

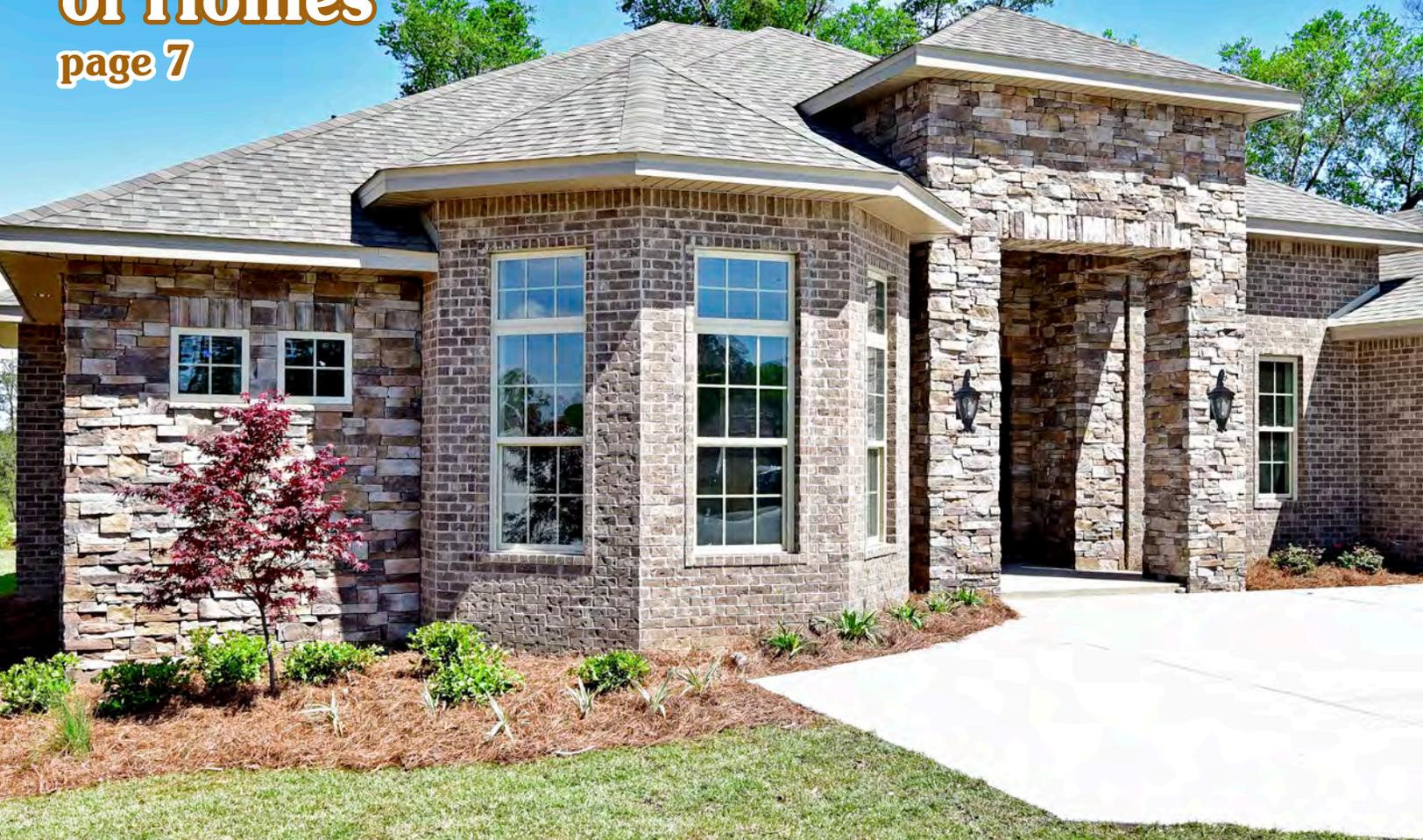
The News of the Home Builders Association of West Florida

CORNERSTONE

May 2016

Arthur Rutenberg Homes Builds a Majestic EarthCents American Dream Home to Showcase During the Parade of Homes

page 7



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Comfort when the power's out.

Before the Storm:

Natural gas lines require you to take no special precautions. There is no need to turn off your gas meter.

During the Storm:

Most natural gas cooking and water heating appliances will continue to operate safely without electricity. Some may require that you manually light the pilot, and this should be done according to the appliance manufacturer's instructions.

After the Storm:

When returning from evacuation, check natural gas appliances for possible damage or leaks. If you suspect a natural gas leak, leave immediately and call Pensacola Energy Emergency Services at 850-474-5300.

If no smell is present, operation of natural gas appliances should be safe. If a natural gas generator was in use for several days, the oil should be checked, and, if necessary, changed.

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Cornerstone

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ARTHUR RUTENBERG HOMES REDEFINES LUXURY & EFFICIENCY WITH A EARTHCENTS AMERICAN DREAM HOME

On behalf of the Board of Directors of the Home Builders Association (HBA), it my pleasure to welcome you to the 58th annual Parade of Homes.

Every spring, Northwest Florida builders are working hard and putting the finishing touches on each Parade house. When I drive through a subdivision, it is great to see all the trades working on homes. From electricians and plumbers to framers and roofers, jobs are being created with each home.

I encourage you to visit the 53 homes scattered through out Escambia and Santa Rosa counties. The Parade of Homes is brought to you by the HBA, Arthur Rutenberg Homes, Huntington Creek, Gulf Power/EarthCents, Pensacola News Journal, Pensacola H&G Magazine, WEAR TV 3, WFGX My TV 35, COX Communications, Cat Country 98.7 and News Radio 1620.

This year's Parade is set for May 7 – May 15, with weekend hours from 12:00 p.m. – 6:00 p.m., and weekdays 3:00 p.m. – 6:00 p.m.

Make sure to visit the Central Site of the beautiful gated community of Huntington Creek located on Mobile Highway just east of Beulah Road and minutes from shopping malls, schools, I-10, and downtown Pensacola.

Surrounded by horse trails and majestic oak trees, Huntington Creek merges luxury living with a country charm. Huntington Creek is the perfect setting for the ever-popular American Dream Home, which is a Gulf Power EarthCents home. I am truly thankful of the work of Jon Pruitt and Mike Raab of Arthur Rutenberg Homes, Inc. They have done a wonderful job with the coordination and construction of the Dream Home. Also, I appreciate the assistance of the fine professionals at Gulf Power who put together a great plan that incorporated the popular EarthCents program into the home. Thank you to the many businesses who donated either services or materials to the Dream Home. We could not do this without you. I am also grateful for the help of our HBA Legal Counsel Steve Moorhead of McDonald, Fleming, Moorhead, LLP for his guidance during this process.

While you're touring the Dream Home, make sure to see the Hall Tree with Storage Bench (right) that was built by the students of The Arc Gateway Program for Adult Learning and Support (PALS). PALS is a two year post-secondary program for people with intellectual and developmental disabilities. The program gives students the opportunity to go to college, learn new skills,

more "American Dream Home" page 6

President's Message



PARADE OF HOMES
HOME BUILDERS ASSOCIATION OF WEST FLORIDA



Thank You to our 2016 Parade of Homes Sponsors!



Arthur Rutenberg Homes



ARTHUR RUTENBERG HOMES REDEFINES LUXURY & EFFICIENCY WITH A EARTHCENTS AMERICAN DREAM HOME
continued from page 5

explore new careers, prepare for employment and ultimately gain more independence. "We are excited to showcase their efforts," said, Dan Raab, sales manager of Arthur Rutenberg Homes, who spearheaded the project. "This would not have been made possible without the support of Lindsay Gibson Durre, of Pen Air Credit Union, for its donation of the materials to build the bench. In addition, Parade goers will have the opportunity to win this beautiful piece of furniture during the Parade of Homes."

Special thanks to the home builders who have entered homes into the Parade including Acorn Fine Homes, Adams Homes, Avant-Price Builders Group LLC, Celebrity Home Builders, Inc, Classic Homes of Pensacola, LLC, Craftsman Homes, DR Horton, DSLD Homes Florida LLC, Henry Company Homes, Holiday Builders, J.W. Dunnwright Homes LLC, KW Homes, Mitchell Homes, Newman Rodgers Construction Inc, Paragon Custom Home Group, Pensacola Habitat for Humanity, Ricky Wiggins Builders, Inc., Timberland Contractors LLC, WCI Communities, and Westerheim Properties.

In closing, there's never been a better time to buy a home with historically low interest rates. Whether you are a potential home buyer or home builder, the Parade of Homes™ has something for everyone. For more information go to www.ParadeofHomesPensacola.com.

"Special thanks to the home builders who have entered homes into the Parade..."



ARTHUR RUTENBERG HOMES BUILDS A MAJESTIC EARTHCENTS AMERICAN DREAM HOME TO SHOWCASE DURING THE PARADE OF HOMES

The 58th Annual Parade of Homes, hosted by the Home Builders Association of West Florida (HBA), is an exciting event for thousands of attendees who look forward to touring new homes throughout Escambia and Santa Rosa Counties. The Parade of Homes, open to the public May 7 - May 15, boasts 52 builders in all shapes, sizes, colors and prices ranges.

“The people of Northwest Florida look forward to the Parade of Homes every year, said HBA President Thomas Westerheim of Westerheim Properties. “It gives them the opportunity to see the latest in new home designs and amenities. “There’s been a lot of planning and work leading up to the Parade, and I know that the Parade attendees will see the best of what our industry has to offer.”

The ever-popular American Dream Home, which is a Gulf Power Company Earth Cents Home, is located in Huntington Creek, one of the newest gated communities in North-

west Florida. Surrounded by horse trails and majestic oak trees, Huntington Creek merges luxury living with a country charm. “We have been up and running for just over a year and we are so pleased with the positive reception we’ve received from home buyers,” said developer Fred Hemmer of Hemmer Consulting, LLC. “It’s a beautiful property with scenic views with large wooded lots. We’ve made sure that the character of the neighborhood will be preserved with it being a deed restricted community that incorporates an active architectural review committee.”

The HBA chose home builders Mike Raab and Jon Pruitt, of Arthur Rutenberg Homes, to build the ever-popular American Dream Home in Huntington Creek.

more “Arthur Rutenberg Homes” page 8



ARTHUR RUTENBERG HOMES BUILDS A MAJESTIC EARTH- CENTS AMERICAN DREAM HOME TO SHOWCASE DURING THE PARADE OF HOMES

from page 7

“The Dream Home is important to the overall success of the Parade of Homes, and we made sure to incorporate the latest design trends and construction technology,” said Pruitt. “There are a lot of exciting elements regarding the home’s efficiency with the EarthCents program that will appeal to home buyers. Raab agreed with Pruitt’s comments and said, “It’s great to be able to showcase the livability of an Arthur Rutenberg design that takes advantage of all the living space in the home. It also captures the essence of being with family and friends, and living comfortably whether you’re entertaining inside or outside on the lanai. It has been an exciting project and I’m thankful for all the people who played key roles in making this home a reality.”

The Dream Home boasts 3,288 square-feet of spacious living with three bedrooms and a bonus room that could be used for a fourth. The home is complete with three bathrooms and a spacious multi-purpose room round out this unique home. The Dream Home has a bold 7/12 roof pitch design with the beautiful exterior, complimented with warm brick veneer, with an abundant amount of Cultured Stone that blends nicely with the three car motor court premium Clopay Gallery long panel style garage doors with a beautiful ultra-grain walnut finish installed by Panhandle Garage Doors. The bold, yet elegant, eight foot iron double entry door offers a welcoming focal point to the majestic home.

The home is designed for family needs and gracious entertaining, features 10, 11, 12, and 13 foot ceilings throughout with specialty ceilings in the kitchen, den, great room and master bedroom. Tongue and groove ceilings in the entry, great room, lanai and outdoor kitchen compliment the home. Designer and recessed lighting accentuates multiple areas showcasing its beautiful wood floors,

ceramic tile and decorative shower tiles. The spacious lanai offers value for relaxation and entertaining with powder coated aluminum outdoor kitchen cabinetry with a Delta Heat natural gas grill and refrigerator.

Professionally installed by homeNetservice, LLC, the Dream Home incorporates URC Total Control Automation, the very latest in home automation, with a cutting edge system that controls the thermostat, security cameras, home lighting, surround sound and home wide audio system via on-site or remotely by a smart phone or tablet.

The spacious gourmet kitchen exudes elegance with granite countertops that add to the overall functionality. It features stained, solid cherry cabinets, soft close drawers and doors, and under-the-counter lighting for an elegant experience. The kitchen features efficiency and an integrated design with General Electric appliances including an induction cook top, Monogram refrigerator, dishwasher, beverage center and built in oven and microwave which adds to the overall functionality. A spacious hidden pantry with entry through cabinetry, complete with shelving from Alpha Closets, is convenient to the kitchen prep area. For an oasis of tranquility, the master bath is complete with an inviting free standing Kohler tub. The Moen Voss faucets with duel wall mounted showerheads and hand held showerhead in the walk-in shower cascades soothing hot water from the 80 gallon heat pump water heater. The master suite also has ample space with two oversized walk-in closets and select built-ins.

The Dream Home is a Gulf Power EarthCents home which is a program that focuses on the benefits of energy efficient measures and products. In order to be an EarthCents home, the

energy performance must be tested and verified by an independent HERS rater.

“These features are designed to save money and reduce energy consumption, said Gulf Power’s Marketing Specialist Jeff Hatch. “This has been an exciting project for our team of professionals who were involved in the planning before construction began. We made significant recommendations to develop a customized energy-feature package that will benefit the homeowner for years to come.”

Included as part of the latest advancement in energy-efficient building is a heat pump water heater, and a state-of-the art 18 seer Carrier system with infinity zoning. Within seconds of an outage, a Patented



Symphony II Power Management System by Briggs & Stratton automatic home generator, provided by Seville Power Equipment, powers the Dream Home, including critical hard-wired systems like AC, heat, security systems, TV's, computers and appliances.

The home features innovative, energy efficient and aesthetically pleasing Ply Gem windows and PGT preferred sliding glass doors. Moreover, 2 x 6 construction with wall blocking through all interior walls prevent nail pops in the drywall. Cell foam insulation also adds to the energy efficiency of the home. Huntington Creek is located on Mobile Highway just east of Beulah Road and minutes from shopping malls, schools, I-10,

and downtown Pensacola.

The Parade of Homes™ has been a popular attraction since its start in 1958 and is brought to you by the Home Builders Association of West Florida and is sponsored by Arthur Rutenberg Homes, Huntington Creek, Gulf Power / EarthCents, Pensacola News Journal, Pensacola H&G Magazine, WEAR TV 3, WFGX My TV 35, COX Communications, Cat Country 98.7 and News Radio 1620. Dates: May 7 - 15 with weekend hours from 12:00 p.m. - 6:00 p.m., and weekdays 3:00 p.m. - 6:00 p.m. Go to www.ParadeofHomesPensacola.com for more information of maps, homes, floor plans and amenities.

UNIQUE ELEVATION

- 7/12 Roof Pitch
- Brick veneer with an abundant amount of cultured stone to Compliment Plan Design
- 3-Car motor court garage entry w/ Clopay Gallery Long Panel Style Garage Doors / Sommer Synoris Premium Openers
- Lanai and Cabana with access to home through 16' and 8' pocket sliders
- Elegant 8' tall iron double entry door

QUALITY CONSTRUCTION

- 2x6 construction with wall blocking through all interior walls to prevent nail pops in drywall
- Peel and seal over all window sills to prevent rotted wood if windows leak
- Blocking for draperies next to all windows and sliding glass doors

ENERGY EFFICIENT

- Foam Insulation to roof deck
- Ply Gem Windows with PGT sliders
- 18 Seer Carrier System with infinity heat pump and zoning
- 80 gallon heat pump water heater
- Ceiling Fans in Great Room, Lanai, Cabana, and All Bedrooms
- Patented Symphony® II Power Management System by Briggs & Stratton automatic home generator, you can rely on your lights, home appliances, air conditioner, TVs or computers to stay on during a power outage.

AMENITIES

- Floor Plan Designed to bring the outside into the home with an abundant amount of glass
- 3,288 Square Feet. three Bedroom, Den, Bonus Room (can be used as a fourth bedroom), Three bathrooms and a spacious Multi-Purpose Room
- Nine, 10, 11, 12 and 13 Foot Ceilings Throughout w/ Specialty Ceilings in Kitchen, Den, Great Room and Master Bedroom. Tongue and groove ceilings in the Entry, Great Room, Lanai, and Outdoor Kitchen
- Designer Lighting Package with Recessed Lighting in Multiple Areas and Under Counter Lighting in Kitchen
- Carriage lights on garage
- Total Control home automation system from URC and homeNETservices, LLC allows you to control from one room to the whole house. You can control your Audio, Video, Lighting, Climate, and more from home or anywhere in the world.

- Premium Surround Sound system, multi-room audio, security integration, climate control and more on display, controlled by Total Control, for your enjoyment.
- Powder coated aluminum outdoor kitchen cabinetry with Delta Heat natural gas grill and refrigerator
- Cashmere paint for Interior by Sherwin Williams and Super Paint on the trim and doors
- Crown Molding in Great Room, Kitchen, Casual Dining, Master Suite and Bath, Den, and Halls with Decorative Baseboard and Casing Throughout
- Elegant Tile in Wet Areas and Wood Look Tile in Great Room. High End Mohawk Carpet in Den, Bonus, and Bedrooms
- Gourmet Kitchen with Stained Solid Cherry Cabinets, Soft Close Drawers/Doors, and Granite Counter Tops
- Spacious Hidden Pantry with Entry Through Cabinetry
- General Electric kitchen appliances including induction cooktop, Monogram Refrigerator, Dishwasher, beverage center and built in oven and microwave
- Master Bath with Free Standing Kohler Tub, Moen Voss Faucets, Tile Walk-In Shower with Bench, Dual Shower Heads, Wall Mounted and Handheld Shower Heads with Slide Bar. Traditional Style Vanity Cabinet with Linen Closet and Marble Countertops with Undermount Lavatories
- Master Suite with Two Oversized Walk-In Closet and Built-Ins
- Large Laundry Room designed for Lots of Storage Including a Laundry Sink
- 3 Car Garage, Fully Finished with Painted Walls, Ceilings, Baseboard and Floors
- Alarm system
- Deluxe Landscaping Package w/ Sprinkler System

Home Builders Association of West Florida
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a Gulf Power, EarthCents Home
Built by Arthur Rutenberg Homes
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June 2016

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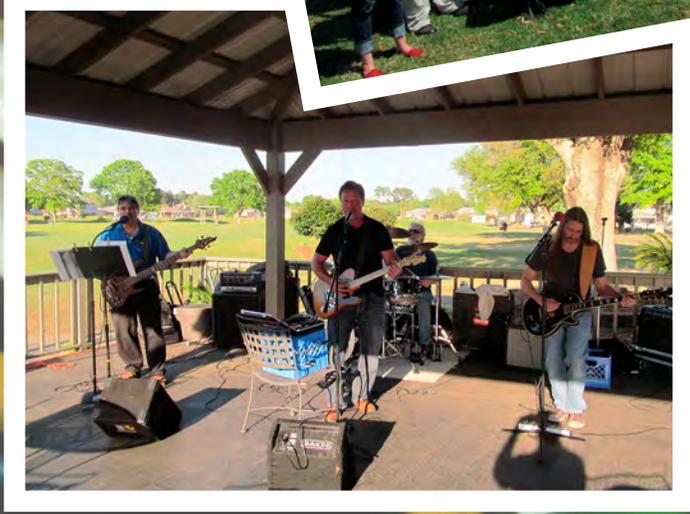
SPRING GOLF CLASSIC

It was a perfect day for the HBA's Spring Golf Classic at HBA member Stonebrook Golf Club.

The Winning Team: Harvesters FCU

Wayne Briske, Gereald Baxter, Kevin Bricking and Walt Kinne
Gross Score of 63 / Net 54.8 and HDCP of 8.2

Thank you to all of our great sponsors and to David Teague, of Timberland Contractors, who brought his band, Red Eye, to play for the players for the 19th Hole sponsored by REW Materials.



HBA MEMBERSHIP TEAMS 2016

The Membership Committee, led by Shelia Billingham of Fairway Independent Mortgage, planned and implemented a successful two-day membership drive that recruited



Shelia Billingham

30 new members to the Home Builders Association. "I am pleased with the effort that our membership captains and teams showed for this important drive," said Billingham. "I am also appreciative of Julie Campbell and Cheryl Maniscalco of Valpak of the Gulf Coast for their sponsorship and development of our membership incentives and website."



HBA President Thomas Westerheim with 1993 HBA and 1999 Florida Home Builders Association President Edwin Henry of Henry Company Homes. Thomas led the HBA Membership Team, "The Chasers." And Edwin's team of Past Presidents named, "Old News" did well in the Membership Drive.



Team Captain Charlie Sherrill, of Hancock Bank, led the team, called the "No Shows" during the membership drive.



1974 and 1975 HBA 2nd Vice President Oliver Gore, of Builders Specialty Supply, led his team, called the Winners, during the membership drive. It's good to see Oliver still being involved in the HBA for more than 40 years!



Above: Rosa Roberts of University Lending, Jon Pruitt of Arthur Rutenberg Homes, David Teague of Timberland Contractors and Paige Krisman of Keller Williams at the Membership Drive Kick Off event at Atlas Oyster House.

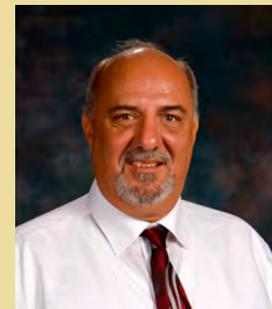


Middle: Ron Robinson, of Mobile Lumber, who led the team of: LEGO, with Membership Committee Chair Sheila Billingham of Fairway Independent Mortgage, Julie Campbell and Cheryl Maniscalco, of Membership Drive sponsor, Valpak of the Gulf Coast, Eva Marsach, SERVEPRO of West Pensacola and HBA new member Mary Weaver of Gulf Coast Advantage Insurance.



Bottom: HBA President Thomas Westerheim with Lorie Reed, of D.R. Horton, who led the team of "I Can't Remember Team Name" with HBA Treasurer Taylor Longworth of East Hill Building and Design.

MEMBERSHIP DRIVE RESULTS



Mr. Membership → Bill Daniel, Mobile Lumber 6

Mr. Membership, Jr. Newman Rodgers, Newman Rodgers Construction 4

- Edwin Henry, Henry Company Homes 2
- Rosa Roberts, University Lending Group 2
- Thomas Westerheim, Westerheim Properties 2
- Lori Reed, D.R. Horton 2
- Taylor Longworth, East Hill Building and Design 2
- Eva Marsach, SERVEPRO of West Pensacola 1
- Bill Batting, REW Materials 1
- Judy Gund, Saltmarsh, Cleaveland and Gund 1
- Jill Grove, Pensacola Energy 1
- Ron Robinson, Mobile Lumber 1
- Oliver Gore, Builders Specialty Supply 1
- Towana Henry, RE/Max Infinity 1
- Charlie Sherrill, Hancock Bank 1
- Steve Moorhead, McDonald, Fleming, Moorhead 1
- Karen Pettinato, Pettinato Construction 1

Total 30



REW Materials hosted HBA members for the April Membership Meeting. HBA members were treated to the great Red Eye band who rocked the house with its bass player David Teague of Timberland Contractors. Members enjoyed great bbq and beverages. Thank you Bill Batting and the team at REW for a great evening.



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from page 10

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Emerald Coast Utility Authority Board Members Vicki Campbell addressed the HBA Board of Directors about her goals and accomplishments with ECUA. Campbell is seeking re-election.



Former Escambia County Commissioner, Santa Rosa County Commissioner and Santa Rosa Island Authority Executive Director Buck Lee addressed the HBA Board of Directors about his quest to become Escambia County's Tax Collector.

Editors Note: The HBA welcomes any candidate who wants to speak to the HBA Board of Directors. The HBA does not endorse candidates. If you know of a candidate who wants to speak, contact HBA Executive Director David Peaden.



The HBA's new mascot is 7 year old Izzabella, better known Izzy, Bug, Be-we, Bella Blue or just Bella. She belongs to Vicki Pellitier who brings Izzy to work from time to time. Izzy is friendly to all visitors.



HBA Executive Director and United Way Escambia County Board Chair David Peaden, United Way Escambia County President/CEO Andrea Krieger, WEAR TV's Sue Straughn and HBA President Thomas Westerheim of Westerheim Properties at the Tornado Relief Drive at Cordova Mall. The Home Builders Association of West Florida, through its members, donated \$3,000 to help the victims in Century and Pensacola.



Longtime WEAR TV 3 personality Sue Straughn shares a moment with 7 year old Lauren Peaden and "Paddington" at the Tornado Relief Drive. Paddington was a guest at the Peaden house for the weekend and Lauren wrote an essay about his adventures. Paddington recruited two HBA members over the weekend and asked other HBA members to do the same!!

New Member Profile

Jared Cleveland NICHIIHA FIRER CEMENT

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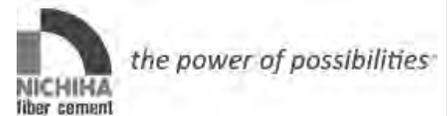
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I’m looking forward to strengthening relationships with local builders in this area and making new friends. In my spare time I enjoy the great outdoors, golfing and staying in great shape



Jared Cleveland



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NAHB Urges Congress to Stop New Silica Rules

NAHB Chairman Ed Brady in April urged Congress to take action to keep the Occupational Safety and Health Administration's (OSHA) new silica standards from taking effect.

Testifying before the House Education and Workforce Committee's Subcommittee on Workforce Protections, Brady said that "our members are deeply committed to taking meaningful action to provide a safe work and construction environment, including reducing exposure to silica."

However, we believe the new rule will not only fail to achieve these aims, but it will also do great harm to businesses, consumers and the economy."

Brady, who also appeared before the House panel as a representative of the Construction Industry Safety Coalition, 25 trade associations representing members from all facets of the industry, called the final regulation:

- **Technologically impracticable.**

To meet the new standards, the rule would require construction firms to develop and install engineering and work practice controls to mitigate or remove silica dust that are beyond current technology.

- **Economically infeasible.**

OSHA's Preliminary Economic Analysis failed to recognize the

"We strongly urge OSHA to re-examine and reassess how its final rule will negatively harm the construction industry, job growth, consumers and the economy while doing little to improve the health and safety of industry workers"

distinction between new construction and remodeling, or the relationship between a general contractor and its subcontractors. The agency's out-of-date economic data drastically underestimates the costs to the construction industry, which could run \$4.9 billion per year, an amount nearly eight times larger than OSHA's estimates. The cost of this most significant health and safety rule ever issued for the construction sector will be passed to the consumer in the form of higher prices. As the cost of housing increases and access to credit remains tight, home buyers and renters will have fewer safe, decent and affordable housing options.

- **Unworkable in terms of requiring medical surveillance of construction industry workers.**

The rule offers no guidance to determine if employees may reasonably be expected to be exposed to silica dust. In the absence of such guidance, the employer's only option is to perform health screening that OSHA itself estimates will cost \$377.77 per employee. Virtually all the nation's 3.2 million construction workers will cut and drill and grind during the course

of their work without knowing the silica content of the material they are working on. If each employee required only one screening per year, the tally would be roughly \$1.2 billion.

- **The wrong solution to make the workplace safer.** Though the intent of the rule is to protect workers from toxic dust particles, the final provisions display a fundamental misunderstanding of the real world of construction. This one-size-fits-all rule places restrictions on certain construction site work practices, which contradict existing safety procedures.

"We strongly urge OSHA to re-examine and reassess how its final rule will negatively harm the construction industry, job growth, consumers and the economy while doing little to improve the health and safety of industry workers," said Brady. "Given that it is unlikely the agency will change course, Congress must take the lead and act swiftly to craft legislation that will keep this fundamentally flawed rule from taking effect."

For additional information on the new rule, contact Rob Matuga at 202-266-8507.

Courtesy of NAHBnow.com

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Senate Bill Adds SAVE Act, but Fixes Still Needed

The Senate passed a wide-ranging energy bill in late April which includes an important NAHB-backed provision that would help finance energy-efficient homes.

Specifically, the measure incorporates the Sensible Accounting to Value Energy (SAVE) Act, which would improve the accuracy of FHA mortgage underwriting by including a home's expected energy cost savings when determining the value and affordability of energy-efficient homes.

Utility bills can be larger than either real estate taxes or home owners insurance, but they are currently ignored in mortgage underwriting.

The SAVE Act would:

- Enable better mortgage underwriting
- Reduce utility bills for American home owners
- Provide affordable financing for home energy improvements
- Spark job creation in the housing industry
- Cost taxpayers nothing

The SAVE Act is not included in a companion House energy bill. As the bills go to a House-Senate conference, NAHB will urge lawmakers to ensure that the final package includes House language that includes this legislation.

While the SAVE Act is a victory for home builders nationwide, the Senate bill also includes language that would inevitably result in overly burdensome and expensive building energy codes. Conversely, the companion House bill includes NAHB-supported language that would reform the development of these codes, ensuring product neutrality and cost-effectiveness.

Specifically, the House language would:

- Improve affordability by requiring any Department of Energy-supported code or code change proposal to have a payback period of 10 years or less, meaning that these higher costs are paid back through utility savings.
- Increase transparency in the development of model building energy codes by ensuring that all Department of Energy code change proposals are made available to the public, including calculations on cost savings.
- Ensure product neutrality by prohibiting the Department of Energy from advocating on behalf of certain products or technologies.
- Protect a state's right to adopt any code, standard or version deemed appropriate.

Ensuring the House language on building energy codes prevails will be NAHB's top priority for the House-Senate conference. For more information, contact Billie Kaumaya at 800-368-5242 x8570.

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This program is entirely free, and there is no obligation to purchase. To access the savings, register with NPP at www.mynpp.com. Included among the discounts available to participating HBA Chapter members:



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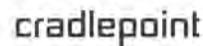
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