises an energetic, entertaining and memorable experience when he joins the Indiana Builders Association (IBA) as the opening keynote speaker at Indiana’s Midwest Builders Convention. His presentation will be at 10:45 a.m. on Thursday, February 24. David Markovitz, a leadership expert and TR scholar, brings Teddy “Back to Life” to share stories and anecdotes from Roosevelt’s life and career.

As Teddy, Markovitz will inspire you to overcome the challenges and uncertainty we are facing and CHARGE forward (as Teddy did in so many ways), ensuring your organization’s quest for excellence. You will learn Teddy’s key strategies to conquering adversity and building a solid future.

In character as Teddy, Markovitz will regale us with tales of his days as Rough Rider and President. And it’s not just a speech! Complete with a specially selected “Secret Service” detail, Teddy will conduct a Press Conference, where you can ask President Roosevelt questions, either of a historic nature or on current events.

You won’t want to miss this event. Seating is limited. Tickets to the keynote session are available and may be purchased separately for \$25 each, or as part of a package.

In addition to the keynote presentation, there will also be 30 breakout educational sessions covering sales and marketing; professional growth; business management and building issues; land use and development issues; hands-on-training sessions and hot topics. New this year is also an entire track of seminars relating to the building code. “Once again we have secured the top instructors and industry consultants in the nation to present seminars at Indiana’s Midwest Builders Convention,” comments Carl Shepherd, IBA Convention Chairman. “With the addition of an entire track of seminars teaching the Indiana state building code we anticipate breaking all attendance records.”

Over 70 supply companies will also exhibit, featuring their latest products and services. “The exhibit space is sold out again this year to suppliers who will be showcasing their latest products and services,” continues Shepherd.

Also new this year is a closing session featuring Dana Daniels and his parrot, Luigi. In their program, “The Funny Side of Magic,” Daniels, and his psychic parrot “Luigi”, will entertain attendees by performing “off-the-wall” magic, blended with rapid-fire comedy. Daniels is regarded as one of the world’s funniest Comedy Magicians working today. His presentation will be on Friday, February 25 beginning at 3:30 p.m.

In 2003, Daniels received the Comedy Magician of the Year and the Parlor Magician of the Year from the Academy of Magical Arts. He appears regularly on television, in Las Vegas and in Hollywood. Tickets to the closing session are available and may be purchased separately for \$25 each or as part of a package.

Other special events include a SuperFleet SuperLunch in the exhibit hall sponsored by SuperFleet Association Fueling Program and a continental breakfast in the exhibit hall sponsored by MBAH Insurance.

Indiana’s Midwest Builders Convention draws over 1,000 attendees annually from throughout the Midwest. Registration packages are available for \$100 to \$175. For more information, call the IBA office at (800)377-6334 or visit the IBA website at www.buildindiana.org.



BUILDERS REPORT PROFITABLE RESULTS FROM ATTENTION TO QUALITY

In the Dec. 3 issue of [Quality Matters](#), a free monthly e-newsletter, the [NAHB Research Center](#) reports that builders are continuing to see good results from their efforts to transform their businesses by focusing on customer-focused quality.

Tom Frymire, vice president of [Frymire Engineering Co.](#), told the Research Center that his company has seen positive results in its top four warranty calls from the implementation of a comprehensive quality-focused program.

From May of last year to this May, he said, there has been a 35% reduction in air balance complaints, a reduction in condensation leaks, a 39% reduction in no a/c calls and a 60% reduction in low a/c calls.

Marie Diane Gerace, quality assurance manager for [Landaco Landscaping & Grading](#), reported that, “We have seen substantial improvements in customer and builder satisfaction, a reduction in callbacks and increased profits that have more than offset the cost of the QA program. I am behind the certification program 100%.”

MY FAVORITE MARKETING STORY

If I've learned anything in business over the years it is this: **if you want to be successful, half of what you do should be marketing.**

Half. That's a big number.

The above explains why so many businesses languish, or worse, fail. For example, say you are a crackerjack framer and are tired of working for someone else. So you hang out your shingle and start a company. It doesn't matter that you are the best framer in three counties and have all the best tools and employees. If no one knows about you, you're going down.

How best should a construction company spend its marketing dollars? We all know that marketing comes in many shapes and sizes: phone book advertising, job site placards, sponsoring a hole at the fund-raiser golf tourney, newspaper advertising, radio advertising and more.

In my experience, the number one marketing method for construction-related companies is also the

least expensive: word-of-mouth referrals.

Which brings to mind my favorite marketing story. About 10 years ago I happened upon a magazine article. Unfortunately I don't remember the magazine or the author, but the article's message is forever riveted in my brain. Here's the gist:

A fellow owned a small remodeling company. He had struggled for years trying to find the right mix of advertising using traditional methods. Finally, one year he got fed up with pouring all that money into advertising, which may or may not have been working. He knew, however, with 100% certainty, that most of his customers came to him by way of referrals from other satisfied customers.

And so he had a radical thought: *what if I stop paying for all those advertisements and instead invest that money in follow-up customer service?*

His plan was to call every customer a month or so after their job was completed and ask how things were going.

Specifically, were there any problems? Were they satisfied with the quality of his work? How well did his personnel treat them?

This accomplished two things:

It gave him feedback on his crew and workmanship.

It gave him a chance to correct problems.

If there was a problem, even if it may not have been his, he graciously offered to come back and fix it, free. This fellow's business skyrocketed.

Can you imagine? What if a company did this for you? And what if it actually did come back and cheerfully fix the problems — for free? If a company ever went that far above and beyond for me, I would go out of my way to tell friends and associates all about it.

Remember the old saying: *a person rarely talks about a good job, but will complain about a bad job until their dying day.* My dad is a great example of this. He bought a set of tires from a nationally recognized company in the 1970s. One tire blew out in the sidewall.

Cont'd on page 25

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Cont'd from p. 24

The company gave him the runaround and would not make it right. To this day, my dad has not gone back and takes great pleasure in telling all his friends about that company's shoddy products and poor service.

To summarize: the basic fundamental of all marketing **is to have customers seek you out**. This can't happen unless:

They know you exist. They feel comfortable that you're trustworthy and competent. Traditional marketing methods are poor at accomplishing this. Word of mouth referrals, however, work like magic.

Tim K. Garrison P.E. of ConstructionCalc.com has authored books and short courses and lectures on topics relevant to builders. Got a technical or management issue?

E-mail

buildersengineer@constructioncalc.com.

Tim reads every one. This column cannot be reprinted without permission from the author.

PRESIDENT'S,

continued from cover

2. Home Show booth for SIBA
Increase public awareness of SIBA and their website
Increase awareness of the building standards for builders and remodelers
3. Increased membership and retention - Promote involvement with SIBA
4. Keep members up-to-date by printing critical issues in the Action News. We have a lot of exciting events coming up in the next few months that you don't want to miss out on. The International Building Show will be held January 13 through the 16 in Orlando, Florida. This is a great opportunity to become familiar with all the latest ideas and products for the building industry. On January 27, we will be sponsoring the Building Science Workshop featuring Joe Lstiburek who is an expert on moisture related building problems. As many of you may already know, the majority of insurance companies

are requiring builders to have a mold prevention program in place. Don't miss out on this informative workshop. The Indiana State Builder's Convention will be held February 24 - 25. And additionally, don't miss out on the 2005 Parade of Homes. The deadline for Parade entries will be January 28.

And finally, please remember the key issue is involvement. SIBA is a team effort working to make effective changes for the building trade. A good example of this was at the state leadership conference that several SIBA officials attended last year. We attended a Codes Committee and they were discussing several code issues that had not been resolved. Steve Shultz, the State Building Commissioner stated that if you do not help us write this code amendment, that they would write it themselves. Now we have a local person from Evansville to help write those code issues. The point is to get involved and make a difference.

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(as of 12/17/2003)

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Home Specialties
HomePros Corporation
Homes by Jimmy Kaster
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Homes by Robert Cook
Homes by The Talbert Group
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Howlett Homes
Robert Jackson Construction

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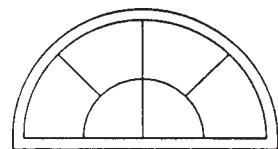
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