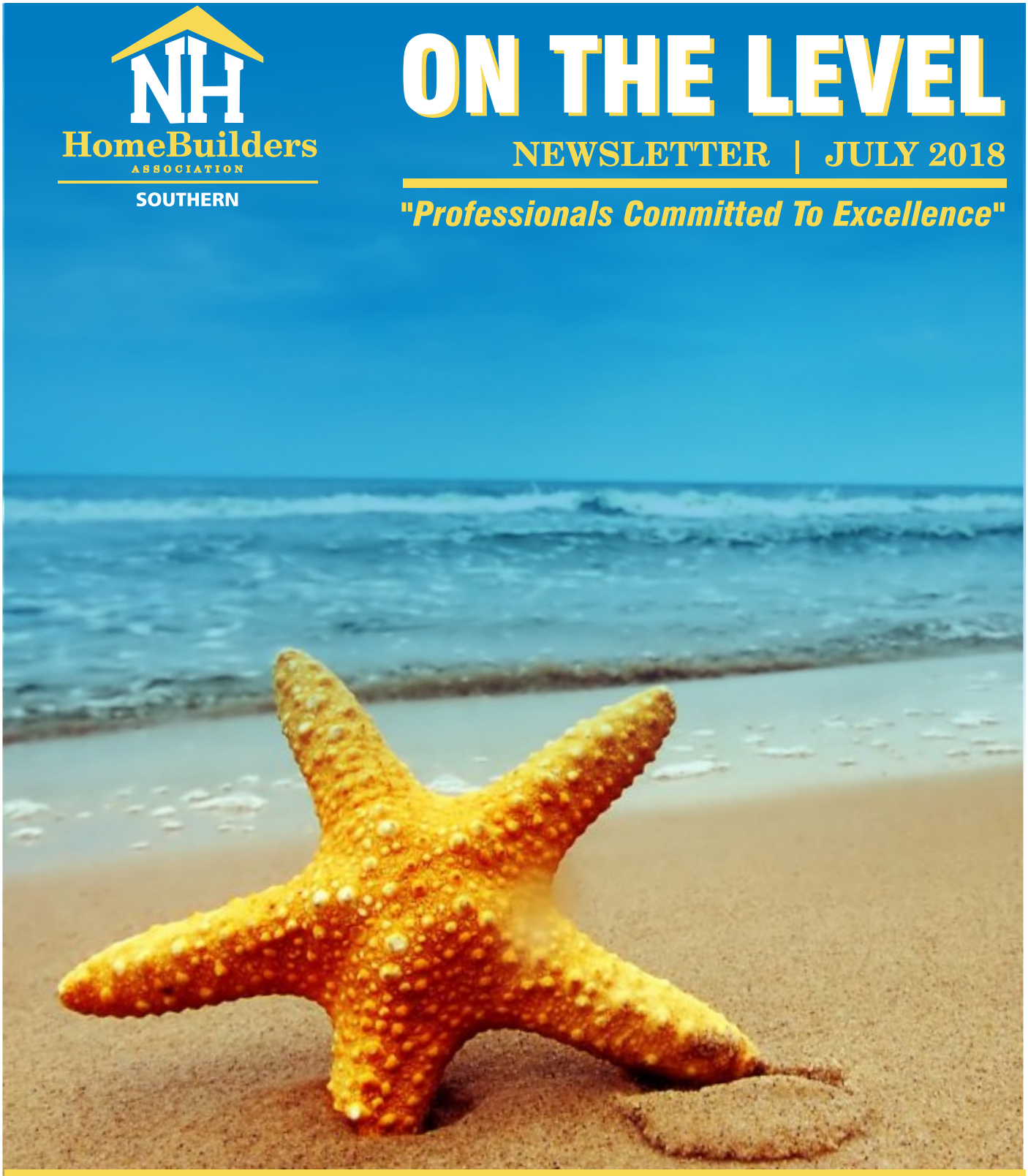
NH HomeBuilders ASSOCIATION SOUTHERN

ON THE LEVEL

NEWSLETTER | JULY 2018

"Professionals Committed To Excellence"



HIGHLIGHTS FROM OUR ANNUAL GOLF TOURNAMENT AND SUMMER SIZZLER! START ON PG. 3

Welcome New Members!

Cross Insurance
Josh St. Croix

Red Tail Contracting
Mirjam Ijstma

Thank You Renewing Members!

A.S.A.P. Roofing, Inc.
Scott Field

Ball Design-Build, LLC
Nathan Ball

Crossroads Contracting
Nick Couture
Jan Jacome-affiliate
Johnny Hawkes-affiliate

Daigle Plumbing and Heating
Amy Ebbett

BHHS-Verani Realty
Maggie Verani
Lisa Bowman-affiliate

Interstate Landscape Company, Inc.
Bill Gardocki
603-434-3117

Salem Cooperative Bank

SNHHBRA

2018 Leadership

President
Bryan Coulombe
Tailored Living

Vice President
John MacKinnon
MacKinnon Construction

Treasurer
Travis Terry
Travis Terry & Co. CPA

Directors
Judy Powell
JL Powell Construction LLC

Jan Jacome
Crossroads Contracting

Jason Mlocek
Santo Insurance

James Degnan
Andersen Corporation

Paul Muckerheide
Granite State Hydroshield LLC

National Director
Lynette Rogers
Homescapes of New England

National Alternate Director
John MacKinnon

State Director
John MacKinnon

Like us on Facebook

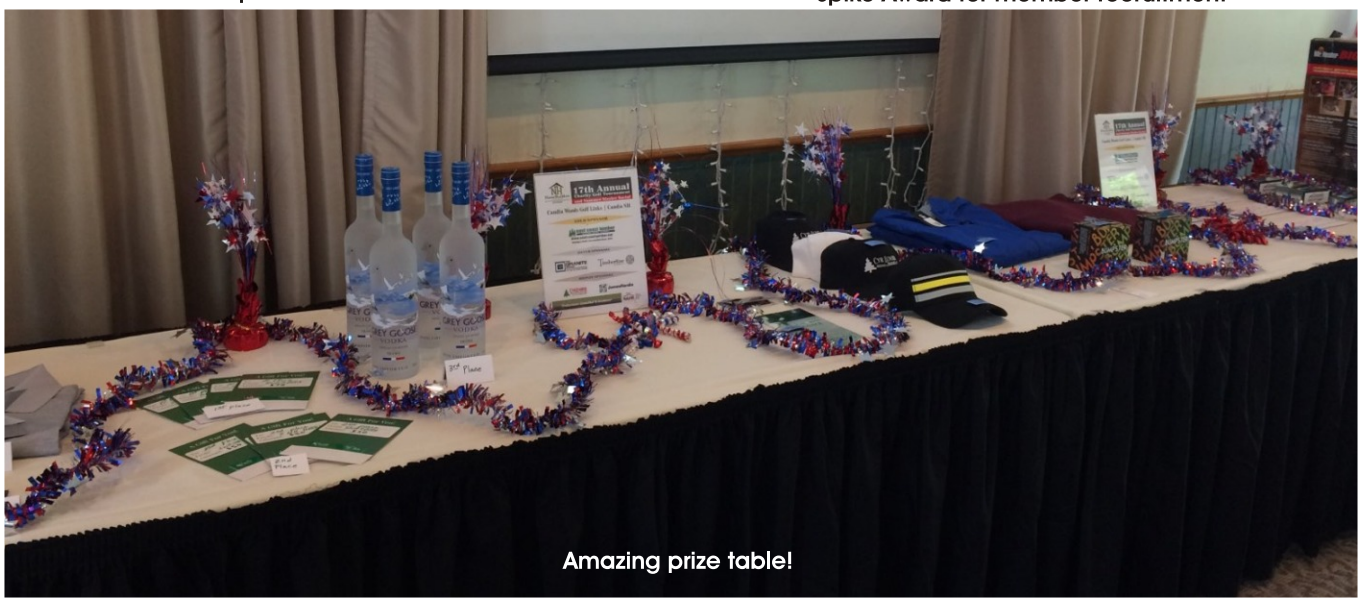
click here!

HIGHLIGHTS FROM OUR ANNUAL GOLF TOURNAMENT and SUMMER SIZZLER!

Candia Woods

A few words from our GOLD sponsor
Tom Hampton of East Coast Lumber

Jan Jacome (past president) accepting her recent
Spike Award for member recruitment



Amazing prize table!

Sponsor signs line the clubhouse lawn at lunch time

Hole in One prize courtesy of Quirk Chevrolet in Manchester

Candia Woods

"Team Belletete's"

Jan Jacome and her team enjoying a little "birdie juice"!!

"Team Crossroads"

Jeff Lavoie- All-Ways Accessible with Kevin Walsh-Resource Options, Inc.

Our new Potty Putt Thanks Granite Group for the donation of the "toilet"!

Roger Demanche-In-laws Construction with Bill Gierhan-Mastic Home Exteriors

Gene Blanchard with Terry Costello

Tom Terry and Travis Terry our Golf committee chair

James Hardie® Building Products
jameshardie.com

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LEWIS BUILDERS
DEVELOPMENT, INC.
"CREATING NEIGHBORHOODS SINCE 1958"

A Free Marketing Tip . . .

Social Media. You know it is an important part of your marketing mix.

You have a website, you have a Facebook page, but you're not quite sure where to go from there?

A few quick stats for you….

- **98% of digital consumers are social media users and figures are even high (94%) in 55-64 year olds.**
- **The number of users accessing social platforms via a mobile device now holds a 13% lead over computers.**
- **Digital consumers have an average of 8 social media accounts that they use based on different networking behaviors**
- **Facebook still dominates the social landscape with 79% of internet users logging in**
- **Instagram is now ahead of Twitter among 16-44 year olds**

The most challenging part about posting on social media is standing out with so many companies now using sites as part of their selling strategy.

Did you know for example that Facebook has an algorithm that controls what percentage of your posts are actually seen by people that have liked your page? They limit the business posts that appear in personal feeds and this is why you'll actually receive a solicitation to boost a post. Boosting or Facebook ads may help, but the best way to increase visibility is still for us all to like and share each other's content. That way, our posts become more visible to those that like our pages. Engagement = increased visibility.

How we can help:

The Southern NH Home Builders Association currently has a presence on Facebook, LinkedIn and Houzz. We are considering adding Instagram to the mix. We do our best to catch, like, and share our member posts to maximize visibility and engagement. However, the conversation on social media moves very quickly so we may not catch everything. If you ever want us to feature or share one of your messages on our networks, please let us know and we will be sure to do so. Also, feel free to tag your business page in any of our photos we share. This will help increase visibility and engagement for both your business and our Association.

Where to find us on Social:

Facebook: https://www.facebook.com/Southern-NH-Home-Builders-and-Remodelers-Association-242526469093052/

LinkedIn: https://www.linkedin.com/groups/8592325. Request to join.

Houzz: https://www.houzz.com/pro/info886827/southern-nh-home-builders-association

Let us know if you have any questions and how we can help you create more visibility and engagement on social media.

Remembering Val Cooper

Sadly a (prior) member Val Cooper lost her battle with cancer last month.

Cooper Homes-Derry, NH was a very active and supportive member of our Southern local for many years. Our thoughts and prayers go out to her husband John and her family.

Click here to learn more

NH CONSTRUCTION CAREER DAYS

NH Construction Career Days
10 Years
Promoting the Construction Industry to New Hampshire's Youth

September 27-28
Hillsborough County 4-H Youth Center
New Boston, NH

Can you help? This will be a very rewarding experience!

New Hampshire Construction Career Days will be held on September 27th and 28th at the Hillsborough County 4-H Youth Center, New Boston, NH from 8:00 - 1:00 pm.

New Hampshire Construction Career Days (NHCCD) exposes New Hampshire high school students to possible career paths in both the construction and transportation industries through hands-on exhibits and education resources. Labor unions, construction companies, school districts, state agencies, trade and professional organization collaborate to provide the students with an introduction to various aspects of construction.

NHHBA is a Platinum sponsor of the program and will have a table and activities for students at the event. 4-5 volunteers are needed to represent the Association, coordinate the activities and interact with students. Exhibitors must be signed in and in place by 7:30 am and shall remain intact until 1:30 pm.

Please contact either Jennifer or Sharon to sign up. Tel: 603-228-0351.

For more information about the program go to **http://nhccd.weebly.com**

NAHB 20 CLUB

The NAHB 20 Club is Looking to Expand!

NAHB is looking for owners of Home Building Companies who are interested in joining, or learning more about, the 20 Club Program. To qualify, the prospective member must have at least five percent ownership in the company and hold a builder membership in their local HBA.

Five good reasons to join:

- On average, members double their net profit by the third year of membership.

- 20 Clubs are a small builder's "board of directors," a sounding board for ideas and a source for useful industry information, best practices and financial benchmarking.

- 20 Clubs can be a survival tool, with club members assisting each other with long-term business planning and building a resilient business management system to survive and be triumphant against the next recession.

- 20 Clubs result in the opportunity to form both personal and professional friendships that will last a lifetime.

Be a part of one of the most exclusive and profitable programs NAHB has to offer - complete an application at **NAHB.org/why20clubs**

These members-only clubs promote a builder-to-builder or remodeler-to-remodeler exchange that highlights the value of NAHB membership. A required confidentiality agreement ensures that all information shared remains within the group.

Click this link to the NAHB 20 Club Application for Builders and Remodelers

Are you interested in serving on a committee or hosting a meeting at your place of business this season?

We're busy making plans and would love to hear from you!!

Contact Lisa TODAY at info@snhhbra.com

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ASSOCIATE MEMBERS

Timberline
ENTERPRISES LLC.

A free Member Benefit of NHHBA
www.NHHBArebates.com

WANT TO START GETTING MONEY FOR PRODUCTS YOU ALREADY USE?

If you use any of these 50+ participating manufacturers

Then it's EASY to participate!

1. Register
2. Submit a Rebate Claim
3. Receive a Rebate Check

The average rebate per Builder/Remodeler company who participated in 2017 was $1,169.69!

Register & Claim:

866-849-8400
www.NHHBArebates.com
/MemberRebateProgram

Save The Dates!

2018 Calendar Of Events

The key to success in our organization is attending meetings and connecting with other business professionals.

July-August	No meetings scheduled-enjoy your summer! *
August 9th	Planning meeting-bring your ideas for next season 2:30 pm Coach Stop Restaurant Londonderry-upstairs deck All members are welcome to attend!!
September 20th	2018-NHHBA Cornerstone Awards Manchester Country Club
September 27-28	NH Construction Career Days VOLUNTEERS NEEDED! *

* Our office is open! Please contact us with inquiries –info@snhhbra.com

SANTO INSURANCE

DO BUSINESS WITH A MEMBER
ASSOCIATE MEMBERS

THE GRANITE GROUP
SOLID AS OUR NAME

Special Houzz Benefits for NAHB Members

40 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.

Over 37,000 NAHB Members are Enjoying Exclusive Benefits Including

- Instant approval to the Houzz Trade Program giving you trade-only discounts up to 50% off on hundreds of thousands of items
- Free access to a dedicated account manager that can help you with design, product sourcing and order management
- Special pricing on local advertising to reach homeowners in your area that are looking for your services

Learn more: houzz.com/NAHBmembers

"Thanks to the NAHB-Houzz Strategic Alliance, I can display verified membership and designations badges, helping homeowners distinguish my firm from the others that lack credentials."

Z interior decorations, Inc.
Member of Charlotte-DeSoto BIA

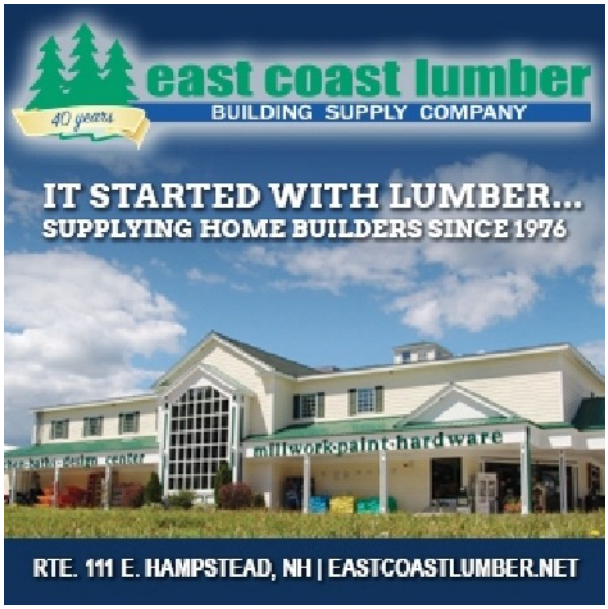
houzz | NAHB

ABC Associated Builders and Contractors, Inc.

Don't Miss This Educational Opportunity!

Associated Builders and Contractors, Inc. (ABC) is offering Crystalline Silica 4-hour Competency-Based Applied Learning Program. Click on link below for information about the program and how to register.

Crystalline Silica 4-hour Program September 21, 2018

Questions should be directed to Jennifer Landon, ABC NH/VT Chapter.

603-226-4789
jennifer@abcnhvt.org