



1st Issue
2010

10 highlights from 2000 - 2009

This issue features examples of RRHBA at work for its members during the last decade.

Year 2000

1 The Southwest United Builders Political Action Committee (SUB-PAC) was formed, which improved the Association and its members' ability to affect policy regarding the home building industry.

A Tribute to Charlie Simpson

On February 1, 2010, our Association and community lost another hero; however, his thread of contributions will forever be woven into the RRHBA, its mission and accomplishments.

Charles R. Simpson - "Charlie" to those who had the pleasure of knowing him - was a quiet, gentle soul who was always gracious, kind, and true to his word. After a few short years of its birth as a company, Charles R. Simpson, Inc. joined the Association (late 1961). Charlie quickly became engaged in the mission of what was then known as - the Roanoke Valley Home Builders Association [name was revised to Roanoke "Regional" in 1990]. He committed himself fully by becoming a member of the Board of Directors as early as 1962; and rose to the position of president in 1974. He also served, at various times, as a member of the Home Builders Association of Virginia Board of Directors and the National Association of Home Builders Board of Directors.

Charlie's consistent and high level of involvement in the Association was formally recognized three times: Twice as Builder [Member] of the year (1975 & 1985), and in January of 1999, Charlie's significant and lasting contributions to the RRHBA were recognized by his induction into the RRHBA Hall of Fame. He was one of only eight individuals to be among the first class of inductees. Charlie's induction into the Hall of Fame was a highlight of his career, and an honor that he treasured.

The recognitions that his company received were also shining moments for Charlie. In 2000, the Association's Sales & Marketing Council (SMC) implemented its REALTORS' Choice Awards. Charles R. Simpson, Inc. won the top awards in the categories of "Most Innovative Builder in the \$250,001 and over Price Range" and "Easiest to Work With." He was humbled by the awards and was most proud to win the category of "being the easiest to work with." His happiness was captured

in this photo of him with his sons (Roger & Dick) flanking him.

Charlie's world revolved around his loving wife & best friend (Naomi),



▼ The Simpsons in 2000 (l t r): Roger (RRHBA President in 1983), Charlie, and Dick.

and their family. He was fully dedicated and committed to his work and his community. His belief in and support of the RRHBA was constant.

Charlie's gentle ways, desire to do everything the "right way," and excellence in all that he endeavored (including golf and flying) will be sorely missed.

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Year 2001

2

The first "official" year of the new millennium. The focus for the year was on ways to ease the industry's labor shortage. A related committee was formed, educational programs such as manufacturing and new construction tours were implemented for area high school and college students, and a "Jobs In Construction Center" was established.

Year 2002

3

The Sales & Marketing Council (SMC) implemented an educational series titled "Building Blocks." In the series, the topic of "New Home Sales Contracts" was a sellout.

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Place information regarding your company, products and/or services within issues of The Nail Keg, a direct line of communication from RRHBA to its members.

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For more information, contact Melody Williams (540/389-7135 or mwilliams@rrhba.com)

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Editor, The Nail Keg - Melody Williams

Printing - Select Group

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www.rrhba.com

Shake, Rattle and Roll

By Brent Fortenberry, 2010 RRHBA President



In January 2010, we stood at the starting line of a new decade. The year 2000, the beginning of a new millennium, with all the hope, aspiration and apprehension that it held, seems but a short time ago. All the dire warnings of Y2K disasters that failed to materialize gave way to a period of growth and prosperity. In this decade, we have seen our industry go through the longest expansion in 30+ years - only to see the deepest decline in housing starts since the Great Depression. It has truly been one heck of a ride.

I think that it is appropriate, at a milestone such as this, to look back at our past accomplishments as a way to help set our goals for our future. Some of those accomplishments I'll mention here, but also look through this issue of *The Nail Keg* for others scattered through the pages.

During the past decade, our Association celebrated its 50th anniversary, launched the Parade of Homes, and continually functioned as an advocate for our industry in matters such as securing federal stimulus for homebuilding, fighting against mandatory residential sprinklers and many others. We were also able to implement a new Web site allowing all members to have a web presence by posting a member profile. 2009 RRHBA President Shawn Callahan's theme of **Open Line of Communication ... Both Ways** created

opportunities for members to communicate through venues such as our Member Minute and Networking programs. And last, but certainly not least, we were able to exit 2009 with a balanced budget when so many other associations, similar to RRHBA, are struggling to survive.

This year, our theme is **Shake, Rattle and Roll**. In the past 3+ years, our industry has been shaken till it rattled, but now it's time to roll! I honestly believe that 2010 will be our turning point and that better times are ahead. We must strive to keep our Association strong, focused and in step with the times that we are going through. And, as our guide, we have established a variety of goals - one of which is to develop a new strategic plan for the coming three years. In doing so, we will be calling on many of you to contribute your ideas and experience to this task.

2010 will also be the first year for our new Green Building Committee, whose charge is to educate the public and the builder community on the benefits of sustainable building. We plan to improve our member retention by initiating personal contact at the member's place of business, and to continue to improve our Web site and electronic communications in order to make the Association more relevant to its members and as a way to lower our cost of doing business. As in the past, our focus on Governmental Affairs will be a cornerstone of what RRHBA is about. In order to accomplish these goals, as well as the many other activities and functions that make our association successful, we need the dedication and hard work of many. So please join us; recruit a new member (or 2!), become a committee volunteer, or a sponsor, or let us know you'd like to be considered for Board membership. Remember...it is our Association, and it is us that make it great.

I look forward to serving you as President this year. Let me know how I can help make your experience as a member of RRHBA better. Remember, 2010 is going to be a really good year, if we put in the effort to make it happen. Let's roll!

540/819-8019

brentfortenberry@hotmail.com

Meet RRHBA's 56th President . . .

by Brent A. Fortenberry

I was born and grew up in the small rural town of Tylertown, MS, located in the south-central part of the state. My parents operated a small dairy, so I grew up with the understanding that hard work was not an option - but a part of everyday life. Milking, hauling hay, later a job at a local service station, and after that summer jobs selling dictionaries door to door were the ways my spare time was filled during those years.

I graduated from Tylertown High School in 1971, attended South-west Mississippi Junior College on a football scholarship, and later graduated from Southeastern Louisiana University with a BS in accounting. After that I passed the CPA exam and pursued a career in corporate finance, holding positions such as auditor, controller, CFO, and COO. Because accounting provides a pretty versatile background, it allowed me to work for organizations as small as two people and as large as the Fortune 100. The industries that I have been involved in are equally diverse, ranging from agri-business, forest products, petroleum mar-

keting, computer software, food exporting, and finally to homebuilding.

While in college, I met and married the love of my life, my wife of 36 years, Susan Boyd Fortenberry. Although we had careers that were not involved in homebuilding, we realized early on that we both had a passion for houses. Our careers caused us to live in different parts of the country, and with each move we undertook to either build or remodel a home for ourselves. There was the Contemporary that we built in Louisiana, the Victorian that we remodeled in New Jersey, the Williamsburg Colonial we built in Pennsylvania, the West Coast Contemporary on a small lake in Southern California, and the Civil War vintage Townhouse in New Orleans. In 1995, Suzi and I moved to the Roanoke Valley, she to continue a career in healthcare sales, and I to join an old friend who had founded a thriving new business in food exporting. Even though we had busy careers, we undertook to renovate a 1920's era Bungalow in South Roanoke. This house was my favorite of all those before it because I had room in the basement to set up a "real" woodworking

shop. There was a lot of trial and error and plenty of mistakes, but in time I managed to produce most of the cabinetry and millwork needed for the renovation.

In the year 2000, B & B Builders (predecessor to Bench Mark Builders, Inc.) was formed as a way to buffer the uncertainties of the export business. Our first project was Bradford Place, a 13-unit patio home development in Southwest Roanoke County. After that, there was Oak Knoll a 30-unit patio home community in North County, and our current project, - The Preserve at Two Ford - a 26-unit neighborhood of custom "green built" homes in Southwest County. In 2006, we acquired our partner's interest in Bench Mark (Suzi had already switched careers to become a full-time real estate professional) so we were "all in" as homebuilders.

As a homebuilder, I am proud of my association with RRHBA. I believe that it represents the best of what we are about as an industry, and I am proud to be a member. Congratulations to Shawn Callahan, Board of Directors, and the RRHBA staff for guiding us through a very tough year in 2009.

Thank you for your confidence in allowing me to serve as your president in 2010. Join me in making this a great year for RRHBA and our industry.

Meet The Newest Board Member

Annually, the RRHBA elects its Board of Directors, which generally includes a few new faces. For 2010, we welcome...

Brett M. Bennett, who is serving

a one-year term as an Associate Member. He has worked for Roanoke Gas Co. for 15 years and currently holds the position of Sales Director. Brett has lived in the Roanoke area

for most of his life, is married, and has two children and two stepchildren.

RRHBA welcomes Brett, a dedicated & talented individual, to its leadership team!



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A look backRRHBA at work for its members.

Year 2003

4 The theme for the year was "better your business," so the focus was to offer educational programs specific to this theme, such as "The General Liability Insurance Crisis - Seven Strategies for Builders," and "Your Business Web Site."

Year 2004

5 RRHBA sponsored an important meeting of RRHBA members and representatives of American Electric Power, which was the spring-board for procedural changes and improved customer service for the Roanoke District.



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1st RRHBA Gathering of the Year, January 14, President's Party



RRHBA kicked off 2010 with the President's Party on January 14th at the Taubman Museum in downtown Roanoke. This new venue and event provided members with the opportunity to spend time with one another in beautiful surroundings.

The Mardi Gras theme was quite fitting for the first event of the year for President Fortenberry, who has strong ties to Louisiana. Following is a pictorial recap of the event.



President Fortenberry conducting his first RRHBA Board of Directors of Meeting, which was also held at the Museum.



RRHBA Secretary Kit Hale made a presentation during the Board of Directors Meeting titled "The State of the Roanoke Valley Real Estate Market."



President Fortenberry (right) and First Lady Suzi Fortenberry graciously greeted attendees; shown here with new member Dennis Bowling of Bowling Plumbing, Inc.

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▼ Eight past presidents were in attendance (l to r, staggered): Shawn Callahan (2009), Joe Thomas, Jr. (2008), Al Cooper (2007), Jim Buck (1992), Pete McKnight (2006), J. T. Huddleston (1973; Hall of Fame member), Peter Fields (2000), and Roger Simpson (1983).



▼ Frank Caldwell, III (l) and Al Cooper checking out one of the many interesting exhibits.



▼ The evening provided the opportunity for laughter, "catching up" with friends - and making new ones.

A look backRRHBA at work for its members.

Year 2005

In response to a growing "anti-growth" sentiment in the area, RRHBA commissioned Roanoke College Professor Robert Stauffer to conduct a study titled, "The Economic Impact of New Construction in Roanoke County."

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Special thanks to our President's Party Sponsors!



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▼ The one-year old museum regularly brings in new exhibits, which enables it to offer something for everyone to enjoy.



▼ The evening provided the opportunity for laughter, "catching up" with friends - and making new ones.

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2010 Calendar of Activities & Events

(As of February 5; for u-to-date information, visit www.rrhba.com)

March 26-28 Friday - Sunday

SPRING Home Show

40th annual; Salem Civic Center

For more information, contact

Carolyn MacLeod

540/389-7135, cmacleod@rrhba.com

April 19 Monday

Golf Outing

Hanging Rock Golf Club

For more info, contact Sue Smith

540/389-7135, ssmith@rrhba.com

May 13 Thursday

Meet the Builder Night

Jefferson Center / Fitzpatrick Hall

For more info, contact Sue Smith

540/389-7135, ssmith@rrhba.com

August 12 Thursday

Bowling Bash

21st annual; Lee Hi Lanes, Salem

For more info, contact Sue Smith

540/389-7135, ssmith@rrhba.com

September 25-26

Saturday - Sunday

FALL Home Show

15th annual show; Salem Civic Center

For more info, contact Carolyn MacLeod

540/389-7135, cmacleod@rrhba.com

October 9-10 & 16-17

Saturday - Sunday

Parade of Homes

4th annual; Free, self-guided tour

For more info, contact Steph Talbert

540/389-7135, stalbert@rrhba.com

October 14 Thursday

Oktoberfest - Chili Cook Off!

Braeloch facility, Vinton

For more info, contact Sue Smith

540/389-7135, ssmith@rrhba.com

November 11 Thursday

RRHBA Annual Meeting

Vinton War Memorial

For more info, contact Sue Smith

540/389-7135, ssmith@rrhba.com

December 9 Thursday

Holiday Gathering & Installation of Officers

will also include conclusion of

Toys for Tots campaign

For more info, contact Sue Smith

540/389-7135, ssmith@rrhba.com

Member Orientations

If you are a new RRHBA member, a new employee of an existing member, someone who now wants to know more about the Association or simply wants a refresher course.....

We have the perfect solution - **invite yourself to a Member Orientation!**

You will learn more about the many benefits of being an RRHBA member and receive up-to-date information regarding 2010 happenings.

These free, informal, brief - yet comprehensive - sessions are held every other month from 10:45 am - 12:30 pm in the RRHBA Conference Room. And lunch is provided!

2010 Schedule (subject to change)

Wed. April 7

Wed. June 2

Wed. August 4

Wed. October 6

Wed. December 1

To receive your personal notice of the next session, please contact Sue Smith, 540/389-7135 or ssmith@rrhba.com.

A look backRRHBA at work for its members.

Year 2006

A Wage & Benefits survey, conducted in late 2005 by the RRHBA Education Committee was released. This survey proved to be an effective management tool for RRHBA members; and To strengthen the information revealed in an earlier study for Roanoke County, RRHBA also commissioned Dr. Robert Stauffer to conduct economic impact of residential studies for the counties of Bedford & Franklin.

7

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Member Benefits

For all the details, contact Carolyn MacLeod 540/389-7135 or cmacleod@rrhba.com

The Association's 40th annual SPRING Home Show will be held on **March 26 - 28, 2010**, at the **Salem Civic Center**.

The **primary purpose** of this show is **to provide RRHBA members with an inexpensive and effective way to market their products and services to thousands of potential customers** in just a few short days. At press time, exhibit space was still available - but very limited.

In addition to the opportunity to exhibit and sell products & services, **members also can purchase advance tickets to the Show at a greatly reduced price**. Members are encouraged to send a couple of tickets to past customers as a way to say "thank you for your business," and to potential cus-

tomers as a way to make a lasting impression. Tickets purchased at the Show will be \$5.00. **Members can purchase tickets for a mere \$1.60 each when they purchase a book of 25 tickets for only \$40.** If you are a member and would to purchase tickets, a ticket order form is enclosed.

There is also the opportunity to **make an additional marketing splash by being an "at the Show sponsor."** At press time, a few areas remained unclaimed (e.g. a show bag sponsor, a couple of slots for

Exhibitors' Lounge sponsors).

Don't delay, **make your call today to Carolyn MacLeod** (contact information shown above) **to take full advantage of marketing your products and/or services to thousands of potential customers.**

For up-to-date information, including a list of exhibitors, visit www.rrhba.com.

A look backRRHBA at work for its members.

Year 2007

(a) RRHBA members filled a chartered bus and traveled to Richmond as part of HBAV's Housing Blitz. The purpose of the gathering of 500+ members from across the state was to carry the message of "housing affordability matters!" to members of the Virginia General Assembly.

(b) RRHBA held its first annual Parade of Homes, a new marketing opportunity for its members.







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News . . . News . . . News . . .

From NAHB (2/8/10):

Important IRS updates on claiming the home buyer tax credit have recently been announced,

and you may want to alert your potential customers. The agency has published an updated version of Form 5405, as well as instructions for home buyers using it to claim the \$8000 first-time buyer credit, and for repeat buyers seeking to claim the \$6500 credit. Updates to the form include the extended purchase date window (tax credit-qualified homes must be under contract prior to May 1 and close before July 1). And yes, even though the revised Form 5405 still references the "First-Time Homebuyer Tax Credit," it is also intended to be used by repeat home buyers, who must have lived in a single principal residence for five of the last eight years prior to purchasing their new home for which they plan to claim the tax credit.

Beyond these updates, the IRS is also requiring additional documentation for home buyers who claim the credit for purchases after November 6,

2009. Buyers must now provide a copy of the HUD-1 form or, in cases where that form is not used, a certificate of occupancy for a newly constructed home. For purchases taking place after April 30, a copy of the signed sales contract must also be supplied. Meanwhile, in order to claim the \$6500 repeat tax credit, home buyers must attach one of the following for five consecutive years of the last eight to demonstrate that they meet the repeat buyer qualifications: a Form 1098 reporting mortgage interest; a property tax statement; or home insurance records.

Tax credit buyers should also know that, due to the new documentation requirements, those claiming either the \$8000 first-time buyer credit or the \$6500 repeat-buyer credit cannot e-file. As a result, taxpayers should be prepared to wait at least 12 to 16 weeks to receive their refunds. On a final note, NAHB has recommended options to Treasury and IRS officials for homebuyers who do not use a HUD-1 form and whose local jurisdiction does not issue a certificate of occupancy. We are awaiting their response at this time. Get more informa-

tion on NAHB's Web site at: www.federalhousingtaxcredit.com.

A look backRRHBA at work for its members.

Year 2008

(a) As a final step to demonstrate the importance of the housing industry on the area's economy, etc., Roanoke College Professor Robert Stauffer was commissioned to combine his findings into a four-county comparison study.

(b) To supplement regional and national efforts to stimulate the sales of new homes, RRHBA launched a public relations campaign titled, "Now is the Time to Buy." The message was delivered over the airways, in print, and via a special Web site.

9

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News . . .

About RRHBA Members . .

In Our Thoughts & Prayers:

Family and friends of Ed Natt of Osterhoudt, Prillaman, Natt, Helscher, Yost, Maxwell & Ferguson, PLC; Ed passed away in late December after a courageous battle with cancer; **Scott McCoy** of Roanoke Glass Shop, Inc., due to the death of his son, Josh; the **family and friends of Charlie Simpson** of Charles R. Simpson, Inc. Charlie passed away in early February; Members receiving continued treatment for cancer: Lifetime Member **L. C. Peters**, **Pat Buck**, wife of Jim Buck of James Buck Plumbing & Heating; and **Dick Simpson** of Charles R. Simpson, Inc.

Congratulations To:

Boxley for achieving its goal to earn the prestigious Green-Star Certification by the National Ready Mixed Concrete Association (NRMCA) in 2009 at all eight of Boxley's concrete plants. The program recognizes companies who maintain Environmental Management Systems that aid in reducing, if not eliminating, negative environmental impacts resulting from operation; to **Kim Cheney** of Valley Team Mortgage who recently gave birth to a baby boy; and to **Davenport Energy** for partnering with the American Breast Cancer Foundation to raise breast cancer awareness in central & southern VA. The "Fuel for Hope" campaign heightens awareness through a network of propane companies across the country that customizes pink delivery trucks.

A look backRRHBA at work for its members.

Year 2009

(a) The theme for the year was "Open Communication - Both Ways." Special programs such as "Member Minute" were rolled out as a way to improve members' ability to share information about their products and services.

(b) RRHBA actively participated in the statewide effort to prevent the inclusion of mandatory fire sprinklers for new homes within Virginia's Statewide Building Code.

10



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