



# ON THE LEVEL

## Newsletter 2016 JAN.

**SOUTHERN**

*"Professionals Committed To Excellence"*

## Wine Tasting and Networking!

Wednesday February 3rd  
(details pg. 3)



## January Meeting

*Highlights from our*

begin on pg. 4

## Welcome New Members!

Peter DeSalvo Contracting  
49 Derry Road 1st floor  
Hudson, NH 03051  
603-521-7992

## Thank You Renewing Members!

American Cabinet Corp  
Jim Derderian  
Stacy Degulielmo  
Michael Carroll

KBRCO Energy  
Paul Krukonis  
PO Box 1014  
Londonderry, NH 03053  
603-432-3889

Travis Terry & Co., CPA  
Travis Terry  
25 Main Street  
Salem, NH 03079  
603-898-2511



## SNHHBRA

### 2016 Leadership

#### President

**Sean Caron**

Sentinel Insurance Group

#### Vice President

**Bryan Coulombe**

Tailored Living

#### Treasurer

**Travis Terry**

Travis Terry & Co.

#### Directors

**Lynette Rogers**

Homescapes of NE

#### **Judy Powell**

JL Powell Construction LLC

#### **Jan Jacome**

Crossroads Contracting

#### **John MacKinnon**

MacKinnon Construction

#### **Jason Mlocek**

Santo Insurance and Financial Services

#### National Director

**Lynette Rogers**

Homescapes of New England

#### National Alternate Director

**John MacKinnon**

MacKinnon Construction

#### State Director

**John MacKinnon**

MacKinnon Construction



# CABONNAY

THE ESSENCE OF WINE COUNTRY



**We have a special treat planned for our SNHHBRA members!**



## **Wine Tasting and Networking!**

Our February meeting brings us to Cabonnay Emporium in Londonderry, NH

The Cabonnay Emporium offers select wine tastings, wine purchases, and wine country lifestyle items, gifts and décor. Sheila Sheehan from CircaWines will provide high-end select wines.

Visit their website to learn more: [www.cabonnay.com](http://www.cabonnay.com)

### WHEN

Wednesday, February 3rd from 6-8 pm

### WHAT

NETWORKING-WINE TASTING-APPETIZERS  
GET SMART SPEAKER-Travis Terry CPA – Tax tips  
2 minute info-mercials, 50/50 raffle

### WHERE

Cabonnay  
8 Mohawk Drive, Suite 2  
Londonderry, NH 03053

### WHO

25 SNHHBRA members

**Space is limited** and we will take reservations on a first come first serve basis!

### COST

\$15.00 pp member-staff-spouse

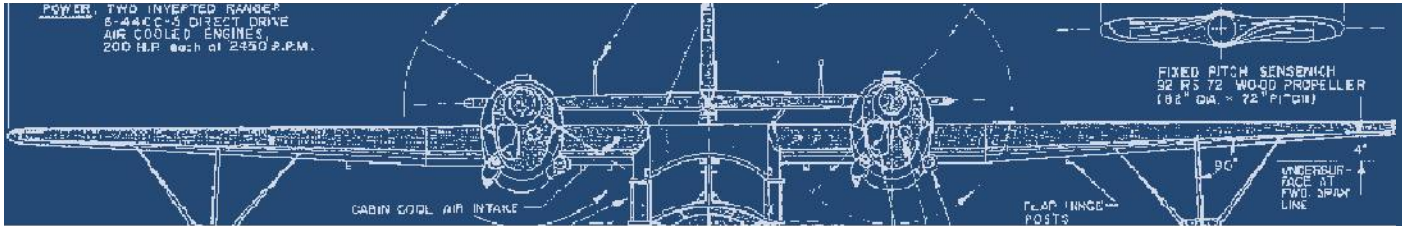
### RSVP

Please contact Lisa at 603-475-2855 or [info@snhhbra.com](mailto:info@snhhbra.com)

**RESERVATIONS ARE REQUIRED**  
**(we are unable to accommodate walk-ins)**

**Don't miss this unique opportunity!**





# Highlights from our Joint Meeting



## A Night At The Museum!

Our annual joint meeting with Greater Manchester Nashua and Concord HBA's was a big success!

Many came out on a cold winter night to NETWORK in the New Year; the museum hall was filled with NH Home Builder members, interesting and interactive aviation exhibits and delectable food offerings.

We would like to thank our generous event sponsor ASAP Roofing-Scott Field. The company sign was placed prominently and his representative Kirsten Larsen Schultz gave an overview of the services offered by ASAP Roofing.

Kendall Buck -NHHBA Executive V.P. provided a legislative update, Lynette Rogers-chair of Hammer for Veterans spoke about the upcoming fundraising and shared some heartwarming success stories of completed projects that have changed the lives of NH veterans.

Many thanks to the Aviation Museum of NH, their staff and volunteers who were most hospitable !

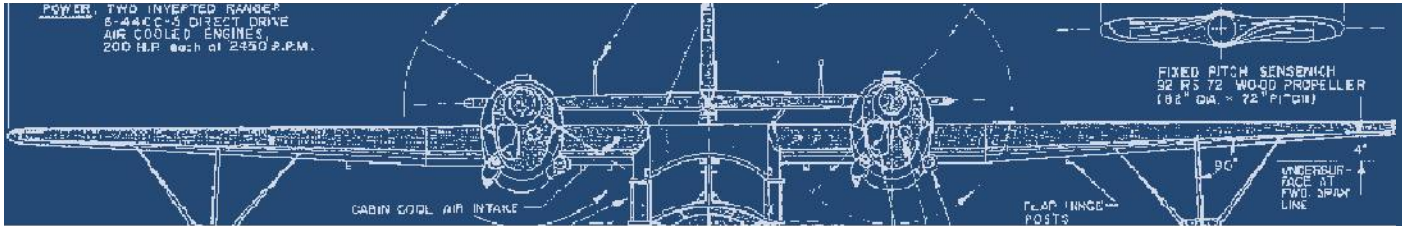


Dave Souter-Baron's Major Brands with  
Sean Caron-Sentinel Insurance Group, LLC



John MacKinnon-MacKinnon Construction with  
Cheryl Tufts and Lisa O'Brien-3 W Design-Concord





## Highlights from our Joint Meeting



An interesting perspective! Lynette Rogers with Kirsten Larsen Schultz and Matt Erickson-Erickson Construction

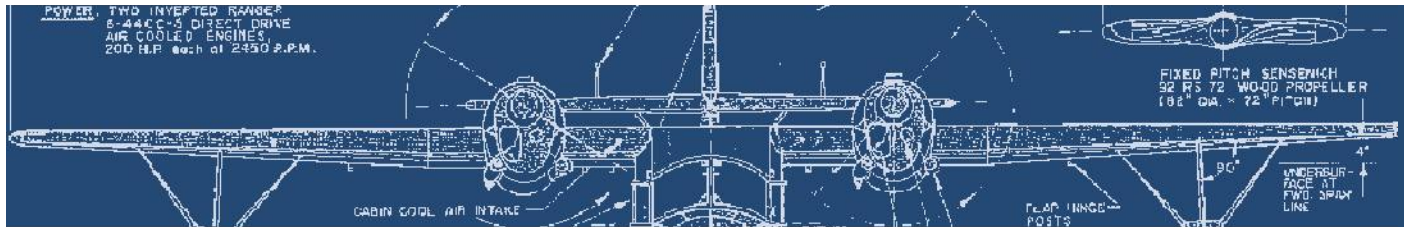


Kirsten Larsen Schultz - LarsenEdge Marketing Solutions  
with Nick and Trish D'Alleva - Embroidme-Salem



Deni Oven  
with Phil Messina-Messina's Flooring





## Highlights from our Joint Meeting



Kendall Buck-NHHBA Executive VP



Lucky Lottery Raffle Board winner- John MacKinnon  
with Sean Caron-SNHHBRA president



Chick Beaulieu-Chick Beaulieu, Inc.  
with Sean Parnell-Eaton and Berube  
Jim Downes-Reliable Restoration  
and Jeanette Erickson-Erickson Construction



Lynette Rogers- Hammers for Veterans



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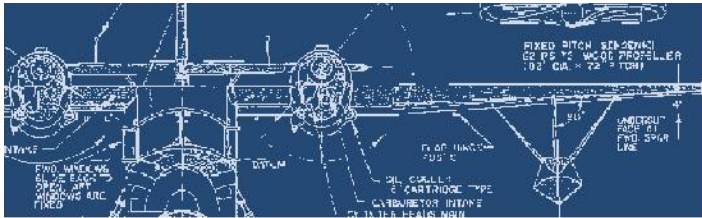
**Foundation Repair Experts**



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Foundation settlement - Bowing walls  
Slab settlement or sinking - Wall cracking  
Sagging or wet crawl spaces - Push piers  
EZ Post helical pier systems





## Highlights from our Joint Meeting



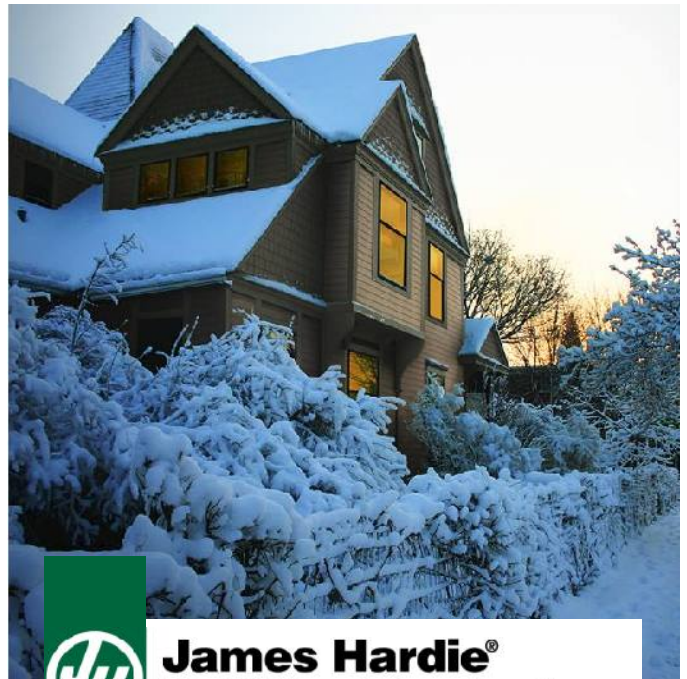
Kirsten Larsen Schultz representing ASAP roofing-Event Sponsor



**ASAP Roofing** is all about the detail, quality of product and quality of workmanship. They go beyond the basics with innovative maintenance programs, extended warranties and great customer service, ensuring their customers' satisfaction and their roof's long term performance.

**ASAP Roofing** is also one of the few NH roofing contractor's participating in a shingle recycling program.

For more information visit their website:  
**roofingdoneasap.com**



**James Hardie®  
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**Timberline**  
ENTERPRISES LLC.



[tlumber.com](http://tlumber.com)



**CROSS**  
INSURANCE

[crossagency.com](http://crossagency.com)



SAVE THE DATE!

**March 2nd – 8:30-10:30 am**

As business owners in the digital age, we know how important it is to be found in the wide world of Google searches, but there are a lot of moving parts involved. Search Engine Optimization is a big part of coming out on top in Google's search algorithms, but you might be surprised to hear that your Google Plus business page and blogging are equally important.

What will be covered in our informative 90 minute seminar:

**Basics of SEO and how it Works with Google's Algorithms**

**Why Blogging is (or should be!) Part of Your SEO Strategy**

**How Using Google+ will increase your rankings in Google Searches**

**Google Reviews and Why They Matter**

*Meet the marketing team who will provide answers to your questions!*



Sprout began as two separate companies started by two different entrepreneurs: **Joanne Randall** of Leap Year Marketing and **Neil Burtt** of You Promote.

Leap Year Marketing specialized in social media implementation, blog writing, email marketing, and marketing strategy consultation. You Promote offered comprehensive website and graphic design services, Search Engine Optimization, Ecommerce services, and online marketing consultation.

After years of operating successfully as separate entities, both business owners decided to combine their services to create an all-encompassing marketing company called Sprout for Business.

Sprout for Business exists to meet all your marketing needs while providing outstanding results at a flexible and affordable cost. To learn more about their services and to learn more about their team, visit [www.sproutforbusiness.com](http://www.sproutforbusiness.com).



## DONATE AN ITEM

Donating items to the **Hammers for Veterans Auction** catalog is a great way to support our fundraising auction effort.

We appreciate any items you donate or that are donated by others through you.

Your generosity will assist veterans with their home construction needs.

## SUBMIT AN ITEM FOR DONATION

### HOW TO DONATE:

1. Go to:  
[BiddingforGood.com/hammersforveterans](http://BiddingforGood.com/hammersforveterans)
2. Click on Donate Items (create new account if needed)
3. Provide item description and other pertinent information
4. Provide digital photos
5. If you need assistance call NHHBA at 603-228-0351. You will be contacted after the item has been reviewed.

## SPONSORSHIP

Becoming a sponsor of the **Hammers for Veterans** auction is a great way to say thank you to those who have served and sacrificed for our freedom.

Your support also gains you valuable visibility on our auction website and emails.

Auction sponsorship opportunities are available for every contribution level and to meet your sponsorship needs.

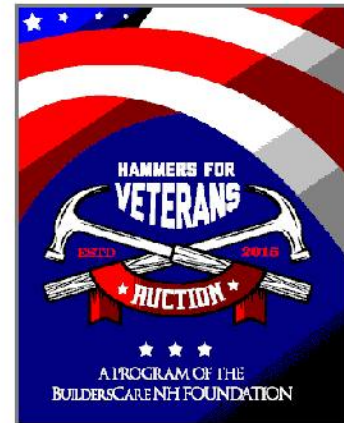
### HOW TO SPONSOR:

1. Go to:  
[BiddingforGood.com/hammersforveterans](http://BiddingforGood.com/hammersforveterans)
2. Click on Become a Sponsor
3. Download details from  
<http://bit.ly/1ON666f>
4. Or call 603-228-0351 and talk to an NHHBA staff person.

### AVAILABLE SPONSORSHIP LEVELS

- ✓ **THE PATRIOT SPONSOR**
- ✓ **FOUNDATION SPONSOR**
- ✓ **FRAMING SPONSOR**
- ✓ **HOME PAGE SPONSOR**
- ✓ **MEDIA SPONSORS**

New Hampshire Home Builders Association  
119 Airport Road, Concord, NH 03301  
Tel: 603-228-0351, Fax: 603-228-1877  
Email: [info@nhhba.com](mailto:info@nhhba.com)



2<sup>nd</sup> Annual

[www.biddingforgood.com/hammersforveterans](http://www.biddingforgood.com/hammersforveterans)

March 11 – 20, 2016

### FOUNDATION SPONSOR



### BUILDERSCARE NH FOUNDATION

The members of the **New Hampshire Home Builders Association** care about those who have sacrificed for us all. That is why we have established the **Hammers for Veterans Auction** as the first program of our **BuildersCare NH Foundation**.

New Hampshire veterans make up more than 10% of the state's population. The number of veterans with disabilities is also growing.

Over one-third of service members who have returned from Iraq and Afghanistan suffer from some form of mental health disability including post-traumatic stress disorder (PTSD); many have traumatic brain injuries, and others return with significant physical disabilities.

The goal of **Hammers for Veterans** is to raise funds for providing professional home construction related services to New Hampshire veterans and their families. The program was created after research into the needs of returning, as well as currently deployed, armed service personnel revealed that many are in need of renovations to their existing residences.

Veterans or their families who have interest in applying for program assistance should contact Andrea Christoffels, Housing Services Manager, Easter Seals NH Military & Veteran Services, at 603-851-3680 or [achristoffels@eastersealsnh.org](mailto:achristoffels@eastersealsnh.org).

### BUILDERSCARE NH FOUNDATION

The **New Hampshire Home Builders Association** has organized the **BuildersCare NH Foundation**<sup>1</sup> that is dedicated to and operated exclusively for charitable, educational, and scientific purposes which are tax-exempt within the meaning of Section 501(c)(3) of the Internal Revenue Code, as amended from time to time, or corresponding provisions of any subsequent Federal Tax Laws.

The **BuildersCare NH Foundation** is governed by an annually elected board of directors which will establish operating and policy committees as it deems necessary.

The **Hammers for Veterans** advisory committee includes individuals experienced in veteran's affairs that assist in establishing outreach activities, eligibility criteria and coordination with existing benefits and services.

Individuals with an interest in serving on the Board of Directors or the Advisory Committee should contact Kendall L. Duck, Executive Vice President, New Hampshire Home Builders Association, 603-228-0351, [kduck@nhhba.com](mailto:kduck@nhhba.com).

Visit [www.BiddingforGood.com/hammersforveterans](http://www.BiddingforGood.com/hammersforveterans)

<sup>1</sup> Tax ID #47-4071051

### HAMMERS FOR VETERANS AUCTION

#### HELPING and HONORING OUR VETERANS

The **2<sup>nd</sup> Annual Hammers for Veterans Auction** is scheduled to raise funds that will be used in providing professional construction related services to eligible New Hampshire veterans.

**New Hampshire Home Builders Association** will be auctioning off a number of fun and unique items to raise money for our Foundation beginning Friday, March 11, 2016, in conjunction with the 49<sup>th</sup> **New Hampshire State Home Show**, March 18th - 20<sup>th</sup>, 2016 ([www.nhstatehomeshow.com](http://www.nhstatehomeshow.com)).

What better way to say thank you to those who served and sacrificed than doing what we do best!

Members of the association have the expertise to provide construction services. The online auction is intended to help raise funds to assist in completing these projects.

New Hampshire Home Builders Association  
119 Airport Road, Concord, NH 03301  
Tel: 603-228-0351, Fax: 603-228-1877  
Email: [info@nhhba.com](mailto:info@nhhba.com)



# **4th Annual Ski Day March 4, 2016**

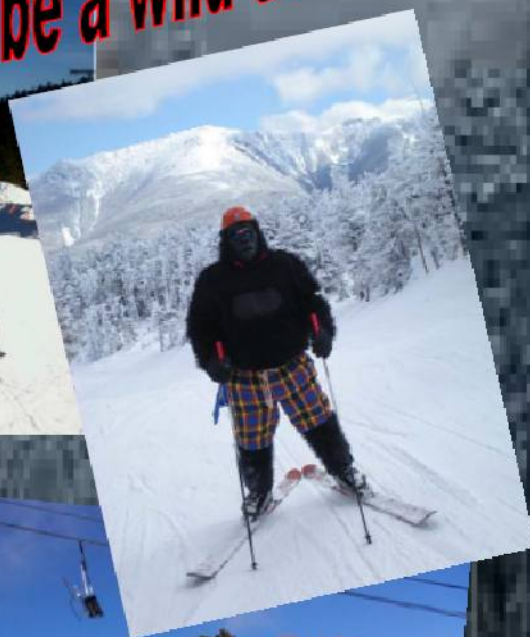


**\$59 per person-includes lunch voucher**

*Food vouchers can be used at any of the Loon snack bars, but only for food, adult beverages are on you*



**It's going to be a wild time!**



**Pre-Registration Required**

**Register now at [www.nhhba.com](http://www.nhhba.com)**

**603-228-0351**

**Sponsorship Opportunities Available**





# Calendar Of Events 2016

The key to success in our association is attending meetings and connecting with other building professionals.

February 3rd

## Wine Tasting and Networking

Cabonnay Emporium  
Londonderry, NH  
6-8pm

GET SMART speaker-Travis Terry CPA-tax tips!

Space is limited to the first 25 who RSVP, reservations are required



March 2nd

## POWER BREAKFAST

Learn all about Google and Google+ in depth  
The Yard Restaurant-Pavillion Room (upstairs -rear)  
8:30-10:30 am

90 minute seminar

featuring GET SMART SPEAKER-Joanne Randall of Sprout for Business

NETWORKING -Full hot breakfast a MUST for you and your marketing staff!

March 4th

Annual NHHBA Ski Day  
Loon Mountain - SAVE THE DATE!!

March 16th

"GMNHBRA" presents a BUILDER ROUNDTABLE- power breakfast  
Derryfield Country Club  
Manchester, NH

Learn about upcoming CODE CHANGES-featuring NHBOA speakers  
RESERVATIONS ARE REQUIRED  
Contact Lisa at 603-672-6090 or [info@gmnhbra.com](mailto:info@gmnhbra.com)

March 17-19

NH State Home Show-Radisson Hotel, Manchester NH

April 6th

17th Annual Pinkerton Event – being held in the morning this year!  
*more details to come*

May 4th

Monthly meeting-Key Stone Carvings, Hudson NH

June 13th

Annual Golf Tournament and Southern Summer Sizzler  
Windham Country Club





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RAILING
MILLWORK <i>and more!</i>

Join us for our  
2016 Trade Shows  
"All Under One Roof"

**March 23**  
**Londonderry, NH**  
**3:30-7:30PM**

Details: [harveybp.com/pro](http://harveybp.com/pro)

**JAN.** Southern New Hampshire Home Builders & Remodelers Association

**2016** P.O.Box 495 | Londonderry, NH 03053

