





#### **July 2022**

I'd like to invite you to our first ever HBA Power Hour. It's a Happy hour social networking event to be held July 19th at Jefferson Bank. Come out and cool down with a drinks, snacks and social network with fellow HBA members from 4:30-6pm at Jefferson Bank Westhues Hall 700 A Southwest Blvd. There is no cost to come but RSVP would be great, so they know who much food and drink to get.

# HBAPOWER HOSTED BY JEFFERSON BANK there's more.

DATE: Wed, July 19th

TIME: 4:30 - 6:00 P.M.

PLACE: Jefferon Bank - Westhues Hall

Join us for beer, seltzers, snacks, and networking!

#### 2023 HBA Don Strope Memorial BBQ & Silent Auction

Over 400 hundred people enjoyed the "delicious" BBQ this year. A big THANK YOU goes out from **Ryan Schrimpf** and the HBA to the following who volunteered to be a part of the BBQ cook crew.

## Scott Perkins Andy Berhorst Ryan Herigon Brice Ready Jim Hagenhoff Adam Boessen Jason Gerling Tom Distler Scott Strope Steve Knaebel Joe Otto

We would also like to thank Leanna Hagenhoff (Tri-Tech Builders) for stepping up again this year to be the Chair for the Silent Auction.

With everyone's participation, the HBA's Silent Auction raised \$7,402. Twenty-two years ago, we started the silent auction in conjunction with the Annual BBQ as a way to fund the HBA of Central Missouri's Scholarship Fund. We appreciate all those who donated and generously bid on these donated items!

A big "THANK YOU" also goes to the following businesses who contributed to a successful BBQ & Silent Auction.

BBQ Grills Donated Dan Thoenen (Phil Thoenen & Sons Cabinets), Scruggs Lumber, Pat Schaefer (Midwest

Block & Brick) and Jason Gerling (Heitkamp Masonry)

BBQ Kitchen Clean-Up Crew Geoff Gonder, Gary Oberkrom, Will Feltner, Jim Hagenhoff, John and Angie Laughlin,

Matt Glasser, Tom Distler and Jimmy Nunnley

Adult Beverages Cole County Industries

Silent Auction Table Volunteers Hawthorn Bank

Photographer for BBQ/Auction Imagemark Marketing & Advertising

Charcoal for BBQ Lowe's

Lunch for HBA Board Mid-City Lumber

Kitchen Coordinator for Sides Tim Wilbers (Midwest Block & Brick) and Brice Ready (Ready Construction)

S & J Homemade Potato Chips Steve Knaebel & Joe Otto

Sound System The Entertainer

Tables & Chairs US Rents It

Guns for Raffle Triggers Firearms and Matt Allen (MRA Construction)

In addition, thanks to the sub-committees listed below who assisted with this year's event:

Solicited Auction Donations Christy Lyon (Monarch Title Company), Leanna Hagenhoff (Tri-Tech Builders), Lisa

Lehman (Servicemaster Restoration by Aerodry), Gwynn Ready (Legends Bank) and

Rachel Andrews (HBA)

Silent Auction Set-Up Crew Christy Lyon (Monarch Title Company), Leanna Hagenhoff (Tri-Tech Builders), Nyla Otto, Heather and Ava Schrimpf, Rachel Andrews (HBA) and Julie Sullivan (HBA)

Tickets/Check-In Lisa Lehman (Servicemaster Restorationby Aerodry), Gwynn Ready (Legends Bank) and Julie Sullivan (HBA)

Distributed Wrist Bands Jefferson Bank Interns

Dinner Ticket Collector Nancy Gratz (Gratz Real Estate & Auctioneering)

Sold Gun Raffle Tickets Jeff Hoelscher (Hoelscher Enterprises) and Matt Allen (MRA Construction)

Thank you HBA Board for serving the BBQ food. Your assistance certainly kept the line moving quickly.

And last but not least, please take a moment to acknowledge the many Silent Auction donors noted on the enclosed list.









#### 2023 HBA of Central Missouri Silent Auction

<u>Donor Name</u> <u>Item</u>

Align Chiropractic Clinic Gift Basket with Knife, T-shirt, etc.

All-n-One/Longfellow's Garden Center Wind Chime All-n-One/Longfellow's Garden Center \$50 Gift Card

Anonymous Two - \$50 Bass Pro Gift Cards

Art's Pest Control Perimeter Pest Control Treatment within 20 mile radius of JC and T-shirt

Bandana's Bar-B-Q Gift Box of Sauces & Two - \$25 Gift Cards

Best Fire \$50 Gift Card

Big O Tires Two Basic Oil Changes

Blair Oaks Two Cushions, Coaster & Lanyard

Bone's Restaurant & Lounge \$25 Gift Card
Brady's JC Glass & Paint Decorative Mirror
Capital Installers, Inc. \$25 Pizza Haus Gift card
Capital Installers, Inc. \$25 Oscar's Gift Card
Capital Installers, Inc. \$25 Bone's Gift Card
Capital Installers, Inc. \$25 Arris' Gift Card

Carved in Stone, LLC/Mid-Mo Surfaces Gift Basket w/ Cheese Cutting Board & Coffee Cup

Central Bank Insulated Bag Cooler with St Louis Cardinals and Central Bank Items
Central Mo. Prof. Serv. - Keith Brickey 3 Days, 2 Nights at Branson Condo Occupancy Limit - 6 (\$300 Value)

Cole County Abstract and Title Co. Weber Kettle

Cole Co. Comm. Jeff Hoelscher & Kathy, Cornhole Boards (no bags included)

**Hoelscher Enterprises** 

Cole County Industries 3 Yards 6 Bag Mix Concrete & Cap

Coleman Appliance Induction Cookware

Farmers Concrete Co., Inc.

3 Yards 6 Bag Mix Concrete & Cap
Flat Branch Home Loans

17" Blackstone Griddle & Accessories

Gratz Real Estate & Auctioneering Two Hanging Flower Baskets

Hawthorn Bank Swag Bag & \$100 Canterbury Hill Gift Card

Helias Catholic High School Family All Sports Pass for the 2023-2024 Season (\$200 Value)

Howell & Sons Carpet \$250 Certificate towards New Product

Imagemark Marketing & Advertising \$100 Madison's Café Gift Certificate, T-Shirt, Hat & Mug

JC Industrial Supply Milwaukee Jobsite Radio

JC Industrial Supply

Milwaukee 2pc Impact and Grease Gun

Jefferson Bank

Cooler w/ St. Louis Cardinals Items & Swag

Joe Machens Capital City Ford Lincoln

Oil Change and Tire Rotation (\$100 Value)

Joe Schaefer Associated Real Estate

Two 5ths of Jim Beam, 2 Stainless Steel Cups, Cocktail Syrup, Bitters & Towel

Group & The Schaefer House

Knapheide Truck Equipment Center 28" Blackstone Outdoor Griddle
Kwik Kar Wash Ten Free Basic Car Washes - \$100 Value

LaBelle Cabinetry & Lighting Office Lamp

Last Flight \$20 Gift Card, T-Shirt & Growler
Legends Bank Cooler filled with Snacks & Beverages

Lowe's Home Improvement

Madison's Café

Martellaro Marble & Granite

Meek's Lumber

Two Burner Blackstone

Two - \$25 Gift Certificates

Quartz Turntable w/Cardinal Logo

Milwaukee M18 Radio & Charger

Mid America BankBackpack Cooler, Jack Daniels, Glasses & SnacksMid-City LumberMilwaukee M18 Fuel Quik-Lok Edger AttachmentMid-City LumberMilwaukee M18 Fuel Quik-Lok 10" Pole Saw AttachmentMid-City LumberMilwaukee M18 Fuel Quik-Lok 3' Extension Attachment

Mid-City LumberMilwaukee M18 Fuel Quik-Lok String Trimmer Attachment

Monarch Title Company, Inc. Basket with Bourbon, Lottery Tickets & Snacks

Nu Way Concrete Forms Inc. Milwaukee Fan w/ Battery

Phil Thoenen & Sons Cabinets

Catalpa Grape Home-Made Wine

Phil Thoenen & Sons Cabinets

Wild Cherry Home-Made Wine

Plumb Supply / DKBKohler Bidet Stool Seat

Prez Award – Brice Ready 3 Hr. Limo Ride & Cooler w/ Adult Beverages

Ready Popped Kettle Corn & More Five - \$10 gift cards

Redfield Golf and Country Club 2 Rds of Golf 18 Holes w/Cart, Mon. - Thurs. after 12 noon

River City Florist \$15 Gift Certificate

Roger &Theresa Backes/Action Realty Copper Beverage Tub w/Stand

Rusty Drewing Automotive 2 Oil Changes, 2 Car Washes & 2 Alignment Checks

Scruggs Lumber Four Cardinals vs. Florida Marlins tickets, 7/18/23 at 6:45 p.m.

ServiceMaster Restor. Serv. by Aerodry \$200 towards HVAC Cleaning

Stieferman Heating Co. Ford GT Concept Diecast

Stieferman Heating Co. 2018 Dodge Challenger SRT Hellcat Widebody Diecast

Stieferman Heating Co. 2021 Jeep Gladiator Overland Diecast

Stieferman Heating Co. 1939 Chevy Panel Truck Diecast

Stockman Stoneworks Two Metal Cars & Two \$50 Gift Cards

Thriftway Supermarket Six-12 oz. Ribeye Steaks & 4lbs Medium (16-20 per lb.), Shrimp

Turkey Creek Golf Center Four Certificates for PAR Three Golf with Cart

Twehous Excavating Set of Two Browning Knives

US Bank Summer Fun Basket (Value \$150)

US Rents It \$150 Certificate towards Equipment Rental

Wallstreet Group Cooler w/ Snacks & Adult Beverages

Winter-Dent Co. Cooler w/ Adult Beverages and Summer Fun Items

YMCA (JC Area) 3 Month Family Membership- Value \$156

#### **Leadership List**

**President** 

Brice Ready

1st Vice President

Lisa Lehman

**2nd Vice President** 

Adam Boessen

Secretary

Nancy Gratz

**Treasurer** 

Dan Lewis

Past President

Jason Otke

**Board Members** 

Christy Lyon

Matt Kujath

Jeff Hoelscher

Jim Hagenhoff

Scott Perkins

Ryan Schrinpf

Matt Allen

HBA of MO Rep- Jason Otke

**Executive Officer- Rachel Andrews** 

Administrative Assistant- Julie Sullivan

#### **Calendar of Events**

**July 19th Power Hour 4:30-6pm** at Jefferson Bank Westhues Hall

**August 8th 4:00 pm** Board meeting at HBA office

August 9th 5:30 pm HBA Cornhole Tournament at Apple Creek Farm. Sponsored by Mid America Bank and Cole County Industries

**September 12th 4:00 pm** Board meeting at HBA office

#### September 13th 6:00 pm

Membership meeting Sponsored by Jeff Hoelscher and Clarkson-Nelson Consulting

2023 Permit Totals Click here for permit totals

## **New Members**

Vogel Insurance
Kelli Oerly Insurance Agent
573/635-6101



#### August 9th Apple Creek Farm



#### **Casting a Wide Net Through Top-of-Funnel Content**

To generate leads, you need people to know who you are and what you offer. That is where top-of-funnel content comes in. By creating awareness of your business through social media, blogging, and search engine optimization (SEO), you cast a wide net to capture potential customers.

- ·Focus on educating and providing value. Share tips, insights, and helpful information related to your industry. This establishes your expertise and positions you as a trusted resource.
- Optimize for search engines by including important keywords in your page titles, URLs, image titles, and content. This helps people find you when they search online for topics related to your business.
- ·Build your social media following by posting regularly on platforms like Facebook, Instagram, and LinkedIn. Engage your followers by liking and commenting on their posts, and promote your new content to increase traffic.
- Start a blog and post new content at least once a week. Include images and internal links to keep people on your site longer. Promote your posts on social media to boost views and shares.

While top-of-funnel marketing creates general awareness, the real goal is to convert readers into leads. Include strong calls-to-action (CTAs) like "Download our free guide" or "Schedule a consultation" to capture contact information. With a balanced full-funnel approach, you'll gain exposure, build trust, and generate new leads to move potential customers further down your sales funnel.



### New Home Sales See Significant Increase in May

A lack of existing inventory coupled with solid consumer demand helped to boost <u>new home</u> sales in May to their highest level since February 2022.

Sales of newly built, single-family homes in May increased 12.2% to a 763,000 seasonally adjusted

annual rate, according to newly released data by the U.S. Department of Housing and Urban Development and the U.S. Census Bureau.

A new home sale occurs when a sales contract is signed or a deposit is accepted. The home can be in any stage of construction: not yet started, under construction or completed. In addition to adjusting for seasonal effects, the May reading of 763,000 units is the number of



homes that would sell if this pace continued for the next 12 months.

New single-family home inventory in May was 428,000, down 2.9% compared to a year ago. This is down to a more balanced 6.7 months' supply at the current building pace, despite tight existing

home supply conditions. A measure near a six months' supply is considered balanced.

The median new home sale price in May was \$416,300, down 7.6% compared to a year ago.

Regionally, on a year-to-date basis, new home sales are up 0.8% in the Northeast and 1.6% in the South. New home sales are down 2.5% in the Midwest and 20.7% in the affordability-challenged West.

#### **Leg Con Brings 700 Members to DC**

More than 700 builders, remodelers and associates representing all facets of residential construction visited Capitol Hill in June to <u>call on Congress</u> to take steps to ease the nation's housing affordability crisis and make housing and homeownership a national priority.

NAHB's 2023 Legislative Conference included more than 250 individual meetings with representatives and senators, during which housing advocates urged lawmakers to act on three issues: transformers, energy codes, and funding for workforce development.

#### **HUD Secretary Fudge Addresses NAHB**

"We are all on the same team. We need you now more than ever." That is the message that U.S. Housing and Urban Development **Secretary**Marcia Fudge delivered to NAHB members in a special address during NAHB's recent Leadership Meeting in the nation's capital. "Without you, I cannot do my work," said Fudge. Noting an estimated shortage of 3.8 million homes, Fudge said that the entire government has to have a stake in addressing the housing affordability crisis.

#### **Addressing Substance Abuse**

Everyone agrees that substance abuse is a safety issue on jobsites. But how should you address an employee you suspect is impaired?

NAHB has resources that can help identify and address substance abuse issues and create a path for return to work, including resources for tackling Opioids in the Home Building Industry and a video toolbox talk on Substance Misuse.

#### IRS Issues Guidance on Energy Tax Questions

The Internal Revenue Service released a draft regulation and a list of frequently asked questions regarding the new election taxpayers may take to transfer certain energy tax incentives to other parties. For purposes of residential construction, this option generally applies to the Investment Tax Credit (Sections 48 and 48E) and the Production Tax Credit (Sections 45 and 45Y).

## Thousands Visit Innovative Housing Showcase

Recent visitors to the National Mall had a unique opportunity to see the latest housing innovations firsthand through the third annual **Innovative Housing Showcase**, presented by NAHB and HUD, and learn more about how these innovations can support efforts to improve housing affordability and sustainability.

Dozens of exhibitors showcased innovative building technologies — including full-size prototype homes — to address housing affordability and disaster relief challenges, create high-performance, sustainable homes, and provide attainable solutions to new and existing buildings.

#### **OSHA Offers Enforcement Update During NAHB Meeting**

In September 2022, OSHA broadened the scope of its Severe Violators Enforcement Program (SVEP) and expanded its criteria for placement in the program, resulting in more employers being placed on the SVEP list.

Scott Ketcham, director of OSHA's Office of the Directorate of Construction, visited the recent spring meeting of NAHB's Construction Safety and Health Committee in Washington, D.C., to **provide more detail** about the SVEP update and discuss his office's other safety initiatives.

Among the changes: the SVEP was expanded to include all OSHA standards and will be applied for all types of hazards. The update also lowered the bar for an

employer to be placed in the SVEP to just two willful or repeated violations or failure-to-abate notices based on serious violations. As before, the SVEP carries elevated



penal- ties and stricter inspection requirements for employers placed in the program.

SVEP focuses on "recalcitrant employers who demonstrate indifference to the health and safety of their employees through willful, repeated, or failure-to-abate violations."

#### **Housing Hall of Fame Inductees**

The National Housing Center Board of Governors recently inducted <u>five honorees</u> into the National Housing Hall of Fame. The five were: 2016 NAHB Chairman Ed Brady, Stillman Knight, a long-time NAHB member and former Assistant Secretary of HUD for Multifamily Housing Programs, 2017 NAHB Chairman Granger MacDonald, Dwight Schar, founder of NVHomes, and 2015 NAHB Chairman Tom Woods.

The National Housing Center Board of Governors also recently voted to induct former NAHB President and CEO Jerry Howard into the National Housing Hall of Fame during a special ceremony at the 2024 IBS.

#### **Focus on Trench Safety**

Trenching accidents almost always involve an unthinkable event that can lead to injury or death: Being buried alive. But every trench failure is avoidable with proper planning, training and safety measures. To prevent cave-ins, jobsites should use OSHA's <u>"Slope It, Shore It, Shield It"</u> method:

**SLOPE** or bench trench walls, **SHORE** trench walls with supports, or **SHIELD** trench walls with trench boxes.

NAHB has a video toolbox talk that builders can use to present to their workers and subcontractors, and additional resources in the NAHB Trenching and Excavation Toolkit.

#### Housing Markets Cool, But Affordability Remains Elusive

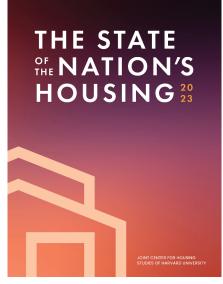
The annual <u>State of the Nation's Housing</u> report from the Harvard Joint Center for Housing Studies (JCHS) highlights the growing housing affordability crisis, despite a slowdown in housing prices.

"Rent growth slowed over the past year, and home prices declined in a number of areas," said Daniel McCue, a JCHS senior research associate, in a press release. "Nonetheless, housing costs remain well above prepandemic levels thanks to the substantial increases over the last few years."

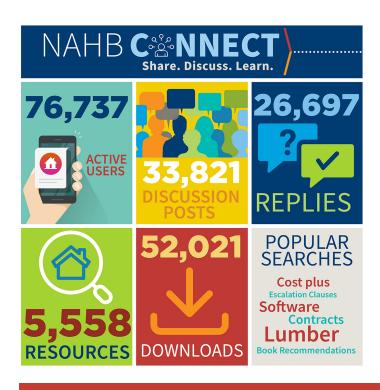
Higher interest rates have also eroded housing affordability in the past year, with payments on the median-priced home increasing from \$2,500 to \$3,000. As a result, mortgages originated to first-time home buyers dropped 22% in 2022,

including a 40% year-over-year drop in the fourth quarter.

Inventory has also had an impact on home prices, as single-family housing starts dropped 10.8% last year.



Although multifamily construction has remained strong, the JCHS report indicates that rising vacancy rates, along with higher interest rates and tighter lending standards, suggest a forthcoming slowdown in multifamily construction.





## Members Save Millions

Start saving at nahb.org/savings





## HBA OF CENTRAL MISSOURI MISSION STATEMENT

The Home Builders Association of Central Missouri is an organization of professional builders and related industries, dedicated to serving its members.

We strive to be a resource center and "THE" voice on building issues. We do this by educating our members, providing networking opportunities and advocating progressive growth in the communities.









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