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New Home Design Trends for 2021

By Barbara Hobbs, writer for *New Homes & Ideas*

This article provided to share what homeowners are or may be looking for in 2021.

Looking for a new home in 2021? Looking to see what new home buyers are looking for? You may see fewer radical changes in design trends but one thing is certain: everyone will

look at a home with different eyes. We are all spending more time in our homes than ever before. Now it is more significant that our homes feature comfortable zones that provide meaningful space.

With the current emphasis on working from home, virtual

classes for our children, and Zoom meetings for everything from seminars to church services, dining rooms are now more often filled with computers than dinnerware, and bedrooms have become class rooms. We even look at walls and light sources in rooms differently since we need a decent setting for those virtual meetings.

So change is coming in home design in 2021. Builders are reacting to the new way homeowners are thinking about their floor space. "Dining rooms are becoming flex space," stated Lewis Sadler of Sadler Construction. "We are adding French doors so they can be closed off if needed for virtual classes, study areas, or computer setups. Depending on the buyer's preferences, the chandelier one normally sees in a dining room may be replaced with more casual lighting that better provides light for people working. Even rooms usually set up as offices are now flex



In This Issue ...

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– RSVP Now

OHBA Letter

Legislative News

**Parade of Homes Info for
Builders & Associates**

Sedgwick/CareWorks News

**2021 Annual MCHBA Golf
Outing Info & More!**

(Cover Story – Continued on page 2)



(Cover Story – Continued from front cover)

spaces as home buyers may prefer to set them up for home schooling.”

Exteriors will get a new look

Stone, so popular on exteriors this past year, will become less popular, giving way to painted brick. Board and batten siding is combined with brick siding in gables or other accent areas but also is used as the full front elevation. “This has become a very popular look,” stated Sadler. “I used the white board and batten siding vertically on my modern farmhouse style home and combined it with the black framed windows which are very popular now, too.”

Mary Gibson, Designer for Jim Allen Group, also points out that stone is still popular, but in new, lighter colors like white, soft gray, and creams. “Shakes are becoming less popular and we are seeing the use of board and batten siding in its place,” she stated. “The black windows are popular with minimal grid patterns and few shutters.”

Some homeowners have even repeated the black décor by painting the interior doors black as well. They complement the more popular contemporary designs from the industrial farmhouse, where interiors are more monochromatic and crisp, to the up and coming grand millennial style, where interiors are a little more traditional, but with a modern twist.” Front doors will become simpler, with fewer sidelights and transoms. “Younger buyers like double doors but without the formal look,” said Gibson. “Glass panels still let in light and add to the décor of the entry.”

Floorings set the tone as never before

There are so many choices for flooring now that homebuyers will be able to get the look they want in any price range. While wood floors are the most popular,

Ken Cleveland	1,077.5*
John Sumodi	310
Andy Leach	139.5
Bob Knight	96
Mark Zollinger	39.5
Doug Leohr	33
Mike Hudak	31
Russ Sturgess	29
Dave LeHotan	7.5
Ed Belair	7
Charlie Ash	3
Rex Gasser	3
Chris Chatterelli	2
Ray DiYanni	1.5
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

(New Home Design Trends for 2021 – Continued on page 12)

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From the MCHBA Office ...

Members and Friends:

We are delighted to start promoting and holding member events to help keep our members in touch with one another and give your value for your membership investment. These activities are excellent ways to network with other members, meet new members, learn more about products and services, and support your association.

With that in mind, be sure to get your reservations in for Topgolf. So far, it looks pretty good as far as the number of members who have reached out with a 6 person team. You don't have to have 6 people and we are happy to put members together to form a team.

Also put on your calendar the Medina County Parade of Homes which starts Saturday, June 5 and runs through Sunday, June 20th. We will offer both physical models and virtual models to participate to best serve our members and their needs.

We also have our annual golf outing scheduled to put that on your calendar as well. It feels good to start planning the types of activities that we typically do in our 'former' world and hope to continue moving in that direction with all we're doing. Thank you for your support for your organization.

Susan Bloch

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2021 Save The Dates

Thurs., April 22, 2021

**Topgolf - Save the Date -
More info in this issue!**

June 5 – 20, 2021

**Medina County Spring
Parade of Homes - More
info in this issue!**

Thurs., August 19, 2021

**Annual Golf Outing - Save
the Date - More to come!**

From the Executive Director

Members and Friends:

As an association, we are excited to once again be holding member events. Last year put a dark cloud on the events we did hold and, as many of you know, your participation on these member events, as well as your generous sponsorships, are what keep our organization rolling forward and provide us the ability to market and present one of the best attended Parade of Homes in Northeast Ohio. This truly creates a win win for everyone – builders prosper and so do our associate members. The event run down so far for 2021 ...

Join in our Topgolf event coming up Thursday, April 22. We expect a fun day for our members, good food and even prize winnings (see pages 8, 9 and 11).

Our Parade of Homes will run from Saturday, June 5 through Sunday, June 20 (weekend hours only). As in last fall, we will offer builder participation at either a physical and/or virtual level. Any suggestions from what we did last fall to what we're planning for June, email our office and we can discuss with the Board if needed (susanb@medinacountyhba.com). See pages 13 and ??

We will also be holding our Annual Golf Outing at Shale Creek on Thursday, August 19th. In anticipation of relaxing restrictions, we feel confident this will once again be one of our main annual member get-togethers. Mark your calendar for this event and consider sponsoring as well. See page 14.

Stay strong, safe and healthy.

Respectfully:

Dave LeHotan
Volunteer Executive Director



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Association



**MEDINA
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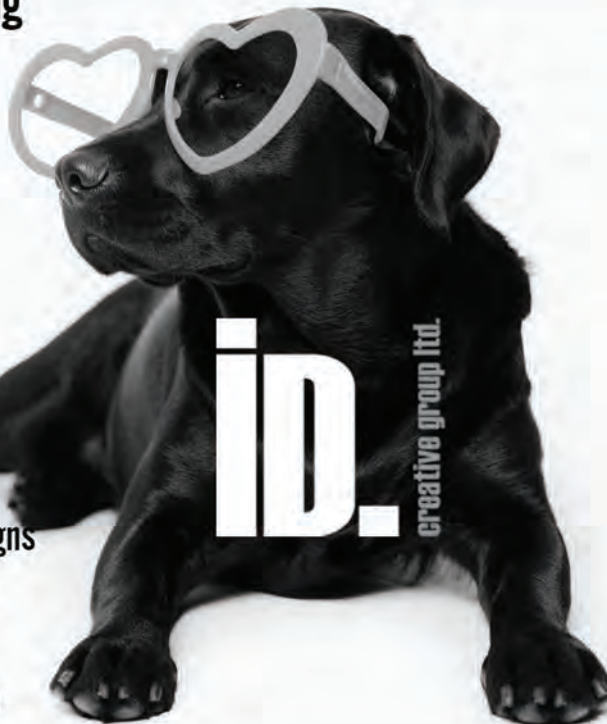
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A NEW DAY IN REAL ESTATE IS COMING

Two legendary companies—Stouffer Realty and Berkshire Hathaway HomeServices have come together to create the region's best real estate company.

LOTS & ACREAGE

BATH

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. **\$220,000. 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 Luisi 330-814-4747.**

731 West Point Ave: Beautiful 3.2 acres of rolling land & mature trees. **\$250,000. Gary Stouffer 330-805-6900, Gina Luisi 330-814-4747.**

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.**

DIAMOND

4838 Wayland Rd: 155+ acre farm. Approx 1752' frontage on Wayland Rd and approx 472' frontage on St Rt 225. 3 Outbuildings include 40 x 80 pole building to accommodate motorhome, semi or other equipment, 4-car detached garage 32 x 52, and 24 x 46 pole barn with one open end for additional storage. Free gas from existing gas well, well and septic. All mineral rights transfer. CAUV tax credit for Farm and Forestry. Home on property but value is in the land. **\$899,000. Gary Stouffer 330-805-6900, Ruth Stephens 330-472-1720.**

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.**

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. **\$225,000. Sarah Bergert 330-268-0102, Gary Stouffer 330-805-6900.**

MEDINA

Granger Rd: 11 acres available for purchase close to the intersection of Granger and State Rds. City water. 175' frontage minimum. No HOA. **Robin Pickett 330-322-3181.**

2620 Medina Rd: 7.8 acres of commercial land with 200' frontage on Rt. 18. 1/4 mile east of I-71 interchange. **\$599,900. Robin Pickett 330-322-3181.**

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. Phase one lots available for reservation. Prices starting in the **\$400,000s. Robin Pickett 330.322.3181.**

NORTH CANTON

8215 Arlington Ave NW: Approx 74 acres in Jackson Township w/approx. 2,467 ft. of frontage (on Arlington Avenue) and 1,377 ft. 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.**

4176 Brecksville Rd: Approx. 8 acres offered at \$450,000 of serenity in this park-like setting yet close to I-77 and shopping. Fairly level at the front and toward the back a path that leads to a gently running creek. Build your dream home and get lost in nature. Possibility of lot split offering 2 separate parcels at **\$226,000 each. Gary Stouffer 330-805-6900.**

SHARON TWP – Highland Schools

7022 State Rd: Approx. 17.3 acres in Sharon Twp. with the possibility of being subdivided. Zoned R-1. All transfers would need to occur at the same time. Beautiful wooded area with rock ledges along northern border. Moving south, property rises to crest of a hill with ideal homesite and expansive views. **\$350,000. Gary Stouffer 330-805-6900, Gina Luisi 330-814-4747.**

Crooked Stick Dr: 1 lot remaining on a private cul-de-sac. Highland Schools. No HOA. **\$169,900. Robin Pickett 330-322-3181.**

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.**

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.**

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.**

WADSWORTH

7800 Ridge Rd: Approx. 14 acres in Wadsworth Township of slightly rolling land at the end of Weatherstone Dr (stub street) that is located in the City of Wadsworth. Wooded area at north end of property. Possibility of development or estate property. Zoned R-2. Subject to lot split. **\$420,000. Gary Stouffer 330-805-6900.**

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RESIDENTIAL ROOFING REGISTRATION LEGISLATION

**SB 64 Roofing Contractors
(Hottinger, J., Lang, G.)**

To regulate and require the registration of roofing contractors.

SB 64 has been introduced and referred to the Senate Government Oversight and Reform Committee. Below is a brief summary of SB 64, as it was introduced in the Senate. OHBA continues to discuss provisions of this bill with the sponsors, including potentially limiting local registration, and the recognition of the use of unregistered subcontractors included in SB 64.

Under SB 64, all contractors providing roofing services would be required to be registered under the new section of law. However, a contractor does not include a person who is acting as a contractor's employee, or as a subcontractor. Roofing services means the installation, renovation, repair, maintenance, alteration, or waterproofing of any roof, gutter, downspout, or siding product with regard to a residential premise.

A contractor seeking to be registered would be required to submit an application and fee, including, 1) the person's name, principal business address, telephone number; 2) the names and principal business addresses of all the persons affiliates, subsidiaries, owners, partners, trustees, officers, directors or principal shareholders; 3) whether person has been previously

registered as a contractor; 4) proof of insurance (workers comp, general liability)

Further, SB 64 sets out requirements with respect to what must be included in a contract for roofing services for an amount greater than \$750.00, as well as, describes a list of items a registered contractor shall not do under the proposed law. To review more details, SB 64 can be found at the following link [Senate Bill 64 - Documents | The Ohio Legislature](#)

OTHER RECENT LEGISLATIVE INTRODUCTIONS

**HB 186 Home Purchases
(Swearingen, D., Wilkin, S.)**

To enact the First-time Home Buyer Savings Act, authorizing income tax deductions for contributions to and earnings on savings accounts designated for the purchase of a home.

HB 192 Energy Generation (Cutrona, A.)

To prohibit counties, townships, and municipal corporations from prohibiting energy generation from fossil fuels and gas pipelines.

OHBA TESTIFIES IN SUPPORT OF HB 201

Vince Squillace testified on behalf of OHBA in support of HB 201 to prevent

local governments from limiting use of natural gas. As one of several groups coming together to oppose the local bans on the use of natural gas, Vince flagged concerns with the added costs homeowners would shoulder if forced to electrify their homes. "If a ban is enacted, hundreds of homeowners will be faced with having to convert existing gas and propane appliances to electric – an expensive venture indeed," Executive Vice President Vince Squillace said. Vince's testimony can be found at the following link at minute 33 of the March 24th Hearing of the House Energy Committee. <http://ohiochannel.org/collections/ohio-house-energy-and-natural-resources-committee>

RESIDENTIAL ROOFING REGISTRATION LEGISLATION UPDATE

**SB 64 Roofing Contractors
(Hottinger, J., Lang, G.)**

To regulate and require the registration of roofing contractors.

SB 64 had sponsor testimony in the Senate Government Oversight and Reform Committee this week. Prior to the hearing, OHBA met with both sponsors of the bill, as well as, proponents. OHBA is working on

(Legislative News – Continued on page 12)



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.



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

It is starting to look like covid interruptions are on the downside. That is good for all to hear. While many lives were interrupted and some were impacted to a sorrowful end, maybe we are now on the mend.

In the political world, just about everything is in motion. The federal government has a new political party in charge with a new President and Senate. Lumber problems continue as well as worker shortages. On a bright note, business is brisk and demand at all-time highs. News stories of apparent housing shortages underline the fact that difficulties in meeting housing demand due to excessive regulation is becoming clearer each day. Now will policy makers adjust? We'll just have to wait and see.



Stateside, the state legislature will soon wrap its budget work for the next two years. No new taxes are expected. On the regulatory front, licensure of trades continues. Residential licensing for roofers, plumbers, electricians and

mechanical contractors are being considered. Licensing of commercial roofers and elevator contractors are also being considered.

On the environmental front, a few cities have introduced ordinances to forbid the use of fossil fuels in their communities. Utilities have countered with legislation to forbid those ordinances. OHBA is in complete support of these bills. We are closely reviewing the licensure bills to assure that if enacted, they work properly. Dozens of bills are introduced each week. We can never be sure what may become of the many discussions going on each week when the general assembly is in session.

On a positive note, we are hearing from high government officials about their concerns on housing prices and availability. Many of these officials were not helpful in the past with our efforts, but seem more likely to be helpful now. We need to hear from you regarding the housing situation in your community. We will continue to encourage housing production to meet the needs of residents. Your voice to your elected representative will help make that a reality.

Member *News*

Renewed Builders

Modern Home Concepts, LLC –
Wooster

Renewed Associates

First Commonwealth Bank –
Hudson

Homestead Insurance Agency –
Brunswick

Lodi Lumber Company – Lodi

Sedgwick Claims Management
Company (formerly CareWorks
Comp) – Dublin

TGC Engineering, LLC – Sharon
Center



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members? They should be!*

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GAME



Thursday, April 22

11:30am to 3pm

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What started with twin brothers developing a technology to make golf scoring fun, has turned into a global brand focused on connecting people in meaningful ways. Today, Topgolf continues to blend technology and entertainment, golfers and non-golfers, children and adults – to create an experience that makes socializing a sport. Every Topgolf venue features dozens of high-tech, climate-controlled hitting bays for year-round comfort, a chef-inspired menu for year-round deliciousness and hundreds of Associates eager to help create the moments that matter.

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2nd Annual Topgolf Event MCHBA Members Are GOING! Thursday, April 22, 2021

Topgolf Cleveland – It's Everyone's Game



Here's what you need to know for our upcoming event on Thursday, April 22:

- Event runs from 12 Noon to 3pm.
- Members and friends need to arrive no earlier than 15 minutes prior to the event starting (11:45am).
- Parking available directly outside the front of the building.
- We will have an event ambassador in charge of our event and greeting our members/friends in the lobby and showing everyone where they need to go.
- Watch your email for more information and get signed up!

For more information, visit www.topgolf.com

MCHBA Members:

The Topgolf facility is located at I-480 and Rockside Road, across the street from the Embassy Suites in Independence.

Those of you that have played Topgolf know how much fun it is and those of you that haven't, you are in for a real treat.

Here's what to expect:

- 3 hours of Topgolf play
- Best ball scramble
- \$300 top prize to the 6-person team with the highest score
- Lifetime members for all guests
- FREE club rental
- Game demonstration
- Dedicated event host

Our event features an **All-American Menu** including: Pulled Pork Sliders, Chicken Tenders, Kettle Chips, Fresh Fruit and Chocolate Chip Cookie Bites. There will be fountain sodas, iced tea and water. Beer, liquor and wine are available at a nearby cash bar.

BE A SPONSOR – We will have sponsorships available for our members:

Bay, Lunch and Event Sponsorships - see page 11.

Cost is \$125 per person and includes all of the above. Join the fun - we guarantee a great day! Email or call the office to reserve your spot today.

Call: 330.725.2371 or
email:

susanb@medinacountyhba.com





Mixed-Income Community in Tennessee Sets a High Standard for Redeveloping Distressed Public Housing

Although our membership is primarily residential construction in Medina County, this article, provided by NAHB, shows how inner city or nearby areas can be renovated to create a solution to affordable housing. This might provide other options for our builder members as well. S. Bloch

Affordable housing is sorely needed throughout the country as part of the ongoing housing affordability crisis. Builders are trying to tackle this crisis through a number of different solutions, including focusing on what's often referred to as the "missing middle" of housing to help increase supply and provide consumers with housing options. These include townhomes, condominiums, accessory dwelling units and multifamily developments.

One project that has taken not only providing housing options, but providing affordable housing options, to the next level is this year's Multifamily Pillars of the Industry Awards Community of the Year, Kirkpatrick Park.



Kirkpatrick Park is the first mixed-income development of Envision Cayce, the comprehensive master plan created to transform Nashville's largest subsidized housing property — Cayce Place — into a mixed-use, mixed-income community. Located within a mile of downtown Nashville's Central Business District, the community comprises nearly 100 units designed to meet a range of affordable housing needs:

- 36 affordable units are for those at or below 60% of AMI for relocating Cayce Place residents,
- 20 workforce units are for those between 60-120% of AMI, and
- 38 are market-rate units with no income restrictions.

Smith Gee Studio was selected as the lead architect/planner on the project by the Metropolitan Development & Housing Agency (MDHA), and designed the units to match the area's unique features.

"East Nashville is characterized by historic neighborhoods, with a variety of

(Mixed Income Community – Continued on page 15)

In mid December, Dan Sauter, the ReStore Manager for the Medina County Habitat for Humanity, reached out to our association with the following message which Dave LeHotan asked to be shared with our members:

Hello, I am the new ReStore manager for the Medina County Habitat for Humanity. I wanted to say thank you for your support with the page on your website. Since we have moved into our new location at 233 Lafayette Rd., we have had many wonderful donations from corporate donors. I was wondering if there was a way that we could share our fortunate situation with the home builders in our county. We have some different products in bulk and I would be willing to sell it to them for an even lower reduced price than we typically sell it to the public. We still would love donations, but we have more than we can use of some items and would like to work with your members in this way. We now are open 3 days a week and would be willing to accommodate builders during non business hours if they are interested in purchasing bulk product. Thank you, Dan Sauter ReStore Manager Medina County Habitat for Humanity.

The Restore is now located in the old Hawkins Market at 233 Lafayette Road in Medina. Their phone number is 330-722-4494. We encourage our members to reach out and see how Habitat can help our builders.





**BECOME A TOPGOLF
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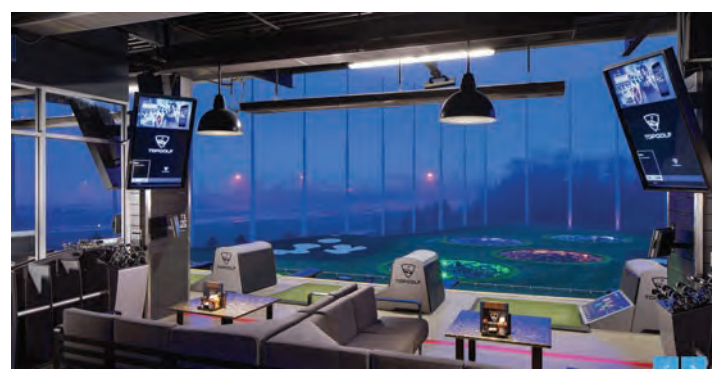
Hey Members ... Get Involved!

Support Your Association. Please consider sponsoring a bay, lunch or the event itself. We'll even give you an extra plug during the event, in our meeting after play, and in Building Blocks! Bay sponsors get their name in one of the sign boxes on the bays [only limited by the number of bays we end up with].

Here's the cost ...

Bay Sponsorship	\$ 100
Lunch Sponsorship	\$ 300
Event Sponsorship.....	\$ 500

We appreciate your support and hope you'll join us for a fun event!



Event Date:
Thursday, April 22, 2021
Time:
11:30 am to 3:00 pm
Topgolf off Rockside Road
Members & Guests Welcome!

language to clarify SB 64 applies strictly to roofing contractors, exempting whole home construction. OHBA asked for an even simpler registration, limiting the bill's application to roofing and siding, gutters, incidental to the roofing contract.

To review more details, SB 64 can be found at the following link Senate Bill 64 - Documents | The Ohio Legislature

RESIDENTIAL SPECIALTY CONTRACTOR LICENSING REINTRODUCED

SB 142 Occupational Regulation (Schaffer, T.) To license residential heating, ventilating, and conditioning contractor, refrigeration contractor, electrical contractor, plumbing contractor, or hydronics contractors and to make changes to the law regulating specialty construction contractors.

As in the past, OHBA is meeting with the sponsor to express some concerns with the need for clearer language on the potential prohibition on the use of unlicensed subcontractors, as well as, the interaction between

contractors local and state licensing requirements. OHBA is interested in hearing from tradespeople impacted by SB 142 for further feedback.

To review more details, a copy of SB 142 can be found at the following link https://search-prod.lis.state.oh.us/solarapi/v1/general_assembly_134/bills/sb142/IN/00?format=pdf

HB 107 ELEVATOR LAW GETS PROPONENT HEARING

HB 107 received its second hearing in the House Commerce and Labor Committee this week with proponents of the bill giving testimony. OHBA is meeting with the sponsor and continues to work with several elevator contractors on potential concerns and changes to this bill as it continues to move through the House. A copy of the bill can be found at the following link https://searchprod.lis.state.oh.us/solarapi/v1/general_assembly_134/bills/hb107/IN/00?format=pdf

SAVE THE DATE

OHBA Summer Board of Trustees Meeting on June 22-23, 2021, in Wooster, OH. Details on this meeting will be coming soon! ■

wanted. "The flooring has grain with the natural knots and light to dark shading," Sadler stated. "I felt like it added to the character of the farmhouse." He also effectively uses wood in tongue and groove ceilings and beams, both characteristically bound to be popular in 2021.

Amazingly, many of the tile companies have designed flooring that looks exactly like real wood but wears well with children, dogs and heavy traffic.

A new color palette sets the tone in the next year

Neutrals and earth tones will replace the gray of 2020, colors destined to ease the stress of the 2021 homeowner. Urbane Bronze is Sherwin Williams' 2021 Color of the Year, Benjamin Moore has selected the sunbaked hues of Aegean Teal, and Behr's 2021 Color Trends Palette includes tones like the pale conch pink shade called Seaside Villa. While white walls will dominate, these soothing colors will show up in wallpaper accents in eating areas and powder rooms. Accent walls in bedrooms or flex rooms painted in these colors will add to the Zen atmosphere of these spaces, but don't be surprised to see navy walls or even black crocodile wallpaper.

Kitchens are still the heart of the home

Whites will still dominate kitchens in 2021, sometimes in shades like Alabaster or Blanche White. Even appliances are going to be white although black and stainless steel aren't gone yet. Hardware in the kitchen will be more minimalistic, popular finishes being black, aged brass, softer gold tones, and chrome or a combination of these finishes. Even the lighting will reflect these combinations. "You will see lights that are mixed finishes like black and chrome or black and one of the gold tones and even mixed finishes throughout the home. Years ago you

*(New Home Design Trends for 2021 –
Continued on page 15)*

(New Home Design Trends for 2021 – Continued from page 2)

look-alike LVP (Luxury Vinyl Plank) flooring is being used in homes more and more and has really become popular. It comes in many levels of quality depending on price point. Less expensive, its hardwood grain patterns are available in wider planks than wood and have greater resilience to moisture and damage. "We find that homeowners with pets and young children often prefer LVP for their floors as it has the same look, is easy to clean and resists scratches and dents, so it's less upkeep," Gibson pointed out.



The wider plank engineered wood floors are also on the rise, even in higher-end homes. Then there is site-finished wood flooring, which is more customizable as far as stain colors that will always be a classic.

Sadler used wood in his modern farmhouse to get the rustic character he

Should you participate ...

MEDINA COUNTY

PARADE
OF HOMES

2021

SCATTERED SITE

BUILDER MODELS

in the Parade of Homes?

The Answer is ... You Absolutely Should!

And here's why ... If you're not already aware, most suppliers are absolutely slammed with work. It seems that regardless of the rising cost of materials, that is not slowing down people who want to build a new home. Obviously we want to see costs lowered, but why miss out on this stampede of buyers that are ready to build NOW?

For over a year, COVID-19 has reared its ugly head and affected practically every business. Your Board of Directors has determined that we can hold our Parade events with options and safety protocols that make it doable and help you promote your business.

Have a house you can't have in the Parade because it's sold or not available? You can still feature that home in our Virtual Parade where you have all the visibility of a regular Parade model, but provide us a video walk-through - it's only \$800 per home.

PARADE DETAILS

DATES:	Sat., June 5th – Sun., June 20th
HOURS:	Sat & Sun ONLY 12-5 pm, closed Mon-Fri
INVESTMENT:	\$1,500/physical model, \$1,200 per additional home from same builder \$800/virtual model, no discount on multiple homes (credit cards accepted)

Targeted 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, Live Facebook spot & more)*
- The Plain Dealer (print advertising)
- The Post (editorial and print advertising)
- Cleveland.com, YouTube, online targeted advertising and potentially more*

* Final media mix dependent on available budget

Participation Deadline:*

May 1, 2021 (for fees, entry form, floorplans & photos – Pre-Parade Safety Inspection Form will be signed during inspection) - *Note this is a firm deadline.

For more info or to get your Parade Entry Form, contact Susan at the HBA office – 330-725-2371 or via email at susanb@medinacountyhba.com.



MEDINA
COUNTY
Home Builders
Association

A Successful Parade



Takes Teamwork!

And that's where our ASSOCIATES' support is crucial! Here's why ...

The easy stuff ... 1) You already work with builders; 2) you joined the association to increase that business; 3) despite the rising costs of materials and labor, consumers are stampeding to build homes and take advantage of interest rates before they rise; and 4) with the dismal 2020, your association needs your support to hold a successful Parade – It's a solid business decision to sponsor.

What's in it for you? **Great visibility** ... here's what you get:

- Your business name and logo on the MCHBA website as a supporter of the event
- Your logo on the MCHBA website links to your website
- Your name listed in all press releases submitted to both print and digital media
- Your logo on the map/model handout (printed and online)
- Listed in Building Blocks as a Parade sponsor for 3+ months
- FREE 1/6 page ad 3 times in Building Blocks (size upgrade available)



MEDINA COUNTY
Home Builders Association

PARADE DETAILS

DATES: Sat., June 5th – Sun., June 20th

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

SPONSORSHIP: \$500 – You are a part of everything listed. Want to do more?
Contact the HBA directly.

Targeted 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 print advertising); Cleveland.com, YouTube (targeted online advertising); & potentially more

**Final media mix dependent on available budget*

Participation Deadline: May 1, 2021

Don't miss this opportunity!
Call the office 330.725.2371 or email Susan Bloch at:
susanb@medinacountyhba.com

early 20th century styles, front porches and an interconnected grid of sidewalk-lined streets,” noted Hunter Gee, FAIA, principal for Smith Gee Studio. “To set the stage for the overall redevelopment, the project needed to blend in, to feel like a naturally



evolving neighborhood and it deserved the stature of its historic neighbors.”

The architecture introduces various transitional styles, with gabled and hipped roofs, prominent front porches and stoops and reconnected tree-lined streetscapes reflecting East Nashville’s past. A new internal pedestrian-oriented street (or “woonerf”) and two pocket parks offer on-site neighborhood amenities that further enhance the site.

In addition to the external features, every unit incorporates quartz countertops, tile backsplashes and tub surrounds, stainless steel Energy Star appliances, range hoods, walk-in closets, ceiling fans and smart-lock entry systems including doorbell cameras. The project was also designed to LEED Silver standards.

“It’s great to see a commitment to using a design standard such as LEED to make the homes more affordable to operate, and ultimately more durable and a better built product,” noted one of the Pillars judges.

One of the challenges in bringing these modern features to the project, however, was an outdated utility infrastructure. The infrastructure was reconfigured not only for the Kirkpatrick Park phase of the development, but future projects as well. A critical component, especially in the wake of COVID-19, was the inclusion of service lines for not one, but three Internet providers to offer residents a choice.

The topography could also have been seen as a challenge, with its steep grades, but Smith Gee Studio was able to turn this into a positive by incorporating a variety of mass, form and architecture that made the project feel more organic.

“The topography offered the opportunity for a variety of unit types including a number of townhomes with private tuck-under garages and front porches on the front and back of buildings providing activity on both the street and the parking areas,” Gee explained.

The phased approach to building allowed existing Cayce Place residents to move in early and allow for the demolition work to begin on the 1940s and 1950s distressed apartments the project is set to replace. A waitlist system was used to fill the workforce and market-rate apartments, the rents for which will help support the rents of lower-income residents to keep the project sustainable. The property was fully leased before it opened, and has experienced very low turnover.

As another Pillars judge aptly noted, “Kirkpatrick Park is a highly impressive mixed-income residential project, especially given the diversity of stakeholders, funding sources, neighborhood characteristics, and target residents. Kirkpatrick

Park will be a trailblazer, a template for communities across the country, which are struggling to redevelop and repurpose aging, obsolete and blighted public housing stock built in the 1950s to 1980s.”

Learn more about Kirkpatrick Park and the other winners of the 2020 Multifamily Pillars of the Industry Awards at nabh.org/pillars.



(New Home Design Trends for 2021 – Continued from page 12)

wouldn’t think about putting a black light in the kitchen and chrome lights in the bathrooms, but today, anything really goes. The newest thing in our kitchens is the scullery,” said Gibson. This small room about the size of a pantry contains a prep area, a microwave, a sink, occasionally a refrigerator, and space for food preparation. Shelving and cabinets also store food preparation equipment and supplies. “This has been really popular with homebuyers,” said Gibson.

Bathroom tile is really making a statement

Hello! 1920 has called! They want their tile back! It’s the new craze for 2021. Featured not only in bathrooms



but in accent areas in kitchens, fireplace surrounds, or drop zones, the retro patterns come in geometric patterns or floral designs. They definitely add to the pizzazz of the room. “We find the tile

(New Home Design Trends for 2021 – Concluded on next page)



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.

[There may be some changes
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 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
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Please place me with a foursome _____

_____ Invoice me – Members only

_____ Check

_____ Credit Card – American Express, Discover, MasterCard or Visa [circle one]

Credit Card # _____ Exp. Date _____

Name on Card _____ 3/4 digit code _____

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 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

very popular,” says Gibson. “We have installed it in a kitchen as a backsplash behind an oven, on a full bathroom wall behind a tub, and on bathroom floors. It really added to the décor of the rooms in every instance.”

Sadler agrees. “We installed the 1920s honeycomb tile – the small hexagonal tile – on the walls and the floor of a bathroom in a home, and it really looks good. It was even in the butterscotch color. Our client was really happy with the effect.”

Many future master baths will not include a tub, a trend begun in 2020. However, Gibson described wet zones, a new trend for some home builders. “These are areas where the shower along with the tub are enclosed in glass together, keeping all of the wet floors contained and away from common bathroom walk ways. With a wet room, you can optimize the space in your master bath. Our homebuyers have really loved them.”



Exposed bulbs are still popular

Lighting fixtures with exposed bulbs are still in but the styles are different. Combined with the black, bronze or gold metal structures in open designs featuring bulbs in many styles and sizes, light fixtures will be interesting elements in a room's décor as well as a contributory factor to its use. As wild as a sputnik chandelier to a contemporary horizontal bathroom light fixture, light fixtures will definitely express

the personality of the homeowner in 2021. Smart home lighting will continue to be popular as technology grows in home design.

Even friends need to be six feet apart

In this craziest of years we have learned a whole new standard of entertaining. Getting together has taken on a completely different meaning. We won't gather with friends in the living room for drinks or sit around the dining table with family members sharing stories from the day. We have to find ways of spreading out, and 2021 new home design trends are reflecting that.

Screened and covered porches, even elaborate ones with fireplaces and grills, become really important entertaining spaces when you add retractable accordion doors across the wall separating the area from the living room or family room. Combined with these luxury open air spaces, the homeowner



is now able to spread out his guests comfortably. “This has become one of the most important aspects of outside living for homebuyers,” stated Sadler. “Connecting these two areas increases the well-being of guests for home entertainment. They can move around and sit farther apart so it makes for a more pleasant experience.”

“Sliding doors can create a whole new entertainment area for homeowners,” agrees Gibson. “With these doors open, the family room space is tripled, people can freely walk from the inside to the outside and have more space to gather and spread out. Homebuyers are making them more of a living space where they feel more cozy.”

We are seeing outdoor kitchen areas with built in grills, beverage refrigerators and/or coolers as well as the popular outdoor fireplace or firepit,” continued Gibson. These days, homeowners are thinking increasingly about the ability to spread out when they entertain.

What will the future hold?

Who knows where we will be by the end of 2021? Hopefully back in school, attending church services, and eating out more. But some things may never change. Working at home may be more common than it's ever been, and the need to accommodate that in our homes will remain. The fact that we've been at home so much may mean that we will feel differently about our homes, how we live as a family, how we entertain, and how the layout and design contributes to our comfort level.

Home buying choices we make now will contribute to that future lifestyle. ■

Support Your Association

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

April 2021 BWC News from Sedgwick

“Discipline is choosing between what you want now and what you want most.” ~Abraham Lincoln

We are excited to announce that CareWorks Comp is now named Sedgwick as of March 1, 2021. As Sedgwick, our commitment to Ohio employers remains as strong as ever. With more than 3,000 colleagues in Ohio, backed by the global resources and expertise of Sedgwick, we have the best claims solutions to help your business mitigate risk and reduce costs.

You can learn more about Sedgwick at Sedgwick.com/OhioTPA.

FREE April Webinar: Ohio State Fund Workers’ Comp

Join us for our first-ever virtual Ohio State Fund seminar!

We know you are busier than ever navigating constant challenges related to workers’ compensation. We are here for you. The pressure of understanding your exposures and managing claims can be challenging. In times like these, extra insight makes all the difference.

We invite you to spend a half-day with our industry experts from Sedgwick to address current issues relating to workers’ compensation, safety and unemployment.

During this free event you will learn about:

- BWC updates
- Unemployment during this unprecedented time
- Cost savings through coordinated claims management
- OSHA: mitigating and preventing the spread of COVID-19 in the workplace
- Taking a comprehensive approach to managed care
- This half-day seminar qualifies for two-hour group/group retro safety credit through the Ohio Bureau of Workers’ Compensation.

Two identical sessions are available to accommodate schedules:

April 13, 2021: 9am – 12:30pmEST

[Click here to register](#)

April 22, 2021: 1pm – 4:30pmEST

[Click here to register](#)

Questions?

If you have any questions or issues with registration please contact Kim Laughlin.

2-Hour Safety Training Requirement for 2020 Policy Year Deadline is 6/30/2021 *2020 Rating Year—BWC Rule—ORC 4123-17-68*

Group Rated and Group Retro Rated employers who have had a claim from July 1, 2018 through September 30, 2019, have to complete a required two hours of safety training by June 30, 2021. BWC's requirement applies to any allowed claim an employer had from 7/1/2018-9/30/2019, regardless of size or severity. Two hours is the minimum amount of safety training mandated by the BWC. Only one person from the employer needs to take this safety training. If an employer experienced more than one claim within this period, they are still only obligated to attend two hours of safety training. If an employer has multiple policy numbers, they must attend two hours of safety training per policy. For more information about all the Ohio BWC's training opportunities, visit the BWC's Learning Center at: [BWC Learning Center Login](#)

Please send Certificates of Completion showing your company name and BWC policy number to: ohio.group@sedgwick.com

Deadline Extended Again for HVAC Assistance Program: June 30, 2021

The Ohio BWC has again extended their deadline to apply for reimbursement for eligible expenses under their COVID-19 Indoor Air Quality Assistance Program to June 30, 2021. This federally funded program provides reimbursement for nursing homes, assisted living centers, and adult day centers that invest in air quality improvements that reduce the spread of COVID-19. This may include the costs of inspections, assessments, maintenance, and improvements to indoor heating, ventilation, and air conditioning (HVAC) systems. It also provides reimbursement for secondary devices designed to destroy bacteria, mold, and viruses. Read more, including eligibility requirements, on the BWC's website.

Good to Know: Ohio BWC Division of Safety & Hygiene

Are you trying to reduce injuries in your workplace? Are you concerned about your employees' health and wellbeing? Then be sure to check out all that the Ohio BWC's Division of Safety & Hygiene ("DSH") can do for you as an Ohio employer! The DSH offers free consultation services on safety, industrial hygiene, or ergonomics, as well as training, and they even have a library filled with education videos and materials. For more information, be sure to check the DSH out [here](#).

Sample Written Safety Program Templates

BWC's Division of Safety and Hygiene (DSH) has created sample written safety program templates for employers to download and to customize to their operations. DSH utilized our safety experts from Loss Prevention Field Operations, including specialized consultants from the OSHA On-Site Consultation Program, and the Public Employment Risk Reduction Program to create an assortment of branded sample written program templates to share with employers.

Each template is laid out identically and has a welcome page with information on how to use the template. DSH Assistant comments provide added guidance, best practices, or links to resources or reference standards. Additionally, each sample written program template offers supporting documents for training, checklists, definitions, and more. Specific program elements and training information are located in separate sections of each template.

For free consultative assistance in creating and reviewing workplace safety policies, employers can reach out to DSH on their website, or by phone at 1-800-644-6292.

Important Deadlines:

- **April 21, 2021:** BWC premium installment due if your company is on a Monthly or Bi-Monthly Installment plan with the Ohio BWC.
- **May 1, 2021:** Notice of estimated annual premium sent to employers from the Ohio BWC.
- **May 14, 2021:** Last day to change your 2021 policy year estimated payroll amount and premium installment schedule at your www.bwc.ohio.gov on-line account.

OSHA Launches Program to Protect High-Risk Workers from Coronavirus

In response to President Biden's executive order on protecting worker health and safety, the U.S. Department of Labor's Occupational Safety & Health Administration (OSHA) has launched a National Emphasis Program (NEP) focusing enforcement efforts on companies that put the largest numbers of employees at serious risk of contracting the coronavirus. The program also prioritizes employers that retaliate against workers for complaints about unsafe or unhealthy conditions, or for exercising other rights protected by federal law.

NEP inspections will enhance the agency's previous coronavirus enforcement efforts, and will include some follow-up inspections of worksites inspected in 2020. The program's focused strategy ensures abatement and includes monitoring the effectiveness of OSHA's enforcement and guidance efforts. The program will remain in effect for up to one year from its issuance date, though OSHA has the flexibility to amend or cancel the program as the pandemic subsides.

For programmed inspections, the NEP will target high risk industries for COVID-19. The primary targets for COVID-19 inspections remain in the healthcare and personal care industries, including physicians' and dental offices, home healthcare, ambulance services, hospitals, including psychiatric and substance abuse hospitals, nursing care facilities, residential intellectual and developmental disability facilities, and retirement and assisted living communities.

For un-programmed inspections, which include inspections initiated based on complaints, referrals from media reports, reports from other agencies like local health departments or the Centers for Medicare & Medicaid Services, and severe incident reports such as in-patient hospitalizations and fatalities, OSHA will be prioritizing these cases for on-site inspections, especially allegations of potential worker exposures to COVID-19. This is in stark contrast to how OSHA handled the thousands of complaints received in the last year, most of which it treated through an informal process of allowing employers to self-investigate allegations related to COVID-19 and report back to OSHA their findings and detail the measures they had in place to protect employees. Most inquiries of this nature resulted in closure of the cases without a formal inspection from OSHA. Fatalities cases also will be prioritized.

New to OSHA's target list for this NEP are certain non-healthcare industries such as meat processing, poultry processing, supermarkets and other grocery stores, discount department stores, general warehousing and storage, temporary agencies, restaurants, and prisons and correctional facilities. OSHA also has identified a secondary list of non-healthcare essential critical infrastructure industries such as food and agriculture and manufacturing of food, beverage, wood, paper products, chemicals, energy sector manufacturing, plastic and rubber, mineral products, and metal manufacturing.

For questions or additional information please contact Jim Wirth, 614-546-7331 04 jim.wirth@sedgwick.com

Email Notices to Injured Workers Come from New BWC Address April 8

The Ohio BWC is transitioning to a different email delivery system called GovDelivery. Beginning April 8, injured workers who receive eNotices from BWC about claim payments will receive the messages from a new email address: OhioBWC@public.govdelivery.com.

This new system has a different look and feel than what injured workers are used to. If the injured worker doesn't receive email notices when they normally would, ask the injured worker to please check their spam folder. If the injured worker sees the email there, have them mark it as "not spam" to receive future messages correctly. In the months to come, the BWC will continue to increase their use of electronic communications. If you or the injured worker has questions, call the Ohio BWC at 1-800-644-6292.

By Mid-April: Industrial Commission to Begin Video Hearings

Since the beginning of the COVID-19 pandemic, the Ohio Industrial Commission (IC) has been conducting administrative Hearings telephonically. There have been a number of connection problems by using this format, including random "dead spots" during some of the Hearings.

The IC has announced that by mid-April, it will transition to a "web conferencing solution" offered by Webex to conduct Hearings. This virtual format, which is similar to Zoom, will allow the parties to participate by video, which will be very helpful to employers and their representatives. Participants who do not have a computer or internet access can continue to participate by telephone. Additional information regarding this new format can be found at ic.ohio.gov/webex/.

Identity Theft and Fraudulent Unemployment Claims

The most prevalent pain point for employers over the last 3 or 4 months has shifted from the high volume of unemployment claims to managing a rash of fraudulently filed imposter unemployment claims. These are instances in which a bad actor has stolen someone's identity and filed a claim for unemployment benefits. The Federal Trade Commission has reported a near 18-fold increase in fraudulent government documents from 2019 to 2020. This issue is currently impacting employers and their employees nationwide with the US Department of Labor inspector general's office estimating that more than \$63 billion has been paid out improperly through fraud or errors — roughly 10% of the total amount paid under coronavirus pandemic-related unemployment programs since March 2020.

What are some indicators of possible fraudulent unemployment activities?

Insure your employees are mindful of any documents from their state's unemployment agency, especially in the event they have not recently filed a claim. These communications could include a "notice of password reset", notice of "PIN" reset, receipt of bankcard, confirmation of direct deposit, request for information, or any other form or document from the unemployment agency.

What to do if it happens, and resources:

- Report to local law enforcement
- Take action to protect your credit report –
 - o Fraud alert
 - o Credit freeze
 - o Credit lock
- Continue to monitor your credit report or consider using a provider that specializes in credit protection and monitoring
- Utilize the following websites:
 - o DOL Unemployment Fraud Reporting - <https://www.dol.gov/agencies/eta/unemployment-insurance-payment-accuracy/report-unemployment-insurance-fraud>
 - o FTC Identity Theft Reporting - <https://www.identitytheft.gov/>



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