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New home sales leap to highest in nearly 14 years as market thrives on low mortgage rates *By: Ben Winck*

- US new home sales soared 13.9% in July to a seasonally adjusted annual rate of 901,000 units, the highest level since December 2006, according to a Tuesday release from the US Census Bureau.
- The median sales price jumped 7.2% from the year-ago period to \$330,600.
- Sales spiked by 58.8% in the Midwest and shrank by 23.1% in the Northeast.
- The nation's housing market has been bolstered in recent months by record-low borrowing costs and strong construction activity.

Sales of new homes in the US soared to their highest level since December 2006 in July as Americans took advantage of historically low interest rates.

Single-family home sales leaped 13.9% to a seasonally adjusted annual rate of 901,000 units, according to data released by the US Census Bureau last week. Median sales price gained 7.2% to \$330,600 from the year-ago period. Economists surveyed by Bloomberg expected a rate of 790,000 sales.

The seasonally adjusted estimate for new houses for sale at the end of the

(Cover Story – Continued on page 2)

In This Issue ...

**Golf Outing - LAST
CHANCE to Register**

Legislative News

**OHBA - Should be a Fun
Few Months ...**

Ohio BWC Update

NAHB CAPS Courses

OHBA BPA & More!



(Cover Story – Continued from front cover)

month was 299,000, according to the Census Bureau. That level represents a four-month supply of homes should the sales rate hold steady.

Sales jumped the most in the Midwest, soaring 58.8% to 127,000 units. Home sales shrank in the Northeast by 23.1% to 40,000 units.

The summer sales boom was largely fueled by low borrowing costs and a lack of listings for existing homes. Mortgage rates sank through July before hitting record lows in early August. Surging homebuilding activity further fueled the spree, but July's rate is likely unsustainable and could cave to a weakened economic backdrop, Oxford Economics said in a note.



“While strong demand and lower mortgage rates are supportive of further growth in sales, the slow recovery and weak labor market pose downside risks,” the firm said.

The better-than-expected data follows a similarly positive report on existing home sales. Sales of previously owned homes spiked a record 24.7% to a seasonally adjusted rate of 5.86 million last month,

according to a Friday release from the National Association of Realtors. Economists anticipated a 5.41 million rate. ■

Ken Cleveland	1,074.5*
John Sumodi	301
Andy Leach	135.5
Larry Crookston	109.5
Bob Knight	96
Mark Zollinger	37.5
Doug Leohr	32.5
Russ Sturgess	29
Mike Hudak	23
Ed Belair	7
Dave LeHotan	7
Ted Curran	3.5
Charlie Ash	3
Rex Gasser	3
Jeremy Krahe	2.5
Chris Chatterelli	2
Ray DiYanni	1.5
Bryan Lazor	1
Jake Lewis	1
Sean Smith	1
Paul Spenthoff	1
Jeff Stuart	1

Above list has been updated via the most current NAHB Spike Club Roster Report

*Current Life Spike status

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From the MCHBA Office ...

Members and Friends:

This is your last chance to get in on the exciting MCHBA Annual Golf Outing at Shale Creek next Thursday, the 10th. We still have Hole Sponsorships available for \$100. Get your reservations in now and plan for a fun day of golf and friends.

The Medina County Fall Parade of Homes will start in a few weeks (September 26th) so please support our Parade builders and visit the website - most of our models are virtual, but we still expect a great event for the builders involved. We will have 14 homes entered - 4 physical models and 10 virtual ones.

I would like to thank each of our builders for participating and our sponsors for stepping up to help make this event the best it can be. We appreciate your support.

Susan Bloch

Table of Contents

	Page(s)
Cover: <i>New Home Sales Leap to Highest in Nearly 14 Years – Low Mortgage Rates</i>	Cover,2
Spike Club Update	2
2020 Dates to Remember.....	3
ED Letter / Board of Directors/Trustees	4
Legislative News / Member News	6
OHBA: <i>Should Be a Fun Few Months / HB6 Correspondence</i>	7
MCHBA Annual Golf Outing LAST CHANCE	8
Shale Creek COVID-19 Rules/Protocols	9
Fall Parade of Homes Sponsors - Thank You!.....	10-11
Ohio BWC COVID Impact Update	12-13
Annual Golf Outing Sponsorships LAST CHANCE	14
Fall Parade of Homes – Sponsors - We Still Need You!.....	15
NAHB Certified Aging in Place (CAPS) & Universal Design Essentials Courses / Reg Form / Reviews	16,17,18
Millennials Help Power Housing Rebound	19
OHBA - Urgent Update on Business Plan for Post-COVID.....	20-22

2020/21 Dates To Remember

September 10, 2020

MCHBA Annual Golf Outing - Shale Creek – Get your reservations in NOW!

Sept. 26 - Oct. 11, 2020

Medina County Fall Parade of Homes – Builders & Associates - Don't miss this event. All info on our website soon!

January 13, 2021

Financial Forecast
- Williams on the Lake (Lakeside South/Carl Room)
- More to come!

From the Executive Director

Members and Friends:

I hope to see all of you at our upcoming annual golf outing at Shale Creek, Thursday, September 10th. I would like to thank our sponsors for this event: **National Design Mart – Proximity Sponsor; Kingdom Title – Box Lunch and Par Level Sponsorships; Homestead Insurance Agency – Water Sponsor, Alpha Insulation and Gutters – Par Level Sponsor; ID Creative Group – Par Level Sponsor; Paramount Plumbing – Par Level Sponsor; and Third Federal Savings & Loan – Par Level Sponsor.**

Our Fall Parade of Homes features 14 homes presented by these builders: **Artisan Building & Design** (3 virtual models), **Bridgeport Custom Homes** (4 virtual models), **Dwight Yoder Builders** (physical model), **Edgewood Homes** (virtual model), **Landmark Homes** (virtual model), **Modern Home Concepts** (physical model), **Old World Classics LLC** (virtual model), **Straub Homes** (physical model) and **Windridge Homes** (physical model). Thank you for participating in this event. Our Parade sponsors include: **Carter Lumber – Major Event Sponsor; Parade Sponsor Supporters: 84 Lumber, All Construction Services, Clement Construction, Homestead Insurance Agency, Medina Lighting, Paramount Plumbing, Inc., and Third Federal Savings & Loan.** Thank you all for your support.

Let's sell some houses!

Respectfully:

Dave LeHotan
Volunteer Executive Director



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LOTS & ACREAGE

AKRON

V/L N. Cleveland Massillon Rd: Build your dream home on this breathtaking 4.8 acre lot. Tucked away off of Ira Rd, this lot provides a stunningly private view of babbling stream that snakes throughout the property. Access off of Barret Rd is available. Scenic one-of-a-kind views. **\$170,000. Bill Snow 330-990-0256.**

Lot 45 Ira Rd: 2.28 acres w/ mature trees. Conveniently located near the Cuyahoga Valley National Park **\$99,900 Gary Stouffer 330-805-6900, Gina Luisa 330-814-4747.**

AURORA

V/L St.Rt. 82: Great corner lot w/high visibility. Zoned C-3. Located next to shopping center & across from car dealership. Approx. 568' frontage on St.Rt.82 & approx. 673' frontage on S. Bissell. **\$749,000. Gary Stouffer 330-805-6900, Jeremy Fennell 330-388-8159.**

HINCKLEY

The Trails at Redwood Falls: Located where old Skyland Golf Course was. Conservation development will have 97 parcels, walking trails, club house & 5 lakes. City water & sewer. **Robin Pickett 330-322-3181.**

The Hollow at Willow Lakes: 47-acre new development w/city water. Over 20 2-acre homesites. Call today to build your dream home with Legacy-Carrington Builders. **Robin Pickett 330-322-3181.**

KENT

V/L W Campus Center Dr: Approx. 16.2 acres on east side of W. Campus Center Dr. Approx. 1142' frontage on Campus Center Dr. Subject to new survey, legal description and lot split. **\$125,000. Gary Stouffer 330-805-6900, Tara Kleckner 330-289-1315.**

V/L Cline Rd: Approx. 8.5 acres made up of 3 parcels on Summit St. and Cline Rd. across from Dix Stadium. Zoned R-1 Low Density Residential. **\$300,000. Gary Stouffer 330-805-6900, Tara Kleckner 330-289-1315.**

1257 Meloy Rd: Approx. 8 acres on Meloy Rd. zoned R-1 Low Density Residential. Approx. 756' frontage on Meloy Rd. **\$59,000. Gary Stouffer 330-805-6900, Tara Kleckner 330-289-1315.**

V/L Powdermill Rd: Approx. 7 wooded acres on Powdermill Rd. across from Kent State Golf Course. Zoned C-1 Commercial District. Approx. 558' frontage on Powdermill Rd. **\$165,000. Gary Stouffer 330-805-6900, Tara Kleckner 330-289-1315.**

V/L Powdermill Rd: Approx. 25 acres south of railroad tracks on Powdermill Rd. Zoned R-1 Low Density Residential. Approx. 1076' frontage on Powdermill Rd. Subject to lot split. Sewer/Water/Gas/Electric/Cable (Buyer's responsibility to verify accessibility, capacity, etc. on all utilities). Call agent for additional info. **\$312,500. Gary Stouffer 330-805-6900, Tara Kleckner 330-289-1315.**

5036 SR 43: Approx. 43 acres on SR 43. Zoned G-C General Commercial. Subject to new survey per Portage Co. Sewer/Water/Gas/Electric/Cable (Buyer's responsibility to verify accessibility, capacity, etc. on all utilities). **\$950,000. Gary Stouffer 330-805-6900, Tara Kleckner 330-289-1315.**

2346 SR 59: Approx. 14 acres corner of SR 59 & Powdermill Rd. Zoned C-1 Commercial District. Approx. 1336' frontage on SR. 59. Sewer/Water/Gas/Electric/Cable (Buyer's responsibility to verify accessibility, capacity, etc. on all utilities). **\$693,000. Gary Stouffer 330-805-6900, Tara Kleckner 330-289-1315.**

LIVERPOOL TOWNSHIP

Estates at Rim Rock: Spectacular 2-3 acre homesites, secluded cul-de-sacs, peaceful country setting. 3 lots left. **Robin Pickett 330-322-3181.**

MASSILLON

V/L West Pointe Cir NW: 9 parcels total, includes 4 condo pads, each w/2 units (8 units total), 9th unit/"shell" unit (4591 West Pointe, Parcel #504788) included in sale. Unfinished unit, but the exterior & framing have been completed. Being sold as-is. **\$250,000. Sarah Bergert 330-268-0102, Gary Stouffer 330-805-6900.**

MEDINA

1424 Medina Rd: Approx. 3.7 acres close to Rt. 94, zoned commercial w/22' driveway & 2560 sq.ft. steel-sided building. Two 10x10 overhead doors w/2-side entry access points. Approx. 211' frontage. **\$465,000. Gary Stouffer 330-805-6900, Gina Luisa 330-814-4747.**

State Rd: Approx 11.88 acres w/21' deep, well-stocked pond, mature trees lining the Northern border for privacy. **\$260,000. Gary Stouffer 330-805-6900.**

MOGADORE

354 Excel Ln, Whispering Meadows Estates: Build your dream home on this gently sloping lot in area of beautiful homes. **\$69,900. Bill Sloan 330-715-2561.**

PENINSULA

V/L Stine Rd: Approx. 4 acres w/park-like setting. Large mature trees, perfect for walk-out LL, small creek on far south end of property. **\$189,500. Gary Stouffer 330-805-6900.**

SHARON TWP – Highland Schools

Bonnie Glen - Beautiful lots ranging from 2 to 4 acres w/ravines, woods & open landscape. Spectacular development to bring your own builder & build your dream home. **Robin Pickett 330-322-3181, Gary Stouffer 330-805-6900.**

299 Sharon Copley Rd: One parcel consisting of 2 properties on opposite sides of the road totaling 37.66 acres. Approx. 15 acres on the South side w/668 ft frontage & approx 22 acres on the North Side w/371 ft frontage. **\$345,000. Gary Stouffer 330-805-6900.**

STREETSBORO

V/L SR 43: Approx. 43.5 acres w/approx. 682ft frontage on State Rt 43 & approx 1600 ft frontage on Kennedy Rd, zoned Rural Residential. **\$525,000 OR 33.5 acres for \$399,000 OR 1.5 acres for \$135,000. Gary Stouffer 330-805-6900.**

TWINSBURG

V/L Creekside Dr: Zoned C-3. Located between busy hotel & Kent State Campus. Conveniently close to freeway access. Great location for restaurant or professional office building. Near other fast food chains. **\$99,000. Jeremy Fennell 330-388-6900, Gary Stouffer 330-805-6900.**

UNIONTOWN

2944 Sunset Dr: Cul-de-sac lot on Sunset Dr. in Lakes of Green. No HOA fees for the first stage of development and you may bring your own builder. **\$35,500. Gary Stouffer 330-805-6900, John Traina 330-843-2650.**

2785 V/L Superior Dr: Beautiful Lakes of Green development. Lot has access to all essential hookups needed to build your dream home! **\$54,900. Gary Stouffer 330-805-6900, John Traina 330-843-2650.**

3663 S. Arlington Rd: Over 4 acres of commercial land w/194' frontage on S. Arlington Rd. & Fortuna Dr. Zoned B-3. Utilities at street. Convenient to I-77 & shopping/retail. **\$450,000. Gary Stouffer 330-805-6900, Matt Stouffer 330-814-4616.**

WADSWORTH

5220 Ridge Rd: Approx. 10 acres w/approx. 326' frontage & relatively flat toward front, soaring pines create privacy from neighboring properties, heavily wooded & gentle slop toward back of property. **\$285,000. Gary Stouffer 330-805-6900, Gina Luisa 330-814-4747.**

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OHIO HOUSE VOTES HOUSEHOLDER OUT; REP. CUPP (R-LIMA) NEW SPEAKER OF THE HOUSE

During the last week of July, the House 55-38 floor vote installed Rep. Bob Cupp (R-Lima) as speaker.

The Republican caucus sought to cross the 50-vote threshold to elect a speaker without the support of Democrats, who throughout the day said they remained disenchanted with the prospect of backing either Republican.

In the end, Rep. Cupp narrowly defeated Rep. Butler in a caucus vote, according to members, prompting most of the latter's supports to join the Cupp camp. All Democrats voted against Rep. Cupp on the floor as did three Republicans: Rep. Tom Brinkman of Cincinnati, Rep. Bill Dean of Xenia, and Rep. Candice Keller of Middletown.

Rep. Cupp said after session he plans to discuss his next moves with the caucus, including whether and how to replace the leadership slate assembled by Rep. Householder. Details are forthcoming on whether there will be new committee chairs named, and who Cupp will place on his leadership team.

LAND DEVELOPMENT ISSUES UPDATE

OHBA ERAC Appeal: After filing an appeal with ERAC over OEPA's recent issuance of a new General Permit for impacts to ephemeral streams, OHBA is scheduled to have its preconference hearing later this week. OHBA plans to raise several key issues during the appeal process. During the rule adoption process earlier this summer, the agency admitted including many grey areas in practical application of the permit, but continued forward, regardless, blaming a June 22nd deadline when the new federal navigable waters rule became effective. OHBA is one of three other trade groups filing an appeal with ERAC, hoping to get another chance to bring concerns and potentially some relief, as a result.

MS4 Draft General Permit Renewal: OEPA held a virtual information session last week on the proposed changes to the MS4 Permit currently out for public notice. OHBA is collecting information on potential concerns and specific changes which may have a negative impact on builders and developers. Please visit the following website to view documents associated with the draft general permit: <https://epa.ohio.gov/dsw/storm/index>

OHBA is currently reviewing further. Let us know if you have any comments or concerns ASAP (800)282-3403.

Member News

Renewed Builders

Carrington Homes, Inc. – Hinckley
Victory Gate Custom Homes – Massillon

Members Dropped

Citizens Bank – Strongsville
Gerber Lumber & Hardware – Kidron

Members ...

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Should Be A Fun Few Months

By Vincent J. Squillace, CAE
Executive Vice President

Usually I need to scurry a bit to find a topic for this column. However, 2020 is now the year to remember; and its only three quarters through. COVID is the main story and will likely continue to be through next year. Fortunately, we secured the classification of “essential” allowing business to continue as long as safety protocols are observed. This lessens the load a bit. Of some inconvenience to us was adjusted legislative schedules and meetings.

Just a short time ago the statehouse was rocked with reports of a major scandal. The Speaker of the House was arrested along with a number of lobbyists. The federal charges involved a criminal “enterprise” conspiring to secure passage of a bill and later defeating a referendum effort to repeal its passage. That in itself is new activity well above the norm. What set the statehouse crowd to attention was the amount involved; over 60 million dollars. Yes, that’s correct. It is spelled out in the federal indictment.

In announcing the largest scandal in Ohio history, the federal prosecutor stated directly the feds are not through investigating yet. That certainly sent chills on this hot summer season of isolation through the statehouse community.

As a result of the indictment, the House moved and dethroned the Speaker. The

next step was to elect his replacement. This turned out to be another difficult episode. Eventually, Rep. Bob Cupp of Lima was elected. The winning margin was 1 vote. Apparently about half of the majority caucus differs on leadership styles.

NOT DONE YET.

In the last week a few majority House members announced they are preparing articles to impeach Governor DeWine. That’s something new to just about everyone on the street here. And just to keep the emotions running at a high-level, Labor Day is sure to set off a nasty presidential election.

Happy to report though we at OHBA are faring well through all this. Our main concern is what the government will look like when the dust settles.



Suggested correspondence on HB 6 from Vince Squillace

Dear Leader:

We understand the urge to expedite passage of a repeal of HB6. While most of the intent is to give assurance to the public that no gain will be realized from acts now under scrutiny of the federal courts. Nonetheless, it is important to be mindful of important issues unrelated to the acts in question which could innocently impact economic growth.

The supply of energy for personal and commercial use is of vital importance to all, especially to our state which has been beset with sizeable population and economic loss over the past few decades. We understand that much work remains to be done to rebuild our economy. With that in mind, an abundant supply of energy is needed to be available to attract and maintain a strong economy.

Housing starts is a great indicator of a thriving economy. Sadly, Ohio is a state with one of the lowest starts per capita in the nation. Thus, we have a sincere interest in keeping Ohio a viable competitor in economic development. Putting potential sources of energy at risk would be a liability in demonstrating strength of economic support. We are aware of the move towards other means of energy production but, let’s remember, they are relatively new. Let time be the judge of their worthiness.

In sum, we should be assured after some cleansing enactment to remove the smudge of past actions, to keep an eye on assuring plentiful sources of energy to fuel a continuing economic revival for Ohio.



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2020 MCHBA Annual Golf Outing

LAST CHANCE

Thursday, September 10, 2020

Shale Creek Golf Club

5420 Wolff Road, Medina

Schedule of Events:

Registration - 8:00 a.m.

Shotgun Start - 9:30 a.m.

Social - 2:30 p.m. (Cash Bar)

Followed by Dinner - 3:00 p.m.

[Event may be subject to cancellation
due to COVID-19 & Ohio directives]

Golf Package - \$150 per person

Includes 18 holes of golf, half a cart, box lunch & dinner

Dinner Package - \$60 per person

BBQ Cookout - Ribs & Chicken - Corn on the Cob

Herb Roasted Potatoes - Salad - Rolls - Dessert

Dinner Only - Name(s): _____

Golf & Dinner:

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All fees are nonrefundable unless cancelled due to COVID-19. If event is held, no-shows will be invoiced. **Please return this completed form with your check or credit card information**

BY AUGUST 31, 2020 to: MCHBA, 3991 N. Jefferson St., Suite #100, Medina, OH 44256

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Shale Creek Golf Club – Covid-19 Rules/Protocols for Shotgun Starts

Pre-Round

- Registration should be done prior to arrival to the course.
- All Participants have been advised to arrive no more than 20 minutes ahead of the start time.
- All golf carts are sanitized before and after each use.
- All golf carts will be spaced to follow social distancing (no gathering/mingling).
- Driving Range/Practice Green will be open with the following rules:
 - Sectioned off to ensure social distancing.
 - No teeing of golf balls (do not touch range balls, use your club)
- Announcements will be made with all golfers in their carts (no gathering/mingling).
- Golfers will be directed to head to their starting holes.

During Round

- Flags are in the holes. Please do not touch/remove the flag sticks.
- Holes have noodles in the cups to keep the ball from reaching the bottom.
- Bunker Rakes are removed. Please rake/smooth with your feet.
- Ball washers have been removed.

After Round

- All players will be told to take their clubs directly to their vehicles prior to coming to dinner.
- Entrance and Exit of Banquet area clearly marked to maintain social distancing.
- Banquet/Patio area set to ensure social distancing.
- Dinner will be served at 5 hours after the start of the round.
- Participants will be directed to not move around/stand during dinner.
- Food/Beverage to be served (No buffet style).

Thank You 2020 Fall Parade of Homes Sponsors!

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MEMBERSHIP DRIVE

Randy Strauss, our Ohio State Rep to the NAHB, has thrown out this challenge to us to participate in the NAHB Membership Drive. We have the option of this fall or spring of 2021 and with the busy fall season we have, we are enrolled in the Spring Campaign.

Starting January 1, 2021 through March 31, I challenge all of our members to bring in at least one new member to our association. NAHB will pay up to \$2,500 to each local association depending on the number of new members we bring in and the retention of existing members as well.

So ... let's run with it and make a difference in our association. You can direct any potential member to our website at www.medinacountyhba.com as our membership application is available to download under About Us / Join Us. Let me know if I can help!

Professional Tools for our Members

The HBA has the professional business tools you need for home sales. The MCHBA Home Construction & Limited Warranty Agreement packages are available at the office for only \$35 each. Or if you have your own contract and you just need the Warranty, the warranty

and folder are available for just \$25. We encourage you to use these tools for your protection, peace of mind and they make a great resource tool for your customers to keep all their pertinent home buying paperwork together. Call the HBA office and order your professional tools today.



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BWC delivers billions of dollars, millions of masks for Ohio employers and workforce to mitigate COVID-19 impact

Latest: Governor Mike DeWine proposes \$1.5 billion dividend for Ohio employers

- Ohio Governor Mike DeWine is asking the board for the Ohio Bureau of Workers' Compensation (BWC) to send **up to \$1.5 billion to Ohio employers this fall** to ease the impact of the coronavirus (COVID-19) on Ohio's economy and business community.
- BWC's board of directors will vote on this proposal Sept. 25.
- If approved, this is our second dividend of \$1 billion or more since April and our third since 2019, all at the governor's urging.
 - All told, this equals **\$4.3 billion since 2019**.
- Checks could start going out in **late October**.
- This proposed dividend equals approximately **100% of the premiums employers paid in policy year 2019**.
- BWC will **apply the dividend to an employer's outstanding balances first, including recent installment deferrals**. Any amounts exceeding outstanding balances will be sent to the employer. For those employers, it means one less bill to worry about.
- **Employers must complete their true up for the 2019** policy year by Oct. 2, 2020, in order to be eligible for the dividend.
- As in previous years, **the dividend is possible due to strong investment returns on employer premiums, a declining number of claims each year, and prudent fiscal management**. It's also due to employers who work hard to improve workplace safety and reduce injury claims.

See below for details on BWC's masks initiative, **Protecting Ohio's Workforce – We've Got You Covered**.

Masks

- BWC's Board of Directors voted Friday (Aug. 21) to approve Gov. DeWine's request that we **distribute a second round of face coverings** (masks) to Ohio employers and their workforce as part of our **Protecting Ohio's Workforce – We've Got You Covered** initiative.
- Since May, we **have shipped 20.6 million masks to 197,000 employers** under this initiative.
 - In a second round, we will ship **approximately 23 million masks** to employers to replace masks that have exhausted their effective use.
- This is to **minimize the spread of COVID-19**. As you know, state and federal public health experts say wearing a mask decreases the risk of a carrier spreading the coronavirus to others.
- We are not billing employers for these masks. This comes at no extra charge to their premiums.
- We are working hard to purchase as many of these masks as possible from manufacturers here in Ohio.

For more on COVID-19 as it relates to BWC, [visit our FAQ page](#) at bwc.ohio.gov. For the latest on COVID-19 in Ohio, visit coronavirus.ohio.gov.

GET INVOLVED Opportunities:

----- **Par Level / Hole Sponsor - \$100**

Your company will be recognized with a sign at the putting green

----- **Water Sponsor - \$150**

Will receive recognition throughout the day by announcement

----- **Box Lunch Sponsor - \$250**

Will receive recognition throughout the day by announcement

----- **Long Drive Sponsor - \$350**

Sponsor gets announcement

----- **Proximity Sponsor - \$350**

Sponsor gets announcement

----- **Putt Off Sponsor - \$350**

Sponsor gets announcement



SPONSORSHIPS STILL AVAILABLE!



MCHBA Annual Golf Outing Sponsorships & Promotional Opportunities

Sponsorship participation gives you an opportunity to get more involved with our biggest social event of the year and provides you with more visibility among your fellow associate and builder members! We appreciate your consideration and support of this fun event.

----- Invoice me - Members only

----- Check

----- Credit Card - American Express, Discover, MasterCard or Visa

Credit Card # _____ Exp. Date _____

Name on Card _____ 3/4 digit code _____

All fees are nonrefundable and no-shows will be invoiced unless event is cancelled due to COVID-19 by Ohio Governor DeWine's directive.

Please return this completed form with your check or credit card information
BY AUGUST 31, 2020 to: **MCHBA, 3991 N. Jefferson St., Suite #100, Medina, OH 44256**
Phone: 330.725.2371 • Email: susanb@medinacountyhba.com

A Successful Parade



**WE CAN
STILL USE
YOUR HELP!**

Takes Teamwork!

And, honestly, we **really** **need** your participation!

With the whole COVID-19 issue this year and not being able to hold a Spring Parade, our Fall Parade should be spectacular. We have ironed out all the safety and other issues that could be a problem and will have both a physical Parade (by appointment) and a virtual Parade concurrently. If Governor DeWine mandates 'no events' or 'public gatherings,' we can still hold both events with tours by appointment only for physical models.

What's in it for you? **Great visibility** for both events ... here's the lowdown:

- Business name and logo on the MCHBA website as a supporter of the event
- Logo on the MCHBA website – links to your website
- Business listed in press releases submitted to media
- Logo on the map/model handout (printed & online)
- Listed in Building Blocks as a Parade sponsor for 3+ months
- Free 1/6 page ad in 3 issues of Building Blocks (size upgrade available)



**MEDINA
COUNTY**
Home Builders
Association

PARADE DETAILS

DATES: Sat., Sept. 26th – Sun., Oct. 11th

HOURS: Sat & Sun ONLY 12-5 pm,
closed Mon-Fri

SPONSORSHIP: \$500 – You get everything listed. Want to do more? Contact the HBA directly. We sincerely appreciate your consideration as we depend on your Sponsorship dollars to help fund the Parade.

Planned Media Promotion / Advertising:

Virtual tour & map online (each model has its own details page & website links); Fox 8 TV commercials, New Day Cleveland spot & Facebook Live segment; The Plain Dealer (print advertising); The Post (editorial and digital advertising); Medina County Gazette (editorial, online and print advertising); & potentially more (dependent on final available budget)

Participation Deadline: August 25, 2020

*Don't miss this opportunity!
Call 330.725.2371 today or
email Susan Bloch at susanb@medinacountyhba.com.*

NAHB Certified Aging in Place (CAPS) and Universal Design Essentials Courses



Become a Certified Aging-in-Place Specialist (CAPS) and take the Universal Design Essentials course, now both available for a limited time in a virtual classroom.

Gail Stocks, founder and principal of EZ Way To Stay and NAHB approved instructor, is offering these courses in a virtual classroom at a substantial discount. Gail is an occupational therapist and accessibility specialist with decades of experience working with clients across the spectrum of ages and abilities.

Course and Description

Successful completion of CAPS 1, 2, and 3 are required to earn CAPS designation. Each course provides 6 hours AOTA continuing education credits.

Marketing and Communicating with the Aging in Place Client (CAPS I)

Millions of Americans are living longer and more active lives. Because they are embracing newly found and changing lifestyles, they need to revitalize their home environment. Identifying this burgeoning opportunity and then developing the skills to interact with this market can help you grow your business dramatically. The goal of the course is to equip course participants with the knowledge and tools to effectively market and sell services to the aging in place (AIP) market.

Dates and Time:

Select One Date

**November 5, November 6,
December 3, December 4**

8:30 am - 4:30 pm EDT

Design Concepts for Livable Homes and Aging in Place (CAPS II)

Design/Build Concepts for Aging in Place prepares you to take on the AIP market intentionally, by calibrating your business to address the unique challenges of providing successful solutions. The goal of this course is to enable participants to identify common challenges within the home and understand attractive design concepts that create a safe and comfortable environment for clients who want to age in place as well as identify with one or more of these groups:

- Individuals who are not experiencing health issues related to aging
- Individuals who have a progressive or other condition that requires home modifications or equipment
- Individuals who are dealing with an abrupt or traumatic health-related change

The course presents various methods and techniques for modifying home design, from the perspective of new construction and retrofitting.

Dates and Time:

Select One Date

**November 12, November 13,
December 10, December 11**

8:30 am - 4:30 pm EDT

Details and Solutions for Livable Homes and Aging in Place (CAPS III)

This course builds on the CAPS I & II courses (which are prerequisites for this course) by introducing design solution techniques, innovative products and best practices for product installation for CAPS professionals to utilize when creating livable homes in which to Age-In-Place. Participants will engage in hands-on activities from real case studies to apply material learned in all CAPS courses.

Dates and Time:

Select One Date

**November 19, November 20,
December 17, December 18**

8:30 am - 4:30 pm EDT



Course and Description

Universal Design Essentials

Universal Design Essentials presents a shift in the approach to residential design and construction. Comfort and convenience regardless of age, stature or ability is the hallmark of inclusive design. Designers, suppliers, builders, remodelers, and health care professionals will benefit from the creative design concepts and practices presented to develop market-driven projects that are highly functional, yet integrated and aesthetically appealing. Certified Aging-in-Place Specialist (CAPS) courses are not a pre-requisite and CAPS graduates will find benefit by expanding into the broader spectrum of universal design that offers a much wider target audience.

Dates and Time:

Select One Date

**October 22, October 23,
October 29, October 30**

8:30 am - 4:30 pm EDT

COURSE FORMAT

All courses will be held virtually in EDT (with extensions provided upon request in other time zones)

REGISTRATION DEADLINE & CANCELLATION POLICY

The deadline is two weeks prior to each course and no refund will be issued after that date.

COURSE FEES

Each course is one day. Fee for each day is \$200 for NAHB and \$225 for nonmembers.

- Discounted rate of \$575 members /\$650 nonmembers who sign up for CAPS 1,2,3 at the same time.
- Discounted rate of \$765 members/ \$865 nonmembers who sign up for all 4 courses at the same time.

REGISTRATION PROCESS

- Please fill out the form, scan and email it back to EZwaytostay@gmail.com
- Upon receipt you will be sent a Paypal invoice for you to submit payment securely by credit card or by Zelle Quickpay.

QUESTIONS?

Contact Gail Stocks email:

EZwaytostay@gmail.com or **973-500-8751**

Registration Form

Please Select: CAPS I Dates _____ Fees _____

CAPS II Dates _____ Fees _____

CAPS III Dates _____ Fees _____

Universal Design Essentials Dates _____ Fees _____

Total _____

- I want just the downloadable student guide which is included I would like info on purchasing a printed student guide

Name _____ Phone _____

Company _____

Email _____

Billing Address (line 1) _____

Billing Address (line 2) _____

City _____ State _____ Zip Code _____

NAHB Certified Aging in Place (CAPS) Reviews on Gail Stocks, EZ Way To Stay

In the anonymous survey students filled out after each of the 11 courses I gave this summer in the virtual classroom, I achieved a close to perfect 5 out of 5 rating, with these accolades:

“Gail presents to the class in an upbeat, fun, and professional manner. I was thrilled that I got to take this course online and having Gail as the presenter was a bonus!”

“As always, Gail is a professional, enthusiastic and well-prepared instructor. She enhances students' abilities to integrate and use the information. I look forward to next week! “

“Gail did a great job with engagement and content! Gail made the online learning an interesting and fun experience instead of just a lecture.“

“Gail is very adept at using this format. She allows adequate time for information processing.” This is a good example of how on-line teaching should be done.“

“Gail presented the information in a clear and engaging manner. Would definitely recommend to others. “

“Gail was a fantastic facilitator. She is very knowledgeable, dynamic, engaging, and does a great job soliciting input from others.“

“Instructor is amazing, the course instructor was engaging throughout .“

“Gail is a wonderful instructor. Love her explanations, real-world examples, activities, discussions, and helpfulness.”

“Gail is a strong presenter, frequently checking in with the group to expand on discussions, assure an appropriate pace and encourage active participation.“

“Gail makes the information interesting and accessible- I appreciate her sense of humor, which keeps the discussion lively.“

“Gail's presentation was excellent. She kept everyone involved and made the class feel lively. I really enjoy Gail's teaching style which makes it easy to follow along “

“Great presenter on a current topic of interest for my industry.”

“I found it very valuable to have this taught by an OT.“

“Instructor provided an engaging, excellent presentation.”

“Excellent and I appreciate that the instructor was responsive and flexible to meet the requests and suggestions of the participants.“

“Excellent instructor. Very Kind and Knowledgeable.“

“Gail has a wonderful knack for teaching this online course and keeping the team engaged. I like the conversation and the feedback shared by all.“

“Enjoyed Gail's teaching strategies and found them very helpful. “

“Gail did another great job presenting the information in a fun and educational way.“

“Gail is wonderful!“ “Gail was awesome. “ “Gail was a great teacher“

“I felt the instructor was engaging and knowledgeable.

“Gail is very engaging, thoughtful, interactive, and knowledgeable. She really does a great job of facilitating an all-day course.“

“Gail presented the information in a way that was easily understood..

“Presenter was very informative. Great presentation.“

“Very informative, loved webinar format, great instructor.“

Millennials Help Power This Year's Housing-Market Rebound

Generation that was slow to enter U.S. housing market now accounts for more than half of all new home loans

By Nicole Friedman, Wall Street Journal



Millennials, long viewed as perennial home renters who were reluctant or unable to buy, are now emerging as a driving force in the U.S. housing market's recent recovery.

Demand from millennials, who today range from their mid-20s to late 30s, has been increasingly important to the housing market since at least the middle of the last decade. But more recently, these new homeowners have been pushing aside older generations to become an even bigger influence.

Millennials reached a housing milestone early last year when the group first accounted for more than half of all new home loans, and they consistently held above that level in the first months of this year, the most recent period for



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which data are available, according to Realtor.com. The generation made up 38% of home buyers in the year that ended July 2019, up from 32% in 2015, according to the National Association of Realtors.

The group last year also surpassed baby boomers as the biggest living adult generation in the U.S., according to the Pew Research Center. The largest cohort of millennial births was in 1990, Pew said, meaning that group turns 30 sometime this year.

"We anticipate as they turn 31 and 32, we'll just see homebuying demand grow," said Odeta Kushi, deputy chief economist at First American Financial Corp. Millennials could be responsible for at least 15 million home sales in the next decade, the firm said.

Go to Wall Street Journal online for the balance of this article.

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Urgent Update: Getting Your Business Plan Updated for the Post-COVID-19 Economy, Compliments of Your Ohio Home Builders Association

Dear OHBA Member,

As we all know too well, what we all went through was unprecedented, and most likely won't be seen again in our lifetimes. What we THOUGHT would be a good plan for 2020 is now pretty much useless. We have to rethink our plans and our goals for the year. That being said, if there was ever a perfect time to take advantage of a Business Diagnostic & Plan of Actions (BPA) through your member benefits, it is now.

Through our partnership with SBGP, and due to these unparalleled times, they have agreed to build the specific best practices they have learned and implemented for their clients to survive (and outperform) the industry and current crisis into all of their BPAs.

The BPA gives you a detailed roadmap of the actions you need to take for the rest of 2020 (including Q1&Q2 of 2021), broken down into an easy to follow, time-based plan for you and your company.

Through working with thousands of construction, plumbing, HVAC, Electrical and HBA Associate businesses in over 14 states, they have honed their skills as a private coaching company to help our members not just survive, but thrive, ESPECIALLY in trying times like we are experiencing at the moment.

We have been getting an extremely high response rate for BPAs, so the scheduling of these special BPAs will continue to be first-come, first-serve.

Our top goal at the OHBA is to help your businesses thrive. So, if you are yet to explore this member benefit, I'd highly recommend taking advantage of a BPA, especially if you haven't yet built a plan around your business strategies for the post-COVID-19 outbreak.

To take advantage of this member benefit, simply following the steps below.

1. Go to www.smallbusinessgrowthpartners.com
2. Click on Redeem Your BPA in the landing page toolbar
3. Select "HBA Members," and fill out the short questionnaire

This should only take you 2-3 minutes, and once you have registered, an SBGP representative will reach out to schedule an introductory call to explain the BPA, the BPA Process and answer any other questions you may have.

Once again, an annual BPA is included 100% through your OHBA Member Benefits (A \$4,200 value).

Thank you all for your support of the Ohio Home Builders Association, and thank you for all the positive feedback and support of this exciting Member Benefit.

Vincent J. Squillace, CAE, Executive Vice President
Ohio Home Builders Association

What is a BPA?

BPA stands for Business Diagnostic & Plan of Actions, and is an exclusive and private business planning tool from Small Business Growth Partners, developed through focusing on the issues of builders, remodelers, HBA Associate members and how to solve them.

Your BPA will include a detailed and comprehensive analysis of your business, including an internal website and online review of your company. SBGP also analyzes your marketing, sales and sales process, your team communication structure, hiring process & talent acquisition strategies, your financials and financial tracking processes and strategic planning.

Through a six step process, we identify what is working, note what is not, ask a litany of questions, disseminate and fully document everything that is discovered. Finally, we conduct DISC Profile and Motivational Assessments with you and up to 10 members of your management team (including a team "scatter chart") and blend the results into your BPA. These assessments are also compliments of SBGP and the Ohio Home Builders Association, to truly personalize your Plan.

The deliverable is an extremely accurate and personalized 40+ page, step-by-step 3 month, 12 month & 3 year Plan for you and your business.



SMALL BUSINESS

GROWTH PARTNERS

MEMBER-ONLY BENEFIT SPOTLIGHT

GO TO SBGPINC.COM AND CLICK:



REDEEM YOUR BPA

Since 2009, SBGP has partnered with State Home Building Associations, to offer their private business planning services to builders, remodelers and HBA Associate members of select states throughout the country. We are pleased to announce that OHBA members now have access to their nationally recognized BPA and BPA Process.

Through their years of working heavily in this industry, they have built a team of builder, remodeler, and HBA Associate member specialist coaches to help members create a plan around their most challenging issues:

- ✓ **Identifying Your Vision**
- ✓ **Creating a Marketing Plan**
- ✓ **Creating a Sales Plan & Process**
- ✓ **Recruiting & Maximizing Team Engagement**
- ✓ **Increasing Gross Profits, Cashflow, & Margins**
- ✓ **Understanding & creating KPIs (Key Performance Indicators) + a Company Dashboard**
- ✓ **Creating & Documenting Overall Company Systems + Processes**

Through their six step Business Diagnostic & Plan of Actions (BPA), the SBGP Team identifies what is working, notes what is not, asks you a litany of questions, disseminate and fully documents everything that is discovered. Finally, they conduct DISC Profile and Motivational Assessments with you and up to 10 members of your management team (including a team "scatter chart") and blend the results into your BPA. These assessments are also compliments of the Ohio Builders Association, to truly personalize your plan.



ARE YOU AWARE OF THIS OHBA BENEFIT?



Redeem Your BPA in 3 easy steps!

100% of the cost for your BPA is covered by your Association Membership

BPA stands for Business Diagnostic & Plan of Actions and is an exclusive and private business planning tool from Small Business Growth Partners, developed through focusing on the issues of builders, remodelers, HBA Associate members and how to solve them.

01

GO TO SMALLBUSINESSGROWTHPARTNERS.COM

02

CLICK "REDEEM YOUR BPA"

03

CHOOSE "HBA MEMBERS"

*The deliverable is an extremely accurate and personalized 40+ page, step-by-step and time-based 12-month plan for you and your business.



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At our Kitchen & Bath Showroom in Medina, we have everything you need to complete your next kitchen project!

We take the worrying out of planning and choosing everything for your perfect kitchen or bathroom, from the smallest to the most important details. You'll save money over the big box stores, and we have the expertise and product knowledge to help you complete your project. Service, quality, and design is what sets us apart. Our Specialists offer the best in service, space planning and design knowledge in the industry.

Carter Lumber has all of your design needs covered!

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