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Lancaster Builder

A publication of the Building Industry Association of Lancaster County



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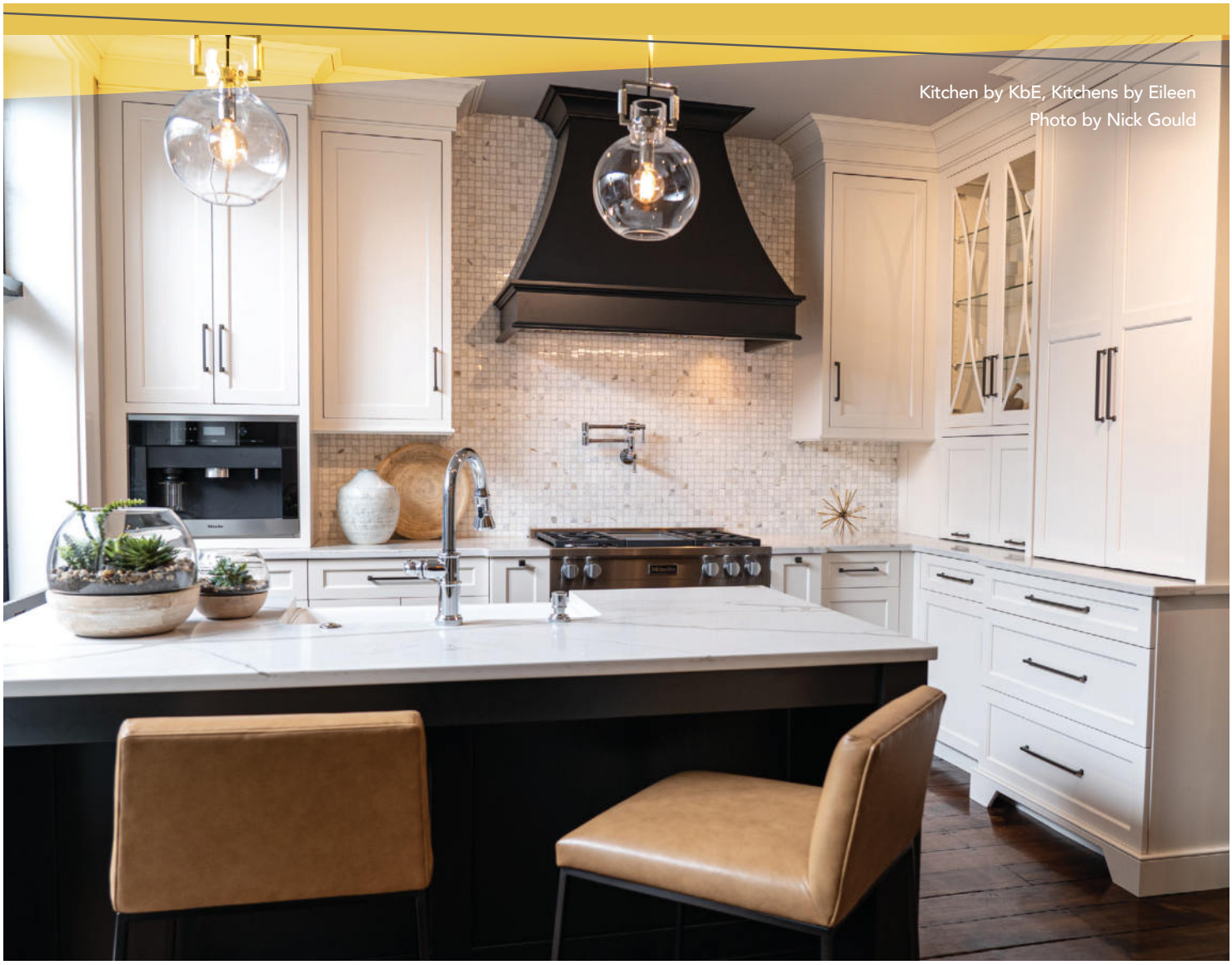
Cover image provided by:

MARTIN'S FLOORING INC.
We Install Confidence!

More info on page 4.



Kitchen by KbE, Kitchens by Eileen
Photo by Nick Gould

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The BIA: Together, We Stay the Course

By Matt Grosh, Herr & Low, PC.



While this certainly has been a year of challenges, I would be remiss if I didn't take at least a moment to thank all of the people who have been working so hard to make sure the Lancaster BIA weathers the storm and comes out of this as strongly as it can.

This includes our sponsors who have committed to continue their support, my fellow board members who have been helping to steer this ship, all of the various committee members who have been using their creativity and critical thinking to find alternative solutions to the challenges we face, all of the members who provide us with much needed support, and the staff who have been turning over every stone and rock to help keep our association mission strong.

The next year or so may seem a bit different, and the BIA may not be doing things in the same ways as we have before, but the key to our future success will be for us to continue to work together. If you are not currently serving on a committee, please consider this as my pitch for you to join one.

Fresh ideas are so important right now. If we hold events that we have not held in years past, please consider participating in them. If you see sponsorship opportunities that you hadn't before, please think about giving them a shot.

Also, if you have any ideas that you think will benefit the association members, please pass them along. Every little bit will help to keep us strong.

Please stay safe and healthy.

Event Updates

For more information on these and other BIA events, see page 19.

Events

Oct 1st	BIA Pillar Awards Final Deadline
Oct 24	Virtual Parade of Homes Kicking-off
Nov 5th	Pillar Award Winners Announcement
Nov 12th	Virtual General Membership Meeting

Education

Sep 23rd	Staying Compliant in a COVID-19 World Virtual Meeting with Blakinger Thomas
Oct 15 &16	OSHA 10-Hour Construction (ABC Course)

Building Industry Association of Lancaster County

Lancaster Builder is published quarterly by the Building Industry Association of Lancaster County to provide information about the building industry and news of the BIA and its members.

SUBSCRIPTIONS
One subscription is provided annually to members (included in dues). Additional subscriptions within your company are $35 per year through an Affiliate membership.

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Pauline Wilton

Administrative Assistant:
Kathy Baugus

BIA of Lancaster County
204 Butler Ave, Suite 200
Lancaster, PA 17601
Tel: (717) 569-2674; Fax: (717) 569-5187
E-mail: staff@lancasterbuilders.org
Website: www.lancasterbuilders.org

Cover Sponsor: Martin's Flooring, Inc.

"WE INSTALL CONFIDENCE" – IT'S A PROMISE AND A COMMITMENT



The Martin's Flooring Builder Commercial Team.

Luxury Vinyl Plank and ***Luxury Vinyl Tile*** continue to be the flooring of choice for many remodeled and new home construction projects. Homeowners, builders, and commercial businesses are using Luxury Vinyl in kitchens, living rooms, bathrooms, and in heavy traffic areas often found in commercial businesses. Why? Luxury vinyl is durable; it's easy to maintain; it's waterproof too, making it ideal for kitchens, baths, basements, and laundry rooms. These products are popular not just for their waterproof and durability benefits, but it's because of how fashionable and stylish these products are. The flooring pictured on the cover is a waterproof product called Invincible Luxury Vinyl SPC. The style is Atlantic Towers. The color is Coastal Path.

Martin's Flooring, Inc. is a full-service local flooring company with three retail store showroom locations in Fivepointville, Lancaster, and Wyomissing, Berks County. They also have a fully-stocked Flooring Outlet located at the rear of their Fivepointville store. Martin's Builder Commercial Division, (pictured), covers eight counties throughout Southeast Pennsylvania, working with local builders, contractors, and general commercial contractors.

Martin's has one of the area's largest assortment of quality flooring and window treatment products, offers free design, guarantees the installation of all their products, and has a full-service carpet cleaning division. They have been serving our area since 1985, by living their brand, "We Install Confidence."

Martin's Commercial Division serves the Builder, Contractor and Commercial client, and is a strategic partner for development home builders, custom home builders, and area remodelers in their specific The Martin's Team works within the builder's budgets while still providing the homeowner with first-class service, professional, award-winning installations, and free interior design service.

To learn more about how Martin's Flooring and its team of flooring specialists can partner with you on your next project, please give them a call at 717-445-7799, or visit them online at martinsflooring.com.



EIGHT STEPS TO DIGITALLY TRANSFORM YOUR HOME BUILDING BUSINESS

by Tim Costello

It's time to meet buyers where they've been for years: online.

Hardly a day goes by that I don't encounter an article that quotes "experts," informing me that COVID-19 is "changing everything." It is not. What the pandemic is doing is accelerating a trend that has been evident for decades: the digital transformation of the home building industry. One of the first sales generated on NewHomeSource.com, the industry-owned flagship website for new-home search, was a soldier transferring from Germany to Texas. A real buyer bought a real home, sight unseen, 20 years ago. Builders need to take advantage of the fact that now, people are searching for new homes online more than ever before.

Despite COVID-19, builders currently have powerful tailwinds supporting sales:

- 28% more new-home shoppers than last year.
- 22% more new-home interest than January and February this year.
- Millennials are in prime home buying years, and many don't need to sell a current home to buy new.
- Historically low mortgage interest rates.
- Increased savings rates from being locked down and receiving government assistance is providing the cash needed for down payments.
- 25% to 50% lower competition from used homes.
- Opportunity to dominate the MLS with quick move-in new homes.

Eight Ways for Builders to Harness This Wave of New-home Demand:

1. *Let buyers reach out to you in the manner they prefer.* For decades, our industry was built around the email lead. While email leads remain significant, most builders still haven't responded to the adoption of smartphones. Texting is the new phone call, and most U.S. industries are staffed to respond quickly to text messages from buyers—but not builders. Voice searches on mobile devices such as "model homes near me" bring intentful buyers to your door in normal times. In the pandemic, requests for a virtual tour or a private model home appointment are gold. Builders that reduce the friction of connection and respond quickly—and well—to all lead types will win.



2. *Meet home buyers online.* At BDX, we've partnered with a chat provider to launch a chatbot for home builders that pairs with a human online sales counselor and can answer builder-specific questions in multiple languages. We tested it on NewHomeSource.com, and now have partnered with builders to launch a private label version of BuilderBot on their websites.

The value is clear: Over 50% of chats occur outside of normal business hours, and builders using BuilderBot are generating up to three times more leads. Powered by machine learning and AI, each chatbot is customized for each builder. Many consumers, especially millennials, prefer to engage first with a chatbot before speaking with your sales team.

3. *Bridge the gap between the physical and digital world.* Whether a home is built or to-be-built, buyers expect immersive 360-degree tours. For homes and community centers that are complete, that's a Matterport tour. For unbuilt plans, that's a virtual tour, based on a 3D model powered by game engine technology. Each tour can incorporate tags and callouts to highlight the features of the home, and interactive floor plans and site plans can be used for even more value. Each of these tools provides a sense of place and emotional connection to a home and a community.

4. *Provide unassisted, remote access to spec and model homes.* For years, our industry has opened model homes at our convenience. When model homes shut down or changed to appointment-only, the problem only escalated.

Demand has existed for self-guided tours of homes. With available technology, builders can use keyless locks, and consumers can go online to request a time to view the home. The consumer's identity is validated, and they receive a temporary access code. The consumer's code unlocks the home at the set time, disarms the alarm, and adjusts lighting and HVAC. They can ask questions using a voice assistant or view videos about the home and community. When the shopper leaves, the program provides a report on the time spent in the home, questions asked, and videos viewed.

5. *Let home buyers design on their own time.* Our buyer journey research at BDX reveals that 87% of home shoppers encounter one or more friction points. Confusion and lack of clarity around the options process and the price of upgrades was the No. 1 problem noted.

The study showed the ability to personalize a new home with options and upgrades, while confusing, was also a top reason why buyers prefer new homes. Offering an online design center allows a buyer to explore options from their current home, see the price of an upgrade translated into an incremental monthly mortgage amount, and make choices at their convenience which tends to lead to an increase in option sales and fewer canceled contracts.

6. *Let home buyers take action online, 24/7.* A large percentage of buyers are willing to purchase a home sight unseen, and the appeal of chatbots, online virtual tours, and self-guided tours at the buyer's convenience will not wane. As car dealers have proved, more of the buyer's journey will be conducted online. The benefit to builders is a better qualified buyer entering your model home on a first visit that will have more value than a be-back visit in the past.

Smart builders will examine every touch point they offer and provide a more compelling, higher-converting digital experience for that touch point. The result is better lead quality, lower cost per lead, higher conversion, lower cost per sale, and shorter time from contact to contract.

7. *Reach out to agents.* With demand for new homes soaring, and the supply of used homes reduced by up to 50%, builders must recognize they have a valuable commodity for the times: an inventory of never-lived-in homes that are comfortable and easy for agents to show. Remind agents that new homes and every product they contain are under warranty, unlikely to need expensive repairs for years—a great value at a time when buyers are reluctant to have workers enter their home. And be clear that your supply of spec homes is finite, demand is high, and home prices are firm.

8. *Respond to inquiries quickly with personalized replies.* If you execute the seven steps above but fail to respond in a timely manner to qualified leads and buyers, you'll accomplish little. Today's consumer is conditioned by best practices from companies that are global leaders in providing a great customer experience. As a builder, your response time and follow-up is measured against the best in any industry, not just the builder next door.

The great news is that we have record consumer demand for new homes. The technology is readily available and affordable—all that is needed is some activation energy to get you on your journey. Don't wait for perfection—just get started.

Who's in the News: New Hires, Honors & More

NEW HIRES

ELA Group, Inc., Engineers and ELA Group, Inc., Engineers and Landscape Architects, of Lititz, State College and Butler, PA, welcomes **Andrew T. Prosser** of Lancaster as a Regional Director in the Water Resources Engineering Department. Prosser, with his Senior Engineering experience, is well versed in the water and wastewater utility field and his responsibilities will include overseeing and coordinating regionally the Water Resources Engineering Department, while preparing water and wastewater engineering design, project management and business development.


Andrew Prosser

Prosser graduated from the University of Delaware with a B.S. in Environmental Engineering and a Civil Engineering Minor and received a Master's in Business Administration from Marist College (NY). He is a registered Professional Engineer (PE) in PA, DE, and MD, and holds certification as a Certified Construction Reviewer (CCR) in DE. Prosser is a current member of Chesapeake Section of AWWA, Treasurer and Design Mentor for Delaware Professional Chapter of Engineers Without Borders and a member of the New Castle County Resource Protection Technical Advisory Committee.

Special accomplishments of Prosser consist of involvement in the design, construction and project management of Delaware's first Ultraviolet Advanced Oxidation Process for drinking water, and through his involvement with Engineers Without Borders he recently helped design a minimal contact handwashing station for use in a rural market in Southern Kenya to help keep people healthy and safe during the COVID-19 pandemic.

Liberty Environmental, Inc. is pleased to announce that **Teresa Blauch**, P.G. has joined the firm as a Project Manager.


Teresa Blauch

As a Professional Geologist in Pennsylvania and Louisiana, Teresa brings more than 20 years of experience to the firm's geosciences practice group with a deep knowledge of soil, groundwater, surface water and vapor investigations in diverse geological settings. She is highly regarded by clients for her ability to achieve project goals as well as state and federal regulators for her strong technical and regulatory knowledge.

"Teresa's addition to our geosciences team in central Pennsylvania fills a critical role in our firm, she brings a wealth of successful client and project management experience in addition to her technical skillset. We are very happy to have her aboard," shared James P. Cinelli, P.E., BCEE, President.

Blauch is a graduate of the University of Delaware with a Bachelor of Science in Geology. A native of Lancaster County, she resides in Marietta. Outside of the office Teresa is very active at LCBC where she serves as a Circl3 Life Group Leader. She is also a board member of Pace Resources Federal Credit Union in York, PA.

RKL LLP has recently announced announced that it has welcomed **Melissa R. Osika**, CPA, to its growing Financial Management Solutions (FMS) Practice. The firm has seen a steady increase in demand for outsourced accounting and financial management services since the onset of the coronavirus pandemic, as more organizations recognize the need for a cloud-based financial processing and reporting solution that allows them to work smarter and perform better.


Melissa Osika

"Through Financial Management Solutions, we put the right processes, talent and technology in place to help owners and executives shift their focus from everyday tasks to growth and opportunity," noted Bethany Novis, Partner and Leader of RKL's Business Consulting Services Group. "We're proud to welcome Melissa Osika to the FMS practice to help us deliver streamlined financial management and reporting to more organizations."

RKL has long provided outsourced and virtual accounting services on an interim or permanent basis, but the firm formalized the FMS practice in September 2019 as part of the launch of RKL Next, a suite of solutions to challenges associated with growth and change. Since then, RKL has seen a high level of demand for FMS services, which align best-in-class technology options with a client's specified level of support, from day-to-day transactional processing to fully outsourced management.

Osika joins an FMS team that delivers clients reliable metrics and better insights into financial performance for improved decision-making. FMS serves clients across the U.S., ranging from start-ups to large enterprises, with a focus on the professional services, home healthcare, retail, construction and real estate development industries. Osika previously held accounting and finance roles in the healthcare industry.

Throughout her nearly two-decade career in accounting, Osika gained considerable experience in internal audit and risk management. This specialized focus on controls and risk management aligns with another benefit of FMS – the confidence that comes from using secure, best-in-class technology and the assurance of dedicated, professional financial management.

Osika is a Certified Public Accountant in Pennsylvania, and she earned her B.S. in Business Administration with an Accounting Concentration from Millersville University. Osika resides in Manheim Township with her husband and their two children.

Barley Snyder is pleased to announce it has hired three summer associates for 2020.

The three law school students started June 22 and will work throughout our 10 offices to learn from our attorneys and professionals. They will receive hands-on experience with the day-to-day and long-term responsibilities of an attorney.

The three summer associates at Barley Snyder in 2020 are:

Elizabeth Castillo of Lancaster will begin her second year at Temple University Beasley School of Law in the fall after graduating from George Washington University. Before taking on law school, she worked both domestically and internationally in the field of humanitarian services.



Caleb P. Setlock will start his third year at Duquesne University School of Law in the fall after initially completing his undergraduate degree at Duquesne University. The Lititz resident is a former legal intern in the Lancaster County Public Defender's Office and the American Federation of State, County and Municipal Employees, Council 13, in Harrisburg.



Gabriel T. Wertz expects to graduate from the Villanova University Charles Widger School of Law in 2021. The Lebanon native is a member of the Villanova Moot Court Board and has worked as a legal intern for the Montgomery County District Attorney's Office. He is a graduate of DeSales University.



"The summer associate program helps develop the attorneys of tomorrow," Barley Snyder managing partner Jeff Lobach said. "The work our summer associates perform is wide-ranging and diverse, giving the students meaningful legal experience that can only improve the profession as a whole."

Barley Snyder's Summer Associate Program is designed to help the participants learn about life within the firm and gives summer associates the opportunity to accompany our attorneys to depositions, client meetings and court appearances.

"To support the firm's continuing growth, we felt it was very important to conduct the summer associate program this year despite the challenges of a global pandemic that has caused many deserving students to lose their summer internships." said partner Derek Dissinger, who co-chairs the firm's summer associate committee with attorney Alexander Puskar. "Our summer associates each year are an energetic, motivated group eager to learn the practice of law and contribute to the firm. Elizabeth, Caleb and Gabriel come to us already with real-world professional experience and will be able to help our firm's attorneys just as much as we can help them prepare for a successful career in law."

HONORS

Barley Snyder is pleased to announce that attorney **Reilly Noetzel** has been named the recipient of the Pennsylvania Bar Association's 2020 Real Property, Probate and Trust Law Section Trailblazer Award.



Reily Noetzel

The award is given each year to an attorney who demonstrates excellence in the practice of law and the highest ethical standards, has a commitment to pro bono legal services and practices primarily in real estate or probate and trust law. The recipient also must demonstrate professionalism through participation in the Pennsylvania Bar Association or similar professional activities. Noetzel is the first real estate attorney to receive the award.

"I am honored and humbled to receive this award," Noetzel said. "I would like to thank the Pennsylvania Bar Association for considering my nomination, and hope to use the prestige that comes with this award to further help my clients with their legal needs."

Partner Maria Di Stravolo Elliott, the chair of the Barley Snyder Real Estate Practice Group, nominated Noetzel for the honor, with four more of the firm's attorneys also supporting the nomination.

"When you look at the qualifications for the award, Reilly personifies all of them," Elliott said. "Reilly has been a consummate professional and a credit to the firm and the entire legal community during his time at Barley Snyder."

Noetzel is an attorney in the Barley Snyder Real Estate Practice Group, as well as its Construction, Food & Agribusiness, Hospitality and Senior Living industry groups. A native of Lancaster County, he is a graduate of Franklin & Marshall College and the Maurer School of Law at Indiana University Bloomington. He is also a member of the board of trustees of the Lancaster Public Library.

& MORE

McNees Wallace & Nurick LLC attorneys **Jamie Strong** and **Peter Wertz** presented the webinar, "Get The Dirt: Zoning, Subdivision & Land Development Basics" for the Pennsylvania State Association of Township Supervisors on Thursday, July 23, 2020.



James Strong



Peter Wertz

During the workshop, Jamie and Peter provided a foundation for anyone new to land use matters and reinforced the basic principles for those with more experience. They discussed the statutory authority for regulating land use in Pennsylvania, how land use is typically regulated, and the enactment and administration of land use ordinances.

Jamie practices in the McNees Real Estate Practice Group where he primarily represents wireless telecommunications providers and tower companies in land use and leasing matters. He advises his clients in zoning and land use proceedings before municipal planning commissions, governing bodies and zoning hearing boards throughout Pennsylvania. He also represents clients in the acquisition, sale, development and leasing of real estate.

Peter is an Associate in the Lancaster Office and practices in the McNees Real Estate Group. He focuses primarily on assisting clients in zoning and land use matters, including applications for zoning relief of municipal bodies throughout the region. He also assists clients with the purchase and sale of real estate, easement related issues, and the preparation of legal documentation required for land development.

Heffner Boosts Operations Team at Liberty Environmental



Deb Heffner

Liberty Environmental is pleased to announce the addition of Deb Heffner, CEcD to our team as Operations Administrator.

"Deb has brought a fantastic energy to our operations team. With her superior client relations, attention to detail, and overall organizational skills, Deb's addition will further enhance the experience of our clients and our team of professionals", shared David Coyne, QEP, Principal and Chief Operations Officer.

In her new role, Deb provides office management, accounting support, and human resources coordination for the firm of 30 environmental professionals. She joins Liberty with a wealth of experience in these areas, having held progressive positions with the Greater Reading Chamber Alliance and Greater Reading Economic Partnership for the past 17 years.

A champion for the Berks community, Deb resides in the Oley Valley where she serves as the Vice President of the Board of Trustees for the Oley Valley Community Education Foundation. In addition she is a member of the Industrial Asset Management Council Board and the Pennsylvania DCED Marketing Committee.

Barley Snyder Deploys Transportation, Distribution & Logistics Group



David Confer

A new, concentrated group at Barley Snyder will handle the legal needs of transportation companies throughout the Mid-Atlantic states.

The firm announced it has assembled a Transportation, Distribution & Logistics Industry Group to pool together the knowledge and experience of Barley Snyder's attorneys and the resources of the firm to provide support to the burgeoning industry throughout the region.

Central Pennsylvania has established itself as a nationally known hub for the transportation industry because of its close proximity and easy highway and rail access to the Mid-Atlantic's biggest cities and populations. Those factors have led to companies building distribution and logistics warehouses throughout the region near highly traveled roads like interstates 76, 78, 81 and 83, which provide quick and simple access to New York City, Philadelphia, Pittsburgh, Baltimore, Washington, D.C., and the entire Mid-Atlantic region.

"This industry has grown immensely in the last decade throughout our region," said David Confer, the chair of the group. "We are excited to expand our support of these national companies that have invested in establishing a presence here, and who are in need of counsel from attorneys well-versed in local municipal regulations, employment standards and transportation guidelines. We have those resources available to these companies."

Confer has spent decades running the legal operations of one of York County's largest distribution companies. He brings with him a wealth of knowledge and experience in how to successfully navigate local codes, regulations and laws. His team of more than a dozen attorneys also have experience in different facets of the industry, including real estate, insurance, tax, finance, employment and supply chain and operations support.

2020 BIA Pillar Awards Details
Everything you need to know. Enter today!

See page 12

Builder Spotlight:

Jordan Metzler, Metzler Home Builders

When was your company started?
Metzler Home Builders has been in business since 1953, originating as Abe & Roy Metzler Builders.

What does your company do?
We build custom homes, additions and renovations, on spot lots as well as in communities in Lancaster and surrounding areas.


Jordan, Janet and Dan Metzler

What makes your company special?
We're a 4th generation family business and take pride in a hands on approach providing a quality product for a fair price. Our employees have been part of our team for 20 plus years.

Why do you enjoy your job?
Dan and Janet have enjoyed meeting and working with many wonderful people over the past 40 years and seeing their dream become reality. Jordan enjoys working with clients in the pre-construction design and pricing process to help them create a home of their dreams. He also enjoys the satisfaction of getting each new custom home started, knowing all the hoops both the builder and the customer have to jump through to get approvals of various kinds.

Why are you a member of the BIA?
We are a member of the BIA because they advocate for our industry at the local and state levels of government, provide a great network of other builders and associate members who support the industry, to connect with, and they do a wonderful job of promoting our services to the public through events like Parade of Homes and the Spring Home Show.

Tell us about yourself and your family.
Dan and Janet live in Strasburg Township and have three married children and five (with the sixth coming soon!) grandchildren. Jordan and his wife Anna live in Strasburg with their three children; Jordy 6, Evie 4, and Hudson 1.

What are your hobbies?
Dan and Janet enjoy vacationing and spending time with their family, which includes five (soon to be six) awesome grandchildren. Dan is an avid Philadelphia sports fan and enjoys hunting, fishing and golf in his spare time. Janet loves spending time outdoors by her koi pond, flower gardening and bird-watching. As they look ahead to handing the baton to Jordan and winding down from the day to day duties over the next five years, they hope to do some traveling and spend time volunteering locally. Jordan's hobbies include golfing, hiking, and any outdoor activities, along with spending time with his growing family.

What other organizations, are you a part of, if any?
Dan is an active member of the Strasburg Lions Club.
Jordan currently serves on a committee with Black Rock Retreat.

Associate Spotlight:

Micah Durling, M.R. Sterling Productions, LLC.

When was your company started?
We began in June of 2016.

What does your company do?
M.R. Sterling Productions LLC is a visual media company. We offer a myriad of services, but there are three main prongs to our business.

Video: We can create videos for promotional purposes (a person, a business, or even a property). This can be posted on social media, or we can even create commercials for broadcast television.


Micah Durling

Photo: Stills and aerial/drone photography including project portfolio photography, graphic design, etc.

Virtual Tours: Utilizing Matterport we can scan an interior in a way that makes the end user feel like they're moving physically through the space. It's an amazing technology.

What makes your company special?
Part of what makes us special is that we are a one stop shop for visual media. The world is more visual than ever and, with M.R. Sterling, you don't have to hire multiple companies. Our work speaks for itself, and our pricing is very difficult to beat.

Beyond that is our faith. It's central to our business, so we strive for excellence not just because we want to serve our customers well (and we do!), but because we believe we serve the Lord through our work. That means that every client and every job is a call to serve a higher purpose. It is our hope that our clients can sense that as we strive to meet and exceed their expectations.

Why do you enjoy your job?
I have a deep passion for the way images and film can prompt people to meaningful action. There are a lot of great companies out there with incredible stories and I have the privilege of telling the world about them. Also, I get to fly a drone. I mean, c'mon it's like having a video game for a job!

Why are you a member of the BIA?
To me, the building industry is arguably the most important industry in the country. When you consider all of the ancillary businesses (suppliers, skilled trades, real estate, etc) that benefit from a healthy building industry, it's hard to overstate the magnitude of its importance. I want to be a part of serving that industry. Also, we have met so many terrific builders since our business started. They're people we like to be around.

Tell us about yourself and your family.
We live New Holland, PA. My wife, Rebecca (who is also an owner and photographer) and we have 4 kids and a Cockapoo name Phoebe.

What are your hobbies?
Teaching and serving at my church
Going camping with my family in our camper
Hunting
Flying (I'd like to get my private pilot's license one of these days)

What other organizations are you a part of, if any?
Kiwanis New Holland and Professional Referral Exchange

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SACA's Tec Centro Set to Expand Next Year

Growing by way of partnership with Thaddeus Stevens College of Technology







For more than seven years, the partnership between the Spanish American Civic Association (SACA) and Thaddeus Stevens College of Technology has thrived. The partnership began with the opening of Tec Centro – SACA's flagship workforce development center. This productive relationship will be expanding in the spring and summer of 2021 as Tec Centro opens their new southwest facility.

Thaddeus Stevens College provides programming and educators for Tec Centro's Facility Maintenance Technology course and supports Tec Centro in career services and placement of program graduates. The course covers the core aspects of carpentry, plumbing, electrical, HVAC, and finishing, focusing on commercial systems. These skills provide our graduates with the knowledge and confidence to excel in any position they obtain. The program culminates its 480 hours of training with a capstone externship, providing invaluable job-site problem solving experience prior to graduation.

This partnership and program are only one part of Tec Centro's larger workforce development operation. Tec Centro is a multi-pronged services facility which specializes in workforce development of the local community. We nurture a business model that integrates language, basic adult education, bilingual skills training, and job placement in a seamless system.

By collaborating with area community colleges and training programs and fostering lasting relationships with local employers, our graduates become not only well educated but also well positioned for high-demand jobs and careers.

Just last year, 263 individuals graduated from Tec Centro skills programs, with 70% going on to secure job placement. Overall, 1,850 individuals received services from our many programs last year. In 2019, Tec Centro facilitated the addition of more than $34M dollars into the local economy, an amount that is triple Tec Centro's annual budget.

Again in partnership with Thaddeus Stevens College, Tec Centro is excited to announce the opening of our new southwest facility in 2021. The facility will be providing commercial and industrial electrical, HVAC/R, and plumbing technology courses. Upon completion, graduates will have 480 hours of training from industry experts and a certification of completion from both Tec Centro and Thaddeus Stevens College of Technology. In addition, the credits will count toward an AA degree from Thaddeus Stevens College, should the graduates wish to continue their education.



Compare Your Broker to Our MBA Program

Fill out the chart below and discover the resources and services that are available to you and your employees by switching to our My Benefit Advisor program.

ADVISORY TEAM

MBA	Other	
☑	☐	Account Executive
☑	☐	Dedicated Account Manager
☑	☐	Implementation Specialist
☑	☐	On-Staff Benefits Counsel
☑	☐	Ancillary Advisor
☑	☐	Licensed Call Center

BENEFITS MANAGEMENT

MBA	Other	
☑	☐	Consolidating Billing
☑	☐	HR Administration System
☑	☐	HR Advisory Resource
☑	☐	12-Month Service Calendar
☑	☐	Transaction Processing
☑	☐	Proactive Communication
☑	☐	Claims & Health Care Advocacy

ENROLLMENT TOOLS

MBA	Other	
☑	☐	Benefits Enrollment System
☑	☐	Benefits Guidebook
☑	☐	Benefits Video

BENEFITS CONSULTING

MBA	Other	
☑	☐	Health Care Reform Requirements
☑	☐	Benefits Program Financial Analysis
☑	☐	Carrier and Plan Alternatives
☑	☐	Alternative Funding Strategies
☑	☐	Third Party Administrator Options
☑	☐	Multi-Year Cost Containment Strategies
☑	☐	Employee Communication Strategy
☑	☐	Ancillary and Voluntary Benefits
☑	☐	Advice on Wellness Programs

COMPLIANCE ASSISTANCE

MBA	Other	
☑	☐	Timely Guidance on Health Care Reform
☑	☐	Compliance Education Center
☑	☐	Self-Help Compliance Tools
☑	☐	COBRA Administration
☑	☐	5500 Document Preparation

EMPLOYEE PROGRAMS

MBA	Other	
☑	☐	Wellness
☑	☐	Online Training Courses

For more information about the MBA program, visit pbip.mybenefitadvisor.com

PBA PENNSYLVANIA BUILDERS ASSOCIATION

My Benefit Advisor

This document is designed to highlight various employee benefit matters of general interest to our readers. It is not intended to interpret laws or regulations, or to address specific client situations. You should not act or rely on any information contained herein without seeking the advice of an attorney or tax professional. ©2018 My Benefit Advisor. All Rights Reserved. CA Insurance License #0G33244

BIA PILLAR AWARDS

Enter Today!

3 MAIN PILLAR AWARD CATEGORIES
13 AWARDS

ADVERTISING & MARKETING AWARDS
- Best Showroom
- Best Print Ad
- Best Website
- Best Logo

PROFESSIONAL ACHIEVEMENT AWARDS
- Mortgage Professional of the Year
- Project Manager of the Year
- Marketing Professional of the Year
- Sales Person of the Year

COMPANY ACHIEVEMENT AWARDS
- Builder Company of the Year
- Remodeling Company of the Year
- Supply Company of the Year
- Trade Partner Company of the Year
- Community Impact Award

HURRY!
The final deadline is
October 1, 2020

ELITE PILLAR AWARDS
Entries with the highest point percentage in each of the 3 main categories will receive the Elite Pillar Awards.

Entry fees: first entry — $195, each additional entry — $145

- Each entry is judged on its own merit by a team of highly qualified judges.
- Pillar Award entries to be highlighted via social media, BIA's website, and an extensive marketing plan!
- **Pillar Award winners will be announced virtually on November 5th.** Keep an eye out for more information!
- Members have access to our Award Software ~ It's easy to enter!

For more information including entry requirements & judging criteria go to:
awards.lancasterbuilders.org/pillar

Special thanks

Pillar Awards Presentation Sponsor:
JamesHardie
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Friends of the Industry Sponsors:
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Question? Contact Pauline Wilton: (717) 569-2674 ~ pauline@lancasterbuilders.org

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Arrive at the job site in one of America's Longest-Lasting Heavy-Duty Pickups[1]. The Ram 3500 is the tool you can count on. Experience an incredible maximum diesel towing capacity of 35,100 lbs.[2] and a maximum payload of 7,680 lbs.[3] to help get the job done.

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on many Chrysler, Dodge, Jeep®, Ram, FIAT® or Alfa Romeo Brand vehicles

UP TO $1,000 ALLOWANCE[5]
ON THE JOB

MOST NATIONAL AND LOCAL INCENTIVES

RAM | NAHB

See NAHB.org/FCA for additional details.

FCA US LLC IS A PROUD AFFINITY PROGRAM PROVIDER FOR THE NATIONAL ASSOCIATION OF HOME BUILDERS.

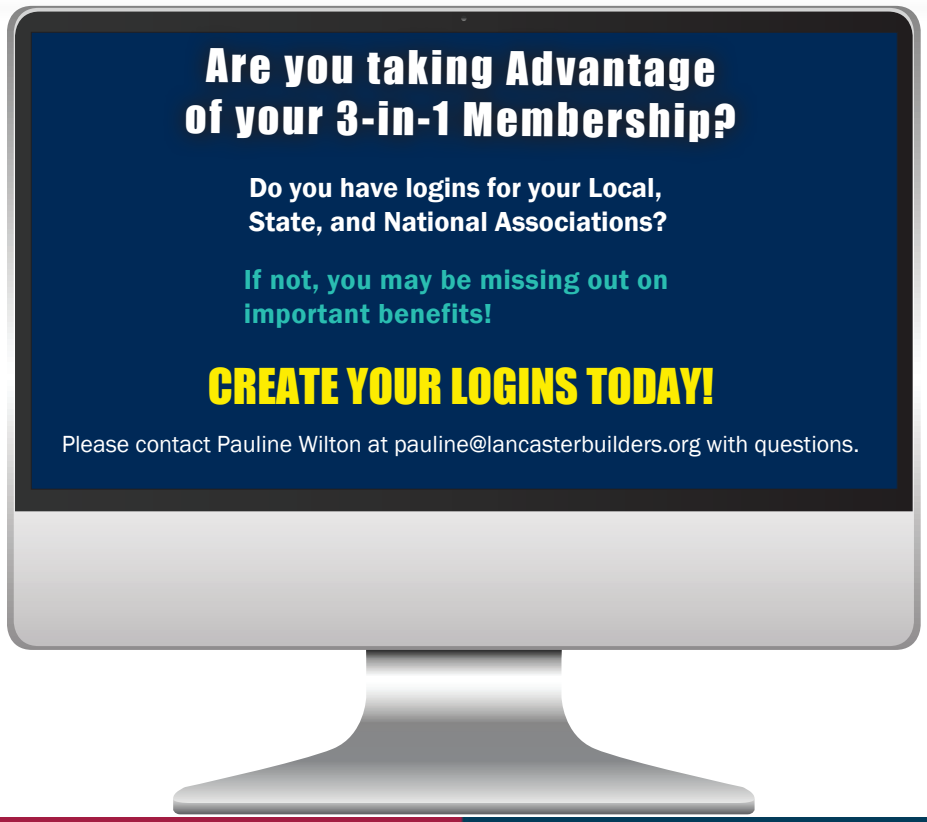
1. Based on the average of VIO vs. New Registrations for each model year using IHS Markit Data as of September 1, 2019 for Model Years 1988-2019. 2. When properly equipped. See dealer for details. 3. When equipped with the 5.7L HEMI® V8 engine with eight-speed automatic transmission. 4. Available on select models. Please see dealer for more details and complete eligibility requirements. This program is available only to NAHB members and member company employees, and immediate family members living in the same household residing in the 50 United States, the District of Columbia and Guam, but such availability is subject to change without notice. 5. On The Job incentives apply only to NAHB members and member company employees. NAHB members and member company employees: see dealer for On The Job incentive details, program rules, and eligibility requirements. On The Job is a retail incentive program; see your dealer for official program rules. Offer ends 1/2/2021. Inquire about eligibility by calling 877-ONTHEJOB (877-668-4356) or by logging on to fcausfleet.com. ©2020 FCA US LLC. All Rights Reserved. Chrysler, Dodge, Jeep, Ram and HEMI are registered trademarks of FCA US LLC FIAT and ALFA ROMEO are registered trademarks of FCA Group Marketing S.p.A., used with permission.

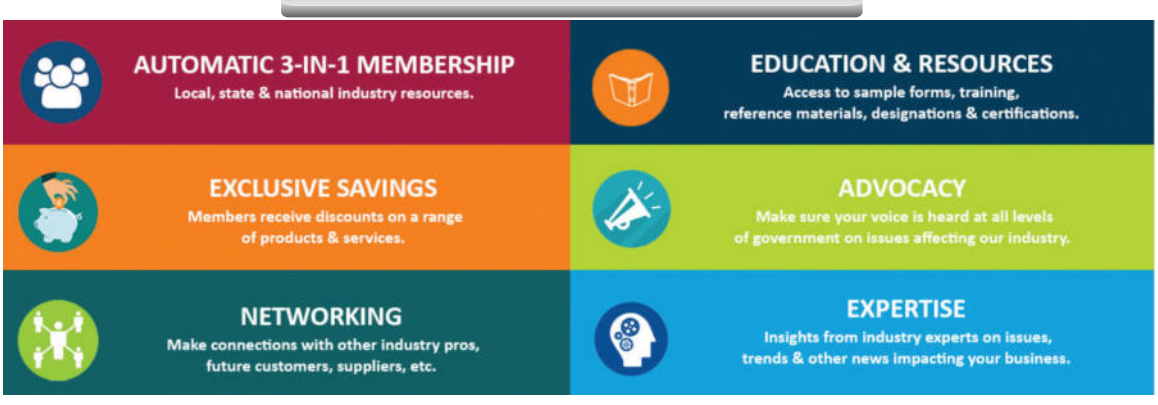
2021 Spring Home Show



Save the dates for the 2021 BIA Spring Home Show at the Lancaster Wyndham!

We are planning for March 12, 13, and 14 – registration information coming soon!





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THE BIA *Virtual* PARADE OF HOMES

KICKS OFF ON OCTOBER 24th!

New 3D technology provides you a room by room view of the innovative designs and distinctive details that will excite and inspire you! Concepts and ideas are endless.
When you find the home of your dreams on tour, contact our BIA builders and make it yours!

Visit LancasterParadeofHomes.com.

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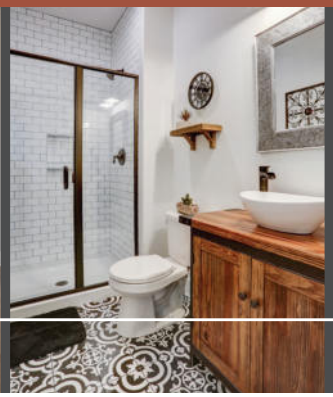
FIND US ON:

#POH2020









BIA of Lancaster County Members Save $125 Annually

As you prepare to excavate, state law requires that you contact 8-1-1 or www.paonecall.org.

PBA and BIA of Lancaster County members have their annual $125 fee covered through their membership!

Here's how:

- Each calendar year when you contact 8-1-1 for the first time, you will receive an invoice for $125.
- Forward your invoice to the BIA of Lancaster County. They will confirm your membership and send your invoice directly to PBA for payment.
- You will not receive an invoice for additional use of the PA ONE Call System in the same calendar year, regardless of how often you use it.
- Repeat the same process the fist time you dig in the next calendar year.

Building Industry Association of Lancaster County





Got some job openings?

Got some great offers?

Boost your visibility!

JOB POSTINGS

Create your **FREE** employment listings.
Post them on the BIA website.
Get an enhanced directory listing.

Want to pay your dues?
Take care of it online!

Take advantage of the online tools available to you right now at www.lancasterbuilders.org.

Login today!

GrowthZone
smarter association software

For more information or to set up your login account, contact Kathy Baugus at kathy@lancasterbuilders.org.

Have an offer for fellow BIA members?
Have an offer for consumers?

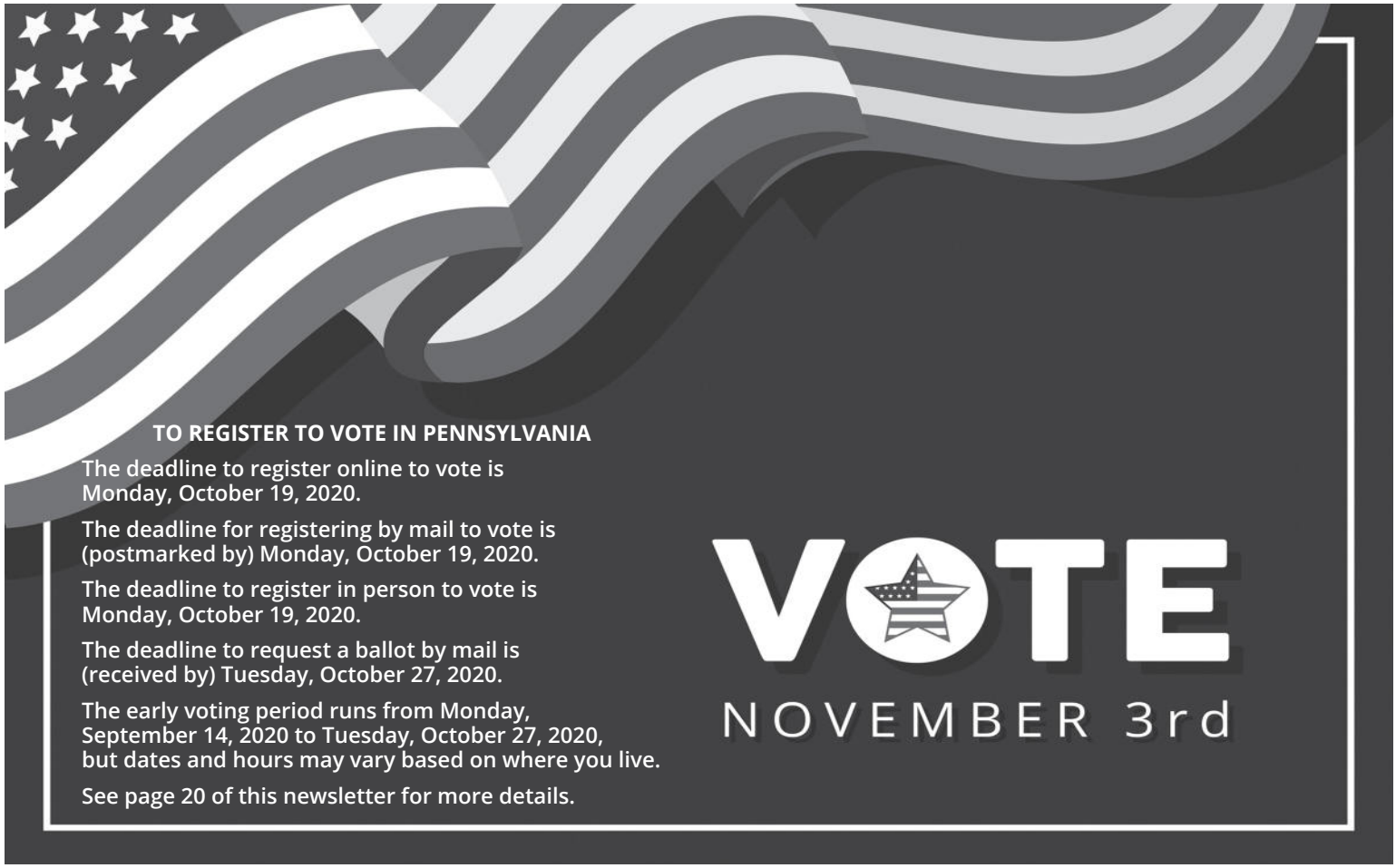
Offer a BIA *Hot Deal!*

Advertise your business for **FREE** on our website. Use your member login to create your Hot Deal!

Login today!

HOT DEALS POSTINGS

For more information or to set up your login account, contact Pauline Wilton at pauline@lancasterbuilders.org.



States Vectors by Vecteezy https://www.vecteezy.com/free-vector/states

Building Industry Association of Lancaster County

2020 Virtual General Membership Meeting

November 12th at 3:00pm via Zoom

Registration

To register, visit

lancasterbuilders.org/events/calendar/

Once registered, you will receive the link to the meeting.

On the Program:

- Hear from our sponsor
- Vote on the BIA's 2021 Slate of nominees
- BIA Membership Committee All-Star Award winner announced
- And More!



Come to the virtual table and let your voice be heard. Support your organization, your fellow members and the building industry!

Sponsored by

Lezzer Lumber
BUILDING MATERIALS CENTERS

The BIA Nominating Committee is pleased to announce the slate of nominees for the 2021 Board of Directors!

Please review our Officers and Directors who are continuing to serve, and note that the new nominees are highlighted. Per BIA Bylaws, the Board of Directors has approved the slate for membership voting at our General Membership Meeting on November 12th.

Steve Cook, UGI Utilities – President

Matt Grosh, Herr & Low – Immediate Past President

Jordan Metzler, Metzler Home Builders – Vice President

Tim Kotzmoyer, TK Building & Design – Secretary

Jason Herr, Trout CPA – Treasurer

Lori Bentley, Douple Agency – Associate Vice President

Randy Hess, Hess Home Builders – Builder Director

Andy Toms, EGStoltzfus Homes – Builder Director

Jared Erb, Custom Home Group – Builder Director

Kevin Kozo, Turnberry Construction Group – Builder Director

Mike Blank, MBC Building & Remodeling – Builder Director

John Bear, Stevens & Lee/Griffin – Associate Director

Ryan Mowery, Fulton Bank – Associate Director

Claudia Shank, McNees Wallace & Nurick – Associate Director

Joel Young, Rettew – Associate Director

BIA Events and Education

BIA EVENTS

PILLAR AWARDS FINAL ENTRY DEADLINE
October 1, 2020

2020 BIA *Virtual* PARADE OF HOMES
Kicking-off on October 24th
New 3D technology provides you a room by room view of the innovative designs and distinctive details that will excite and inspire you!

Visit *LancasterParadeofHomes.com* on the kick-off date.

Donations are being accepted for our prize giveaway, If you have a prize to donate, please contact *Melanie@lancasterbuilders.org*

2020 Virtual Building Industry Association PARADE OF HOMES Lancaster/Lebanon

Sponsored by Fulton Bank

UGI Energy to do more

PILLAR AWARDS WINNERS
***Virtual* ANNOUNCEMENT**
November 5, 2020
Keep and eye out for more information!

Stay in the loop! Connect with the BIA on:

facebook. YouTube

www.lancasterbuilders.org

EDUCATION

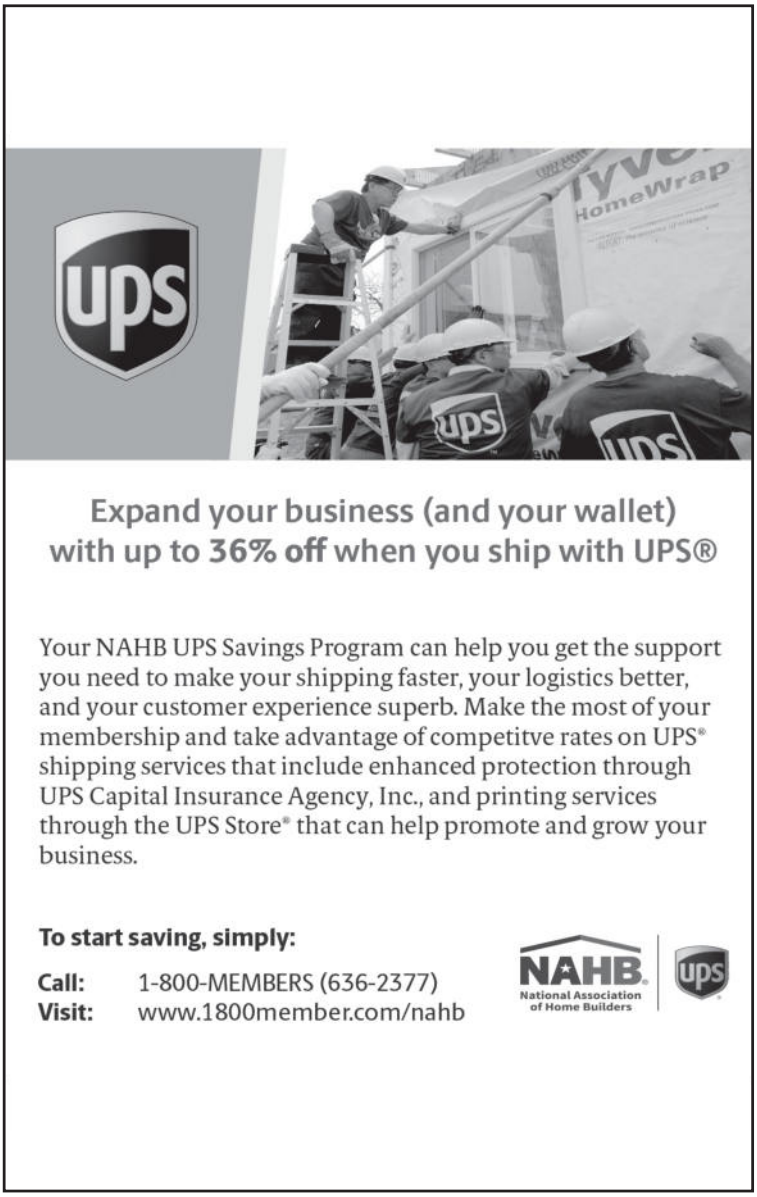
STAYING COMPLIANT IN A COVID-19 WORLD
September 23, 2020
Virtual Meeting with BLAKINGER | THOMAS LAW FIRM
S. Whitney Rahman, presenter
The session will include:
- Information about the recent Families First Act and CARES Act
- The Governor's and Department of Health's Orders regarding COVID-19 and the workplace
- General employment laws that may apply, such as OSHA, the Americans with Disabilities Act, Title VII of the Civil Rights Act of 1964, and the Pennsylvania Human Relations Act.

You won't want to miss this informative meeting!
To register please visit lancasterbuilders.org/events/calendar/
Once registered, you will receive the link to the meeting.
For more info, contact Pauline Wilton at pauline@lancasterbuilders.org.

OSHA 10-HOUR CONSTRUCTION—THIS IS A 2-DAY COURSE
October 15 & 16, 2020 7:30am – 1:30pm each day
ABC Keystone, 135 Shellyland Road, Manheim
This OSHA 10-Hour Construction course serves as the benchmark for introductory jobsite safety and OSHA compliance education.
Benefits of Attending:
- Understand the value of safety and its role in organization profitability and survival
- Develop hazard identification skills and knowledge to prevent accidents, reduce losses and comply with the law
- Prevent fines by understanding what OSHA expects before they walk onto the jobsite
- Display a professional company image by managing workplace safety obligations

Cost: $220.00 per BIA Member. Register by October 2, 2020
To register, please contact Pauline Wilton
** Price includes: course materials and workbook, snacks and OSHA card.*

NAHB EDUCATION
NAHB provides opportunities to improve your skills, advance your career, and network with your industry peers through online learning. You will find and access on-demand courses, live online courses, webinars, replays, and more. You can also track your online education via your online learning transcript.
Visit: www.nahb.org/Education-and-Events/Education





It's a Right, a Privilege, a Responsibility

On November 3rd,
Pennsylvania Builders are facing a critically important election during this season of multiple, ongoing crises. To make sure that our members are absolutely prepared to exercise their right to participate in this election, we wanted to provide the following information for you:

• The last day to register to vote in Pennsylvania is October 19, 2020. You can check to make sure you are registered to vote OR register to vote by going to https://www.votespa.com/Register-to-Vote/Pages/default.aspx

• Please make sure your normal polling location is still active during the pandemic (many locations have been consolidated). You can locate your in-person polling station at this site: https://www.pavoterservices.pa.gov/Pages/PollingPlaceInfo.aspx

• Should you need an absentee ballot or mail-in-ballot you can request one by going to: https://www.votespa.com/Voting-in-PA/Pages/Mail-and-Absentee-Ballot.aspx

October 27, 2020 by 5:00 PM - **APPLICATIONS FOR BALLOTS** must be RECEIVED by your county election office.

November 3, 2020 by 8:00 PM - **VOTED BALLOTS** must be RECEIVED by your county election office.

To verify the location of your county election office, go to: https://www.votespa.com/Resources/Pages/Contact-Your-Election-Officials.aspx.

While the Presidential election is important—it is imperative that you, your family, and your employees are also aware of both the Pennsylvania State House and Senate seats that will be on your ballot on November 3rd as well.

All 203 seats in the Pennsylvania House of Representatives will be up for re-election. Of those seats, 70% are contested.

In the Pennsylvania State Senate, 25 seats are slated to be on your respective ballots with 75% of those seats being contested.

All the Lancaster County House seats are up for re-election in November. Of those House seats, Rep. Fee, Rep. Miller, Rep. Mentzer, Rep. Hickernell and Rep. Zimmerman all have contested races.

In the Pennsylvania State Senate, Senator Scott Martin has a contested race.

Many of these hotly contested races may be decided by only a handful of votes! It is extremely important that members of the housing industry cast votes for elected officials who understand the importance of affordable housing and the effect that governmental actions can have on its production.

2020 BIA-PAC Contributors

The BIA Political Action Committee provides funds to candidates & causes that are friendly to our industry. Thank you to the following individuals who have contributed this year:

Keystones Club: $750+
Randy Hess

Century Club: $500+
Bruce Gingrich Mark Stanley

Chairman's Club: $100+
Scott Frick Nathan Van Name
Frank Vargish Joel Young

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Building Industry Association of Lancaster County

"As we continue to move ahead in the ever-changing work environment, we look to the BIA with its continued advocacy efforts and updates on how to best proceed as a company, while keeping our life-sustaining industry moving forward."
~ T. Kotzmoyer, TK Building & Design LLC



Advocating for you!
Now more than ever!

To help with advocacy efforts, ***please*** consider donating to the BIA Political Action Committee!

"I feel that during this COVID-19 situation, if it weren't for the BIA and PBA, the construction industry would not have opened when it did."
~ S. Black, Stephen Black Enterprise

For More Information OR to Contribute: Karen@lancasterbuilders.org

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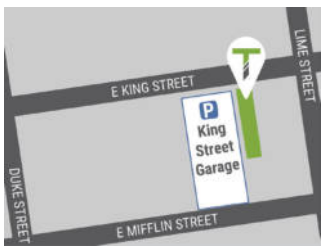

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New Member

Join us in welcoming this company into the BIA, and in thanking our recruiter!

ASSOCIATE

Home Climates, Inc.
Nathan Shambaugh

76 Hershey Road
Elizabethtown, PA 17022
Phone: (717) 689-5655
Email: nshambaugh@homeclimates.com
Business Activities: Heating & Cooling
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NAHB National Association of Home Builders | amazonbusiness

Membership Renewals

Thank you for your continued commitment to the industry!

Adams Drywall, Inc.
Affordable Paving & Excavating LLC
Amish Country Gazebos
Andersen Windows, Inc.
Bareville Kitchens & Design
Barley Snyder
Blakinger Thomas
Bomberger's Store, Inc.
Boyd/Wilson Property Management Company
C.E. Groff & Sons, Inc.
Century Home Improvements By Century Spouting, Inc.
Charter Homes & Neighborhoods
Choice Windows, Doors & More, Inc.
Cooper Custom Homes
Creative Financial Group
D.K. Builder, LLC
David Miller/Associates, Inc.
Daylight Basements, Inc.
DM Stokes Home Renovations
Douple Agency, Inc.
DreamMaker Bath & Kitchen of Elizabethtown
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EGStoltzfus Homes, LLC
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Fairway Architectural Railing Solutions
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Lancaster Paint & Glass Co.
Landis Technologies
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Martin's Flooring Inc.
McNees Wallace & Nurick LLC
Merv Miller Builder, LLC
Millfield Construction Co.
NextPhase Business Planning
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Orrstown Bank
Overhead Door Co. of Lancaster
Penn Stone
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Rettew Associates, Inc.
Rhoads Energy Corporation
Russell, Krafft & Gruber, LLP
Scotty's Painting & Paper Hanging, Inc.
Smoker & Company
Speedwell Construction
Stevens & Lee/Griffin
Swartz Kitchens and Baths
The Spa and Pool Place
Traditions Mortgage
Walters Services Inc.
Weinstein Supply
Weist Electric, Inc.
Zeiset Homes & Renovations LLC
Zephyr Thomas Home Improvement Company
Zimmerman Exteriors, Inc.

Cancellations

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Butler Mobility Products
Clarion Bathware
Dave Alexander Builders Inc
Fairway Independent Mortgage Corporation
Fox Pools - Consumer Division
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High Efficiency Solutions LLC
Hurst Brothers Development
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Lancaster Housing Opportunities Partnership
Lanchester Grill & Hearth, LLC
Mile6, LLC
R Remodel
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Because R&A Magazine is not mailed to homes, readers actually have to make an effort to obtain a copy...yes, R&A readers are motivated! And because of the valuable information we publish (thanks to our advertisers), many readers have told me that they keep every issue for reference. Want more proof that R&A advertising works? Ask our long list of regular advertisers.

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OF LANCASTER COUNTY
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