



NVBIA Newsletter

Sponsored by Sight and Sound Systems, Inc.

VOLUME ONE, ISSUE FOUR

AUGUST 2010

3901 Centerview Drive
Suite E
Chantilly, VA 20151
703-817-0154 phone
703-817-0380 fax
www.nvbiala.com

SAVE THE DATE

August 9 & 10th—Lead RRP
Classes, NVBIA

September 23-
Associates Golf
Tournament, Pleasant Valley
Golf Course

September 30—Oyster
Roast, Belmont Bay
Pavilion

For more event information
contact Maggie Massaro,
571-283-6311.

For membership, advertising
& sponsorship opportunities
contact James Dean,
571-283-6312



A message from NVBIA President Mark Granville—Smith

Dear NVBIA Member,

I am excited as I begin my term as NVBIA President. We have had several successful events recently and have a few changes coming.

On May 15th and 16th we conducted a very successful Parade of Homes with more than 40 entries. Previously, this was a Fall event, but was so well received that going forward it will become a Spring outing. I personally sold 3 homes during the parade, and may add 2 more to that total. Please check out the parade website for updates throughout the year: vaparade.com

In May we also welcomed more than 45 new members to NVBIA thanks to an amazing Membership Drive. I am very excited by the success of this event and grateful to the current members who participated over the course of the 2 day drive.

By the time you receive this newsletter, NVBIA's re-designed website (www.nvbiala.com) will be live. The new site will contain a great deal more information than the old site, and will be much more user-friendly—serving as a vital outreach tool to members and non-members alike.

It is your one-stop shop for event registration, education, legislative news and the latest happenings at NVBIA. You should also check us out on Facebook and Twitter too for instant updates!

Finally, I would like to welcome a new member to our staff. James Dean has been hired as our Membership & Business Development Manager. James will focus on member retention and recruitment. Should you have any questions about your own membership, or have suggestions on possible recruitments please contact him: james.dean@nvbia.com or 571-283-6312 .

Sincerely,

New Executive Committee

President Mark Granville-Smith
Vice President Michael Jordan
Treasurer Scott Sterling
Presidential Appointment Tim Hughes
Presidential Appointment Jason Dalley
Immediate Past President Vince Butler
Associates Chair Gary Smerk
CBC Chair Tom Byrne
SMC Chair Will Nash

Fairfax Chapter President David Gill
Fairfax Chapter Vice President Rick Genuario
Urban Chapter President Andrew Rosenberger
Loudoun Chapter President Sally Hankins
Prince William Chapter President Truett Young
Prince William Chapter Vice President Jay du Von
Fauquier Chapter President Paul Bernard
Fauquier Chapter Vice President Kathy Goode

Parade Wrap Up

On May 15th & 16th NVBIA hosted another highly successful Parade of Homes that included 35 builders and more than 50 model home entries for the general public to tour over the course of the weekend. This year's parade featured an entirely new website (www.vaparade.com) that not only highlighted builder's entries, but also contained a powerful search tool that allowed participants to "build" and map their own tour of homes based on location, house type, house cost and other personal preferences.

By all accounts the new website has been well-received by both the general public and parade participants alike. Though the physical parade takes place over one weekend, it is our goal to make vaparade.com the "go to," 365-day per year, online venue for prospective homebuyers in our region to learn about Northern Virginia's finest builders, remodelers and their products—all of whom also happen to be NVBIA members.

The website also contains a page dedicated to Products & Services suppliers who would like to associate their companies with the parade. For a nominal fee of \$250, Associate Members can have a summary of their business and a link back to their own website added to vaparade.com. These opportunities are available year-round, so please contact NVBIA if you would like to participate in this aspect of the parade.

As part of their entry fee, builders and remodelers who participated in the parade can update their listing on the website throughout the year at no additional cost to showcase new models and products of their choosing.

In addition to the new website, this marked the first time the parade was held in the spring rather than its traditional fall date. This change was also well-received—especially by builder/remodeler participants who noted traffic through their models contained a lot more people who were actually in the market to buy versus previous years. "We look forward to participating in the Parade of Homes each year," said Michael Brown of Creighton Enterprises. "The parade provides us with great marketing exposure for a minimal investment, and a great way for so many neighbors in Loudoun County to see our homes."

A survey sent out following the parade indicated that a majority of the builders/remodelers reported an increase of between 25 to 100 more potential customers visiting their models during the parade than on a typical weekend. For an average entry fee of \$1200 builders/remodelers received nearly \$100,000 in marketing value from the parade's strong marketing campaign that included most of Northern Virginia's regional and neighborhood papers, The Washington Post, and radio ads that were run on WASH-FM and WTOP.

"This year's parade was a tremendous success," said Mark Granville-Smith, NVBIA president and owner of Classic Concept Builders, which had several entries in the parade. "I had a lot of visitors over the weekend and took 3 down payments on Sunday. I am currently in the process of trying to sell 2 other homes that are also a direct result of the parade. I couldn't be happier with the results."

Planning has already started for next year's Parade of Homes, which is currently slated to be held the weekend of April 30th. If you would like to volunteer for the Parade Planning Committee, or have an entry on the website that you would like to update please contact Maggie Massaro at mmassaro@nvbia.com or 571.283.6308.



**Thanks to our
New & Renewing
Members**

American Noble Construction
Aslead Development Corp.
Atlantic Building Supply
Bean and Mallow
Bond Companies
Bray & Scarff
Century Affiliates
Century Tile
Charles Luckstone Center
Cooley LLP.
Data Base Management
Davenport insulation
DCF Contracting
DNB Drywall
ENS
Executive Floors
First Colony Homes
Greco Masonry
Green Village concrete
Haber Engineered Woods
Hall Drywall
Heritage Landscape
Jansen Land
John F Owens & Son Inc
LCS Site Services LLC
Mains Signature Homes
Malkin Properties
MDA Technology
Metroplex Retaining Walls
Potomac Concrete
Potomac Printing
Prudential Financial
Quincy Rolloff
Rodgers Family Investments
Sight and Sound
Smith Engineering
Soils Environmental services
Somerville Homes
Stewart Title
Terra Engineering
The Basics
Tobin Construction
Valley Energy
Valley Floor
Velazquez Construction
Willard Environmental

Window on Membership

The success of our recent Membership Drive, which garnered more than 45 new members, is proof positive of what can be accomplished when we reach out to friends and business associates and explain the value and benefits of being a member of NVBIA.

Because membership is such a critical part of our mission, we recently hired a new employee whose sole focus is membership retention and recruitment. James Dean, who came onboard July 1st as our Membership and Business Development Manager, has a wealth of experience and expertise that will assist us greatly as we seek to build on the success of the Membership Drive. James can be reached at james.dean@nvbia.com or 571.283.6312.

That said, he can't do it alone—we still need you to help us as we strive to reach our goal of 750 members and beyond! We know you don't often have the time to make calls on your own, so we want to make it as easy as possible—simply fill out the enclosed referral form, fax it back to us, and we'll do the rest! In addition, we'll give YOU the credit for the member if they join.

For each new member you recruit (even if we help seal the deal) you will receive a \$25 Visa Gift Certificate. If you recruit 3 or more new members you will get the \$25 gift certificate for each new member, plus a free ticket to all NVBIA events for the year.

In addition to NVBIA recognition, recruiting new members also provides you benefits and recognition through NAHB's Spike Club Program, which recognizes your recruiting efforts at the national level. For those who are active in NAHB events, Spike Club recognition provides members with VIP treatment at national industry events, access to members-only parties at the International Builders Show, along with pins, plaques and other wearables that highlight your recruitment efforts.

NVBIA's top 3 new member recruiters for 2010 are currently:

Roy Beckner, S.W. Rodgers Company with 11 new members.

Mark Granville-Smith, Classic Concept Builders with 10 new members.

Matthew Steigelman, M. August Construction with 9 new members.

We thank each of you for your membership recruitment efforts, but want to specifically thank Roy, Mark and Matthew for their contributions. We plan to update this leaderboard monthly, so bring in those new members to try and get your name added to this list!

Membership Rally Awards

Each year NVBIA honors its **Builder of the Year**, **Associate Member of the Year** and **Emil Keen Award** winner. On June 10th, NVBIA members came together to honor the 2009 awardees who have given selflessly and shown a tremendous amount of dedication to our organization. We trust you will agree the recipients were all very deserving of this recognition. We can't thank them enough for their contributions!

Builder of the Year—This prestigious award is given to the builder member who shows great leadership, business accomplishments, special activities and contributions to the Association and community. The 2009 award went to **Joel Barkman, Golden Rule Builders.**



Joel Barkman accepting his award.



Mark Granville-Smith presents Mike Rolband his award.

Associate of the Year— The Associate of the Year award is presented each year to an associate member for significant contributions and participation in the Association's programs, activities and leadership. The 2009 award went to **Mike Rolband, Wetland Studies and Solutions.**

Emil Keen Award—Given to a builder member whose life-time contributions and involvement to the Association exemplify leadership, commitment and dedication to further the goals of the housing industry. This year the award was presented to **Mike Erkiletian, Erkiletian Construction.**

By all accounts the evening was very special both for the award winners and also for those in attendance—including 11 Past Presidents who joined together to help NVBIA in celebrating these outstanding members.

It was a great opportunity to recognize NVBIA leaders—both past and present—and meet with friends old and new.



Emil Keen Award Winner Mike Erkiletian with Former Presidents Vince Butler and William Berry.

Membership Drive

Thank you to all our members who participated in our Membership Drive May 19th and 20th. Over 50 members came to NVBIA’s office both days to make calls to recruit potential new members. The following teams participated in the drive: Custom Builders Council, Prince William, Production Builders, New Members, Loudoun/Past Presidents, Associates, Fairfax/Urban, and the Sales and Marketing Council. As a result of their hard work NVBIA has welcomed **45 new members!**

Top Recruiting Individuals were: Truett Young, *Stanley Martin Companies*, Matt Steigelman, *M. August Construction LLC*, Gene Frogale, *Annandale Millwork Corp.*, Roy Beckner, *S.W. Rodgers*, Mark Granville Smith, *Classic Concept Builders*, and Mike Garcia, *Mike Garcia Construction, Inc.*

(See page two for a list of these new and renewing members)



Paul Johnson makes phone calls for the drive.



Rick Genuario and Karen McReynolds prepare for the membership drive.

NVBIA Offers Additional Lead Courses

NAHB APPLAUDS EPA'S DECISION TO DELAY LEAD PAINT CERTIFICATION ENFORCEMENT

WASHINGTON, June 21--The Environmental Protection Agency (EPA) decision to delay enforcement of the new Lead: Renovation, Repair and Painting rule will provide much-needed time to get more remodelers and other contractors trained - and for EPA to get the word out to consumers about the importance of hiring a certified remodeler, according to the National Association of Home Builders (NAHB).

Individual contractors must apply to enroll in a training class by Sept. 30 and complete the training by Dec. 31, 2010.

*Source www.nahb.com

NVBIA will be hosting two EPA-Accredited Renovation, Repair, and Painting Program (RRP) Training classes. On **August 9th and 10th**. To register please go to www.leadsafetraining.org, click on schedule of classes and then the date you would like to attend.

Location:3901 Centerview Drive, Suite E, Chantilly, VA 20151. Lunch will be provided.

Time:7:30 AM - 5:00 PM

Price:\$300.00

Contact: Maggie Massaro **Phone:**571-283-6308 **Email:**info@thetrainingnetwork.us

Sponsor Spotlight

Sight and Sound Systems, Inc.

Sell More Homes with Features Provided by Sight & Sound Systems, Inc.!

Why do products like the Apple iPad and iPhone fly off the shelves? It's because of all the features and applications they perform that do so much to make everyday life easier. Sight & Sound Systems, Inc. (SASSI) believes your home should be no different.

A privately owned company specializing in creatively integrated residential electronic solutions, SASSI was established in January of 1994 doing existing home installs. SASSI soon branched out and began expanding its expertise to new home builders, commercial and GSA projects alike.

As technology and green solutions continue to gain popularity, it is important to have the proper electronic foundation in place when building a new home. In the past, forward thinking used start and end with the belief that every home needed phone and cable television wiring. Today, systems usually consist of any combination of the following services over coax: satellite, cable TV, cable modems, local HD broadcast channels over antenna, as well as surveillance cameras that can be viewed from any television in the house. Whole house audio systems, intercoms, green appliances and IP surveillance cameras that can be viewable from any computer or iPhone are just the tip of the iceberg in terms of the services SASSI can provide.

SASSI can also enhance a home owner's lifestyle with music throughout the home via unobtrusive speakers and in-wall control panels with video that allow residents to not only hear the doorbell but also see who is at the front door from almost anywhere in the house. SASSI provides lock automation to let guests in without having to go actually answer the door, and security systems that not only provide peace-of-mind, but can also set back the thermostat, close blinds or shades and make sure all the lights are off to conserve energy.

Simply put, SASSI allows families to have the personalized features that make their house a home truly fit their individual needs.

To better serve Builders, Sight & Sound Systems, Inc. has created its own proprietary on-line shopping and project management software tailored to the builder business. It was designed to help make it easy for the client to view their options at any time and assist in the selection making process, even if they are out of town. Builders also have a separate access to monitor the progress and pull reports.

While current and future technologies can seem overwhelming, SASSI is committed to making it easy and playing an important role in the home construction and remodeling process. The combined experience of our staff is well over fifty years and we look forward to putting that experience to work helping you with your project.

Please let us spend the time to educate and design a system that will meet you or your client's needs both now and in the future. No job is too small or too large for our highly skilled team and we will ensure that your system is not only a pleasure to use, but does so while making your life easier.

Customer service is very important to us; if there is anything we can do to help, don't hesitate to contact us.

Randy Sprouse
23430 Rock Haven Way
Suite 150
Dulles VA. 20166
randys@e-sassi.com
(703) 802-6443 Office
(703) 631-6443 Fax
www.e-sassi.com
www.sightandsoundsystems.com

August 2010 Calendar

08/03/2010 Executive Committee 8:30 a.m. NVBIA

08/05/2010 GALA Sales Judging Meeting 9:00 a.m. NVBIA

08/09/2010 Lead Training Course 8:00 a.m. NVBIA

08/10/2010 Lead Training Course 8:00 a.m. NVBIA

08/18/2010 NVBIA Budget Committee Meeting 8:30a.m. NVBIA

08/20/2010 Fairfax Chapter Meeting 8:00a.m. Paciulli Simmons

08/25/2010 Prince William Chapter Meeting - 8:00 a.m. Compton and Duling

Visit Our New Website www.nvbia.com

The screenshot shows the NVBIA website homepage. At the top left is the NVBIA logo. To the right is a search bar and a login section with fields for Username and Password, and a LOGIN button. Below the search and login is a navigation menu with links for Membership, Events, Education, Advocacy, Councils & Chapters, and Contact Us. The main content area features a large image of the Hylton Performing Arts Center at night. To the left of the image is a sidebar with links for join NVBIA, newsletter, parade of homes, CBC, GALA, and WSMC. Below the image is a 'Welcome to the Northern Virginia Building Industry Association' section with a paragraph of placeholder text and a MORE button. To the right is a 'GET THE LATEST JOIN OUR RSS FEED TODAY' section with a SUBSCRIBE button. Below that is a 'Find Us Here' section with social media icons for Facebook, LinkedIn, and Twitter. At the bottom is a large grey box labeled 'AD SPACE'. The footer contains copyright information and contact details.

N·V·B·I·A
NORTHERN VIRGINIA
BUILDING INDUSTRY
ASSOCIATION

SEARCH

Username

Password

LOGIN

Forgot your password? [Not a member?](#)

Membership | Events | Education | Advocacy | Councils & Chapters | Contact Us

join NVBIA
newsletter
parade of homes
CBC
GALA
WSMC

Hylton Performing Arts Center

Upcoming Events

[2009 Award Winners](#)
The 2010 Parade of Homes starts soon and more text here kicks off September...

[Texas Hold'em 2/9/2010](#)
The 2010 Parade of Homes is going to be kicks text goes here off...

MORE

Welcome to the Northern Virginia Building Industry Association

Integer varius gravida ipsum eget aliquet. Mauris et massa ut neque auctor suscipit. Cras vehicula elit a mauris blandit rhoncus. Cras facilisis euismod condimentum. Sed eu mattis sem. Mauris tincidunt nunc sit amet sapien varius auctor. Vivamus sagittis nisi at arcu placerat dictum. Vestibulum scelerisque lorem hashen a ipsum imperdiet eget malesuada erat condimentum.

MORE

GET THE LATEST
JOIN OUR RSS FEED TODAY

SUBSCRIBE

Find Us Here

f in t

AD SPACE

© 2010 Northern Virginia Building Industry Association, Inc. All rights reserved. | 3901 Centerview Drive | Suite E | Chantilly, Virginia 20151 | Phone: 703.817.0154 | Fax: 703.817.0360 | info@nvbia.com
Membership | Events | Education | Awards Programs | Advocacy | Councils & Chapters

NVBIA Advertising & Classifieds

For information on placing your company's ad in future newsletters (monthly & yearly rates available for business card, quarter, half and full-page ads in addition to flyer inserts) please contact:

James Dean
Membership & Business Development Manager
571-283-6312 (direct)
571-201-3375 (cell)

ADDITIONS & RENOVATIONS



703-791-2885
ClassicConceptBuilders.com



Roy O. Beckner
Director of Business
Development

S.W. Rodgers Co., Inc.
5816 Wellington Road
P.O. Box 398
Gainesville, Virginia 20156
Phone: (703)-591-8400
Fax: (703) 968-0422
Mobile: (703) 409-8755

NVBIA
3901 Centerview Drive, Suite E
Chantilly, VA 20151

Postage

Joe Smith
12 Elmwood Drive
Vienna VA 22013