

# contractor

THE MONTHLY PUBLICATION OF THE BUILDING CONTRACTORS ASSOCIATION OF SOUTHWESTERN IDAHO

*"Every man owes part of his time and money to the business or industry to which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere."  
- Theodore Roosevelt -*

## Congratulations!



Ron Whitney  
IBCA Builder of the Year

## Spike of the Month



Justin Hall  
Creekside Custom Homes  
See page 6 for Spike list

## "2012 Casino Night"

Play Bingo, Poker, Black Jack, Texas Hold'em and Roulette.

Thursday - February 16, 2012

Ferguson Bath Kitchen & Lighting Gallery  
586 N. Locust Grove, Meridian Idaho



6 p.m.  
\$10 per person  
Food & Beverages



Event Sponsors:  
Coldwell Banker Tomlinson Group  
Ferguson Bath, Kitchen & Lighting Gallery  
Jordan Homes  
Oregon Tile & Marble  
Rental Property Solutions  
Tresidio Homes



**Reservations Requested by Feb. 13, 2012.  
Call 377-3550 to have a form sent to you.**

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## **BOARD OF DIRECTORS**

### **EXECUTIVE COMMITTEE OFFICERS**

Bobbie Schultz, President '11-12'  
Jon Yorgason , First VP '12-13'  
Jeff Thompson,RMB, VP/Secretary '11-12'  
Tracy Dixon, Associate VP '11-12'  
Steve Weeks, VP/Treasurer '12-13'  
John Seidl, Immediate Past President '11-12'  
Patrick R. Minegar, Immediate Past Treasurer  
Zach Evans, Member at Large '11-12'

### **BUILDER DIRECTORS**

Justin Hall '11-12'  
Jon Hastings '12-13'  
Ted Mason, RMB '12-13'

### **ASSOCIATE DIRECTORS**

Trey Langford '11-12'  
Jason Peery '12-13'  
Eric Smith '11-12'

### **ACTIVE LIFE DIRECTORS**

Todd Amyx, RMB  
Bob Barnes, Jr.  
Keith Borup  
Chris Conner  
Bill Davis, RMB  
Tracy Dixon  
Marie Hanson  
Steve Martinez, RMB  
Ted Martinez  
Chuck Miller  
Patrick R. Minegar  
Dave Mortensen  
Kent Mortensen  
Jerry Nemec  
Dennis Schaffner,  
RMB  
Burt Smith, RMB

Dwayne Speegle  
Wayne Stacy, RMB  
Larry Van Hees  
Ray Westmoreland  
Ron Whitney  
Dave Yorgason

### **LIFE DIRECTORS**

Ray Behrman  
Terry Heffner  
Dale Sullivan  
Frank Varriale  
Ramon Yorgason



## ***President's Perspective***

by Bobbie Schultz, Jordan Homes, LLC

Like most of you, I caught a couple minutes of the news this morning to see if I was going to have a good day or a somewhat good day. Sure enough, local news gave the impression that the sky was falling due to housing sales being down over the previous month. Being the savvy builder that I am, I decided to take a look into our local new home inventory and sales. Here's what I found for Ada county over the last three months.

In November there were 75 sales of new homes  
-December saw 83  
-January came in at 60

Of 131 new homes (includes homes under 1 year) that went pending in the last 3 months, 92 were in January. February should be a good month for closings, up substantially over last year. So if you are in the business of building new homes (locally), next time someone tells you the sky is falling look up it might just be confetti.

FYI: The National Association of Home Builders is forecasting that housing starts and sales will continue to climb for the next two years. They also predict interest rates to be fairly steady for 2012 and 2013.

Thank you to Karen Ellis Coldwell Banker TG for sharing the data.



## Executive Overview

by Frankie Hickman-Rice, Executive Vice-President

### Life in the Fast Lane!

In late January we hosted the Idaho Building Contractors Association Winter Board meeting here in Boise. We worked hard setting goals for the year ahead and we played a bit as well. The state meetings are always a great place to make

new friends and renew old acquaintances.

Our very own Ron Whitney received the State Builder of the Year Award and Pat Minegar received a Special Recognition Award. Steve Martinez was sworn in as the 1st Vice President Treasurer (2013 President) and Dennis Schaffner as the 2nd Vice President (2014 President). Our current IBCA President is Steve Pinther, a builder from Eastern Idaho and the Upper Valley BCA.

We had a very successful breakfast meeting with a group of our Legislators. Joining us was:

1. Representative Joe Palmer (Meridian)
2. Senator Mitch Toryanski (Boise)
3. Representative Reed DeMordaunt (Eagle)
4. Senator Chuck Winder (Boise)
5. Representative Ken Roberts (Donnelly)
6. Representative Lynn Luker (Boise)
7. Representative Paul Shepherd (Riggins)
8. Senator Russ Fulcher (Meridian)
9. Representative Bob Schaefer (Nampa)

Membership in Idaho appears to be going in the right direction again but at a much slower pace than we would like. Our state wide goal is a total net gain of 150 new members during the 2012 fiscal year.

We are still tracking the impact of calendar fiscal year and only having state board meetings three times a year down from four. This has helped with the budget. Only one board meeting moves around the state. The next one is in June in Sun Valley.

After wrapping up our successful Legislative Board/Annual meeting in Boise we are in the "discovery" mode of what we will see from the legislature this year. Our successes to date have been limited to stopping the expansion of the Electrical Code Arc Fault from including the entire house. This is about \$500 per new home savings!!! One house pays for your BCA Dues. We are very excited about this success. Thanks to Steve Martinez and B & B Electric, Tom Brown who testified; Tahoe Homes, Jake Centers who rallied the troops. Our Lobby Guy - Ben Davenport is doing a great job!

We will keep you posted on the continued saga in the Legislative Fast Lane!

## A Look Ahead March

**Members Only Meetings - For membership information call 377-3550**

*All dates, times and locations are subject to change. Please call for confirmation - 377-3550.*

- 7 Public Relations Committee, 1:30 p.m., BCA
- 13 • Executive Committee, 11:30 a.m.  
• Builders-Codes Council/Developers Council/Government Affairs, Green Building Council, 3 p.m., BCA
- 14 • Sales & Marketing GMM, 5:30 p.m., Red Lion  
• Associates Council/Membership Committee, Noon, BCA, RSVP for lunch.
- 15 • Home & Garden Show Begins, 5-9 p.m., Fairgrounds  
• Board of Directors, 5 p.m., BCA
- 18 Home & Garden Show Ends, 11 a.m. - 5 p.m., Fairgrounds
- 21 Sales & Marketing Council, 12 p.m., BCA - RSVP for lunch
- 28 Spike Club, 4 p.m., Lindys

*For all committees not listed please call the BCA office.*

### BCASWI ASSOCIATION STAFF

Frankie Hickman-Rice,  
Executive Vice-President

Autumn Gestrin-Blume,  
Communications Projects Director

Mercedes Mascorro, Membership Director



## Membership The Foundation

Mercedes Mascorro,  
BCASWI Membership Director

sponsoring the lunches for both the Associates Council and Membership Committee meetings. Next month Idaho Power has volunteered to sponsor lunches. If you are interested in attending these meetings we appreciate a reservation, as a lunch count is needed. Don't forget the next meeting is March 14th at 12:00. These meetings combined; generally last an hour.

The SMC is excited that they have the opportunity to utilize Esther Greenhouse as our speaker for the GMM on March 14th at the Red Lion Downtown.. She is an instructor for Certified Aging in Place and Universal Design Build. We hope that you can make it.

Associates - Do you want to get involved with a part of the Parade of Homes? There are a few ways to do so.

- The 2012 POH Sub Committees will start meeting this month. If you would like to help out on any of these please contact Autumn.
- The 2012 Sales & Marketing Council SAMTram could also use your help. The dates of the SAMTram have not been set, but the SMC is in the process of putting this together. We need volunteers to help make this a fun two-day tour and we also need sponsors.

This month we would like to thank Oregon Tile and Marble for

If you are a Realtor, Builder or a Broker and you are interested in establishing valuable business relationships you might want to think about becoming a Sales & Marketing Member. For \$75 you will receive:

- Free subscriptions to the NAHB Sales & Marketing Ideas Magazine
- Information about continuing education, Parade of Homes SAMTram, and many other Sales & Marketing (SMC) activities.
- Access to the SMC Channel at NAHB.org

Contact the BCASWI for more information or you can download the SMC application on this website under the Committees tab- Sales & Marketing Council dropdown page.

### *New Membership and Renewals*

The BCASWI wishes to thank the following new member companies and membership renewal companies. "Without Your Membership, We'd Be Lost!" If you have comments regarding any of these memberships, please direct them in writing to the Membership Committee, 6206 N. Discovery Way, Suite A, Boise, ID 83713. (Per the By-Laws, Art. 1, Sec. 2)

For a full list of members please go to the Classified Directory on our website at [bcaswi.org](http://bcaswi.org).

**HIDDEN ISLAND, LLC**  
LARRY FLYNN

**SILVERLINE, INC.**  
TYLER HESS



**HIGGINS & RUTLEDGE INSURANCE, INC.**  
ROD HIGGINS



**STETSON HOMES, INC.**  
STAN RAY

**TOMLINSON & ASSOCIATES, INC.**  
RICHARD TOMLINSON



**HUBBLE HOMES, LLC DBA REFLECTION HOMES**  
DON HUBBLE

**VIEW POINT, INC.**  
JAY PEARSON

**ROBERTSON ELECTRIC**  
ZANE ROBERTSON

**ACADEMY MORTGAGE CORP**  
KELLY BEEBE

**MCCALL CRAFTSMAN HOMES, INC.**  
STEVE MINOR

### *Renewal Members 1-4 years of membership*

**SMITH HORRAS P.A.**  
BILL SMITH

**INFINITE MEDIA DESIGN, LLC**  
MAITLAND FRITZLEY

## OSHA Names Top 10 Most Frequently Cited Standards

Each year, the Occupational Safety and Health Administration compiles an annual list of the top 10 most frequently cited standards across all industries. The majority of standards that OSHA has now identified as the most frequently cited are directly applicable to the construction and residential home building industries. Employers who were cited for violations in 2011 may have noticed that the penalties were higher than in the past. The average serious violation penalty for 2011 was \$2,132 - more than double the average of \$1,053 for 2010. OSHA last year also issued 215 citations totaling at least \$100,000 - up from 164 citations issued in 2010.

OSHA's top 10 most frequently cited standards across all industries in FY 2011 were:

1. Scaffolding, general requirements (29 CFR 1926.451)
2. Fall protection (29 CFR 1926.501)
3. Hazard communication standard (29 CFR 1910.1200)
4. Respiratory protection (29 CFR 1910.134)
5. Control of hazardous energy (lockout/tagout) (29 CFR 1910.147)
6. Electrical, wiring methods, components and

- equipment (29 CFR 1910.305)
7. Powered industrial trucks (29 CFR 1910.178)
8. Ladders (29 CFR 1926.1053)
9. Electrical systems design, general requirements (29 CFR 1910.303)
10. Machines, general requirements (29 CFR 1910.212)

In a Sept. 16, 2010 webinar on preparing for OSHA inspections, Brad Hammock of Jackson Lewis LLP reminded builders that there are a few things they can do to reduce or eliminate the chances of being cited by OSHA. For example, before a compliance safety and health officer ever sets foot on the job site, they should:

- Review their safety program
- Understand any national and local emphasis programs
- Develop procedures for an OSHA visit and train their employees in those procedures
- Have records (300 Logs, training records, etc.) readily available and up-to-date
- Make sure their workers are properly trained on the safety requirements of the job site

For more information on complying with OSHA regulations, visit [www.nahb.org/SAFETY](http://www.nahb.org/SAFETY) or contact Marcus Odorizzi at 800-368-5242 x8590.

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### Legal Tips on Industry-Related Subjects Now Available Online

A new benefit for NAHB members is our “Legal Tips” section on [www.nahb.org](http://www.nahb.org) that includes regularly updated postings from our Legal Research Program. During its 37 years of continuous operation, the Legal Research Program has responded to thousands of our members' legal questions covering a wide range of subjects related to residential construction and business operations for home builders, remodelers and associates.

The program strives to provide accurate legal information in plain language that is easily understood. Current topics include:

- \* Website images and copyright infringement

- \* Voluntary Affirmative Marketing Agreements
- \* Immigration law compliance and subcontractors
- \* Cancellation requirements for home improvement contracts
- \* Pre-contract language for protecting plans submitted with bids

Please note that the responses appearing in “Legal Tips” have been modified to protect the identity and privacy of the members making the original requests for information. NAHB members can access "Legal Tips" by visiting [www.nahb.org/legaltips](http://www.nahb.org/legaltips). For more information on “Legal Tips,” or to make individual requests for legal information from the Legal Research Program, contact David Crump at 800-368-5242 x8491.



**Status Name Credits**

<b>STATESMAN SPIKE - 500</b>	Larry Van Hees	613.0
	Jerry Nemeč	584.0
<b>SUPER SPIKES - 250</b>	Dave Mortensen	274.5
<b>ROYAL SPIKES - 150</b>	Ted Martinez	248.5
	Chuck Miller	240.75
	Steve Martinez	199.5
	Chris Conner	196.75
	Todd Amyx	180.0
	Bob Barnes Jr.	175.0
	Burt Smith	173.0
	Kent Mortensen	162.5
<b>RED SPIKES - 100</b>	Pat Minegar	142.0
	Joe Harris	134.0
	Jeni Sexton	132.0
	Frank Varriale	126.0
	Bill Davis	116.5
	Ron Whitney	112.0
	Wayne Stacy	107.25
	Marie Hanson	107.0
<b>GREEN SPIKES - 50</b>	Dale Sullivan	92.0
	Tracy Dixon	87.0
	Dave Yorgason	85.5
	Dennis Schaffner	83.5
	Billy Mahan	63.0
	Eric Smith	63.0
	Karen Beamguard	62.0
	Bob Barnes Sr.	61.0
	Vicki White	60.0
	Mike Bideganeta	59.0
	Milford Terrell	57.5
	John Seidl	56.5
	John Goade	52.5
	Ramon Yorgason	52.5
Sarah Seidl	51.5	
<b>LIFE SPIKES - 25</b>	Brent Wilde	43.5
	Dale Conrad	42.5
	Eric Stunz	40.5
	Chase Cavanaugh	38.5
	Zach Evans	37.5
	Garret Longstreet	37.5
	Jim Stubblefield	36.0
	Dwayne Speegle	31.5
	Alan Gossi	31.0
	Dick Lierz	31.0
	Craig Groves	30.0
	Ray Rice	30.0
	John Sieckert	30.0
	Bobbie Schultz	28.0
	Erick Wadsworth	26.5
	Bud Fisher	26.0
	Steve Weeks	25.5

**BLUE SPIKES - 6**

Ted Mason	19.0
Juston Hall	13.0

**Candidates**

Spike candidates are called "Tacks." Tacks must earn 6 credits to become a "Spike"

Kevin Howell	Rob Pearce
Trey Langford	Pam Randol
Jason Moodie	Dan Torfin
Jeremy Pisca	Pat Waller
Jay Ross	Jon Yorgason

**4.5 - 5.5 Credits**

Trudy Mallon

**.5 - 1.0 Credits**

Joe Atalla  
Robert Bruno  
Jim Conger  
Eric Evans  
Scott Flynn  
James Juring  
Mike LaRue  
Alicia Lopez  
David Lower

**3 - 4.0 Credits**

Jake Centers

**1.5 - 2.5 Credits**

Dennis Baker  
Thomas Coleman  
Steven Hanson

According to the rules of the Spike Club program to become a Spike member, an individual must earn 6 Spike Credits within two consecutive years and to retain that Spike status a minimum of 1 credit (new or retention) must be earned each year until a total of 25 credits have been earned, which triggers Life Spike status. For individuals that do not earn 6 credits by December of their second year of recruiting, all credits from the first year are forfeited.



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**Builders Applaud Fed Report on Housing**

*Agree Extreme Mortgage Lending Standards Must Be Eased to Boost Homeownership, the Economy*

January 5, 2012 - The National Association of Home Builders (NAHB) concurs with a finding by the Federal Reserve that excessively tight mortgage lending standards are hampering a housing and economic recovery.

“The Federal Reserve’s report to Congress confirms what we have been saying for some time: That extraordinarily tight credit conditions are preventing creditworthy borrowers from obtaining home loans and this is harming the housing market and the broader economy,” said NAHB Chairman Bob Nielsen, a home builder from Reno, Nev.

Nielsen added that the lack of credit extends to housing construction loans as well, which is crippling the housing industry and preventing construction of new homes in markets that need and want them. “In scores of markets across the country that are exhibiting signs of job growth and where the inventory of new homes is nearly exhausted, builders should be hiring workers to break ground on new housing developments,” he said.

In its message to Congress, the Fed said that “restoring the health of the housing market is a necessary part of a broader strategy for economic recovery.”

Housing can act as a job catalyst if regulators and lending institutions return to prudent underwriting standards that do not exclude creditworthy borrowers and if they move to restore the flow of credit to viable home building projects.

In normal times, housing accounts for more than 17 percent of the nation’s economic output. Constructing 100 new homes creates more than 300 full-time jobs, \$23.1 million in wage and business income and \$8.9 million in federal, state and local tax revenue.

With cash-strapped municipalities across the land desperately searching for new revenue sources, home building can increase the property tax base that supports local schools and communities.

“Removing the obstacles limiting access to mortgage credit and enabling builders to obtain construction loans to build in markets where demand is firming is imperative to get housing back on track, to put our nation back to work and to keep the economy moving forward,” said Nielsen.

## Government Affairs

### Idaho Building Contractors Association 2012 Report

*Issues we will be watching and reviewing on our weekly conference calls but have not taken a position include:*

**HOMEOWNER'S EXEMPTION:** As proposed it will amend existing law relating to revenue and taxation.

**PRIMARY ELECTIONS:** Amends existing law relating to elections to revise the date on which primary elections shall be held and to delete references to the presidential primary election.

**PROPERTY TAXATION:** Amends existing law to provide that the first \$150,000 of the market value for assessment purposes of the homestead or 50 percent of the market value for assessment purposes of the homestead, whichever is the lesser, shall be exempt from property taxation. Our friends at the Idaho Association of Commerce and Industry (IACI) voted to oppose this but we have not discussed it yet.

**PERSONAL PROPERTY TAX:** The new chair of the Local Government committee in the legislature has indicated his willingness to allow a hearing of the bill in his committee. IACI staff has proposed three basic options for elimination of the tax: (1) freeze the tax and let the depreciation on a schedule, (2) phase out the tax over 4-5 years, or (3) eliminate the tax completely with an economic trigger of 8% above 2008 revenue levels (approximately \$3.14 billion). Regardless of approach, IACI is working to have the operating property exclusion removed as an illegal component of the current law.

And last but not least the exemptions from Sales Tax will also cause us great concern. This legislation is designed to eliminate certain exemptions from the sales tax and reduce the sales tax rate from six percent (6%) to five percent (5%). The main features of the legislation are: retains the production/agricultural exemptions, eliminates ten exemptions (broadcast

equipment, commercial aircraft, railroad rolling stock and remanufacturing, driver's education automobiles, trade in value, ski lifts and snow grooming equipment, heating materials, utility sales, precious metal bullion, and telecommunications equipment), and extends sales tax to nine categories of services (professional, personal, business, construction, transportation, repairs, lottery and pari-mutual betting, media measurement, and miscellaneous), It will maintain the exemption for medical services and extend sales tax to motor vehicle purchases by related parties, sales through vending machines and sales by outfitters and guides.

*We are quite certain this is just the tip of the iceberg but we have a great lobby group and volunteer members as our Watchdogs of the Industry*

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BCA members a 10%  
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208-629-2921 Option: 2



Lunch can be provided for \$5.00 a person.

*RSVP is required for lunch*



# Webinar Wednesday

Wednesday, February 22nd, 2012

11:30 - 1:00

BCASWI: 6206 N. Discovery Way, Suite A. Boise

*(Lunch can be provided)*

## The Basic Steps of Marketing

### Learning Objectives

- Describe the seven basic steps of the marketing process
- Identify the primary expense categories in an effective marketing budget and the factors that impact allocation
- List key principles for maximizing return on marketing dollars.
- Explain the role of the marketing plan in the management and operation of business.

Effective Marketing can make the difference between an average year and a great one. However, planning a marketing campaign can be a daunting task, especially when promotional dollars are scarce. Section 1 from NAHB *Effective Marketing on a Shoestring Budget* course will teach you the purpose and importance of cost-effective marketing and its role in the management and operations business.

**To register fill out information below and fax to 377-3553**

Company Name: \_\_\_\_\_ Ph: \_\_\_\_\_

Attendee: \_\_\_\_\_ Email: \_\_\_\_\_

(For lunch) Visa/MC/Discover # \_\_\_\_\_

Exp: \_\_\_\_\_ Vcode \_\_\_\_\_ Signature: \_\_\_\_\_

Questions? Call the BCASWI at 377-3550



# BCASWI March General Membership Meeting

5:30 p.m.  
Red Lion Downtowner

Presented by the BCASWI Sales & Marketing Council

## Guest Speaker

Esther S. Greenhouse, M.S., CAPS

Environmental Gerontologist

Specializing in Universal Design Build and  
Aging in Place



Wednesday, March 14th, 2012

5:30 p.m.—Social Hour / 6:30 - Dinner & Presentation

Red Lion Downtowner

\$22.00 per person

(Proceeds will go to the BCASWI Scholarship Fund)

Register below and fax back to 377-3553 or call 377-3550 for more information

Company name: \_\_\_\_\_ Phone: \_\_\_\_\_

Attendees: \_\_\_\_\_

\_\_\_\_\_

( ) Please charge my Visa/MC or Discover # \_\_\_\_\_

\$ \_\_\_\_\_ Exp: \_\_\_\_\_ Vcode: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

## *BCASWI Mission Statement and Goals*

### **Statement**

The Building Contractors Association of Southwestern Idaho is a nonprofit organization dedicated to promoting the responsible development of our community. Utilizing the collective strengths and talents of our members, we represent the American Dream politically, economically and professionally.

### **Mission Goals**

- To be the respected voice of the building industry.
- To be the deciding factor in political, legislative and regulatory matters.
- To be the leader in protecting and enhancing the quality of

life through effective stewardship of the land.

- To be the resource for members to enhance business opportunities.
- To be the leader in promoting partnerships with the community groups, related industries and governmental entities to accommodate an expanding economy.
- To provide educational opportunities for the professional advancement of its members.

# **IT'S GOOD BUSINESS TO DO BUSINESS WITH A MEMBER.**

## **PLEASE TAKE NOTE OF OUR MEMBER ADVERTISERS WHO SUPPORT OUR PUBLICATIONS.**



**THE BUILDING CONTRACTORS ASSOCIATION OF SOUTHWESTERN IDAHO**

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