

**Doug Carr**

**From:** DCarr At the Home Builders & Remodelers [lacey@glhba.ccsend.com] on behalf of DCarr At the Home Builders & Remodelers [doug@glhba.org]  
**Sent:** Monday, December 21, 2009 4:10 AM  
**To:** Doug Carr  
**Subject:** New Delta GM Employees Will "Boost Lansing Economy!"

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# The Tool Box

*A Weekly Publication for Members & Friends*  
 December 21, 2009



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Dear Doug,

## Delta GM Plant Announces 400+ Jobs Coming To Lansing!

Here's a bit of good news that will help boost morale around town! On Tuesday, Dec. 15, GM announced plans to bring over 400 workers to the Lansing area. The goal is to create a third shift at



the Delta Plant which now builds GM's popular cross-over models. The new workers will transfer from an idled Spring Hill, Tennessee plant and other locations around the U.S. The transfers will bring 374 production and 49 skilled trade workers to the Delta plant. As GM Delta adds the third shift it will begin producing the Chevy Traverse.

This is good news for the Lansing area. As the U.S. economy gradually improves, the cross-over is a vehicle that has become popular in recent years. The large movement of people into the area is expected to be a boost to the local economy. It will create spin-off jobs and increase the demand for housing.

**Doug**

CEO, GLHB&RA  
[Doug@glhba.org](mailto:Doug@glhba.org)

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## Don't Miss The Next Monthly Meeting!



**Wednesday  
January 13  
5:30 PM**

**Learn About  
A New  
Innovative Web-  
Based  
Advertising Tool  
For  
Small Business!**

**At  
Ameri Pro  
Restoration  
1202 E. Oakland  
Lansing, MI**

**\$5 Members  
\$15 Non-  
Members**

**[RSVP Here!](#)**

## Upcoming Events:

(Click on the links below to RSVP!)

Dec 24 - Jan 1 Office Closed Happy Holidays!

Jan 13 [Monthly Member Meeting](#), Ameri Pro Restoration  
5:30 PM Cost: \$5 Members

Jan 20 Certified Lead Renovator Training, MAHB, Time: 8  
AM - 4:30 PM, Cost: \$135 Members

Jan 22 Finance Committee Mtg. 9 AM

Jan 27 Board Of Directors Meeting

Jan 30 [Wild Game Dinner](#), Eagle Eye, Cost: \$45



## Ten Ways to Get Ahead of The Housing Recovery!

John Caulfield has an excellent article in NAHB's December issue of "[Builder](#)" magazine with marketing ideas for builders. You can catch the article at [this link](#). Here are few of the topics covered in the article:



1) **Build for the Banks.** Build on the banks' REO lots for a contractual fee basis. 2) **Find Alternate Sources of Financing.** Banks are not the only source of loans. Shop around. 3) **Go Smaller.** Go for efficiency and affordability as the market shifts. 4) **Go Greener.** Green is a growing market segment where some are willing to pay more for green aspects. Carve out your niche. 5) **Be Better Prepared for Cyclical Changes.** Home building has always been a leveraged business. When things do turn up again, plan better for the next downturn while times are good. 6) **Reload Your Marketing.** Younger first-time home buyers addicted to their cell phones communicate on Twitter, FaceBook and other social networks. Know and understand these communication tools. 7) **Reinvest In Your Employees.** Everyone recognizes the need to be lean. Your Staff is full of ideas. Just ask them! 8) **Embrace Opportunity.** As times change be ready to modify your business model if necessary. 9) **Reflect On What Happened.** You can't have a 2005 without a 2009. If a "deal" looks too good to be true it probably is! 10) **Believe in the Industry Again.** Even though the housing industry has been hit by the perfect storm, it will come back. If you've made it this far, your chances of making it out of the storm are good!

## Bill Tanasse Of Key Builders

**Thank You  
Wild Game  
Dinner  
Sponsors!**



**\$800 Table  
Sponsors  
ESI Heating  
Wimsatt Building  
Materials Roxy  
Eaton of  
The Reverse  
Mortgage Center  
McQueen  
Landscaping/H2O  
Sprinkler Systems**

**\$300 Spike  
Sponsors  
Independent Bank**

**\$100 Button  
Buck Sponsors  
Arrowhead Homes  
CertainTeed  
Roofing  
Hanneman & Fineis  
Concrete  
Mark Voss of  
The Kitchen Shop  
Oade, Stroude &  
Kleiman  
MSU Demmer  
Shooting Ctr.**

## Takes Over Presidency Of GLHB&RA

Bill Tanasse with Key Builders was recently elected President of the GLHB&RA Board of Directors, for the 2010 calendar year. Bill has been a member of the Greater Lansing Home Builders and Remodelers since 1997. He has served on the Board since 2005 and prior to that served on the Government Relations Committee. Bill has an Engineering degree from Washington State University and is also a member of the Greater Lansing Board of Realtors. "I think now more than ever is the time for members to get involved and be a part the GLHB&RA. I'm looking forward to serving the members in 2010," says Bill. He can be contacted by phone at 517-622-4314, or [by e-mail](#).

## International Builders Show Just Around The Corner

The International Builders' Show® (IBS) is the largest annual building industry tradeshow in the country. It's THE place to see and discuss the hottest products on the market and network with your friends and allies. On top of that, IBS offers more than 175 education sessions taught by industry experts. The International Builder Show is in Las Vegas this year. January 19-22. Go to: [International Builders Show](#) to register.



## *Thank You MSU-FCU! 2010 Parade Of Homes Sponsor!*

## Housing Starts In Lansing Area Higher Than National Stats



For the past couple of months the housing start data has shown a slight improvement for the Lansing tri-county region. For the time period of Jan 08 through Oct 08 to Jan 09 through Oct 09 the Lansing area has been averaging a 7% increase. This is good news indicating that a bottom may have been reached. The housing start data for the the whole U.S. in the same time period shows a decrease of 33%. It appears that the rest of the country has continued to slow and may be catching up with Michigan. You can see the housing start data compiled by GLHB&RA by [clicking here](#). It is provided by [Builder Track Reports](#).

Maurer & Parks  
Well Drilling

**Thank You  
For Making  
The Wild  
Game Dinner  
Happen In  
2010!**

**Save 22% With  
Verizon**



One very good  
reason to be a  
member of the  
Greater Lansing

Home Builders  
And  
Remodelers  
Association!

**Call Brenda  
Hoffman  
for Details  
517-285-4345**

[Click Here For Details](#)

## Speedway Increases Gas Discount To Five Cents--for all of 2010!

All GLHB&RA members who take advantage of the Speedway SuperFleet program will see their discounts on fuel increase another penny in 2010. "This marks a

significant effort on the part of SuperFleet to help GLHB&RA members in the ever changing business climate," said Tom Farnham, SuperFleet Account Manager. GLHB&RA members who do not use SuperFleet may want to consider taking advantage of this member



benefit which just got better! To learn more about how to save money on fuel, call Tom Farnham at 989-615-2736. Tell him you want the "home builder member discount." All participants must be members of the GLHB&RA.



***The Home Show Has Moved, From The  
Summit To The Lansing Center!  
Reserve Your Booth Space Today!***

## Home Building & Remodeling Show Over 70% Sold At Lansing Center!

Now is the time to reserve your spot in the Home Building & Remodeling Show. The show is over 70% sold!! The GLHB&RA Home Show attracts more qualified buyers than any other show in Lansing. There is a Golf Show at the Lansing



Center on the same weekend. GLHB&RA will be partnering with the Golf Show to jointly promote both shows. Attendees will be able to attend both shows by purchasing a joint ticket at a discounted rate. If you didn't find a contract in your mail, you can [download it from the web](#) site along with a copy of the [floor plan and booth layout](#). Contact Lacey for more information today: 517-323-3254.

## Happy Holidays!

Please note that there will not be a Tool Box sent to you the week of 12/28. The Tool box will resume during the first week of January. In addition, the GLHB&RA Office will be closed from December 23, 2009 through January 1, 2010. Here's wishing you a very Merry Christmas and a Happy New Year!



## ***Certified Lead Renovator Training***



Beginning in April of 2010 a new law will require Remodelers to practice lead-safe remediation if they are disturbing areas as small as six square feet in homes built prior to 1978.

To satisfy this new requirement, Remodelers are obtaining Certified training to learn how to comply with the new law.

**The next class will be hosted by the Michigan Association of Home Builders on January 20th. 8:00 AM - 4:30 PM.**

**Cost**  
\$135 Members  
\$200 Non-Members

**To Register Contact  
Pam Frankenberger  
517-646-2572**

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