

# ON THE LEVEL



NEWSLETTER | MAY 2020

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## Summer Workshop Series

Online meeting Tuesday June 9 | more info pg. 3

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# SNHHBRA Summer Workshop Series



Travis Terry, CPA

Hosted by SNHHBRA

**PPP a/k/a Paycheck Protection Program**

**Tuesday, June 9th  
10:00 am via ZOOM**

Travis Terry of Travis Terry & Co, CPA will present an informative 30 minute workshop session.

Topics will include but are not limited to:

Learning the “ins and outs” of how to request forgiveness of your PPP loan

Review qualifications for forgiveness, which includes the 75% test for salary and the full time equivalent for employees

[Click here to learn more!](#)



Travis Terry  
& Company, CPA

*Certified Public Accountants*



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# SNHHBRA Educational Workshop Series

## Resources

### MARKETING TOOLS

#### Video Meetings:

Zoom - [zoom.us](https://zoom.us)

Google Meets - [meet.google.com](https://meet.google.com)

#### Video Emails & Tracking:

Dubb - [dubb.com](https://dubb.com)

Loom - [loom.com](https://loom.com) Free Unlimited un

#### Listings:

Google Local Listing - [google.com/](https://google.com/)

Yelp (powers Apple Maps) - [biz.yelp.com](https://biz.yelp.com)

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[www.marketingally.net](http://www.marketingally.net)

## REBUILD, REBOOT, RELAUNCH, RECOVER

On Tuesday, May 19th SNHHBRA hosted the first in a series of educational workshops via ZOOM. Our presenter **Kirsten Larsen Schultz** owner of **Marketing Ally** provided affordable and often free marketing tools that can be utilized. She gave attendees a list of resources and shared some very creative ideas on how to get your business back on track once things start opening up again.

**Marketing Ally** is generously offering a 30 minute FREE consultation to all SNHHBRA members who would like to work on their own new strategy. Kirsten can be reached at: [kirsten@marketingally.net](mailto:kirsten@marketingally.net).

If you were unable to attend the Zoom workshop but want to learn more, we are attaching her PowerPoint presentation and worksheet sheet to help get your company ready for business. [Click here!](#)





# 7 Tips for Running a Successful Virtual Meeting

While safety is changing the way we work, running a successful meeting – either with clients or team members – will always be a key part of doing business in the building industry.

During this time of social distancing, homes have become temporary offices and video conferencing has replaced in-person meetings. Adapting to this new standard will take some planning and a little trial and error as you figure out what works best for your business.

The advantages of these changes extend beyond today's need for physical distancing. For example, you can use virtual meetings to connect more frequently with crew leaders across job sites for increased collaboration, or reduce miles driving to sites by offering to connect with customers via video.



“While we are making changes based on the current situation, we feel this is an opportunity to introduce new techniques to the industry that can increase safety while helping businesses run more efficiently going forward,” said Matt Piper, Technical Manager for James Hardie Building Products.

To help you get started, here are seven tips for running a successful and professional virtual meeting.

**1 Find a secluded space.** This might be challenging if you don't have a home office, but if you can set up in a room with a door, you'll be able to eliminate common distractions and keep clients focused on you. Be sure your space is out of the way of foot traffic, or let your family or co-workers know when you'll be presenting on video.

**2 Simplify your background.** You'll want to grab your audience with your proposal, not necessarily your background. If you don't have your space perfectly branded yet, it may be best to simply position yourself in front of a blank wall. Later, consider staging your background with a logo, framed professional certifications, and samples of the products you sell.

**3 Set a good camera angle.** Think about how you would appear to a client in person and do your best to replicate that on camera. Place the camera at eye level to create the feel of a face-to-face conversation. If your webcam is on your laptop, you may need to raise your computer with a box to appear at eye level. Lastly, be wary of making your forehead the center of attention — create a comfortable distance by sitting back from the camera so that you don't fill the screen.

**4 Be thoughtful about lighting.** Avoid bright windows or other spots with reflections. A shaded window or simple lamp light is usually best.

**5 Control the audio quality.** To maintain the same amiable feel of an in-person meeting, try using a headset microphone or a less-noticeable standalone mic for the best audio quality. There are plenty of cost-effective microphones that can drastically improve how you sound on video.

**6 Test everything before you start.** Technical issues can be incredibly frustrating and quickly destroy the integrity of a video meeting. You should always test the elements of your system before you start a video call with a client. That includes verifying that your internet speed is up to par, your lighting is on point and your audio is clear. You might want to call a friend or family member before you get started, just to ensure everything is working properly.

**7 Always have a backup.** Even if you did everything to prepare, unforeseen issues can arise. To ensure the client walks away with the information they need, provide them with your presentation materials before the meeting, and be prepared to switch to a phone call.

“Safety is the first priority in all aspects of the building industry, whether it's on the jobsite or at the office,” Piper said. “Our goal is to help professionals think holistically about safety across their business and share in James Hardie's goal of Zero Harm.”

For resources on making safety a top priority, 365 days a year, visit [jameshardiepros.com/safety](https://jameshardiepros.com/safety).

# Member Spotlight



SANTO INSURANCE



**Santo Insurance & Financial Services, LLC** was founded in 1993 by Jamie Santo. As a scratch agency, without any clients, Santo knew it would take some key values to be successful growing his business.

Jamie was taught as a kid to work hard, be honest and find a solution to help your clients. Over 25 years later, Jamie Santo, Jason Mlocek, Christine McGinn and the entire Santo Insurance team have grown their business to over 8,000 accounts throughout New England.

Santo Insurance provides solutions for homeowners and business owners and their independent agency business model allows

them the good fortune to work with over two dozen insurance carriers to find the best solution for their clients. Santo Insurance provides coverage for auto, home, business, life and health insurance as well as rental properties, bonding and construction insurance with dividend programs.

Jason Mlocek has been a member of SNHHBRA since 2009 and has served our local association on the Golf committee, Silent Auction committee as well as a longtime member of our board of directors. He would be happy to discuss your Home, Auto or Commercial insurance needs and can be reached at 603-247-0520 and by email: [jason@santoinsurance.com](mailto:jason@santoinsurance.com)



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# American Lumber Standards Committee Warning

Our local NHBOA was kind enough to forward this important information to our builder members.

May 11, 2020

State Building Official  
Mr. Edward Smith, Director, Codes & Standards Division,  
Department of Community Affairs  
101 South Broad Street  
PO Box 802  
Trenton, NJ 08625

Dear Mr. Smith,

American Lumber Standard Committee (“ALSC”) recently has been made aware of lumber located in a port in the State of New York bearing non-ALS stamps. The attached memo includes a photograph showing the stamp in question. The inclusion of the “No. 2” on the stamp may give code officials, building inspectors, contractors, and others the incorrect impression that the lumber has design properties attributable to lumber graded No. 2 under the ALSC system.

To be clear, this stamp does not come from any ALSC-accredited inspection agency. As such, there are no ALS-approved design values that are attributable to lumber bearing this stamp.

Sincerely,



DEK:tw

**The grade stamp shown was recently observed in New York.**

**This stamp is not from an accredited American Lumber Standard Committee agency; there are no corresponding ALSC system design values attributable to it.**

**This should not be represented as a structural lumber product under the ALSC system.**






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