

**BIA**

The Home Builders

THE DAILY REPORTER  
Monday, January 28, 2008

# BLUEPRINT

## New Electronic Newsletter to Replace BIA Blueprint

January 28 will mark the last time the BIA Blueprint will appear in *The Daily Reporter*. In February, the BIA will begin sending its Monday newsletter, also called BIA Blueprint, electronically twice a month. The content of the electronic newsletter will be very similar to *The Daily Reporter* newsletter. As a result, you will no longer receive the Monday edition of *The Daily Reporter*. If you wish to subscribe to *The Daily Reporter*, please contact the circulation department at 614-228-NEWS (6397).



Visit our Web site at [www.biahomebuilders.com](http://www.biahomebuilders.com).

### CALENDAR OF EVENTS

**JANUARY 29**

Top Selling Tips to Builders  
BIA Office  
8:30 - 10:30 a.m.

**FEBRUARY 5**

Local Housing Economic Forecast  
The Road to Economic Recovery  
Bridgewater Conference Center  
9 - 11 a.m.

**FEBRUARY 5**

Remodelors Council Meeting  
BIA Office  
3 p.m.

**FEBRUARY 6**

Developers Council Meeting  
BIA Office  
3:30 p.m.

**FEBRUARY 7**

Networking Night  
Aladdin Shrine Temple  
4 - 9 p.m.

**FEBRUARY 12**

Sales & Marketing Council  
Meeting  
BIA Office  
11:30 a.m.

**FEBRUARY 13**

Membership Committee Meeting  
BIA Office  
3:30 p.m.

**FEBRUARY 13-16**

International Builders' Show  
Orlando, Florida

**FEBRUARY 14**

Associates Council Meeting  
BIA Office  
8:15 a.m.

## Upcoming BIA Events: Mark your calendars now!

Please visit [www.biahomebuilders.com](http://www.biahomebuilders.com) for additional information on these events and for secure online registration!

### The Top Selling Tips to Builders

Tuesday, January 29; 8:30 - 10:30 a.m.; BIA Office; Cost: \$40 per BIA member/\$60 per non-member (registered/paid by 1-28) or \$50 per BIA member/\$70 per non-member (at the door)

BIA associate members can't afford to miss this seminar. Join a group of builder presenters including Bob Webb Homes and Westport Homes as they

discuss the top selling tips to builders. This seminar will also prepare you for Networking Night on February 7.

### Local Housing Economic Forecast: The Road to Economic Recovery

Tuesday, February 5; 9:00 - 11:00 a.m.; Bridgewater Conference Center (10561 Sawmill Parkway, Powell); Cost: \$20 per BIA member (registered/paid by 2-4) or \$25 (at the door)

Ken Danter of The Danter Company, a BIA Past President, will present an updated market study on the local housing forecast including: When Will the Recovery Process Start?;

Enhanced Review of the Homebuyer Market: Homeownership Trends, Employment Outlook & Projected Population & Its Effect on the Housing Market; Housing Starts and Closings; and Assessment of the Current Land/Lot Inventory & How It Relates to Future Market Climates & More. Only those in attendance will gain additional insight to the housing market and other economic indicators.

### Introduction to Business Management for Building Professionals

Wednesday, March 5; 8:30 a.m. - 4:30 p.m.; BIA Office; Cost: \$185 per

BIA member/\$245 per non-member (registered/paid by 2-29) or \$205 per BIA member/\$265 per non-member (after 2-29)

Stand out in the industry - earn a designation from NAHB! This is the first course needed to obtain the new Green Building Certification. Instructor Bill Owens, CGR, CAPS, from Owens Construction Contracting will teach you the best business practices so valuable to smaller businesses: planning, organizing, staffing/directing and controlling. By using case studies and sample forms, you will be given practical and applicable tools for management success.

## Cruise Away with the BIA: Networking Night 2008

Networking Night is the largest residential trade show in central Ohio! This annual event will take place on Thursday, February 7 from 4:00 - 9:00 p.m. at the Aladdin Shrine Temple, and is sponsored by James Hardie Building Products, Marble & Granite Works, Parksite Plunkett-Webster/PPW and The Strait & Lamp Group.

Over one hundred BIA associate members will have their products and services on display at this year's cruise

ship-themed Networking Night. There will be a great dinner, beer and a cash bar for mixed drinks.

Builder Members: Take advantage of the early bird rate! Reservations made and paid for by February 1 are \$15 per person. Those builders who register by February 1 will be entered in a drawing to add a person in their company as a new BIA Affiliate member for one year, valued at \$150. After February 1 and at the door, the cost is \$20 per person.

All builder members will also have the chance to win the Grand Prize Drawing: a cruise for two! This trip will be awarded to the builder company and a representative from your company must be present to win.

Associate Members: The cost of a booth is \$350 each. This fee includes one 8x8x6-foot space, one 6-foot table with a tablecloth and one dinner/admission to the event. Electricity is an additional \$30 per booth. Additional dinners/admissions

for all booth workers are \$30 per person.

The cost to attend for those BIA associate members who do not have a booth is \$125 per person. Make this a great networking opportunity for your company to meet the builders. (Associate members are not eligible for the Grand Prize Drawing.)

Make your reservations online at [www.biahomebuilders.com](http://www.biahomebuilders.com). Contact Linda Winrod at the BIA with any questions, (614) 818-1397 or [linda@biahomebuilders.com](mailto:linda@biahomebuilders.com).

## Support BIA Programs in 2008 by Joining the Millennium Club

The Millennium Club enables the BIA General Meetings to be exciting, informative and entertaining. The BIA needs your support in order for this to continue in 2008. Please consider joining the prestigious group of industry leaders and supporters who comprise the Millennium Club.

The 2008 General Meeting schedule will include a combination of new and old favorites, including the Economic Forecast, Chili Cook Off, Board of Trustees Barbeque, Profit by A\$sociation, Inaugural and more. Your support in order to make BIA General Meetings a success is vital.

Please consider becoming a Millennium Club member to help defray the cost of this important series while obtaining recognition for your company. Your contribution will entitle you to the following benefits:

- Prominent signage and verbal recognition at each General Meeting
- A thank you article in Builder Update magazine as well as Blueprint newsletter
- Recognition on BIA printed materials promoting the General Meetings
- Recognition on the BIA's website, [www.biahomebuilders.com](http://www.biahomebuilders.com)

Donor levels have been created to accommodate various levels of participation:

- Patron - \$1,000
- Donor - \$500
- Friend - \$250

To find out how you can join the BIA Millennium Club in 2008, please contact Patty Sobiech at (614) 891-0575 or [patty@biahomebuilders.com](mailto:patty@biahomebuilders.com).

### NEW MEMBER

The following new member has recently applied for membership in the BIA. Action will be taken to approve this member at the next Board Meeting.

**Dave Holbrook**  
**The Columbus Coal & Lime Co.**  
1150 Sullivant Ave.  
Columbus, OH 43223  
Ph: (614) 224-9241  
Fx: (614) 224-1721  
E-mail:  
[dholbrook@columbuscoal.com](mailto:dholbrook@columbuscoal.com)  
Sponsor: Rich Gatterdam

### WANTED

WANTED: SALES POSITION

Attention Builders: Are you looking for results? Would you like to find an experienced sales manager, knowledgeable of the building and real estate industry? Seeking a position as a sales manager, could manage sales, marketing and act on your behalf as a Realtor liaison. Your contact will be kept confidential if you are looking to make a change in the new year. Look no further for creative ideas that get results!

For more information about this candidate, please contact Amy Lively at the BIA, (614) 891-0575 or [amy@biahomebuilders.com](mailto:amy@biahomebuilders.com).

## Only One Premium Ad Position Available in Builder Update

Builder Update, the monthly magazine of the BIA, has a circulation of more than 1,300, including builders, associates and opinion leaders in central Ohio.

According to the BIA Communications Audit, 85% of BIA members read Builder Update on a monthly basis. Maximize your marketing efforts by advertising in Builder Update! Reach key decision makers each month by promoting your products and/or services in this industry publication.

There are a variety of ad sizes available in the magazine. However, only one premium advertising position remains: the prestigious inside back cover, located by the monthly building permits (this ad space is reserved for full page ads only).

To find out more information about advertising in Builder Update, contact Patty Sobiech at (614) 891-0575 or [patty@biahomebuilders.com](mailto:patty@biahomebuilders.com).

## BIA Member News

### ASID Books Rossetti as Keynote Speaker for Annual Design Conference

As part of the American Society of Interior Designers' (ASID) annual conference on design in New Orleans from March 13-16, Rosemarie Rossetti will discuss the most important issues affecting the design profession: sustainable and universal design.

Rossetti will move the audience with a talk about a side of design we don't hear enough about: the health, safety and public welfare. When her life was changed forever by a tragedy that paralyzed her from the waist down, she made it her mission to increase awareness of universal design and its application in every day life. She will demonstrate that preparing a home for the future and incorporating design that works for all ages and levels of accessibility should be considered in every design project. Rossetti is known for creating the Universal Design Living Laboratory - a 3,500 square-foot, ranch-style residence that incorporates the finest craftsmanship and state-of-the-art products and services.

To register, go to [www.asid.org/interiors](http://www.asid.org/interiors).

### Realtors Night with the Columbus Blue Jackets

Presented by Coldwell Banker King Thompson, Realtors Night with the Columbus Blue Jackets will be held on Friday, March 14. The Blue Jackets will be playing the Chicago Blackhawks. The game starts at 7:00 p.m. and VIP activities begin at 5:00 p.m.

Network and socialize with industry professionals while receiving an exclusive VIP experience compliments of the Blue Jackets. The VIP experience includes a colorful instruction of hockey by the CBJ Front Office, meeting CBJ personalities including Stinger, exclusive autographed merchandise raffle, light hors d'ouerves, recognition on the video board, a post game photo on the main ice and discounted game tickets.

For more information and to place ticket orders, please contact Jenna Watts at (614) 246-4368 or [jwtatts@bluejackets.com](mailto:jwtatts@bluejackets.com).

### Woo Earns Silver Sales Award for 2007

Real Living agent, Jeffrey Woo of the Real Living HER Northeast Regional office, recently earned Real Living HER's Silver Sales Award for 2007. The silver status is defined by a total closed volume of at least \$5 million, or 36 transaction sides during a year.

Woo, who has earned the designation of Residential Relocation Specialist (RRS) in 2003 has received numerous awards including the Columbus Board of REALTORS® (CBR) Million Dollar award, Ohio Association of REALTORS® (OAR) President's Sale Club award, the Award of Achievement in 2003, 2004, and 2003, and the OAR President's Sale Clubs Award of Distinction in 2006.



Woo

### Schlichter Becomes Director of Pickaway Board of REALTORS®

Brandon Schlichter, real estate agent out of the Real Living HER Circleville office, recently became a first year Director of the Pickaway Board of REALTORS®. Schlichter previously held the position of vice president.



Schlichter

### Jones Earns Silver Sales Award for 2007

Real Living HER agent, Shreve Jones, out of the Powell North office, recently earned Real Living HER's Silver Sales Award for 2007. The silver status is defined by a total closed volume of at least \$5 million, or 36 transaction sides during a year.

Jones, who has earned the designation of Accredited Buyer Representative (ABR), has seven years experience in real estate sales and has earned the Columbus Board of REALTORS® 10 Million Dollar Award.



Jones

### Real Living HER Agents Receive Million Dollar Awards

Real Living HER agents were recently honored by the Columbus Board of REALTORS® (CBR) for earning millions of dollars in sales for 2007. Agents were honored at the Presidents Ball, which was held on December 8, 2007.

One Million Dollar Award winners were Kathryn Adler, Kelly Cantwell, Lynne Elledge, Charlene Evans, Deborah Flowers, Michael Sliemers and Susan Sutherland. Ten Million Dollar Award winners were Eric Eckert, Tina Goodman, Christy Grear and James Meyer. Five Million Dollar Award winners were Karen Gorski, Mary Sguerra, Maggie Chudik, Phil Crawford and Teresa Harrison.

### Rudler Receives Lifetime Achievement Award from CBR

Jill Rudler, real estate agent out of the Real Living HER Northeast Regional office, recently received the lifetime achievement award from the Columbus Board of REALTORS® (CBR). The CBR honored Rudler at the Presidents Ball on December 8, 2007.

The award was created in 2005 to recognize those who have outstanding sales production as well as their lifelong commitment to the CBR. Rudler has been a member of the CBR for more than 15 years, has received the 25 million dollar sales award and is a Residential Relocation Specialist (RRS).



Rudler