



HomeBuilders
ASSOCIATION

SOUTHERN

ON THE LEVEL

Newsletter 2016 FEB

"Professionals Committed To Excellence"

Google SEO Seminar
March 2nd

see pg 3!

**Home Show
Volunteers Wanted!**

more pg 4!



Highlights from our
February Meeting

begin on pg. 5

Thank You Renewing Members!

ALC Design
Brian Lessard
P.O. Box 201
Chester, NH 03036
603-887-6745

Cyr Lumber
Kevin Cyr
39 Rockingham Road
Windham, NH 03087
603-898-5000

Best Value Messaging
Dennis Long
P.O. Box 3184
Manchester, NH 03105-3184
603-502-5232

JL Powell Construction, LLC
Judy Powell
P.O. Box 4225
Windham, NH 03087
603-303-6270

Barons Major Brands
Dave Souter
344 South Broadway
Salem, NH 03079
603-382-4224

Redlink Construction
Luke Sirios
373 S. Willow Street, Unit 225
Manchester, NH 03103
603-782-0577

Sentinel Insurance Group, LLC
Sean Caron
P.O. Box 775
Exeter, NH 03873
603-303-5713



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



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Facebook
[click here!](#)

Needle In A Haystack

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

Presented by Sprout for Business
Joanne Randall and Neil Burt



SPROUT
GROW YOUR BUSINESS

The Yard Restaurant

Atrium room (rear entrance)
1211 South Mammoth Road
Manchester, NH 03109

Wednesday, March 2nd

8:30-10:30 am

- a full hot breakfast buffet will be served -

Cost

\$20.00 pp member/staff and \$25.00 pp/non-member

Prepayment by credit card is appreciated to save time at check in - checks and cash are accepted at the door.

RESERVATIONS ARE REQUIRED

Contact Information

Lisa Bowman -Executive Officer
info@snhhbra.com

**using Google
to get found
on the world wide web**

Wednesday March 2nd!





17th Annual Pinkerton Event and Mini Trade Show

Wednesday April 6th 8:00am to 10:00am

Pinkerton Academy | Shepard Auditorium

Be Part of this Community Event!



We've all heard the adage "change is good" - well in this case it truly is!

Over the last 17 years things have changed and evolved with our Annual Pinkerton Night event, but this year we are turning the tables completely, going from an evening event to a morning event.

We've heard from the Pinkerton Academy faculty that students are working after school these days and in many cases unable to return to campus in the evening to attend our event. They suggested we hold our event in the morning when the students are all in the building and available to participate and benefit from our program. We completely agreed!

We will have the same format, with a mini trade show that showcases our members, followed by a delicious breakfast, awards and celebration of the CTE students.

What's new this year is a job fair opportunity at the exhibitor tables. Second year students will bring their resumes and leave them with businesses they are interested in speaking with. Students are also looking for job-shadowing opportunities coinciding with their educational course of study.

Pinkerton administration has indicated the students are covered under their liability insurance coverage while shadowing our members.

Exhibitor set up can be done the day before (4/5/16) between 5-7 pm, or the morning of the event at 7:15-7:45 am. Parking will be provided in designated areas to all members attending the event. Construction Tech students will be on hand to help with unloading of exhibitor materials the morning of the event.

Our committee is led again by Tom Gardocki of Interstate Landscape Co. Bill Gardocki-Interstate Landscape Co., Niles Erickson-Erickson Construction and Judy Powell-JL Powell Construction, LLC are also serving on the committee this year. We thank them for their interest, devotion and hard work!

As always, events like this require financial sponsor support, and we ask that you consider one of our many sponsorship levels that fit your budget.

[\[see Sponsorship Form on page 5! \]](#)

Please remember these students need our help and support, they are the future of our industry.

17th Annual Pinkerton Event and "Mini Trade Show"

Wednesday, April 6th, 2016 from 8–10:00 a.m.

Set up is available on Tuesday, 4/5 from 5–7 pm or 4/6 from 7:15–7:30 am

Pinkerton Academy–Center for Technical Education

***We're moving this year to the Shepard Auditorium and changing the time !!



Come and meet the students who could be your future employees!
Give them an opportunity to learn about the building industry first hand, show them what you do and how your business operates. Get some dialog started with them.
The second year students would like to job shadow and share their resumes with you!

Please check off how you would like to help!

Support the future of our industry by getting involved

- _____ *Attend the event—\$20.00 p.p.*—Includes breakfast (please provide names of attendees)
- _____ *Event Sponsor—\$500*—This provides you with (2) tickets to the event, choice exhibitor display table, logo on table signs and program, photo recognition in the newsletter and name recognition in press releases (when possible), 6 mos. website ad. Please provide a jpeg of your logo.
- _____ *Program Sponsor—\$250*—This provides you with logo recognition in the newsletter and company name & logo listed on table signs and program, 2 mos. website ad. Please provide a jpeg of your logo.
- _____ *Sponsor-a-Student—\$25*—Funds the purchase of gift cards to be awarded to students that have completed the CTE program, as well as skill prizes and breakfast for a student. Your company name will be listed in the program and newsletter.
- _____ *Exhibitor Table—\$125*—includes 2 tickets to the event, 6' table, table covering, set up of your products, brochures, handouts and signage. Your company name will be listed in program and newsletter.

Contact Name: _____

Company Name: _____

Phone: _____ Fax: _____

E-mail: _____

Check enclosed: _____ Please Invoice me: _____

Charge to Credit Card #: _____ 3 digit code _____

Expiration Date: _____ MC/VISA _____ AMEX _____ DISCOVER _____

Name on Card: _____ Signature: _____

Please make checks payable: "SNHHBRA" P.O. Box 495, Londonderry, NH 03053. Prepayment is appreciated.



49th Annual New Hampshire State Home Show

Volunteer!

Make New Connections with NHHBA members!

NHHBA members!

Want to have some fun while also raising money for your local HBA?

Volunteer a few hours at the **49th Annual New Hampshire State Home Show**. Network with your fellow members and help your local association with its own fundraising efforts.

We encourage our members to wear their company shirts for increased exposure.

The annual show is also a great place to find the newest in products and services for your own business or your own personal projects.

Time slots are available for all three days of the event, **March 18th, 19th, & 20th**. Each hour worked will earn your local \$12.50, and we ask that you volunteer a minimum of four hours.

We're using **VolunteerSpot** (the leading online sign-up and reminder tool) to organize our upcoming sign-ups.

Here's how it works in 3 easy steps:

1) Click this link to see our Sign-up on VolunteerSpot:

<http://vols.pt/CZXppN>

2) Review the options listed and choose the spot(s) you like.

3) Sign up! It's Easy - you will NOT need to register an account or keep a password on VolunteerSpot.

Note: VolunteerSpot does not share your email address with anyone. If you prefer not to use your email address, please contact me and I can sign you up manually.

Denise LaRochelle
Association Program Coordinator
New Hampshire Home Builders Association
119 Airport Road
Concord, NH 03301
603-228-0864



**SANTO INSURANCE
& FINANCIAL SERVICES, INC.**
santoinsurance.com



Highlights from | Our February Meeting

CABONNAY

THE ESSENCE OF WINE COUNTRY



Cornelis de Jong-owner of Cabonnay Emporium welcomes SNHHBRA members

Many thanks to Cornelis de Jong owner of Cabonnay Emporium for hosting our February 3rd meeting and wine tasting!

SNHHBRA members enjoyed tasting wine selections that are unavailable at the state liquor stores. The high end tasting of select wines was provided by Sheila Sheehan of CircaWines.

The Cabonnay Emporium offers select wine tastings, wine purchases and wine country lifestyle items, gifts and décor.

Cabonnay Emporium
5 Mohawk Drive
Londonderry, NH 03053
www.cabonnay.com

Stop in and say hello to Cor and his knowledgeable staff!



Sean Caron-SNHHBRA president with Jan Jacome-Crossroads Contracting and Lynette Rogers-Homescapes of NE



Michelle Aprahamian-Palmer Gas and Oil
John MacKinnon-MacKinnon Construction
Deni Oven and Stacy Degulielmo-American Cabinet Corp.

Highlights from | Our February Meeting

CABONNAY



New SNHHBRA member Paul Muckerheide - Granite State HydroShield tells members about himself and his business



Michelle Aprahamian enjoys some of the unique gift items at the Cabonnay Emporium



Travis Terry -Travis Terry & Co., CPA with his mom Laureen Terry-Travis Terry & Co. CPA



Lynette Rogers updates members on Hammers for Veterans



Jocelyn and Jeff Daigle Daigle Family Plumbing with Jim Derderian-American Cabinet Corp.



- WINDOWS**
- DOORS**
- ROOFING**
- SIDING**
- DECKING**
- RAILING**
- MILLWORK** *and more!*

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

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

Details: harveybp.com/pro



Foundation Repair Experts



Hudson, NH
603-878-5552
www.ericksonfoundations.com

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

National Association of Home Builders

We Are Working to help you succeed.

\$5,700

Add up the dollar value of NAHB's advocacy victories and other services and you get an average of \$5,700 per housing start for a typical home builder. That's a big number, and a tangible sign of the value that NAHB delivers for members. Below are selected advocacy victories achieved in 2015.

\$1,440

Lower FHA
Mortgage Insurance
Premiums

\$689

NAHB Defeats Proposal
to Raise Mortgage
Guarantee Fees

\$259

PMI
Tax Deduction
Extended

\$358

Energy Efficient
Remodeling Tax
Credit Extended

\$287

Energy Efficient Home
Tax Credit
Extended

**We Are Advocates.
We Are Problem Solvers.
We Are
NAHB.**

These numbers represent the value per housing start a typical builder will see in 2016 as a result of key NAHB advocacy victories achieved in 2015. Some members will experience more of these benefits than others.



Learn more at
valueofnabh.org

Hammers for Veterans helps Pittsfield family

The New Hampshire Home Builders Association, through the Hammers for Veterans program and Easter Seals NH Military & Veteran Services, recently helped with a home repair for a deployed service member who lives in Pittsfield.

The service member's wife was in need of home repair assistance while he is deployed.

The work was at the main entry way to their home, where the weather had deteriorated the floor to the extent that there was a safety hazard and a hole had been covered with a sheet of plywood.

In addition, the exterior door needed to be replaced to prevent the water leakage from recurring.

The family could not afford this repair and the Hammers for Veterans program agreed to step in.

NHHBA member Brix & Stix did the work.

Hammers for Veterans is the first program of Builders Care NH Foundation, a new foundation dedicated to and operated exclusively for charitable, educational, and scientific purposes. Hammers for Veterans concentrates on providing construction-related services to eligible New Hampshire veterans and their families.

Veterans or their families who seek program assistance should contact Andrea Chrisstoffels, housing services manager, Easter Seals NH Military & Veteran Services, 851-3680.

To learn more about the Hammers for Veterans program and how to get involved, call 228-0351.

Volunteer or be considered for the bid list at <http://vols.pt/TDTCzA>

Contribute an item for the auction in March at www.biddingforgood.com/hammersforveterans

Follow progress of construction projects at www.facebook.com/hammer.for.veterans.nh



facebook.com/hammer.for.veterans.nh

The NHHBA is one of New Hampshire's largest trade associations with a combined membership of more than 500 companies, employing more than 10,000 citizens, involved in all aspects of the building industry.

The NHHBA is dedicated to the evolution and continued growth of the building industry, to provide affordable housing for all income levels, and to build a positive image for the building industry.

ISC Insurance Solutions Corporation

insurancesolutionscorp.com



east coast lumber
BUILDING SUPPLY COMPANY
www.eastcoastlumber.net
Helping to Build Communities Since 1976

MEMBER SPOTLIGHT

EmbroidMe®



Nick D'Alleva
Embroidme-Salem, NH

EmbroidMe of Salem offers a wide-selection of high-quality custom apparel solutions to ensure you can find exactly what you need for any marketing strategy, event, or organization.

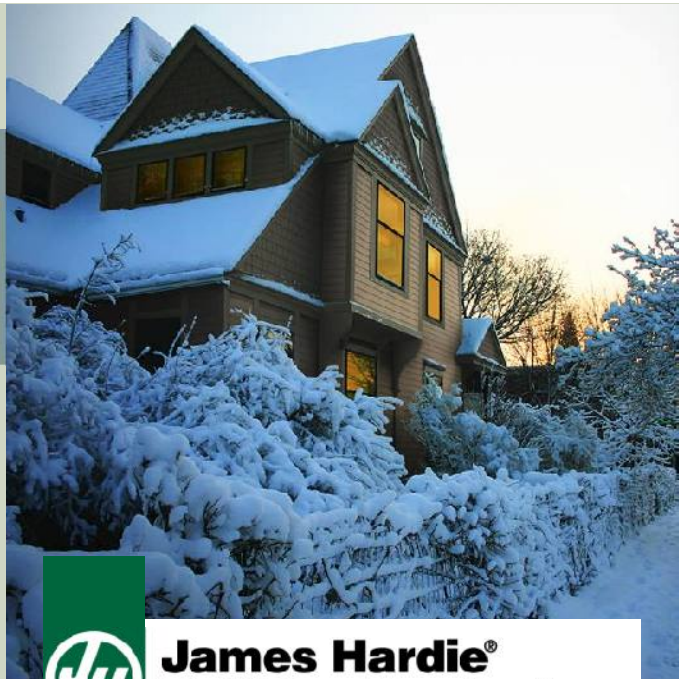
They are a full-service, one-stop location. By working with them you will keep your “Brand” consistent no matter where you or your staff happen to be.

Some of the services and products they provide are: Embroidery, Garment Printing, Screen Printing, Vinyl Heat Press, Vinyl Banners, Retractable Pull-Up Banners, Trade Show Equipment & Supplies, Promotional Products and Personalized Gifts, helping organizations and businesses everywhere to get the customized apparel and promotional products they need.

Their well-trained team are experts in their fields, delivering solid solutions to branding and promotional challenges.

Nick D'Alleva –Embroidme-Salem was voted SNHHBRA “Associate Member of the Year” in 2015!

EMBROIDME
236 North Broadway
Salem, NH 03079
603-893-0800
www.embroidme-salemnh.com



James Hardie®
Building Products

jameshardie.com

Timberline
ENTERPRISES LLC.



tlumber.com



CROSS
INSURANCE

crossagency.com



4th Annual Ski Day March 4, 2016

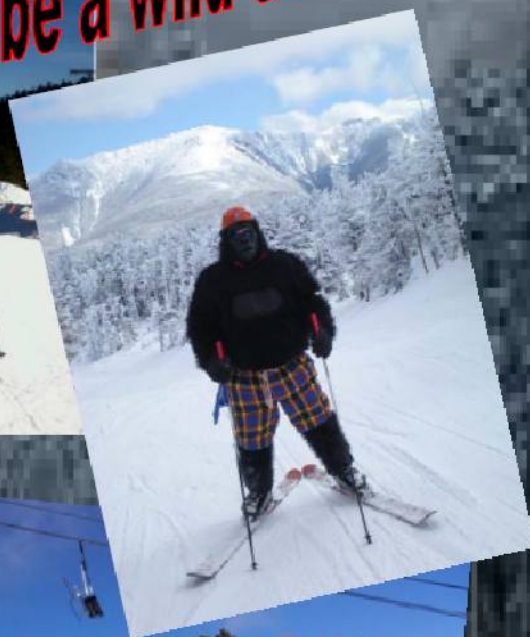


\$59 per person-includes lunch voucher

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

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.

March 2nd

POWER BREAKFAST

Learn all about Google and Google+ in depth

The Yard Restaurant

Atrium room (rear entrance)

1211 South Mammoth Road

Manchester, NH 03109

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 17-19

NH State Home Show

Radisson Hotel

Manchester, NH

Volunteers Wanted! (see page 6!)

April 6th

17th Annual Pinkerton Event

This will be a morning event! (page 4 for more details!)

May 4th

Monthly meeting

Key Stone Carvings

Hudson, NH

June 13th

Annual Golf Tournament and Southern Summer Sizzler

Windham Country Club

Windham, NH



Special Houzz Benefits for NAHB Members

Are you getting the most out of Houzz? With our new NAHB strategic alliance you should be!

35 million people use Houzz every month to build and remodel their homes, making Houzz the place to be to showcase your work, build your brand, and reach new clients.

NAHB Member Benefits Include:

- Free access to Houzz Concierge Service for one-on-one support
- Special pricing on local advertising to reach homeowners in your area that are looking for your services
- Up to 10% off Houzz Shop products

→ Learn More at: houzz.com/NAHBmembers






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HomeServices
Verani Realty

berkshirehathawayhs.com



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east coast lumber
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SUPPLYING HOME BUILDERS SINCE 1976**



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