



BUILDERS PLAN

SEPTEMBER 2009

P.O. Box 745

Ashtabula, Ohio 44005-0745

Telephone/Fax (440) 997-1866

ashtabulacountybuilders@windstream.net

www.ashtabulacountybuildersassociation.org

ASHTABULA COUNTY BUILDERS ASSOCIATION

" The Voice of the Industry in Ashtabula County "

ANNUAL MEETING

November 12, 2009

at

Elks Lodge

It is very important for the membership to attend. Many issues to be discussed. Please let myself or Rick Miller know if you would like anything put on the agenda. We need quorum for a vote.

MARK YOUR CALENDAR

September 10th	Clam Bake Elks Club
October 8th	Building and Health Department Elks Club
November 12th	Annual Meeting Halo Elks Club
January 14th	General Meeting Elks Club
February 11th	General Meeting Elks
March 11th	General Meeting Elks
April 8th	General Meeting Elks

Happy hour is 6:00pm - 7:00pm

Dinner 7:00pm

RSVP by Monday prior to meeting date and
if you need to cancel please call by Tuesday evening.

PRESIDENT'S COMMENTARY

Hello all!

I would like to thank everyone who attended the Summer Social at The GarEAT center. A big thank you to Mike Bowan and the Hughes-Roller Building Company for giving us the opportunity to see and tour the facility. This is a fantastic project of which you should all be proud of being involved with! I would also like to thank Meola Catering for the great meal they supplied and Don Perry for his musical entertainment for the evening. We are fortunate to have such a place in our county and its prospects appear to be very good. Our past two Summer Social's have been wonderful events and will be tuff acts to follow for next year. If you have any suggestions for a project to hold our event at next year please let us know. Our Annual Clam Bake is coming up and Drew Thomas of the Thomas Fence Company will be cooking again this year. He puts on a fantastic feed and this is an event that should not be missed. Reservations can be made by calling or emailing Michelle Laveck at the Ashtabula County Builders Association. I hope every one is still keeping busy and lining up work for the months ahead. Our children have gone back to school now and as much as I hate to say it Fall is just around the corner. I look forward to seeing all of you at the Clam Bake. As always your Association is here to assist you.

Thanks,

Rick Miller

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Board of Trustees

The signs don't point to a typical recovery

Clam Bake

How to use social networking when marketing new homes

How to use social networking when marketing new homes

WEB SITE

New and Improved!
CHECK IT OUT!!

www.ashtabulacountybuildersassociation.org

Send photos of your latest projects
and we can post them on the web site.

BOARD OF TRUSTEES

2009

Officers

Rick Miller, President

Bill Romanko, Secretary

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NATION'S BUILDING NEWS

The Official Online Weekly Newspaper of NAHB

Sponsored by McGraw-Hill Construction and Freddie Mae

The Signs Don't Point to a Typical Recovery

The wounded U.S. economy has shown signs of improvement in recent weeks, but many economists are accentuating the negative, bracing for head winds that could cause the recovery to be weak. Typically, a deep downturn is followed by a robust recovery, but many of the world's top economists — but not all — doubt that a boom will follow this time. Historically, recessions have come about when businesses over-invested or when the Federal Reserve aggressively raised interest rates. Once business inventories and staffing levels correct themselves, or once the Fed cuts rates, growth resumes. Downturns caused by financial crises play out differently. The machinery of the financial system grinds to a halt; people cannot get credit to buy things and businesses cannot borrow money to expand. According to an analysis of 14 financial crises around the world by economists Carmen M. Reinhart and Kenneth Rogoff, the unemployment rate rises an average of seven percentage points in a downturn (this one has increased the U.S. jobless rate by only 4.7 percentage points), and the crisis lasts an average of 4.8 years (this one is at the two-year point). Growth spurts can emerge, and it appears increasingly likely that the U.S. economy will grow at a solid pace in the second half of the year, as companies restock depleted inventories. But it is unclear what would come after that, given the ongoing restrictions on credit. U.S. banks have sustained massive losses already, and a wave of soured commercial real estate loans threatens to further limit their ability to lend in the year ahead. A bigger problem looms in credit markets, which account for vast chunks of mortgage lending, consumer loans and commercial real estate loans. This shadow banking system remains dysfunctional — notwithstanding a slew of programs the Fed put in place to get it going again — and no one is sure when or whether it will recover. All that makes it more expensive for people or businesses to borrow money — if they can get a loan at all — which could serve as a powerful brake on any recovery. (www.washingtonpost.com)

ASHTABULA COUNTY BUILDERS ASSOCIATION

ANNUAL CLAM & KING CRAB LEG FEST Drew's Smoked BBQ Ribs



Thursday, September 10, 2008

at

Elks Lake Front Lodge

3115 Lake Road West

Ashtabula, Ohio

\$50.00 per person

6:00p.m.

Happy Hour and Clam Chowder

7:00p.m.

Dinner-One Dozen Clams-King Crab Legs-
Drew's Smoked BBQ Ribs
Grilled Rosemary Chicken-
Fresh Redskin Potatoes-Fresh Ohio Sweet Corn-
Salad-Fresh Bread



OPEN BAR 6:00p.m. - 10:00p.m.



Live Entertainment by "The River City Jazz Band"



A GREAT TIME TO BRING A GUEST

For reservations please call (440)997-1866 or
e-mail ashtabulacountybuilders@windstream.net

by **Friday, September 4th**

If you have any questions concerning the Clam Bake, call Drew Thomas at (440)998-4747

How to Use Social Networking When Marketing New Homes

The first in a series on social networking and marketing new homes.

Social media is quickly becoming a mainstay in modern marketing plans. It's fast, it's direct, it's inexpensive and it's catching on.

According to the "[Social Media Marketing Industry Report](#)" by Michael Stelzner, who writes and blogs about marketing and other business-related topics, 88% of marketers surveyed for the study use social media in their overall marketing strategies. And of those surveyed, 72% indicated they only started using social media in their marketing recently.

For new home builders who are considering joining this trend, social media is simply using Internet-based networking tools to engage with online communities in order to generate exposure and sales opportunities.

But what builders need to understand is that using social media when marketing new homes will not necessarily generate direct sales. Social media is a different marketing tool than a builder's sales center and even his Web site.

Social media is versatile, offering builders opportunities ranging from finding interested and targeted prospects to generating public relations and providing immediate customer service. It's all about building relationships and conversation, but it is not necessarily about closing the sale.

"Home builders are asking us if social media works," says Dana Forrest, sales and marketing director at [Simmons Homes](#) in Tulsa, Okla. They want to know if a sale can be tracked to social media, she says.

"For us, this question seems a little short-sighted. We look at our social media and networking efforts as a way to build long-term relationships and powerful communities. We know this won't result in immediate sales, but that doesn't mean we shouldn't invest our time and effort," Forrest says. "We know a strong relationship is not built overnight."

Since social media requires a different approach to new homes sales and marketing than what builders traditionally use, to give builders a better understanding of social media and its capabilities, Nation's Building News will feature a series of articles about social media in upcoming issues.

The articles, written by social media experts who work in the building industry, will discuss several of the most popular social media sites — such as [Facebook](#), [LinkedIn](#), [YouTube](#), [Twitter](#) and blogs — and point out how they can be used effectively.

The series will culminate with case studies providing building industry examples of how these social media sites can be incorporated into an effective social media campaign.

To begin the series and familiarize builders with the most popular social media sites and tools, the following is a quick overview of the sites that will be discussed in the series:

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Facebook — A Social Site for Making Connections

If you have a teenage son or daughter, you're probably familiar with [Facebook](#) because the site is almost certainly their social media site of choice. Like its cousin, [Myspace](#), just about anyone with an e-mail address can establish an online social network by first creating a profile and then making connections by inviting friends to join.

The idea behind the site is that friends can update friends on what they are doing and what they find interesting. It's simply a way of keeping in touch and you can see how this might appeal to teens who want to stay in touch with their friends.

What you may not see, however, is the potential Facebook has for networking and relationship building for builders.

"Facebook is a very powerful tool for creating communities," explains Forrest. "Not only are most of our employees active Facebook users, but most of our customers are active, too, as are many of our Realtors®."

Forrest says that her company does not use Facebook to "promote" particular products. Instead, she says, the site is used "for building long-term relationships and social communities."

As NAHB and some of its affiliates have learned, Facebook is also an effective way to inform particular or targeted constituencies. For example, NAHB has created a Facebook network to update and inform potential consumers about the federal first-time home buyer tax credit that is now in effect.

"Several times a week, we receive feedback from a 'fan' — a Facebook subscriber who visits our site and supports our issue — who is able to claim the federal housing tax credit based on information that was provided to them from NAHB," says NAHB's Brooke Fishel, who monitors and maintains the federation's Facebook tax credit site. "The immediate feedback we get shows us how people react to the tax credit news and information that we are providing, and it enables us to adjust our focus and messaging accordingly."

When creating a Facebook site, builders must remember that, first and foremost, Facebook is a social site. Too much focus on business can be boring — and get your site revoked.

"I use Facebook to promote my professional services and to offer value to my followers," says Paul Montelongo of San Antonio-based [Paul Montelongo International](#), a speaker, syndicated columnist and entrepreneurial consultant. "My formula is 90/10. Ninety percent of my Facebook site is devoted to my professional presence with 10% is targeted to add personality to my presence."

Kimberly Mackey, of [Creative Sales Solutions](#) in Tampa, Fla., warns that Facebook is not the place to focus solely on your company's message. "One company I know who is adopting a 'do-it-yourself' approach rather than hiring a social media manager [to maintain Facebook guidelines]. Mackey said they actually had their Facebook accounts revoked several times because they only posted business-related information rather than social networking aspects to their site.

"You have to thoroughly understand the rules and the culture of each site so that you work within the spirit of that site," Mackey said.