

All Aboard!

This article was submitted by Pat Smith, owner of Build, LLC and Area 5 Associate Vice President. Smith is a member of the Henry County Builders Association.

Will Rogers once said "You might be on the right track - but if you're just sitting there, you're going to get run over!" As you all know, the "Green" train is traveling across the country like an Indiana tornado. When the IBA asked for volunteers for the Green Building Task Force, I volunteered. Why? Well it wasn't because I started recycling cans when I was 9 years old like our IBA President Stephen Robinson, but I did grow up on a farm. We learned not to be wasteful, because we knew the hard work and sweat that it took to produce the food we ate and the clothes we wore.

I have been in construction for 19 years. I thought I knew a lot about building until I attended a workshop in 2006 at the Cope Environmental Center in Centerville, Indiana. It focused on new green building techniques, passive-solar rooms, and using recycled and reused building materials. Since then I read cover to cover my Green Builder complimentary magazine provided to National Association of Home Builder members. If you are not getting it, go to www.greenbuildingmag.com and click on "subscribe". I know Green is not a fad that is going to go away, so I decided to get on board, find a good seat and make sure I didn't get run over! I want to share with you what I have learned.

First it is complicated. There are all types of Green Building Programs and rating systems. They deal with "mandating", "incentives", "costs", and the federal Energy Star program. But the one thing everyone agrees on is that there is a need to change the status quo.

Let's talk about mandating. I personally believe it is very important that we do not have state mandates at this time and instead have a voluntary program with guidelines to build a green home. IBA offered a course in October entitled Green Building for Building and Remodeling Professionals. There were 38 attendees, some from out of state, who are not going to get run over, because they are not just "sitting there". They are educating themselves now.

Think about it, if the state would mandate green building standards next year how are our professionals going to get trained? Even if 30 builder members a month would invest in being educated, it would take over 6 years just to train our own builder members. What about the builders who are not members of IBA? How do they become educated to meet the standards? Is the state going to fund a "No Builder Left Behind" program?

This is where I believe our Associate membership can be extremely valuable. I sell a variety of products, specializing in windows and doors. As a professional, it is my job to know the energy value of the products I sell. The same applies for associates who sell flooring, plumbing fixtures, electrical, everything used to build a home. Winter traditionally is a slower time for builders, so my challenge is for every builder to call every associate member in their local (whether they have done business with them in the past or not) and schedule an appointment to meet them at their place of business and learn about the "green" products their company offers. Even then, there will be a learning time curve involved but our associate membership will continue to be one of our best "green" educational training tools.

Incentives. It is possible that in the future Indiana may offer some type of tax credit as an incentive to begin to build more green. But as associates we can offer our own incentives TODAY and not wait for the state. We can contact the



manufacturers we represent and ask them if they offer a rebate for customers who purchase green or more energy efficient products. Or we could come up with our own creative way to increase consumer awareness about the green products we have available. We can make sure our websites mention our company's commitment to the environment. Ninety-two percent of the builders responding to a 2005 survey indicated a move toward green building because it is "the right thing to do." Let's all make sure that everyone knows that associate members believe it is the "right thing to do" too!

Cost. This is a big concern. New home designs and new building technology will initially cost more. Any green building program cannot be successful without the associate members who provide these services and products. It is really all about "perceived" value. The homeowner has to believe in the benefits of a green design/built home. Again, this is where associate members can be helpful.

Homeowners will do their research on the internet and they will come into your office with data in hand. It will be up to us to help explain it, sort out the features and benefits of new products and offer our experience. Then we have a "value". I remember when Low E glass first came out. It cost quite a bit more than clear glass. Some builders wouldn't pay extra for it thinking their customers wouldn't perceive the value in it and would not pay the additional cost. But they were wrong. By the advertising of "R" values, customers began to ask more questions about the energy efficiency of their windows. Word of mouth marketing spread the news about the benefits of Low E glass to minimize fading of furniture and carpeting. When my customers were educated about how Low E glass added to the comfort of their homes, they were more than willing to pay extra for that value. Now, years later, Low E is the standard glass used by window manufacturers and most builders wouldn't think of building a home without it.

The additional costs for building green will not always be there. We have to start somewhere. There are Energy Efficient Mortgages available. If you are an associate banker and your bank does not offer them, why not?

The trip we take on the "Green" train will be a long trip. It will take up more of our time than if we could fly. It will require traveling with a team spirit; everyone pulling together toward a common destination. It will take a positive outlook and thinking more of what can be done (like the little engine that could) and less about what has never been done before. The trip cannot be only "cost" driven. There needs to be cooperation between the engine and the caboose. The "Green" train traveling across the country will make a stop in Indiana.

All Aboard!



New Members/Recruiters (from page 18)

North Central Indiana BA

Dan Kline, Kline Construction, welcomes Tina Bernacchi, Andrea Homes.

BIA of Northwest Indiana

Richard Cook, Cook Builders, welcomes David Hoekstra, Schepel Buick GMC Truck.

Bill McCabe, Century 21 Executive Realty, welcomes Brian Davis, Davis Land and Homes.

Heather Opperman, Wells Fargo Home Mortgage, welcomes Kim George, White's Custom Concrete.

Deana Sutton, Century 21 Destiny Realty, welcomes Tom Ogrodowski, Stonebridge Construction.

Porter County BA

Thomas Bland, Vangogh, welcomes Skip Egolf, Egolf Lighting.

HBA of Southern Indiana

Greg Longest, Gary Longest Construction, welcomes Bill Morganthall, Closet Factory.

Southwestern Indiana BA

Danny Davis, Davis Homes, welcomes Mike Crowell, Crowell Home Improvements.

Mike Talbert, The Talbert Group, welcomes Libby McElya, National City Mortgage.

HBA of Greater Terre Haute

Carl Doner, Doner Electric, welcomes Craig Klitz, Automated Fuels Div of Spence Banks.

Richard Jenkins, Jenkins Builder/Developer, welcomes Mary Hoopengartner, Syncamore Chevrolet Nissan, and B J Jackson, B J Jackson Concrete.

Rustin Laswell, RCI Design, welcomes John Gurchiek, Integrity Title Service, and Tony Burkeybyle, RCS Contractor Supplies.

Todd Newman, CGR, CGB, CAPS, Newman Company, welcomes James Schoene, Jim Shane.

Mark Zimmerly, Zimmerly Development, welcomes Pete Emmert, AFLAC.

Monthly Recruiter Drawing
Winner Earns a \$100 Credit at Sears

Month	Winner	Sponsored by
October	Stan May, S&L Properties, Fort Branch	

Indiana Builders Association Membership
Standings (as of October 31, 2007)

Local HBA	Oct-07	NEW	CANCEL	RETAIN %
BA of Greater Indianapolis	1247	226	103	83.8%
HBA of Fort Wayne	563	187	74	82.7%
HBA of Southern Indiana	546	194	83	78.1%
Southwestern Indiana BA	509	175	49	84.3%
BIA of Northwest Indiana	501	185	60	81.4%
BA of Elkhart County	413	113	58	78.4%
HBA of Greater Terre Haute	387	183	64	73.1%
HBA of St. Joseph Valley	327	105	58	77.7%
Porter County BA	297	64	91	68.3%
BA of Greater Lafayette	287	129	57	73.0%
BA of Kosciusko-Fulton Counties	255	119	28	81.8%
HBA of Howard County	185	60	20	82.2%
BA of Dubois County	170	12	20	87.6%
BA of Northeast Indiana	155	63	14	86.7%
Dearborn County HBA	139	98	11	78.8%
Monroe County Building Association	125	24	23	78.0%
Muncie HBA	117	28	30	73.6%
Vincennes Area BA	91	53	8	84.1%
HBA of LaPorte County	80	19	21	71.4%
Wayne County BA	62	2	15	82.4%
Marshall County BA	52	10	11	73.2%
Jasper County HBA	50	5	7	78.2%
Jackson-Jennings BA	44	5	4	89.5%
Madison County HBA	43	6	14	69.8%
HBA of Lawrence County	38	3	15	68.0%
Henry County BA	33	17	8	64.0%
BA of River Valley	32	0	-1	93.5%
Gibson County BA	28	13	5	100.0%
BA of Southeastern Indiana	26	13	12	44.4%
North Central Indiana Chapter	21	13	17	19.0%
Grant County BA	20	0	-2	95.2%
Indiana BA - At Large Members	11	0	5	0.0%
Whitley County BA	10	1	21	30.0%
HBA of East Central Indiana	0	2	5	14.3%
Indiana	6864	2127	1008	78.9%