

# CORNERSTONE

The News of the Home Builders Association of West Florida

December 2018

## 2018 Year in Review

Highlights from the Home  
Builders Association of  
West Florida

*page 9*

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## 2018 Home Builders Association of West Florida Board of Directors

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Shelby Johnson, *Johnson Construction*  
Lowell Larson III, *Craftsman Homes*  
Mike Major, *Majors Home Improvements*  
Ron Mangum, *Residential Renovation Company*  
Josh Mayfield, *Coastal Building Concepts*  
Mac McCormick, *Florida 1st Home Construction*  
Russ Parris, *Parris Construction Company*  
Karen Pettinato, *Pettinato Construction*  
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Lorie Reed, *DR Horton*  
Newman Rodgers, *Newman Rodgers Construction*  
Douglas Russell, *R-Squared Construction*  
Steve Schuhmann, *Mitchell Homes*  
Eric Shaffer, *Shaffer Construction*  
John Stenicka, *Aberfeldy Home Construction*  
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Chris Vail, *Urban Infill Corporation*  
Thomas Westerheim, *Westerheim Properties*

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Jeff Hatch, *Gulf Power Company*  
John Hattaway, *Hattaway Home Design*  
Rod Hurston, *Fisher Brown Bottrell Insurance*  
Shellie Isakson-Smith, *Synovus Mortgage Corp.*  
Pat Kozma, *Acme Brick & Tile Company*  
Rick Lewis, *Swift Supply*  
Bill Morrell, *Coastal Insulation Company*  
Ric Nickelsen, *SmartBank*  
Alex Niedermayer, *Underwood Anderson & Associates*  
Bruce O'Neil, *Pensacola Ready Mix USA*  
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Brian Richardson, *Builders FirstSource*  
Wilma Shortall, *Trustmark Bank Mortgage*  
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Lindy Hurd, *First International Title*  
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**Alton Lister**  
1st Vice President  
Lister Builders



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Cleveland & Gund



**Stephen Moorhead**  
Legal Counsel  
McDonald, Fleming, Moorhead

## Cornerstone

*The official magazine of the Home Builders Association of West Florida*



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## Cornerstone



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*The Executive Committee, Board of Directors,  
and Staff of the HBA of West Florida extends  
Holiday Wishes to Our Members, their Families,  
and Friends of the Association!*

*Vicki David*

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The HBA hosted its Dream Home Donors and Board of Directors at the Dream Home. This was a time to thank the Donors who contributed to the overall success of the home. Special thanks to Alton Lister of Lister Builders who worked so hard to make this home a reality.





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**Have pictures from HBA events?**

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**Tag yourself in our photos!**



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<https://www.facebook.com/HBAWF>

# TOP 10 REASONS TO DO BUSINESS WITH AN ACTIVE ASSOCIATE MEMBER

1. They support the industry at the local, state and national levels.
2. They volunteer time, talent and treasure to help the association accomplish its goals.
3. They recruit their colleagues & business contacts to become members.
4. They serve on committees and councils gaining valuable networking opportunity while helping to advance the association's mission.
5. By doing so, you increase the value proposition for all membership in our HBA.
6. They are strong supporters of local and state PACs and BUILD-PAC.
7. They are a major source of non-dues revenue through sponsorships, advertising, etc.
8. As industry partners, they are a valuable resource for business and management tips.
9. They are heavily invested in your business success: You win, they win!
10. Why wouldn't you do business with a member?



**NEXT  
CORNERSTONE  
ISSUE:**

**January 2019**

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## President's Message



*"I am very proud of the character and work ethic of the volunteers who continue to do magnificent work for our association."*

# HBA Members Made 2018 An Exciting & Productive Year

**My year as president of the Home Builders Association of West Florida has come to an end. For me, it has been a wonderful year and a great thrill for me to lead this association.** It seems like yesterday that I was being installed as president, and now, I'm writing my last article. Like every president before me, I have to let go and make way for other fine leaders to follow. I could not be more pleased to turn the reins over to Alton Lister of Lister Builders. You can rest assured that the HBA will continue to prosper under his leadership. Alton is one cool customer under pressure and he proved his mettle in building the American Dream Home under difficult circumstance. When faced with adversity, Alton pushed through and the ending product is a beautiful home that sold before the Parade of Homes. Alton has served on the HBA Board for many years and has been

instrumental in the success of the HBA's efforts to be involved in Governmental Affairs, Membership Drives, Membership Meetings and a host of other HBA activities. He will do very well.

It has been a busy year for our HBA. I am very proud of the character and work ethic of the volunteers who continue to do magnificent work for our association. The year could not have been the success that it was without the help and support of the many individuals whom contributed their time and energy on behalf of the association. I am very thankful for the leadership provided by our Committee and Council Chairs. Your work is vital to the success of this association and I thank you for your service and please allow me to touch on a few highlights:

*more "President's Message" page 8*



*Ron Castner*



*Mary Weaver*



*Lindy Hurd*



*Marty Rich*

## HBA Members Made 2018 An Exciting & Productive Year

from page 5

The Governmental Affairs Committee kept a watchful eye on county government thanks to the leadership of Tom Hammond of Hammond Engineering. Tom stayed abreast of hot construction industry issues in Escambia and Santa Rosa Counties as well as statewide issues.

Residential Designer Doug Whitfield led the Cost & Codes Committee. Doug is a tremendous asset to our association, and he continues to help HBA members understand the massive Statewide Building Code.

Under the direction of Shelby Johnson, of Johnson Construction, and Financial Officer Amy Stachowicz, of Saltmarsh, Cleaveland & Gund, they worked hard to make sure that our association ran as efficient as possible. I am truly thankful for the work of Amy. She stepped in after our longtime Financial Officer Judy Gund retired as our Financial Officer and she continues to work closely with our new bookkeeper Charlotte Hooks.

The Home and Products EXPO had another banner year under the leadership of Show Manager Vicki Pelletier. Vicki handled the vendors and every detail like the seasoned pro she is. Also, thank you to Ron Castner, of Castner Construction, who takes four days out of his schedule to be involved at the Pensacola Bay Center during the show. Ron does an excellent job for the HBA and we appreciate him very much.

With our 60th Anniversary of the Parade of Homes, we hosted two events that were highly successful. As I mentioned before, Alton Lister built a very nice Dream Home. The proceeds from the home cannot be underestimated in that we need every

dollar to keep our HBA running. We certainly could not have made an impact for our HBA without the support of our members who generously give to the Dream Home. Thank you.

*Our Councils also played an important role within the association:*

The Auxiliary Council, led by Mary Weaver of Gulf Coast Insurance, had another a fantastic year with the fine professionals who give their all for the council. The Council has taken an active role in the HBA's Construction Academy at Pine Forest High School. I love that they are getting involved in supporting the students and the construction trades.

The Sales & Marketing Council, led by Lindy Hurd of First International Title, hosted informative seminars throughout the year and a successful SAMTRAM to see the latest in new home construction. Lindy has been active with the HBA for a very long time and she is a quality person who always works hard for the betterment of the industry.

Special thanks to the Senior Officer team of First Vice President Alton Lister, Financial Officer Amy Stachowicz, Treasurer Shelby Johnson, Secretary Blain Flynn, Second Vice President Charlie Sherrill, Third Vice President Bruce Carpenter, Immediate Past 2nd Vice President Bill Daniel, and long-time HBA Legal Counsel Stephen Moorhead. These dedicated professionals have been a joy to work with and this association's future is in good hands.

I have enjoyed my year serving you, and I wish you all the best in the future.

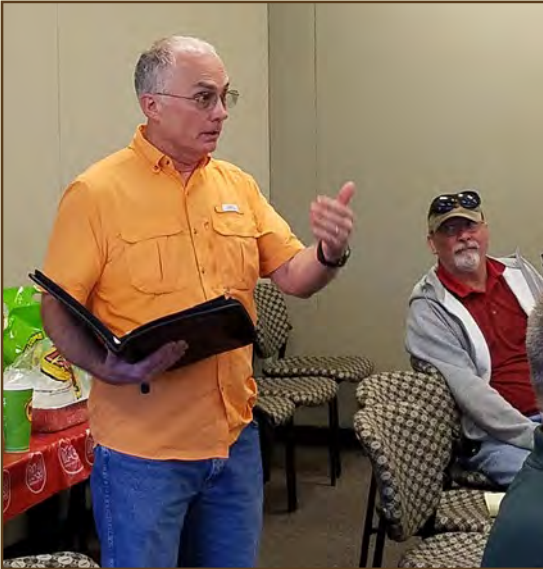


# Year In Review Highlights

## from the Home Builders Association of West Florida



*HBA members traveled to Tallahassee during Florida Home Builders Association's Legislative Days. Members meet with HBA member, Representative Jayer Williamson of Williams Electric.*



*HBA Cost and Codes Committee, led by Chair Doug Whitfield, of Doug Whitfield Residential Designer, led a Lunch and Learn Meeting with Escambia County Building Official Tim Tolbert and Santa Rosa County Building Official Rhonda Royals..*



*Partners came together to address the need for skilled brick masons on April 16th at the Home Builders Association of West Florida. A program is being developed to equip students with the skills necessary to find employment in the brick mason industry.*



*The Home Builders Association, The Pensacola Association of Realtors and the Greater Pensacola Chamber hosted the 1st ever meeting at New World Landing. Dr. Rick Harper gave an informative presentation on the local economy.*

**See More "Year in Review" photos on pages 10-11!**





*Tanya and Robert Underwood of Emerald Coast Granite, Glass and Tile donated a beautiful piece of granite and sink that totally transformed the Home Builders Association board room kitchen. Tanya and Robert have been great partners of the HBA for many years. Tanya continues her many years of service on the Membership Committee and we truly appreciate their support of the HBA.*



*From left, HBA President Taylor Longsworth, Instructor Brian Metcalf, Assistant Principal Bryan Freeman and Auxiliary Council Chair Mary Weaver visit the HBA's Construction Academy at Pine Forest High School.*



*Dr. Rick Harper delivers the annual State of Housing Report to the Santa Rosa County Commission.*



*HBA Executive Director David Peadar with Governor Rick Scott at the ST Aerospace Grand Opening*



*HBA members enjoyed a great day of Goofy Golf to celebrate the ending of a successful membership drive.*



*National Association of Home Builders President Randy Noel, of New Orleans, Home Builders Association of West Florida President Taylor Longsworth and Florida Home Builders Association President Greg Matovina, of Jacksonville, attended the Parade of Homes Kick Off Event to ring in the 60th Annual Parade of Homes.*





*Vicki Pelletier welcomed the HBA's new mascot Maggie Rose!*



*Meet the builder offered Associate members the opportunity to visit with decision makers of 15 building companies at New World Landing.*



*Alyssa's was a hit at the Home and Products Expo held at the Pensacola Civic Center in August.*



*Blaine's Claim to Fame wins the HBA's Membership Drive! From left Alton Lister, Blaine Flynn and Laura Gilmore.*



*HBA President Taylor Longworth presides over the HBA Board of Directors.*



*The November Parade of Homes featured the American Dream Home, built by Alton Lister, in the Highlands at the Moors.*



*Leaders met at Pine Forest High School to support the construction trades program.*

# MORE YEAR IN REVIEW HIGHLIGHTS



# HBA FALL CLASSIC AT SCENIC HILLS COUNTRY CLUB

It was a great day to be on the golf course at the beautiful Scenic Hills Country Club for the HBA's Fall Golf Classic. Thanks to Pensacola Ready Mix USA for providing the delicious breakfast. Also, thanks to our fantastic sponsors for supporting this fun event.









## Thank You to our 2018 Fall Parade of Homes Sponsors!



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**FALL 2018**



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**WHAT:** 7 Hours of Continuing Education  
**WHEN:** Tuesday, February 26, 2019  
**WHERE:** HBA office, Cordova Square, 4400 Bayou Blvd., Suite 45, Pensacola, FL 32503  
**PARKING:** Parking in the rear of the Cordova Square office building  
**TIME:** 8:00 a.m. Registration/Sign-In  
 8:30 a.m. – 4:30 p.m. Classes  
**REGISTRATION:** Complete this form and return to [Vicki@hbawf.com](mailto:Vicki@hbawf.com) or FAX to 850-494-976

**Registration Deadline: February 15, 2019:**

**RETURN THIS COMPLETED FORM ALONG WITH A LETTER FROM EMPLOYER AUTHORIZING YOUR ATTENDANCE**

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# 2018 AMERICAN DREAM HOME

## We Appreciate Our Donors

The Home Builders Association of West Florida and Lister Builders would like to thank the business who contributed to the overall success of the American Dream Home. If you see something you like, just find the item on the below list and contact the donating company. Tell them you saw their product or service at the Dream Home... and you want the same for your home.

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850-432-5478  
www.listerbuilders.com  
Donation: Dream Home Builder

#### Gulf Power Company

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Pensacola, FL 32520-0047  
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Pensacola, FL 32503  
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www.shawfloors.com  
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Pensacola, FL 32514-7057  
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www.ferguson.com  
Donation: KitchenAid Appliances/Lighting Fixtures/Ceiling Fans/Delta Faucets, Merible and PROFLO Toilets

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Pensacola, FL 32526  
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Donation: Carrier 5 Ton/20 SEER Infinity Green Speed System W/Zone Control

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Donation: Dream Home Listing

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334-405-0103  
mjohnson@viwinco.com  
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www.shopalyssas.com  
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Anthony Bailey  
5177 Stewart St.  
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850-626-8716  
www.ameralarm.com  
Donation: Home Security, Automation,  
Central Vacuum.

**Dean A. Spencer Engineering**

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Donation: Engineered Dream Home  
Plans

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www.lacyphillips.com  
Donation: Interior Design

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Donation: Roof Installation/Labor

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www.swiftsupply.com  
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Slab Steel/Materials

**Wiggins Plumbing Company**

Curtis Wiggins  
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Cantonment, FL 32533  
850-572-9513  
Donation: Plumbing Labor

**BRONZE****Acme Brick Tile & Stone**

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Pensacola, FL 32505

850-434-0166

www.acmebricktileandstone.com

www.irondoorsunlimited.com

Donation: Iron Doors Unlimited Front  
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Donation: Home Warranty

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Jason McKnight  
452 W. Pinestead Rd.  
Pensacola, FL 32503  
850-432-4103  
www.flapest.com  
Donation: Termite/Pest Control Treatments

**Joiner Electric Company**

Steven Joiner  
6728 Mobile Hwy.  
Pensacola, FL 32526  
850-450-6799  
Donation: Electrical Rough In/Labor

**Sherwin-Williams**

Gus Uebelsteadt  
313 E. Nine Mile Road  
Pensacola, FL 32514  
850-232-0477  
www.sherwin-williams.com  
Donation: Paint, Materials

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Lisa Denham  
330 Park Ave. S.  
Mobile, AL 36695  
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# Single-Family Starts Post Slight Decline as Builders Grapple with Affordability Issues

**Rising housing affordability concerns continue to weigh on single-family production even as total housing starts edged higher in October.**

According to newly released data from the U.S. Department of Housing and Urban Development and the Commerce Department, total housing starts rose 1.5 percent in October to a seasonally adjusted annual rate of 1.23 million units from an upwardly revised September reading. Year-to-date, new housing starts are 5.6 percent above their level over the same period last year.

The October reading of 1.23 million is the number of housing units builders would start if they maintained this pace for the next 12 months. Within this overall number, single-family starts edged down 1.8 percent to 865,000 units. Meanwhile, multifamily starts—which include apart-

ment buildings and condos—rose 10.3 percent to 363,000.

“This month’s decrease in single-family starts isn’t a surprise given the drop in our builder confidence index,” said NAHB Chairman Randy Noel, a custom home builder from LaPlace, La. “Builders are showing caution as mounting housing affordability concerns are forcing some consumers to delay making a home purchase.”

“Single-family starts were strong at the beginning of the year, but weakened this summer and have remained soft,” said NAHB Chief Economist Robert Dietz. “Despite this softness, 2018 construction volume is set to be the best since the downturn. A growing economy and positive demographic tailwinds are supporting housing demand as interest rates rise. However, policymakers should take note of the November decline in builder confidence as a sign that housing affor-

bility conditions will weigh on the housing market going forward.”

Overall permits—which are an indicator of future housing production—registered a 0.6 percent drop in October to 1.26 million. Single-family permits fell 0.6 percent to an 849,000 unit pace while multifamily permits dropped 0.5 percent to an annualized rate of 414,000.

Looking at the regional numbers on a year-to-date basis, combined single-family and multifamily housing starts rose 13.5 percent in the West and 5.5 percent in the South. Starts fell 0.6 percent in the Midwest and 4.8 percent in the Northeast.

Also on a year-to-date basis, permit issuance rose 7.6 percent in the South and 3.9 percent in the West. Permits were down 2.4 percent in the Midwest and 5 percent in the Northeast.

*Courtesy of NAHBnow.com*

## NAHB Joins EPA Forum on Regulatory Issues Impacting Small Businesses

**NAHB member Bill Sanderson, a developer from Cleveland, Ohio, and a member of the Environmental Issues Committee, participated this week in a forum of small businesses at the U.S. Environmental Protection Agency (EPA) to discuss environmental regulatory and permitting issues impacting small businesses.**

On behalf of NAHB’s membership, Sanderson identified a number of opportunities for EPA leadership to work collaboratively with NAHB to simplify the stormwater permitting, recordkeeping and inspection process.

NAHB outlined the challenges that small builders face while working on individual lots within existing residential subdivisions and having to comply with EPA’s complicated 265-page construction general permit (CGP) for stormwater discharges during active construction. This permit includes requirements that often do not apply to small builders working on individual lots within already permitted residential subdivisions.

NAHB asked EPA to issue a streamlined permit that applies only to residential lots within a subdivision, building on the success of the small residential lot stormwater pollution prevention plan (SWPPP) template that NAHB helped EPA develop in 2015. NAHB also asked EPA to update this small lot SWPPP template to reflect changes by EPA in the 2017 CGP.

On the stormwater inspection process, NAHB has urged EPA to support so-called “find & fix” approaches for conducting stormwater inspections. In these situations, inspectors allow developers and builders to immediately address recordkeeping or minor violations that do not result in actual environmental harm without the risk of future enforcement actions by EPA.

EPA officials said they did not conduct many stormwater inspections and would support deferring to the state programs, including those with “find & fix” inspection approaches.

For more information, contact John Kosco, 800-368-5242 x8124.

*Courtesy of NAHBnow.com*



# Designing a Luxury Kitchen for Today's 'Technicurean'

**It's no secret that the kitchen is the main place for family gatherings, dining and socializing, so it's no wonder that the "heart of the home" is a style focal point for most home owners. One growing trend: Luxurious appliances with smart, intuitive technology.**

NAHB estimates that almost 60% of builders are working on luxury high-end projects this year. For new luxury built-in kitchen appliance brand Signature Kitchen Suite — backed by home appliance innovator LG Electronics — delivering performance, design and precision is paramount.

"We believe better cooking is possible through better thinking," said Zach Elkin, general manager at Signature Kitchen Suite and LG for Builders. "Our portfolio

of products aims to do just that and is designed for a new group of consumers we're calling the Technicurean™ audience. These are forward-thinking home chefs who are passionate about cooking and appreciate technological innovations that help make their lives easier and more convenient."

Take for instance the first-of-its-kind 48-inch Dual Fuel Pro Range, which was brilliantly engineered with built-in sous vide, induction and gas modalities, all on the cooktop. Once limited to the pros, sous vide is a cooking technique that allows home chefs to achieve professional-level results by utilizing precise temperature control to capture the full, true flavor of foods. It's also Wi-Fi enabled, so with the touch of a button on the Signature Kitchen Suite app, users can enjoy the benefits of smart functionality like preheating the oven remotely.

Integrated column refrigeration is also a growing trend among this group. Signature Kitchen Suite offers a variety of refrigerator/freezer options to help fit any footprint, making it ideal for new construction and replacement options. The

newest is the 24-inch Integrated Column Refrigerator, which features TrueFit™ integrated design flexibility that allows for proud or flush installation and easy door reversal, along with an impressive 13.9 cubic feet of storage capacity — the largest in the industry. Ingenious features like an engineered all-metal interior help minimize temperature fluctuations to within one degree, helping to keep food fresh for as long as possible, and LED lighting keeps the focus on the food.

Well-equipped to fulfill the needs of any Technicurean, Signature Kitchen Suite's range of smart appliances is garnering attention from critics and consumers alike, capturing coveted industry accolades like the 2018 Kitchen Product of the Year for its sous vide range by Kitchen & Bath Business. Other key products of interest to this audience include smart lighting, premium finishes and storage solutions that declutter.

For more information on Signature Kitchen Suite and LG product offerings for the professional market, visit [lgbuilder.com](http://lgbuilder.com).

*Courtesy of NAHBnow.com*

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In construction, a spike is a steel object that is essential to making a building strong. As in construction, the HBA of West Florida sees a Spike as someone that works to keep our association strong. Spikes work on the recruitment and retention of members in addition to keeping members active with the association. Anyone is eligible for Spike status. On Spike credit is awarded for each new member recruited and an additional credit is awarded for that new member's renewal on or before their anniversary date. If you help to retain a member, you are eligible to receive a half point for each member.

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*Spike Club Members and their credits as of 09/30/2018.*

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