

Doug Carr

From: Doug Carr At GLHB&RA [lacey@glhba.ccsend.com] on behalf of Doug Carr At GLHB&RA [doug@glhba.org]
Sent: Monday, May 24, 2010 1:25 PM
To: Doug Carr
Subject: What Does "Membership" Mean To You?

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The Tool Box

A Weekly Publication for Members & Friends
 May 25, 2010



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Dear Doug,

What Does Membership Mean To You?



Why did you join the Greater Lansing Home Builders & Remodelers Association? Your answer will vary depending on your business and the problems that keep you up at night. But I would wager that none of you joined to have a relationship with the organization, but instead to have relationships with other members. These connections (actual or potential) to others are the reason we are here. Yes, the lobbying, education and information are important too, but the connections and relationships we make with our fellow members are what make us feel more connected to the GLHB&RA

Our relationships make us stronger. We learn from each other. We pass on news to each other, or even better, referrals and leads. We expose each other to different perspectives and ideas, so we make wise decisions, and not get stuck in our own bubble. We get advice from each other, and support too. We help each other get involved in the association, showing how easily it's done, and how rewarding. We introduce each other to new people. We have a heck of a good time together too.

Many of us know a fellow member who got new business or a job from another member. This only happens when the relationships are already there. Relationships are one of the most powerful

**Remodelers:
Get BPI
Certified
Before
Cash For
Caulkers Goes
Into Effect!**



Once the Home Star Energy Act is in place this fall, thousands of households will be in the market for energy efficient upgrades that only BPI Certified contractors will be qualified to install. BPI Certified contractors will be in "the driver's seat" for this work." The five-day training includes a 2-hour test.

Get Certified Today by Registering for the next session: June 7 - 12th and save \$150.

[Click Here](#)

or call the
GLHB&RA Office
323-3254.

benefits of membership but it's a benefit that not all receive. First you have to get involved, even just an hour here and there.

Your relationships are a valuable resource for our association right now. May is membership month and it's real easy for you to get involved. We are on a hunt for new members in May so we can provide more potential relationships and all their benefits to you. Look through your email contacts, your accounts receivable and payable, your LinkedIn connections, your Facebook friends, your rolodex or wherever you keep your names and numbers. Who should be part of our community? Who can benefit from connecting with others here? Who can benefit from our advocacy? Our programs? Our information?

Think about those who are just starting out in this industry or in your profession. Wouldn't they benefit from being with others at the same stage and those who are further on in their career? We can't just be the association for Boomers and Gen X members. We need the strong participation of younger generations if our association is to also be a home for them, and if our association is to have a healthy future.

Please look at your contact list and invite someone to join this month. Our connections to and relationships with other members is the real strength of this association. The more we have, the more we can do. Please join me in making that happen!

Doug

CEO, GLHB&RA
Doug@glhba.org

Upcoming Events:

(Click on the links below to RSVP!)

May 26 Parade Builder Pick Up Day, MSU FCU 11 AM-1PM
June 7 - 12 BPI Certification Training, 5 Day Building Analyst, In Lansing, Must Pay In Advance, Save \$150, [RSVP Here](#)
June 15 Lugnuts Outing [RSVP Here](#)

MAHB Board Authorizes MCIM Workers Compensation Action

The Michigan Association of Home Builders (MAHB) and other members of the former Michigan Construction Industry Self-Insurers Fund (MCISIF) may have a right to a return of dollars currently held by Michigan Commercial Insurance Mutual MCIM. In a special meeting held Wednesday, May 12th, MAHB's Board of Directors authorized its legal counsel to negotiate and take whatever action may be necessary to seek a return of monies that are currently being administered by MCIM as a result of the



*MAHB CEO,
Bob Filka*

**Golfers:
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Date!!
July 13th**



Hawk Hollow

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Group!**

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**One
Very Good Reason
to Be A Member of**

conversion of MCISIF into the mutual insurance company now known as MCIM. Association CEO Bob Filka noted that while MCIM has a right as an independent business to stop insuring members and to no longer require membership for its policyholders, it does not have a right to use monies paid as premium surplus by MCISIF members for its own corporate purposes. "Those dollars belong to the members that paid their premiums into the old self-insured fund. If claims against those payments are less than the dollars collected, that money needs to be returned," said Filka."

Congress Approves Home Star Energy Retrofit Bill: Jobs Are Coming!

Dubbed by the press as "Cash for Caulkers," the Home Star energy bill is moving forward with plenty of bi-partisan support. It has been approved by the House and now must be approved by the Senate. President Obama has promised to sign it. The bill, expected to be in place by July 4, provides financial incentives for consumers who install energy-saving measures in their homes. Remodelers should note that the bill includes a provision for contractors to be certified by the Building Performance Institute (BPI.) GLHB&RA is offering training for BPI certification on June 7 - 12th to help remodelers prepare to get these jobs. [Register here for training and save \\$150!](#) You can get more details about the Home Star bill at efficiencyfirst.org. Once the bill is signed by the President it will become effective immediately and is expected to generate consumer activity this fall.



Cash For Caulkers Coming!

Tuesday, June 15th Is The Time to "Go NUTS" With Your GLHB&RA Friends!

GLHB&RA has reserved a block of seats for you and 50 of your closest friends! It's your time to Go NUTs on a Dollar Dog Tuesday, June 15th. At 7 PM the Lugnuts will be taking on the Bowling Green Hot Rods. This is always a fun event and a great time to relax and enjoy the evening with GLHB&RA friends and family. Tickets are only \$9 each and can be ordered by [clicking here](#), or calling the GLHB&RA office at 323-3254. GLHB&RA will mail you your tickets prior to game time. Don't delay. All of your lugnuttiest friends will be waiting for you!



It's A Dollar Dog Tuesday!!

GLHB&RA!

Call
Corey Fulton:
517-927-0500

[Click Here for
Details!](#)

**Members
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5 Cents
Per Gallon
At Speedway!**



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Superfleet
Card!**



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**Use Your Member
Card this Month
And Save!**

meijer

**Spend \$25
Or More**



**"At MSU-FCU, We Love
Construction Loans"**
says Mortgage Manager, Bill McLeod!

Marketing: The Need for Urgency!!

Anyone who studies marketing for any period of time quickly realizes that it is about a "call to action." Activities are designed to make something happen, close the deal, motivate the buyer "now." The reality is that nothing happens until after the cash register rings. Here are four reasons why a sense of corporate urgency is critical to your success.



Credibility means that you must consistently deliver goods and services either on or ahead of schedule. This is the foundation of a company that customers can believe in. This is one area to keep the bar raised high!

Opportunities can be lost because of a lack of prompt action. When you see one, seize it. If you don't reach for it, the company with the sense of urgency will grab it before you do. Look for opportunities and move on them quickly!

Profits will be lost. Profit is that last small increment of dollars that remain after all the overhead has been paid. Without a sense of urgency your company will not experience the difference between acceptable and outstanding profits.

Pride within your team will produce more and better work products than the competitor who lacks it. Team esteem is critical to creating a work product that keeps your customers happy and satisfied. Just, balance it against fun and humor to avoid burnout.

MAHB Member Rebate Program Adds Four New Manufacturers

The MAHB Member Rebate program has added four new manufacturers: Boise Cascade, Closet Maid, HB&G Porch Columns and Sears Commercial Marketplace. GLHB&RA members can get rebates from numerous companies when they purchase



**On General
Merchandise
And
Get \$5 Off!**

their products. Average rebates last year were \$860.54 per member!! It's easy to file for a rebate using [these claim forms](#). All details are explained on [this special MAHB website](#). If you're a builder, don't leave money on the table!

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