

ATHENS AREA HOME BUILDERS ASSOCIATION

SEPTEMBER 2010

VOLUME XLI NUMBER 9



ATHENS AREA HOME BUILDERS ASSOCIATION

2009-2010 OFFICERS

President – Jason Dickens

Vice President – Brad Stephens

Treasurer – Tony Bryant

Associate Vice Pres. – Dana Kerr

Executive Officer – Jean B. Channell

Administrative Assistant – Lisa Teall

P.O. Box 1903 • Athens, GA 30603

Phone: (706) 543-5760

Fax: (706) 549-7203

Web Site: www.aahba.com

Email: aahba@bellsouth.net

Visit us at 1651 Meriweather Drive
in Jennings Mill Country Club

Mark your calendars for the Annual Associates BBQ:

September 24, 2010
12:00 Noon - 2:00 p.m.
Association Office 1651
Meriweather Drive,
Bogart

**This event will replace
our usual monthly
meeting on Sept 21st**

Time to Get in the Swing of Things –

Fall Golf Tournament



Mark your calendars for the upcoming 14th Annual Fall Golf Tournament. Our co-chairs are Jerry Craig of Prudential Blanton Properties and Joe Couch of ABC Supply.

What: 14th Annual Fall Golf Tournament

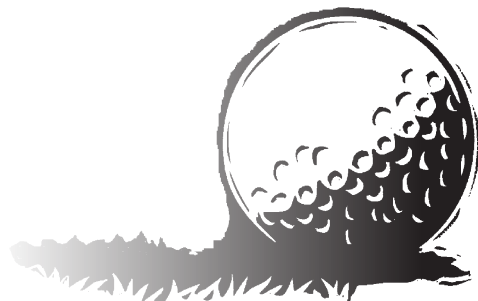
When: October 4, 2010

Time: 11:00 a.m. Lunch, 12:00 Noon Tee Off

Where: Lane Creek Golf Course

If you are interested in getting a four-man team together or sponsoring a tee sign call Jerry Craig at 706-202-0335, Joe Couch at 678-409-8395 or Jean and Lisa at (706)543-5760.

This tournament is open to all AAHBA members, employees or guests. Contact the AAHBA office for more information and entry forms as soon as possible to reserve your place.



COME JOIN US



SEPTEMBER ASSOCIATES APPRECIATION BBQ

September 24, 2010

*This will take the place of
our regular monthly
membership meeting*

SPONSORS:

First American Bank & Trust and
Williams and Associates Land
Surveying



OCTOBER MONTHLY MEETING

October 19, 2010
Holiday Inn Express
Downtown Athens

SPONSOR

College Pro

August Monthly Meeting

President Jason Dickens opened followed by Norm Grayson who lead us in prayer and pledge to the flag.

Jason thanked Vice President Brad Stephens for the great job in leading our meeting in his absence last month; it was just the beginning of the coming year full of Brad presiding over the meeting.

“We couldn’t have these wonderful meetings without you, our sponsors.” Jason began as he introduced Cindy Haddon representing Walton EMC Natural Gas.

Cindy spoke on behalf of her sponsoring company on how glad they were to be an active participating member of AAHBA. She also mention the informational blue cards on each table that read,

“Do you have an Atlanta Gas Light Meter (natural gas) at your home or business? If you answered yes to this question, you can choose Walton EMC Natural Gas as your marketer.” For more information visit their website at www.waltonemcnaturalgas.com

Walton EMC Natural Gas is empowered by the Georgia Legislature and Georgia Public Service Commission to bring real competition to the natural gas market. Since its inception, Walton EMC Natural Gas has been Georgia’s low price leader. In fact, we consistently rank as the lowest-priced natural gas provider month after month.

We’re owned by Walton EMC, the company 118,000 Georgians trust every month to deliver reliable electricity to their homes and businesses. So if you’re looking to do business with a local company, know that our parent has been providing Georgia communities with energy for over 70 years.

Our sponsor Walton EMC Natural Gas, generously donated prizes for our raffle drawings, the winning tickets were drawn by Cindy Haddon and distributed by Jennifer Broun and Savannah Chandler, also of Walton EMC Natural Gas. There were several \$25 gift cards, coolers with goodies inside and a couple of Walton EMC grill sets.

See Dave Sykes at the registration table for your raffle tickets. They are six for five dollars or one dollar each. Thank you all for showing your support of AAHBA by participating in the monthly raffle.

Jason reminded everyone of the Associate Appreciation BBQ coming up this month on September 24th! The BBQ will be at the AAHBA office located at 1651 Meriweather Drive in Bogart, from 12pm-2pm

The Fall Golf Tournament is also coming up on October 4th at the Lane Creek Golf Course. If you haven’t registered for a team and tee sponsorship yet, please get in touch with Jean or Lisa for more details. Your entry fee is all inclusive – green fees, golf cart, lunch, beverages and even scoring party!

Once again out of the many names entered in the Hidden Hammer drawing, Carol Lively was the winner of the easy money, \$25. Carol you ARE on a lucky streak! *

*** Remember we will not have a regular monthly membership meeting in September. Instead, join us for the Associates Appreciation BBQ on September 24 at the AAHBA office!



Jason thanks the ladies at Walton EMC Natural Gas – Savannah Chandler, Cindy Haddon and Jennifer Broun



Jennifer Broun, Cindy Haddon and Savannah Chandler



Just a few of the many raffle prizes from Walton EMC Natural Gas





Networking before the meal



AAHBA Members Martha Cooper, Melanie Griffin and Carol Lively



AAHBA Board Members – Alan Cannon and Joe Couch



Networking after the meal



Lucky raffle prize winners!



Carol Lively – Winner of the Hidden Hammer Drawing – AGAIN!



April Bonner – Pro Granite, LLC



Carrabbas helpful staff

The Homeless Shelter Goes Italian In August!

April Bonner with Pro Granite LLC volunteered to feed the residents of the Homeless Shelter in August, assisted by Lisa Teall. It was a wonderful meal from Carrabbas Italian Grill including manicotti, Cesar salad and bread. April also brought cookies, ice and drinks to top off the dinner.

There were both small children and adults. April said, “While serving the meal the interaction with everyone was really very rewarding. There was one young Lady with her baby still in the stroller, who came in a little after we began serving the meal. She apologized for running a little late for dinner and repeated several times how very appreciative she was of the meal. When she saw that the food was from Carrabbas, she was super excited!”

After serving the food and leaving the generous amount of leftovers for a later meal, one of the small children said something to Lisa Teall, on the way out. Not understanding what the little girl said, Lisa turned to ask again, what she had said. The child again said, “HUGS & KISSES!” She took a flying leap and landed in Lisa’s arms! “The precious little girl was so tiny and innocent... she couldn’t have weighed any more than fifteen or twenty pounds,” Lisa said. “Her younger brother was just as dear as he demanded hugs and kisses for him too – what a touching experience!”

April having volunteered to serve the Homeless Shelter, ask Carrabbas to cater the food for her. When Jeremy of Carrabbas heard that the food was for AAHBA and supporting the Homeless Shelter, he donated a full Italian meal.

Carrabbas Italian Grill located on the Atlanta Hwy in Athens has contributed to AAHBA in several ways over the last few months. They have supported AAHBA by donating, non-stop appetizers for one of our “After Hours” events, a raffle prize for the Builders Bash and now the Homeless Shelter meal for AAHBA member April Bonner.



Lisa Teall helping with the salad



April Bonner serving the meal

Thanks to long time member of AAHBA, April Bonner of Pro Granite LLC and Carrabbas for their contribution to the Homeless Shelter, AAHBA, and a worthy cause! www.progranitestone.com *

WELCOME NEW MEMBERS!

The following new members were approved for membership by the Board of Directors. Please help us welcome them to our Association!

Mr. Bruce Pique
Superior Walls by Weaver Precast

8 Hudson Drive.
 Spartanburg SC 29303
 864-542-1213 Business
 864-542-2082 Cell
 bpique@weaverprecast.com
 www.weaverprecast.com/
 Sponsor: Brad Stephens

A Superior Walls Precast Insulated Wall system for your basement, is the most innovative, watertight and energy-efficient foundation available today. Convenient features include built-in accesses for wiring and small plumbing, insulated galvanized stud facing, and custom openings for windows and doors. Each Superior Walls foundation system is individually manufactured. Working closely with the Builder, design guidelines and blueprint specifications are closely followed to create each wall panel, making each basement unique.

Mr. Greg Welch
CVP Marketing Group

300 Providence Road
 Athens GA 30606
 706-255-4625 Business
 greg@cvpmarketinggroup.com
 www.cvpmarketinggroup.com/

CVP Marketing Group is a locally owned and operated marketing company providing innovative ideas to help business leverage the available tools and platforms found online today. With the introduction of social media marketing and the potential it offers to the local community, CVP has created comprehensive strategies to help your business remain in the sight and mind of your potential customers. CVP offers a host of tools that you can use for your business from consulting and strategy, to production, implementation, and management. Setting themselves apart and being recognized as experts in their field, CVP can help you understand and successfully use FaceBook, LinkedIn, Twitter, Youtube, Google Profiles and Google Places for your business. CVP also offers Professional Video production to further the the use of social media outlets like Youtube and Facebook.

CVP's clients include: ACOG 96 Olympic Reunion, AIC Insuring America, Athens Referral Factory, Athens Twilight Criterium 2007, Athens Classic Center Season Kick-off 2009 & 2010, Avanti Travel Agency-France, Axon Communications, Beech Haven Baptist Church- Athens GA, C & C Janitorial, Classic City Detail, Coldwell Banker Upchurch Realty, Crane Safety Associates of America, Georgia Technology Summit-2007, Greene Financial Center, Huestis Law Firm, Agito consulting Brian Hilliard, Jobs 4 Grads, Kinetix Marketing-NewYork, Cindy Mitchell-LGM Realty, NAHETS-LasVegas, NV, Pizza Plus, Technology Association of Georgia, The BrickKicker, University of Georgia, Victory Chapel- Athens GA, UGA Ballroom Performance Group-Ballroom Magic 2010, Waste Pro USA, Winterville Family Dentistry

Social Media Marketing / Video Production

Sponsor: Lisa Teall

Social media is now increasingly used to not only project marketing influence, but also to collect important demographic and consumer data based on interactions that occur across the various platforms. As this social internet continues to evolve, social media interactions are more easily collected into systems of metrics than can parse, store and interpret this interaction data into actionable market intelligence. Coupled with Business Intelligence, this makes for increasingly powerful, actionable and immediate access to consumer sentiment



AAHBA After Hours

Associates –

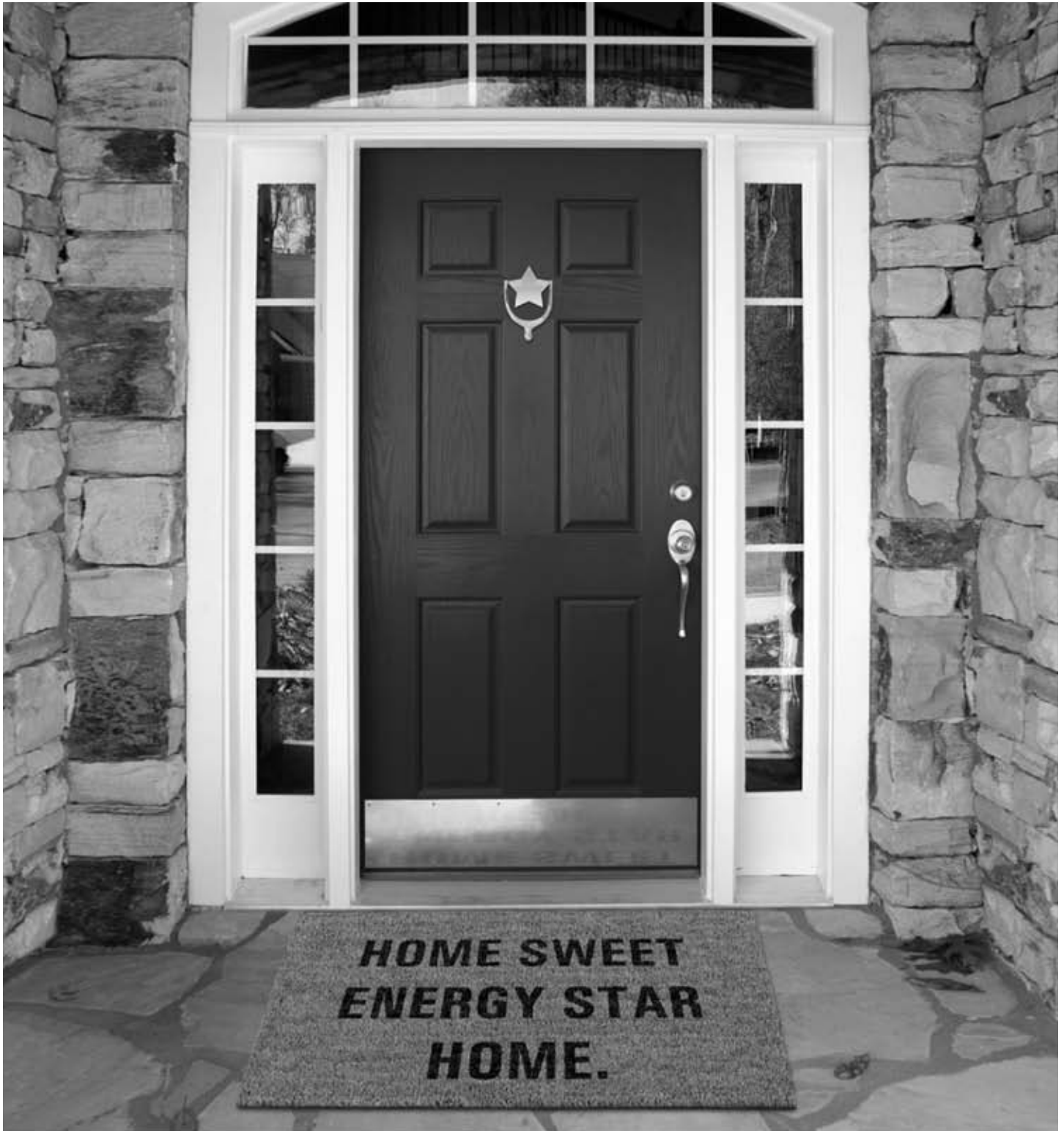
Would you like to have two hours of one-on-one time with Builder Members? At least four Builder Members were at the September "After Hours" grillin' on the back deck at the AAHBA office.

In a casual, relaxed atmosphere with FREE food and FREE drink, you will have the opportunity for that one-on-one, time with AAHBA Builder Members.

Dave Sykes had the grill smokin' with the appetizing smell of hamburgers and hotdogs – made to order! This venue was so well attended and enjoyed, that we will be doing it again next month. Same time, same place, same back deck, and with the same cook on October 5th.

We'll see you there! *





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Tri to Beat Cancer

First American Bank & Trust employees Kemp Gaskill, Susan Bogardus, Sam Drennen and Brooke Wall were among the 650 athletes that competed in the Tri to Beat Cancer, sponsored by the Cancer Foundation of Northeast Georgia. The triathlon, held at Sandy Creek Park, consisted of a 400-meter swim, 16-mile bike ride and 5K run. The charity raised over \$65,000 from the race and will use the proceeds to help cancer patients focus on treatment by paying their bills and easing some of the financial strain that comes with a cancer diagnosis.



FAB Susan Kemp Gaskill, Susan Bogardus, Sam Drennen and Brooke Wall

The Builders Bash – “Home Run”

Karen Griffin thanked everyone for coming to the Builders Bash and for the contributions of raffle prizes from so many of our members. She recognized each one by calling their name to come up front and presented each in attendance with a special thank you card and a “baseball” to signify a “Home Run”!



Karen said, “Thanks to all of our Sponsors, The Bash was a huge “Home Run” for the Association”.

Thank you Karen, for all of your hard work in making the 2010 Builders Bash a success!

– Athens Area Home Builders Association

Officers Elected at Monthly Meeting

At our August monthly meeting, our new officers for the 2010-2011 year were announced and elected.

President	Brad Stephens
Vice President	Alan Cannon
Secretary / Treasurer	Leon Daniel
Associate Vice President	Dana Kerr

Board of Directors

Jason Dickens	Shane Dekle
Joe Couch	Steve Coker

Thank you to Jason Dickens for serving as AAHBA President for a three year tenure. We appreciate your support and commitment to the association and continuing on to the State level.

Welcome new AAHBA President Brad Stephens. We appreciate your willingness and dedication to take on the leadership roll for our association in the coming year.



AAHBA MEMBER TO MEMBER DISCOUNT PROGRAM

Now there is more of an incentive than ever to use members FIRST!

In a previous survey, many of you indicated that you would like to participate in a "Member to Member" discount plan. Promoting "Members Using Members First" This is a new benefit for our association, and has been approved by the Board of Directors.

Please call 706-543-5760 or e-mail gac_aahba@bellsouth.net us if your business would like to participate in this program. Let us know the discount offered, what it is on, and if you have any questions.

AAHBA will be promoting "Member to Member Discount" heavily in the coming months – your membership supporting you!!

GOVERNMENT AFFAIRS UPDATE

Kee in mind that by being proactive rather than reactive in the building industry, we have opportunity to make a difference in our businesses; otherwise decisions are made for us. Contact our AAHBA representatives below to see how you can become involved.

Representing Governmental Affairs
in Clarke County – Brad Stephens

Clarke County Website:
www.athensclarkecounty.com/

Representing Governmental Affairs
in Oconee County – Jason Dickens

Oconee County Website
www.oconeecounty.com/

AAHBA Member On the Radio

The Tim Stephenson Home Improvement Show

Dave Sykes, publisher of the Athens Home Improvement Guide, was on the Tim Stephenson "Home Improvement Show on Saturday October 4th. Tim interviewed Dave extensively about his home improvement magazine. One of the subjects was about the Athens Home and Garden Show



Dave told the listeners that he was a member of the Athens Area Home Builders Association and on the Home and Garden Show committee. He had been to lots of Home & Garden Shows, but the Athens show is the greatest he has ever been to. The attendance was up about seventeen percent this year and the quality of the exhibitors of the show, exceptional and reputable. There were over one hundred exhibitors, great speakers at the seminars, and a new children's program facilitated by the Botanical Garden of Athens garden.

In this one weekend event Dave got his home improvement guide in the hands of about four thousand people. Tim saw this as a huge value for advertisers in the Athens Home Improvement Guide to be given extensive exposure at the Home and Garden show, even if they were not able to participate in this particular show!

Q & A

How does print vs. web?

AHIG caters to both groups, the print copy has a dedicated full page ad in magazine, this leads customers to the website. The website features up to twelve pictures to promote my client, and generates activity statistics for advertisers. www.homeimprovementmag.com click on GA link and Athens link.

How do you distribute your hard copy's in Athens?

Pick up a copy all around town, look in convenient stores restaurants and grocery stores. I get a printout of home sold the day before and direct mailing to new homeowners. This is a great reference for the buyer of a new home or resale and gives addition exposure for my advertisers. We are also adding coupons for the business when it applies.

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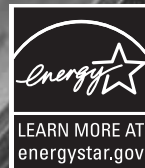
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Workplace Award 2010 – four years running



Our Next

AAHBA After Hours

Tuesday, October 5th

Time: 5:00 pm – 7:00 pm

Location: AAHBA Office

1651 Meriweather Drive, Bogart

\$200 Sponsorship Needed

Call our office for details at

706-543-5760 or email us at

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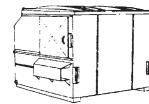
TREY THOMPSON, CIC
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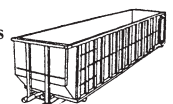


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MISSION STATEMENT: The Athens Area Home Builders Association, chartered in 1957, is a not for profit trade association representing and uniting the building industry in Clarke, Oconee, Madison and Oglethorpe counties. As the voice of the industry, we strive to create and promote a favorable climate for quality, affordable construction to assure a positive economic future for the communities we serve.

Hidden Hammer

There is a Hidden Hammer located in the Newsletter. The size of the Hidden Hammer is much smaller than this one. If you find it, call our office with the location at 706-543-5760, fax it to 706-549-7203 or e-mail it to gac_aahba@bellsouth.net before the next Monthly Meeting. We will have a drawing during the Monthly Meeting for the winner of \$25.*

Name _____

Company Name _____

Location of Hammer (page #, etc.) _____

*** You must be present at the next Monthly Meeting during the drawing to win the \$25.**



This is the actual picture you are looking for, just much smaller.

CALENDAR

SEPTEMBER

AAHBA After Hours 5:00– 7:00 Association Office	7
Associate Council 12:00 Noon • Association Office	9
Board of Directors Meeting 12:00 Noon • Association Office	21
Associates Appreciation BBQ 12:00–2:00 Association Office 1651 Meriweather Drive	24

OCTOBER

14 th Annual Fall Golf Tournament 11:00 a.m. Lunch 12:00 Shotgun Start Lane Creek Country Club	4
AAHBA After Hours 5:00– 7:00 TBD	5
Associate Council 12:00 Noon • Association Office	7
Board of Directors Meeting 10:30 A.M.	19
Holiday Inn Express, Downtown Athens	
Regular Monthly Meeting 11:30 Registration • 12:00 Lunch Holiday Inn Express, Downtown Athens	19

If you have any questions concerning the above meetings or activities, please call the Association office at 543-5760.