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2 Significant Headwinds for Housing's Growth

By: Robert Dietz, NAHB Chief Economist

New single-family home sales in June declined 6.6%, falling to a 676,000 annualized rate. Although new home sales are 13.5% higher on a year-to-date basis compared to 2020, the June data marked the third consecutive monthly decline.

The reasons why sales have softened since the end of 2020 have generated an ongoing debate in the media. Some have noted that builders are limiting sales because of a lack of inventory and higher construction costs. Others claim that higher home prices (new home prices are up 10% since January 2020) have priced many buyers out of the market.

Both of these claims have merit. Supply-side factors (particularly materials, labor and lots) are holding back housing supply, with ready-to-occupy new home inventory down 44% over the last year to just 34,000 homes. Moreover, NAHB survey data indicate buyers' perceptions of housing affordability are waning, and rightfully so: The share of buyers who can afford less than half the homes available for sale worsened from 63% at the end of 2020 to 71% by midyear.

(Cover Story - Continued on page 2)

In This Issue ...

**LAST CHANCE – 2021
Annual Golf Outing -
Thurs., August 19, 2021**

**Gov. DeWine Ensures
Energy Access & EPA**

**Sedgwick Articles on
Protection from Hazardous
Noise Levels, Healthier
Ohio & More**

Parade of Homes Details ...



Ken Cleveland	1,079*
John Sumodi	321.5
Andy Leach	140
Bob Knight	96
Mark Zollinger	42
Mike Hudak	37
Doug Leohr	33.5
Russ Sturgess	29
Dave LeHotan	7.5
Ed Belair	7
Rex Gasser	3.5
Charlie Ash	3
Chris Chatterelli	2
Ray DiYanni	1.5
Jake Lewis	1
Sean Smith	1
Paul Spenthoff	1
Jeff Stuart	1
Ryan Suppes	1

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

*Current Life Spike status

During the second quarter, pricing was the No. 1 reason active buyers did not make a home purchase. Given higher construction and development costs, and the potential for higher interest rates in the coming years, these variables are worth watching. Meanwhile, multifamily rental demand is growing and the apartment construction market is expanding.

Ultimately, higher interest rates will depend on the pace of economic growth and the future of monetary policy in an environment with growing uncertainty. Second quarter GDP growth came in at a somewhat lower-than-expected rate of 6.5%.

NAHB is forecasting continued economic growth in 2021, resulting in an overall growth rate just below 7% for the year, which would mark the best rate since 1984.

However, because of choppy conditions, including concerns over the delta variant, the Federal Reserve continues its dovish approach to monetary policy. For its July meeting, the Fed held the federal funds rate near a zero rate and did not provide guidance on a future tapering of Treasury and mortgage-backed security (MBS) purchases. Fed Chairman Powell notably stated that when a taper does occur (which we expect will happen this fall), the reduction of MBS purchases will not occur without a reduction for Treasuries as well.



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From the MCHBA Office ...

Members and Friends:

Our annual golf outing is just around the corner. If you haven't reserved your foursome, we need it this week. We appreciate all our members who have stepped up to sponsor. Your support truly makes a difference.

Fall Parade of Homes is just around the corner as well so builders - please keep that in mind. It will be held starting Saturday, October 2 through Sunday, October 17. Watch your email for more information on this event.

I keep hearing rumblings from suppliers that once they deplete their current inventories of extremely high priced product, that product pricing should start heading downward to more reasonable prices, likely in the next 60 to 90 days. Fingers crossed that this will indeed occur and give everyone a bit of a breather. It's been a crazy ride this year in new home construction.

We rely on you, our members, to help us stay strong and continue to build on the membership we currently have. If I can be of any assistance regarding reaching out to potential new members, don't hesitate to contact me. You are the lifeblood of our organization.

Susan Bloch

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2021 Save The Dates

Thurs., August 19, 2021

**Annual Golf Outing - Last
Chance to Reserve your
foursome! Don't miss out!**

October 2-17, 2021

**Medina County Fall
Parade of Homes - Get
your home registered today
and be part of the event!**

From the Executive Director

Members and Friends:

Our Annual Golf Outing at Shale Creek is right around the corner - next week on Thursday, August 19th. Shale Creek has informed us that ALL COVID restrictions have been lifted so we feel confident this will once again be one of our main annual member get-togethers and a whole lot more fun that it was last year. Be sure to get your foursome(s) in by end of this week and we appreciate all our member sponsors who have stepped up. They are: Long Drive Sponsor - **Bridgeport Custom Homes**, Long Putt Sponsor - **Third Federal Savings & Loan**, Proximity Sponsor - **All Construction Services**, Box Lunch Sponsor - **Transfer Title Agency**, and Water Sponsor - **National Design Mart**. Our Par Level/Hole Sponsors include: **All Construction Services**, **Alpha Insulation & Gutters**, **Artisan Building & Design, LLC**, **Carter Lumber**, **Floorz**, **Homestead Insurance Agency**, **Kingdom Title Solutions**, **Owens Corning**, **Paramount Plumbing**, and **Stewart Title Company**. Your support is incredibly appreciated. We have sponsors that won't even be at the event this year and still sponsored - Wow!

Stay strong, safe and healthy. We appreciate your membership and your support of the Medina County Home Builders Association. See you next week!

Respectfully:

Dave LeHotan
Volunteer Executive Director



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Home Builders
Association



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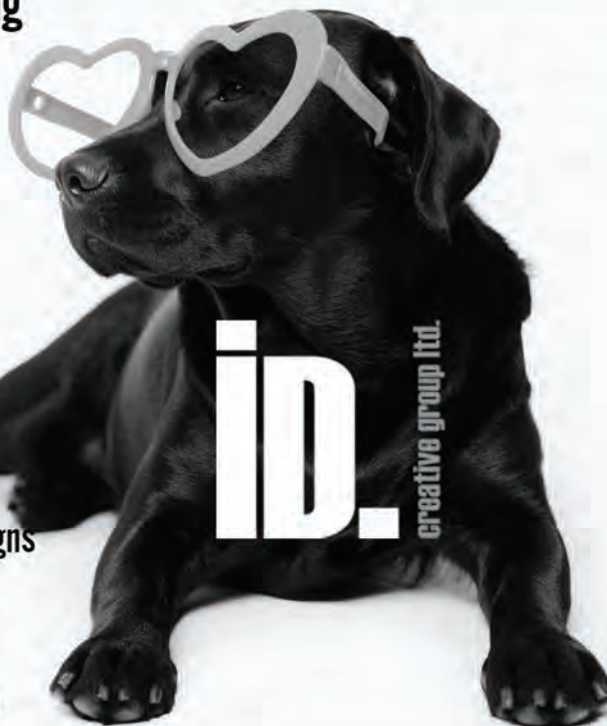
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LOTS & ACREAGE

BATH

Lot 57 N Shore Dr: Beautiful setting on Crystal Lake. This 2.43 acre lot has about 350ft of lake frontage and 110ft of street frontage. The lot is mostly cleared with a few trees left on each side of property for privacy. Build your dream lake home today! **\$375,000.00, Matt Stouffer 330-814-4616, Gary Stouffer 330-805-6900.**

Autumn Lane: Private road leads to unique 2-acre lot providing quiet, very secluded setting. Buildable w/minimum 3-bedroom approved by Summit Co. Health Dept., can build 4-5 bedroom. **\$179,900. Bill Snow 330-990-0256.**

BRECKSVILLE

8310 Settlers Passage: This private 32-acres w/all utilities available at the street. Wooded entrance w/approx. 650' frontage, currently Zoned R-60 Single Family. Bring your own builder. **\$899,000. Matt Stouffer 330-814-4616, Gary Stouffer 330-805-6900.**

HINCKLEY

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

KENT

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). **\$895,000. Gary Stouffer 330-805-6900, Tara Kleckner 330-289-1315.**

MEDINA

V/L Brenelle Ln: Look no further! Build the home of your dreams on this 2 acre secluded wooded lot in the Retreat at Brenelle subdivision. Boasting 246 feet of generous frontage situated near a cul-de-sac. Located in Granger Twp. and Highland LSD. If you're looking for a heavily wooded lot w/mature trees surrounding you, this is it. **\$155,000. Gary Stouffer 330-805-6900, Gina Luisi 330-814-4747.**

Blue Heron: Just 1 lot left. Walking paths, pool and tennis courts. City water and sewer. **Maryanne Phillips 330-714-3393, Robin Pickett 330-322-3181.**

3337 Old Weymouth Rd: Approx 18 acres in Medina Twp. Corner of Remsen & Old Weymouth. This property has it all, lush meadows, wooded areas of mature trees all leading you to the rippling river bordering the edge of the property. Build your dream home within your own nature park! Also has Pole Barn 32x80 / 2500sf and minutes from Rt 71. **\$390,000. Sharon Holderbaum 330-349-2599.**

MONTVILLE TWP.

NEW Windfall Estates: Highland Schools' newest fully improved residential development, Windfall Estates. Gorgeous wooded setting with walk out basement & cul-de-sac lots. Prices from the mid **\$400,000s. Robin Pickett 330.322.3181.**

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NORTH CANTON

8215 Arlington Ave NW: Approx 74 acres in Jackson Township w/approx. 2,467' of frontage (on Arlington Avenue) and 1,377' deep on the North Side. Approx 1,000 ft. of frontage on Strausser Street. Large house on property built in 1861 offering more than 5,500 sq.ft. of living space, 5 bedrooms. Connected to the house is an office building with six separate office spaces and half bathroom. Four car detached garage and storage outbuilding on property. **\$1,975,000. Gary Stouffer 330-805-6900, Sarah Halsey 330-268-0102.**

RICHFIELD

Revere Schools

V/L Brecksville Rd: Approx. 32 wooded acres w/various possible building sites. Approx. 550' frontage. Topography is nicely rolling with slight slope from front to back. Approx. 5 acres is in the Village of Richfield with water/sewer and approx. 27 acres in Richfield Township. **\$470,000. 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. **\$499,000 OR 33.5 acres for \$399,000 OR 13 acres for \$105,000. Gary Stouffer 330-805-6900, Sharon Holderbaum 330-349-2599.**

UNIONTOWN

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.**

Small Business Groups, Consumer Advocates and Labor Applaud Gov. DeWine, Ohio Legislature for Ensuring Energy Access and Environmental Protection

Columbus, OH – Consumer Energy Alliance (CEA), the leading energy and environmental advocate for families and businesses, along with the Utility Workers Union of America Local G-555; the Midwest Hearth, Patio & Barbecue Association; the Ohio Chamber of Commerce; the Ohio Homebuilders Association; the Ohio Council of Retail Merchants and the Ohio Propane Gas Association applaud Governor DeWine and the members of the Ohio Legislature who supported House Bill 201, which prevents municipal bans on the delivery of natural gas to existing homes and businesses across Ohio.

Ohio becomes at least the 17th state to pass similar pro-consumer and pro-energy legislation.

“CEA applauds Governor DeWine for signing this proactive piece of legislation into law and Representative Stephens for introducing this bill. Natural gas is a critical energy resource in Ohio, a state which ranks in the top 10 for natural gas consumption,” CEA Midwest Director Chris Ventura said. “Preserving the choice for Ohio’s families, local businesses and manufacturers to have access to affordable, reliable natural gas to power lives and livelihoods across the state is essential.”

Ventura added: “The U.S. is leading the world in environmental progress and has reduced the most emissions of any nation year after year for nearly 20 years, largely due to the use of natural gas and ongoing progress in renewable energy. This legislation preserves Ohio’s ability to have a balanced mix of energy

sources, including renewables, while keeping prices affordable and services reliable for everyone.”

Commenting on the importance of natural gas to laborers, Gas Workers Union Local G-555 Executive Treasurer Paul Talboo said: “Utility Workers Union of America Local G-555 commends the Ohio House and Senate, and Governor DeWine for signing House Bill 201 into law. We believe this legislation will protect residential and business customers in Ohio from severe increases in energy costs that would be caused by the elimination of clean, safe and affordable natural gas, as well as from exorbitant costs related to retrofitting homes and businesses with all electric appliances.

“It will allow for a balanced and uniform approach to be taken on decarbonization, rather than a chaotic replacement of one industry with another, one municipality at a time. HB 201 will also protect the livelihoods of thousands of gas workers, who are some of the safest and highest-skilled workers in the energy industry.”

“Furthermore, this legislation will allow responsible natural gas companies and unions, like the Utility Workers Union of America, to show that we can be a part of a balanced energy future for Ohio through innovation, increased efficiency, carbon capture and sequestration, infrastructure improvements, and investment in clean and renewable energy generation,” he said.

(Continued on next page)



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(DeWine article – continued from previous page)

Discussing how this legislation will ensure small businesses, families and consumers maintain choice in how they cook and heat, Midwest Hearth, Patio & Barbecue Association MidStates Executive Director Erica Geil said: “Hearth, Patio and Barbecue would like to thank Governor DeWine for signing House Bill 201 sponsored by Representative Stephens. This bill will protect the gas fireplace and barbecue industry and consumers by ensuring consistent regulations throughout the state, giving consumers a choice in the fuels they use to cook and heat, and keeping hearth and barbecue companies in business.”

Ohio Chamber of Commerce Director of Energy and Environmental Policy Stephanie Kromer added: “The Ohio Chamber of Commerce applauds the passage of House Bill 201. Energy policy is of statewide concern since all Ohioans depend on reliable, affordable energy.

“Local-level go-it-alone policies could undermine the entire state’s competitive standing and hinder our state’s diverse portfolio of energy sources because we constantly compete against other states, many of which are in the process of passing legislation to HB 201. By prohibiting local governments from interfering in consumer choice, HB 201 will protect retail establishments, manufacturers, consumers and, ultimately our state’s overall economic competitiveness by allowing Ohioans to decide what fuel sources best suit their needs.”

Commenting on the importance of natural gas access to home owners, Ohio Homebuilders Association Executive Vice President Vincent Squillace said: “HB 201 will assure home owners and buyers the right to select a home with appliances powered by the power source of their choice. Prospective buyers overwhelmingly select homes heated by natural gas as the wisest choice. Homeowners need not fear that local government will force costly removal of water heaters, furnaces, gas logs and outdoor grills imposed by municipal bans on certain fuel choices.”

Discussing how this legislation will help businesses have certainty in the energy they need to operate, Ohio Council of Retail Merchants President and CEO Gordon Gough added, “We applaud the passage of HB 201 as it provides businesses and consumers with greater certainty in their energy choices. We commend the efforts of the bill sponsors and the strong support from the General Assembly. Additionally, we thank Governor DeWine for signing this crucial piece of legislation into law.”

Focusing on how this bill will benefit consumers through continued access to propane, Ohio Propane Gas Association Executive Director Derek Dalling, said: “The Ohio Propane Gas Association is grateful for all of the support for this important legislation that allows Ohio consumers to continue to have the ability to choose the energy source that best meets their needs. We all want to improve the

(Concluded on page 9)

Member *News*

New Associate Member

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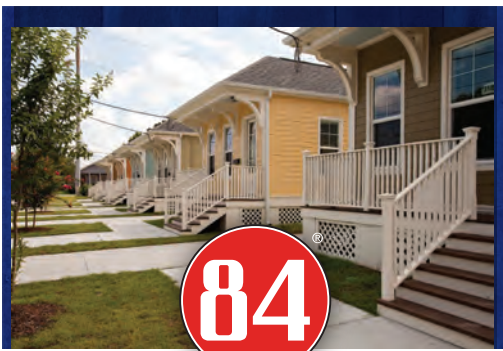
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Housing Affordability Plunges on Soaring Material Costs, Rising Home Prices

By: Elizabeth Thompson, NAHB

Soaring building material costs, high demand and low inventory have added tens of thousands of dollars to the price of a new home and caused housing affordability to fall to its lowest level in nearly a decade during the second quarter of 2021.

According to the National Association of Home Builders (NAHB)/Wells Fargo Housing Opportunity Index (HOI) released today, 56.6 percent of new and existing homes sold between the beginning of April and end of June were affordable to families earning the U.S. median income of \$79,900. This is down sharply from the 63.1 percent of homes sold in the first quarter of 2021 and the lowest affordability level since the beginning of the revised series in the first quarter of 2012.



“Runaway construction cost growth, such as ongoing elevated prices for oriented strand board that has skyrocketed by nearly 500 percent since January 2020, continue to put upward pressure on home prices,” said NAHB Chairman Chuck Fowke, a custom home builder from Tampa, Fla. “Policymakers must address supply chain bottlenecks for building materials that are raising costs and harming housing affordability.”

“Recent NAHB analysis shows that higher costs for lumber products have added nearly \$30,000 to the price of an average new single-family home and raised the rental price of a new apartment unit by more than \$90,” said NAHB Chief Economist Robert Dietz. “With the U.S. housing market more than 1 million homes short of what is needed to meet the nation’s demand, policymakers need to focus on supply-side solutions that will enable builders to increase housing production and rein in rising home prices.”

The HOI shows that the national median home price surged to a record \$350,000 in the second quarter, up \$30,000 from the first quarter. This is the largest quarterly price hike in the history of this series. Meanwhile, average mortgage rates increased by 13 basis points in the second quarter to 3.09 percent from the rate of 2.96 percent in the first quarter. However, mortgage rates are currently running at 2.8 percent, which has provided some support for housing demand in recent weeks.



EXECUTIVE VICE
PRESIDENT'S COLUMN
By Vincent J. Squillace, CAE
Executive Vice President

Dog Days of Summer

It's about two thirds through summertime and parents are prepping their children for school. At OHBA, we're prepping for the return of legislators, the results of two special congressional primaries and a lot of talk about returning to maskdom.

Also, on the agenda is a high-profile corporation admitting wrongdoing in the massive First Energy utility deal and paying millions in fines. However, the target of the investigation has been expelled from the House and steadfastly claims innocence. This cloud will remain until the case goes to trial and some think that may be more than a year away. Expect the media to keep producing stories about it.

Our Summer Board of Trustees Meeting was very successful; A good crowd and a visit from Lieutenant Governor Husted. We discussed a number of important pending legislative and regulatory issues. The General Assembly adjourned for the summer and will return in the fall. A few land development issues are on the fall agenda. We will also be recommending candidates to fill vacancies on the RCAC and the newly created committee to review property tax methods for affordable housing developments.

On the political side, the state will begin the required re-alignment of legislative and congressional districts to conform with population changes as recorded in the most recent 10-year census update. We do know Ohio will lose one congressional seat and the resulting congressional districts will grow to accommodate an extra 50 or 60 thousand residents. State legislative districts will continue with 99 House and 33 Senate districts.

This is always a highly politically charged process. Litigation is a certainty.



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*(DeWine article -
Continued from page 7)*

environment for future generations, and we can do that through a responsible combination of energy choices, which includes propane – a clean, affordable, and reliable energy source for rural Ohioans.”

*About Consumer Energy Alliance
Consumer Energy Alliance (CEA) is the leading voice for sensible energy and environmental policies for consumers, bringing together families, farmers, small businesses, distributors, producers, and manufacturers to support America's environmentally sustainable energy future. With more than 550,000 members nationwide, we are committed to leading the nation's dialogue around energy, its critical role in the economy, and how it supports the vital supply chains for the families and businesses that depend on them. CEA works daily to encourage communities across the nation to seek sensible, realistic, and environmentally responsible solutions to meet our nation's energy needs.*

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2021 MCHBA Annual Golf Outing

Thursday, August 19, 2021

Shale Creek Golf Club

5420 Wolff Road, Medina

Schedule of Events:

Registration – 8:45 a.m.

Shotgun Start – 9:30 a.m.

Social – 2:30 p.m.

Followed by Dinner – 3:00 p.m.

[All restrictions have been listed –
Shale Creek back to normal operations]

Golf Package – \$150 per person

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

Dinner Package – \$60 per person

BBQ Dinner Plate – Ribs & Chicken – Corn on the Cob

Herb Roasted Potatoes – Salad – Rolls – Dessert

Dinner Only – Name[s]: _____

Golf & Dinner:

Names (required)	Company	Phone # to verify
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BY AUGUST 5, 2021 to: MCHBA, P.O. Box #233, Valley City, OH 44280 (NEW ADDRESS)

Phone: 330.725.2371 or 330.483.0076 • Email: susanb@medinacountyhba.com

OSHA initiative seeks to protect manufacturing workers in Midwest facilities from hazardous noise levels

Region V OSHA, which includes Ohio, Michigan and Indiana, issued a press release announcing a Regional Emphasis Program (REP) for Exposure to Noise Hazards in the Workplace. The goal of the REP is to encourage employers to take steps to identify, reduce, and eliminate hazards associated with exposure to high levels of noise. The enforcement directive was issued on June 01, 2021. Prior to the initiation of enforcement, a three-month period of education and compliance assistance to the public will be conducted to support the efforts of the Agency in meeting the goals of the REP. Enforcement related to this REP will begin on September 01, 2021.

By law, OSHA requires employers to implement a hearing conservation program when the average noise exposure over eight working hours reaches or exceeds 85 decibels, which the Centers for Disease Control compares to the sound of city traffic (from inside the vehicle) or a gas-powered leaf blower.

Nearly one in 10 people endure noise levels at work loud enough to cause hearing loss while seven in 10 experiences moderately loud noise levels, reports the Bureau of Labor Statistics. Yet, the bureau's Occupational Requirements Survey, published in 2019, found that more than half of the nation's manufacturing workers reported not using personal protective equipment to protect their hearing.

For a complete list of North American Industry Classification System (NAICS) codes covered by this REP, go to [OSHA2021994NOISEREP.pdf \(dol.gov\)](#). If you do not know your NAICS code you can search MANTA and list your business name as well as city and state.

For questions or additional information, please contact Sedgwick's Jim Wirth at 614.546.7331 or jim.wirth@sedgwick.com



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Remember, whenever possible, always try to do business with and patronize our Parade Sponsors, your Fellow Members and support your Medina County HBA & local community!

Better You, Better Ohio!™

The Ohio Bureau of Workers' Compensation (BWC) offers Better You, Better Ohio!™ – a program designed to provide health and wellness resources and services to workers who work for small employers (250 or fewer workers) in high-risk industries*. Better You, Better Ohio! helps workers and their employers at no cost and through a simple, paperless process.

Employers can reap great benefits from having a healthy workforce. Healthy employees are less prone to injury. And, when they are injured, their ability to recover is enhanced greatly. Overall, employers with a healthy workforce have lower workers' compensation and health-care costs. Better You, Better Ohio! can:

- Help prevent injuries through improved workforce health and safety.
- Reduce absenteeism and improve presenteeism.
- Reduce the severity of an injury.
- Improve the recovery time from an injury.
- Reduce time away from work due to an injury.

Email BWCBetterYouBetterOhio@bwc.state.oh.us to get started today! They have plenty of material you can share with your employees. BWC can send you tools to help your staff get started or work with you to ensure all employees get enrolled at go.activehealth.com/betteryoubetterohio. BWC even does on-site enrollment.

Employers can use Better You, Better Ohio! to help manage and reduce their workers' compensation and health-care costs by having a healthier workforce. Meanwhile, workers can earn financial rewards for taking steps to improve their health and wellness such as completing a health assessment and a biometric screening.

Employers and employees currently participating in the Substance Use and Recovery Workplace Safety Program are also eligible to participate regardless of industry or size. Email BWCBetterYouBetterOhio@bwc.state.oh.us with any questions.

Important reminders

Private employers:

- 2020 rate year True-Up report and payment (if monies owed) due August 13, 2021

If you have any questions regarding premium installments or the true-up process, contact our Sedgwick program manager, Bob Nicoll, at 330.418.1824.

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Transitional work grant update

Helping employers get their injured workers back to work as soon as safely possible, the Ohio Bureau of Workers' Compensation launched its revamped Transitional Work Grant (TWG) program June 1, offering free grants and guidance worth thousands of dollars.

To encourage participation, the agency removed its 3-to-1 matching requirement for grants as well as its one-grant-per-lifetime limit. Employers are now eligible for 100% reimbursement up to their approved grant maximum, and one grant every five years.

“Transitional work programs work – they help injured workers stay on the job or get back to work more quickly, and they save employers resources when it comes to lost production, hiring and training substitute workers, and claims costs,” said BWC Interim Administrator/CEO John Logue.

BWC also added services to the TWG program that help employers manage an injured worker's return to work during the COVID-19 pandemic. Another service assists employers in managing their workspace for health and safety during COVID-19.

Employers with a transitional work plan actively participate in the recovery and return to work of their employees. Injured employees can resume their work functions with minimal time off, and employers are better prepared to place an injured employee in a job or given work tasks consistent with any medical or physical restrictions.

Transitional work grants are based on the employer's number of employees and range from \$2,900 to \$6,300. To learn more, visit Transitional Work Programs on BWC's website or email questions to TWSupport@bwc.state.oh.us.

Important reminders

Private employers

- 2021 rate year begins July 1, 2021
- 2020 rate year True-Up report and payment (if monies owed) due August 13, 2021

Public employers

- Group retrospective rating paperwork due to Sedgwick by July 23, 2021

If you have any questions regarding premium installments or the true-up process, contact our Sedgwick program manager, Bob Nicoll, at 330.418.1824.

Should you participate



If you're building homes, why wouldn't you?!?

It's been an incredibly tough year and a half as almost every business in our country was affected by both COVID and the surge in construction material prices. We believe this will get better so why not fill your pipeline for the rest of 2021 and beyond?

Have a house you can't have in the Parade because it's sold or not available? Be part of our Virtual Parade where you have all the visibility of a regular Parade model virtually with your video walk-through right on our website - it's only \$800 per home.

Have a house you would like to have in the Parade? Consumers will be able to text or email you directly to schedule a 15-minute private tour. Appointments would be scheduled from Noon to 4pm Saturday and Sunday during the event. From 4-5pm, visitors would be able to tour any home (Open Hour) that chooses to participate, however, builders must oversee: availability of masks, separate entrance and exit, and management of number of inside visitors.

PARADE EVENT DETAILS

DATES: Sat., Oct. 2nd – Sun., Oct. 17th
HOURS: Sat & Sun 12-5 pm, closed Mon-Fri
COST: \$1,500/physical model, \$1,200 per additional home from same builder
\$800/virtual model, no discount on multiple homes (*credit cards accepted*)

Planned Media Promotion / Advertising / Marketing:

- Virtual tour with map online (*each model has its own page complete with details & website links - all media driving visitors to the website*)
- Fox 8 (*targeted television advertising, New Day Cleveland spot, potential Live Facebook spot*)
- The Plain Dealer (*print advertising*)
- The Post (*editorial and digital advertising*)
- On-line targeted marketing through searches & potential buyer demographics
- Potentially more (*media mix dependent on budget*)

Participation Deadline:

September 1, 2021 (*fees, entry form, floorplans & photos*) **NOTE:** *Pre-Parade Safety Inspection form will be conducted mid-September prior to event starting.*

For more info or to get your Parade Entry Form, contact Susan at the HBA office – 330-483-0075 or by email at susanb@medinacountyhba.com.



**MEDINA
COUNTY**
Home Builders
Association

The Woods at Silver Creek

in
Doylestown



Price **Range:**
\$55,000 - \$72,000

From I-77 or I-76
Route 21 South to Route 585
Left on Gates St. then Left on Homan Dr.

Property **Highlights**

Available Lots: 18

Lot Sizes: approx 1/2 acre

- Cul de sac lots available
- Sloping lots for walk out basements
- Decorative street lights
- Side walks
- Utilities include city water/sewer gas, electric, cable and phone
- Build your Dream House
- Beautiful houses include a build for The Parade of Homes
- Quiet neighborhood
- Scenic Easement with large Pine trees
- Highway Access: 5 minutes to I-76
10 minutes to I-77

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Gary Stouffer

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OSHA Issues Emergency Temporary Standard

The Occupational Safety and Health Administration (OSHA) has issued an Emergency Temporary Standard (ETS) for healthcare and updated guidance for all industries. This healthcare ETS applies, with some exceptions, to settings where any employee provides healthcare services or healthcare support services. The ETS is aimed at protecting workers facing the highest COVID-19 hazards—those working in healthcare settings where suspected or confirmed COVID-19 patients are treated. This includes employees in hospitals, nursing homes, and assisted living facilities; emergency responders; home healthcare workers; and employees in ambulatory care facilities where suspected or confirmed COVID-19 patients are treated.

It does not apply to:

- First aid performed by an employee who is not a licensed healthcare provider
- Dispensing of prescriptions by pharmacists in retail settings
- Non-hospital ambulatory care settings where all non-employees are screened prior to entry and people with suspected or confirmed COVID-19 are not permitted to enter those settings
- Well-defined hospital ambulatory care settings where all employees are fully vaccinated and all non-employees are screened prior to entry and people with suspected or confirmed COVID-19 are not permitted to enter those settings
- Home healthcare settings where all employees are fully vaccinated and all non-employees are screened prior to entry and people with suspected or confirmed COVID-19 are not present
- Healthcare support services not performed in a healthcare setting (e.g., off-site laundry, off-site medical billing)
- Telehealth services performed outside of a setting where direct patient care occurs

For healthcare settings embedded in non-healthcare settings, the ETS applies only to the embedded healthcare setting and not to the remainder of the physical location. Where emergency responders or other licensed healthcare providers enter a non-healthcare setting to provide healthcare services, the ETS applies only to the provision of healthcare services by that employee. The ETS exempts fully vaccinated workers from masking, distancing, and barrier requirements when in well-defined areas where there is no reasonable expectation that any person with suspected or confirmed COVID-19 will be present.

The ETS was officially filed in the Office of the Federal Register on June 17, 2021, and it became effective when it was published on June 21, 2021. Employers must comply with most provisions within 14 days and with the remaining provisions within 30 days.

The Public Employment Risk Reduction Program (PERRP) has indicated they are reviewing this ETS but have not determined if they will follow it. We will keep you updated on their decision.

For questions or additional information please contact Jim Wirth, 614-546-7331 or jim.wirth@sedgwick.com



A Successful Parade Takes Teamwork!

And we could really use your support!

With the COVID-19 issue last year and a lot of uncertainties earlier this year, we are expecting our Fall Parade to be spectacular. Builders rely both on teamwork to build and complete their homes and teamwork to help bring their work to the public's eye. That's where you, our associate members, come in.

What's in it for you? Besides helping the local industry, **great visibility** for both your company and the Parade. Here's the lowdown:

- Business name and logo on the MCHBA website as a supporter of the event which links directly 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., Oct. 2nd – Sun., Oct. 17th

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 with marketing.

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); direct on-line marketing based on searches & demographics, & potentially more (dependent on final available budget)

Participation Deadline: September 10, 2021

*Don't miss this opportunity!
Call 330.483.0075 today or
email Susan Bloch at susanb@medinacountyhba.com.*



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