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Lancaster Builder

A publication of the Building Industry Association of Lancaster County



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Economic Market Update: 2020 Review

A year unlike any other in modern history.

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BIA Parade of Homes' 30th Anniversary

30 years of excellence on Parade.

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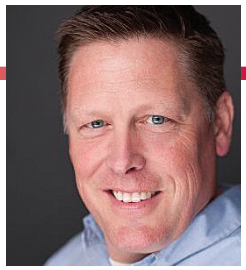
Changes and Challenges that Create Opportunity

by Steve Cook, UGI Utilities, Inc.



To our BIA Members,

It is with great honor and humility that I write to you for the first time as the President of the BIA of Lancaster County. As we begin our 65th year, I believe it is one of our top priorities to ensure that we have a solid foundation for the next 65 years as well!

In 2021, we will continue to face many of the issues that linger from 2020, but none greater than the need for civility. As we reevaluate the existing manner in which we conduct our business, we look to continually engage our members through traditional networking and in-person events as well as remote meetings and gatherings—doing so in a manner that is respectful to all regarding the personal risk tolerance to physical, financial and emotional stress. We are eager for the opportunity to expand our focus in new ways to fulfill our BIA mission: to promote its member companies while advocating for a fair market business environment that meets the housing and building needs of Lancaster County.

We are at an inflection point, given that the building industry, our community and regulatory landscapes are changing. We must take a comprehensive, sustainable approach to our organization that enables us to fulfill our commitments to our members and reinforce our core values of safety, integrity, respect, and excellence. And it is with that same sustainable approach toward the future, we will undertake a new a strategic plan for 2021 – 2025.

While these changes present some challenges, they also create many opportunities for us. We will capitalize on our position of strength by preparing now for our next chapter of continued growth and success.

I thank you in advance for your continued participation, support and belief in the association.

Respectfully,

Steve Cook
2021 President, BIA Board of Directors.

Calendar of Events

For more information on these BIA events, see pages 18 & 19.

Events

Apr	7	Economic Outlook with NAHB Chief Economist Rob Dietz
May	5	BIA—The Whole Picture @ BIA Office
Jun	11	2021 Parade of Homes Gala @ Lancaster Country Club
Jun	12-20	2021 Parade of Homes
		Earlybird entry deadline, March 12
		Final entry deadline, April 9
Jun	24	BIA Annual Golf Outing @ Crossgates Golf Club
Sept	17-19	2021 BIA Home Show

Education

Apr	6, 12, 19, 27	Sales Works — (a 4-day ABC Course)
May	5, 11	Productive Conflict: Communication, Conflict Resolution & Negotiation Skills — (a 2-day ABC Course)

Also see NAHB courses listed on page 19.

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.

CONTRIBUTIONS
Member articles are welcome and can be directed to the editor in writing. Opinions expressed by authors and advertisements do not necessarily reflect the policies of the BIA. The BIA reserves the right to edit all submitted materials and to determine the suitability of any ad.

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Members are welcome to attend BIA Board of Directors meetings, held the third Wednesday of every month at 3:00 pm at the BIA Offices.

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BUILDING A MONEY-MAKING WEBSITE

If you've been in business for more than 5 years, chances are your company's website has gone through several iterations. First, you might have had a few static pages with the animated construction guy. Next you probably had a digital version of your brochure or sales flyer that people could flip through. In recent years, you may have upgraded to a mobile-friendly version or responsive design for multiple screen sizes.

Crucial Components of a Website in 2021
High-performing websites in 2021 have a lot more demands than websites from years or decades ago. They need to have the right information to rank, load fast, and be built on the right platform. Older websites that don't meet these criteria can lose rankings, traffic, and be a detriment to a company's business goals.

Here's what a website needs to do to succeed in 2021:

Rank Well
It is far too common that companies invest big bucks into a beautiful-looking website that no one can find. That's because all the focus was on the appearance of the website, not on whether it will rank well. Search engine optimization (SEO) is just as important as the photos you choose if you want a website that will grow your business.

Load Fast
Starting in May 2021, Google is using a website's speed to partially determine rankings. This means that your older, slower website might get pushed down in the search results in favor of newer, faster websites from your competitors.

Good User Experience
Nothing is more frustrating than going to a website and not being able to find what you are looking for. Google is starting to factor this into their rankings, so that confusing or poorly built websites can drop in rankings. Websites with poor user experiences can lead to dissatisfaction, negative brand experience, diminished rankings, and lost sales.

YDOP: Lancaster County's Leading Website Agency
The goal of YDOP is simple: to make sure small and medium-sized businesses grow through their digital marketing investment. And that starts with a well-built website.

We specialize in building custom websites that both Google and your customers will love. With our content-first approach to design, meticulous attention to every pixel on the screen, and a back end that's easy to update by any member of your team, a YDOP-built website is designed to improve your online marketing, generate qualified leads, and last you for years to come.

No purchased themes or pre-built templates here, each website is custom designed & built to your needs and budget. Whether you are trying to generate more leads, prove your value to key decision-makers, or recruit more team members, we'll make sure your website meets your business goals.

Our results speak for themselves: we were voted Top Website Design & Development Agency in Central PA by CPBJ (two years in a row!), plus our websites have won 25+ regional and national design awards - including the 2020 BIA Pillar Award for the Tomlinson Bomberger website.

HORIZON INTERACTIVE AWARDS – DISTINGUISHED AGENCY AWARD WINNER
Reader Rankings – TOP WINNER
NN/g – UX CERTIFIED

To receive a free audit of your existing website and discuss how a new website can improve your digital marketing, contact YDOP at 717-397-1212 or info@ydop.com.



ECONOMIC MARKET UPDATE: 2020 REVIEW

By: Matthew Brennan

2020: A year unlike any other in modern history.

The adjective unprecedented was used liberally throughout 2020 to describe events over the course of the year — and the year itself. A more apt term to describe 2020 comes from Latin in the phrase sui generis, meaning "of its own kind" or "in a class by itself." The phrase originates from biology, used to describe a species that does not fit into a genus that includes any other species. To describe 2020 as sui generis certainly falls within the spirit of that original usage.

The COVID-19 outbreak presented the world with a global health challenge on a scale not seen since the Spanish Flu outbreak of 1918. Economies around the world experienced the sharpest, deepest recession on record. After beginning the year at all-time highs, stocks experienced a severe bear market, led by the largest waterfall decline in the stock market since the crash of 1929 in March 2020 as the nature of the pandemic started to come fully into view. Despite all this, markets ended the year strongly in positive territory, with the Dow and S&P 500 once again at all-time highs. Markets started and ended 2020 at all-time highs, but investors took an extremely wild ride to get there.

To say 2020 was "yet another eventful year for the global economy and geopolitics" is an understatement.

• The rampant COVID-19 pandemic resulted in one of the worst global crises since WWII. As of this writing, over 87 million people have been infected worldwide, resulting in more than 1.8 million deaths.

• Precipitously imposed lockdowns across the globe resulted in a sharp, steep global recession as economic activity ground to a halt in the first half of the year. The US economy saw the largest quarterly GDP decline in history in Q2 2020, with the 31.4% decline quarter-on-quarter far eclipsing the worst of the Great Depression and Great Financial Crisis.

• As markets crashed in March – sparking fears of a global depression – the Federal Reserve and other major central banks mounted an unparalleled response. Banks issued emergency rate cuts, slashing interest rates to zero. Faced with a liquidity crisis that spread even to high-quality assets, the Federal Reserve vastly expanded its set of policy tools and chose to act as the buyer of last resort, actively purchasing a broad spectrum of fixed income securities including corporate bonds – an approach they purposefully eschewed during the Great Financial Crisis. Other central banks went even further, expanding these emergency purchases to include equity securities as well.

• Fiscal policy measures also greatly expanded over the course of the year. Politicians, faced with record decline in economic activity and surging unemployment levels, saw firing the proverbial fiscal bazooka as the only option on the table. The US passed a number of novel fiscal programs, including direct payments to households, in an effort to ameliorate some of the economic pain of government-imposed lockdown orders. In total, US fiscal policy programs amounted to more than 18% of 2019 GDP, dwarfing the policy response to the Great Financial Crisis in 2008-2009. The fiscal policy response in other developed nations in some cases exceeded 20% of prior year GDP, with Japan topping the list at 42.2%.

• The policy response meant to limit the spread of the virus decimated a number of industries but was a boon to others as the world adapted to a new reality. Global lockdowns crippled the travel and tourism industries, while many technology firms flourished. Many stock markets closed the year at or near record highs, seeing the combined wealth of the world's ten richest people rise 57% to an all-time record high $1.14 trillion.

• Scientists worked tirelessly throughout the year in an attempt to develop a vaccine for the novel virus. Aided by government programs such as Operation Warp Speed, several vaccines were developed and approved for use before the year was through, a task many initially thought impossible in such a short time frame. These heroic efforts condensed a process that historically had taken a minimum of several years to achieve down to a few months, as a number of viable vaccines received widespread approval before the end of the year.

• The Presidential election in the United States smashed historical turnout records, with over 159 million Americans ultimately casting their ballot. Ballots cast in previous elections had never exceeded 140 million. It took a record of over 80 million votes for challenger Joe Biden to defeat the incumbent, Donald Trump. President Biden's victory marks the first time since 1992 that an incumbent President failed to win a second term.

• A record 141 women were elected to serve in the 117th Congress, representing 26.4% of its membership.

• The United Kingdom officially left the European Union at the end of January 2020, and a transitional negotiation period lasted the remainder of the year. Trade deal talks were contentious, but ultimately a deal was struck by the December 31 deadline.

• Israel signed peace deals with a number of Arab neighbors. The United Arab Emirates became the first Arab nation to officially recognize Israel, and several others followed. Additional peace deals look likely to come in 2021.

Markets post healthy returns

Despite these events, markets around the world ultimately posted healthy positive returns over the course of the year. The bellwether for US stock returns, the S&P 500, finished the year up 18.4% on a total return basis. Despite trailing for much of the year, small cap stocks, as represented by the Russell 2000, outperformed their large cap peers, with the index returning 19.96% after a strong rally in the closing months of the year. US equity performance varied widely by style, however. Growth outperformed value by the most on record for a calendar year, with the S&P 500 Growth Index returning 33.47% on a total return basis for the year versus the 1.36% return of the S&P 500 Value Index.

Performance also varied widely across sectors and industries. Information Technology led the way, significantly benefiting from the massive shifts that occurred in 2020 to finish the year up 42.21%. Energy was the laggard, suffering from a significant decline in demand due to global lockdowns, finishing the year down 37.31%. Performance was mixed internationally as well. The MSCI EAFE Index of major developed international equity markets returned 7.82% in USD terms. The growth style significantly outperformed value internationally as well, with the MSCI EAFE Growth Index returning 18.29% versus the -2.63% return of the MSCI EAFE Value Index in USD terms.

Emerging market equities significantly outperformed their developed market peers, with the MSCI Emerging Market Index returning 18.31% in USD terms. Looking globally, the MSCI ACWI Index, a proxy for the global stock market, returned 16.25% in USD terms in 2020. US dollar weakness during the course of the year was broadly a tailwind for US- based investors in international markets in 2020. In developed markets, the local currency return of the MSCI EAFE Index was just 0.84%, underperforming the US- dollar- denominated return by nearly a full 7%. The US dollar was not as strong against the broad basket of emerging market currencies, and the local currency return of the MSCI EM Index ended the year slightly higher than the USD return, at 19.12%. Several major domestic and

Continued on page 7.

Who's in the News: New Hires & Honors

NEW HIRES

RKL LLP announced the hire of three new managers in its Business Development Department, Financial Services Industry Group and Small Business Services Group.

Lauren Gluckman, Business Development Manager: Gluckman



brings 17 years of sales experience to RKL's business development team. In her new role, she will align RKL solutions with problems and challenges faced throughout the firm's footprint. Gluckman's focus is growing RKL's practice and expanding its client base in the Berks and Lehigh Valley markets. She earned her B.S. in Political Science and English from Virginia Tech University and her M.S. in Counselor Education from West Chester University. Gluckman holds an Essentials of Human Resource Management certificate from George Mason University. She resides in Oley.

Janily Jones, CIA, Manager, Financial Services Industry Group: Jones brings



12 years of experience across internal audit, banking and asset management, and a deep expertise in risk management to her role at RKL. She specializes in evaluating internal risks and controls to provide meaningful insight on risk exposures and recommendations that support small or global organizations in achieving their goals and objectives. Jones is a member of the Institute of Internal Auditors and holds a B.S. Business in Management & Marketing and a Master of Business Administration from the Pennsylvania State University. She resides in Lancaster.

Keith McLaughlin, CPA, CFE, Manager, Small Business Services Group:



Throughout his nine-year accounting career, McLaughlin gained accounting, tax and audit experience and served clients in a wide variety of industries including manufacturing and distribution, construction, public sector and nonprofits. He has worked with both privately owned and publicly traded companies. McLaughlin is a member of the American Institute of Certified Public Accountants and the Pennsylvania Institute of Certified Public Accountants and earned his B.S. in Accounting from the College of New Jersey. He resides in Wyomissing.

HONORS

Barley Snyder The American Arbitration Association recently announced that it has accepted Barley Snyder attorney Lindsey M. Cook as a panelist in its organization.

Being accepted into the group puts



Lindsey M. Cook

Cook in a select group of attorneys, including former federal and state judges, that is endorsed by the group to perform alternative dispute resolution tactics in cases both locally and across the country.

In 2020, arbitration association admitted Judge Stephen P. Linebaugh, the chair of the Barley Snyder Alternative Dispute Resolution (ADR) Service Team, as a panelist. The association holds its members to strict codes of ethics and model standards of conduct to ensure fairness and impartiality in conflict management.

"Being admitted to the American Arbitration Association is a great honor for me," Cook said. "I am proud to have been selected to join such a highly regarded organization, and I look forward to providing litigants with efficient, fair resolution of complex legal disputes."

Cook is an attorney in the Barley Snyder Litigation Practice Group and is a magna cum laude graduate of the University of Maryland School of Law, where she continues to serve as a senior coach for the University's national trial team. Child Care Consultants Inc. recently named her to its board of directors, and she is also on the executive board at Coalition for Smart Growth in Lancaster

Barley Snyder. The Lancaster Law Foundation has named Barley Snyder attorney **Amanda Jabour Kowalski** to its board of directors.

The foundation is the philanthropic



Amanda Kowalski

arm of the Lancaster Bar Association. The foundation's mission is to promote equal access to justice for all in Lancaster County by funding public interest law projects, delivering pro bono service and educating the public on civic and legal issues.

Kowalski's board position was transitioned to her from Barley Snyder attorney, Sarah Yocum Rider, who served on the board for many years.

"The Lancaster Law Foundation is an important part of the bar association," Kowalski said. "Its core mission to work for equal access to justice is important to the Lancaster community, particularly now when many people are looking for ways to be proactive about social justice. It's exciting to be a part of an organization that can make positive change."

Kowalski is an attorney in the Barley Snyder Business Practice Group, as well as its Cybersecurity and COVID-19 Response service teams and the firm's Banking Industry Group. She is a graduate of the George Washington University Law School and received her undergraduate degree from the University of Pennsylvania.

Barley Snyder Two Barley Snyder attorneys have been elected to leadership positions on the Lancaster Bar Association Board of Directors – including the president position.

Partner **David Freedman**, who spent 2020 as the president-elect of the bar association, stepped into the role of



David Freedman

president for 2021. Freedman had previously been the vice president of the bar association in 2015 and 2019.

"I am so honored to serve an organization that provides such valuable services to the legal profession and the public," Freedman said. "For attorneys, the Lancaster Bar Association provides training and networking that helps them serve clients more effectively, plus wellness initiatives to address what is one of the most stressful environments a professional can work in. For the general public, the association helps to ensure equitable access to justice and evaluates candidates for judicial office. The pandemic has presented challenges that the association has never seen before. But we're ready to meet this moment."

The association's board also installed Barley Snyder attorney **Luke Weber** as treasurer. Weber spent 2020 on the



Luke Weber

board as chair of the Lancaster Bar Association Young Lawyers Section.

"I strongly believe in the bar association and the positive effect it can have on the community," Weber said. "I've seen firsthand the changes that can be made in people's lives because of the bar association. I feel privileged to have the opportunity take on this new role in the organization. We have an energetic and diverse board coming on for 2021, and I look forward to working with them."

Freedman is a partner in the firm's Employment Practice Group, its Immigration Practice Group and is the chair of the Education Practice Group. In both 2015 and 2018, the Pennsylvania Immigration Resource Center named him its "Pro Bono Attorney of the Year."

Weber is an attorney in the firm's Litigation Practice Group and Health Care Industry Group. He and Freedman are part of a team that is working pro bono to obtain protection from deportation and employment authorization for immigrant survivors of domestic violence and sexual assault.

Barley Snyder Recognizing his efforts to integrate cybersecurity into the legal profession, The Legal Intelligencer has



Donald R. Geiter

named Barley Snyder partner **Donald R. Geiter** to its 2020 list of "Pennsylvania Trailblazers."

The second edition of the list from the state's preeminent daily legal

publication highlights attorneys who have advanced their practice through innovative methods.

Geiter was the driving force behind the Barley Snyder Cybersecurity Service Team, which formed in 2019 and moved further forward in 2020. The team focuses its attention on advising the firm's business clients on the legal complexities that surround cyber matters – including privacy policy considerations and breach-related liability. Geiter formalized the group while receiving his masters of law degree in Cybersecurity Law and Policy from the University of Maryland Francis King Carey School of Law. He is also a Certified Information Privacy Professional (CIPP) as designated by the International Association of Privacy Professionals. His interest and expertise in the area spans more than 20 years, including work early in his career with the U.S. Department of the Navy, Office of Naval Research..

"Some companies tend to think of cybersecurity purely as a technology issue to be handed off in its entirety to its information technology staff or third-party IT vendor," Geiter said. "But we're in a time where there has to be a full culture change in that thinking. Due to the complexities and requirements of the applicable cybersecurity-related laws, including the ever-evolving issues of privacy, cybersecurity has to be planned and considered at the highest levels of a company. That's where we come in, to educate, train and guide companies of all sizes on the related legal responsibilities of cybersecurity that extend beyond the pure technology components IT professionals oversee."

In addition to his work with cybersecurity, Geiter is the chair of Barley Snyder's Finance & Creditors' Rights Practice Group. He's been listed as a "Best Lawyer" in Mergers and Acquisitions (2019, 2020, 2021), Bankruptcy and Creditor Debtor Rights / Insolvency and Reorganization Law (2021) and Commercial Finance Law (2021). He is a member of the board of trustees at both the Salvation Army of Lancaster and Lancaster Bible College.

managing partner Jeff Lobach said. "More important to us, however, is our ability in 2020 to help our clients through some of the most challenging times they've ever experienced. We feel like we have, and will, keep that as our focus not just this year, but every year."

To be eligible for a ranking, a firm must have a lawyer recognized first in "The Best Lawyers in America," which recognizes the top 5 percent of practicing attorneys in the U.S. In August, the Best Lawyers list included 29 different Barley Snyder attorneys.

2020 ECONOMIC REVIEW *Continued from page 5.*

international indices ended the year at all-time highs. The road to these returns was rocky, however, with average market volatility at the highest level since the Global Financial Crisis.

Fixed income markets made history in 2020 as well. As central banks around the world slashed interest rates in March, the yield on the 10-year US Treasury bond fell below 40 bps intraday for the first time in history. The sharp decline in rates resulted in strong performance from long- duration fixed income assets, which are more sensitive to rate moves, which offered one of the few safe havens during March's market turmoil. The Bloomberg Barclays US Aggregate Bond Index, a broad measure of the performance of investment-grade fixed income markets in the US, returned 7.51% on the year. The ride was extremely bumpy, however; liquidity dried up across fixed income markets in March, and the index fell 15.57% from March 6 to March 20, which is more than five times the average intra-year decline over the past 25 years of about 3%.

Markets quickly stabilized once the Federal Reserve stepped in as the buyer of last resort, leading to a steady recovery in the months that followed. Returns were broad-based across sectors. Investment-grade corporate credit led the way, returning 9.89%. High-yield credit posted a slightly lower return of 7.11%, and was bested by the return on US Treasuries, which finished the year up 8%. Long-dated Treasury Bonds did the heavy lifting, finishing the year up 17.7%.

Internationally, dollar weakness also provided a tailwind for US- based investors. Developed market fixed income performance was slightly stronger, with the Bloomberg Barclays Global Aggregate ex. US Index returning 10.11% on the year. The bulk of this return was driven by currency movement, as the US dollar was down about 6.8% on the year against a broad basket of developed market currencies. Emerging market fixed income also had a strong year, with the return of the Bloomberg Barclays Emerging Market Aggregate Index finishing the year up 6.52% in USD terms. In a return to the environment throughout most of the 2010s, cash was the weakest performer on the year, with an all- Treasury bill portfolio returning a meager 0.54%.

ECONOMIC GROWTH IN 2021

THE COVID-19 PANDEMIC

The global pandemic brought a swift end to the longest economic expansion on historical record in the United States in 2020. While the economy has begun to recover, near-term risks remain. The most important determinant of economic growth in 2021 will be progress in combating the virus. Winter has brought with it a resurgence in infections as families gather for holidays and spend more time indoors. This trend has been exacerbated by the emergence of a new strain of the virus that appears to be 50 to 70% more contagious based on the limited early evidence.

Despite this challenge, the vaccine rollout has begun, and vulnerable populations are currently being vaccinated. As mass immunization accelerates in the new year, we believe that the US will avoid a double- dip recession barring any complications with vaccine deployment. As we approach the level of herd immunity, which occurs when the level of people immune to the virus is sufficiently high enough to arrest the spread in the general population, the threat from the virus will be reduced, and we expect a strong resurgence in economic activity, targeted to begin in Q2 or early Q3. In particular, we expect a boom in consumer spending for high- contact consumer businesses, which account for the vast majority of the remaining output gap. Pent- up demand for these types of services is palpable in the idle chatter and small talk on Zoom calls. Once the population reaches herd immunity, we expect a sharp uptick in spending on those experiences that were out of reach during the efforts to control the spread of the virus. This spending will be supported by the current savings rate, which is abnormally high relative to historical levels.

This spending should also provide support for the labor market as workers are recalled in vaccine-sensitive industries and broader economic activity normalizes. We expect this spending to result in a transitory increase in inflation starting in the summer months, but the size of the global output gap and the significant amount of slack in the labor force suggests this inflationary pressure will not be sustained over the course of the next few years. Sustained inflationary pressure will require a significant tightening of the labor market, which we do not believe will be achieved until late 2024/early 2025.

This background provides for a strong economic growth environment in 2021 due to the shockingly limited damage from the pandemic to the supply -side of the economy. The unprecedented amount of fiscal policy support has lowered corporate bankruptcy filings below their pre-pandemic trend. The number of active small businesses has almost fully recovered – the result of a combination of business re-openings from temporary closure and a surge in new business formation. While we expect that some of the productivity- enhancing measures, born out of necessity in response to policy measures to control the spread of the virus, will see some reversal, many are likely here to stay.

Our base case is that a successful vaccine rollout will lead to a normalization of economic activity and an environment supportive of mid-single- digit economic growth for 2021. Risks, however, are skewed to the downside, and a resurgence in the uncontrolled spread of the virus would lower this growth estimate materially.

Continued on page 17.

Builder Spotlight:

Shawn Garman, President of Operations Garman Builders


Shawn Garman

When was your company started?
My parents, Ivan and Charmaine, started Garman Builders in 1972, in Ephrata, PA.

What does your company do?
Garman Builders is "Creators of Better Homes" building new single family and multi-family homes, renovating existing homes, and restore homes after disaster strikes. We work in Lancaster and the surrounding counties.

What makes your company special?
Our tag line is "Built for the way you Live." Our goal has always been to build a better home and create a better building experience. We truly have a "We Care" approach and we value our relationships with our Team members, customers, associates and Trade partners. This is at the core of what we do.

Why do you enjoy your job?
What's not to love? Building peoples' dreams and creating better homes; it gives me great satisfaction to hand someone a set of keys to their dreams and the place that they will call their home. Everyday our company gets the opportunity to create value both in our products as well in the lives of the people who we call our team members, trade partners, and customers. I find great satisfaction in this.

Why are you a member of the BIA?
Originally my membership was about networking, education, and meeting trade partners and suppliers. But over the years I have realized that the BIA is much more than that. As a past president of the BIA I have gotten to see everything that we are involved in, from supporting local trade schools to supporting our future work force, to fighting for and battling government legislations that would have tremendous impact on our industry, both positive and negative, and the sustainability of affordable housing for Americans. I am a member because the BIA continues to protect the health of the homebuilding industry in Lancaster County.

Tell us about yourself and your family.
I have been married to my high school sweetheart, Joan, for 31 years. We have three children, two of whom work in the business. We live just outside of Lititz for the past 20 years and attend Lancaster Evangelical Free Church.

What are your hobbies?
My wife may say that my work is my hobby but I also have others, I like being outside, hunting, boating, traveling, and spending time at our place in Rehoboth Delaware. Family is important to me so spending time with them, traveling with them or just hanging out.

What other organizations are you a part of, if any?
I am a member of Delaware Valley Family Business Center, the National Association of Home Builders and their Builder 20 clubs serving as a trustee, a member of a Vistage peer group, sit on the advisory council for Bethany Christian Services, sit on various committees for Lancaster Evangelical Free Church, member of the Lancaster Chamber of Commerce, and member of the surrounding counties builder associations.

Associate Spotlight:

Jason March, Regional Account Manager James Hardie Building Products


Jason March

When was your company started?
James Hardie was created in 1888 and focused on selling oils and animal hides. It wasn't until the mid 1980's when James Hardie evolved into what you see today with their sole focus on Fiber Cement Building Products.

What does your company do?
We invented and manufacture Fiber Cement Building Products. This consists of exterior siding and trim, and interior tile underlayment.

What makes your company special?
There is a handful of ticket items that make our company special but if I were to stick to 3, it would be the following.

1. We have 9 plants across the US and all our product is made right here in America. On top of job creation, this also means we can control and maintain how our products are made.

2. Salesforce – we have over 500 sales reps across the country who's main priority is discovering bottlenecks in using our products and building tailored programs to address those bottlenecks. The next largest sales staff in the siding space is roughly 250 sales reps.

3. One size does not fit all! We are encouraged to be creative and think outside the box to make sure buying, selling, and installing our product is easy and more profitable than other siding solutions.

Why do you enjoy your job?
Ability to affect change in each segment of the building industry. From distribution, to new construction, to remodeling, to install, we have programs and solutions we can create to meet our customers unique needs to grow and become more profitable.

Why are you a member of the BIA?
The BIA is a terrific place to meet and engage with other businesses in our industry to brainstorm new ideas and help each other grow. This business is extremely relationship driven and the BIA is the hub for relationship building.

Tell us about yourself and your family.
My wife, Addison and I, live in Morgantown PA and are proud parents of a son Russell, and soon to be daughter. We enjoy spending time outside with our Bernese Mountain Dog and spending time with our family.

What are your hobbies?
I enjoy golfing at our local sportsman's club and driving & maintaining my Mustangs.

What other organizations are you a part of, if any?
Participate in the HBA of Harrisburg.

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Locally owned. **Locally** operated. Promoting **local** home improvement professionals and **local** suppliers...showcasing their **local** projects.

R&A Magazine...seriously LOCAL!



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.

Isn't it time you target your marketing to serious home improvement consumers?

ask me about our **BIA Discount**

Patrick Kiely, Publisher
717.519.7986
info@RandAMagazine.com





Commemorating 30 Years of Excellence on Parade

The Parade of Homes is celebrating its 30th Anniversary this year! To honor this milestone, the BIA is making plans for an **in-person and virtual** Parade in June.

In addition, we are excited to announce our new category - **Remodeling Projects** - that can now be entered! This hybrid version offers increased value and has already proven its success.

We hope you'll consider taking advantage of this excellent membership benefit and the extensive marketing plan we put forth which includes: television, billboards, dedicated Parade website, magazine ads, online and social media promotion, direct mailing of 100,000+ Parade of Homes guidebooks, and more!

We are eager to produce another exciting and successful event promoting YOU, our BIA members!

Be a part of our Parade of Homes' 30th Year!

Entry Types
New and Custom Homes
Townhomes/Duplexes
Apartments
Whole House Remodels (80%)

New Category Option
Remodeling Projects*
Kitchen, Bath, Addition
Outdoor Living, Basement
and more!
*Remodeling Projects subject to approval on a case by case basis

Deadlines & Fees
Earlybird Deadline:
March 12th — $2950
Final Deadline:
April 9th — $3250

Contact Melanie Capanelli for more information: (717) 569-2674 or melanie@lancasterbuilders.org

HAVE SOME FUN!

Have some fun during this momentous Parade milestone!

We have created a word search with 30 Association related words! Just complete the puzzle and scan it to us, if you find all the words you'll be entered to win a

$30 Amazon giftcard!

30 years 1991–2021 Building Industry Association PARADE OF HOMES

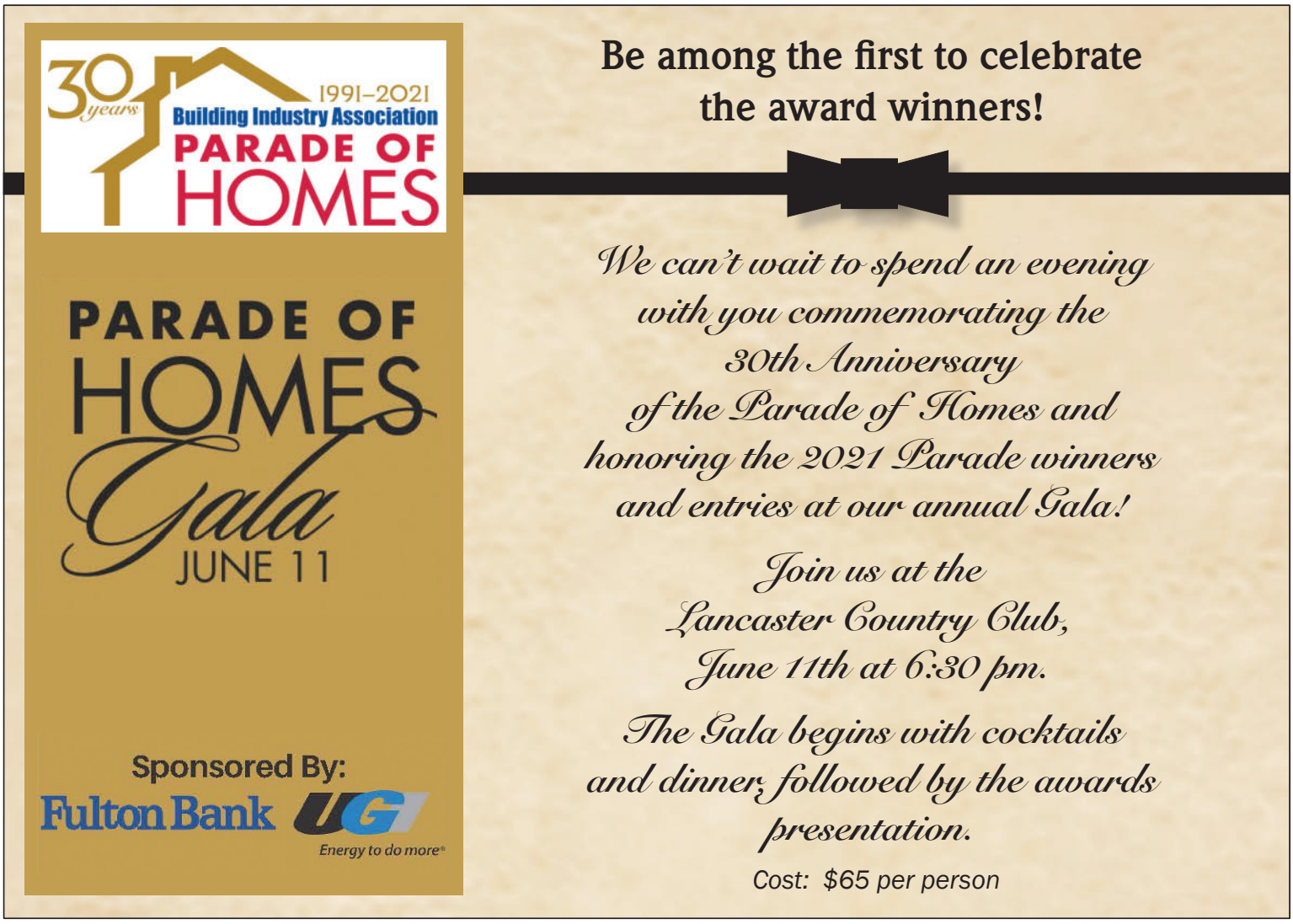
Parade of Homes 30th Anniversary Word Search

P F O Q I C H G B S L L Z Z M A R K E T I N G O
T I L Q V N N Z V H A I B S E E T T I M M O C G
O L L F Y I E E W N B U X X L P F H B K D H D F
L J Q L D A L K O D I N G A N K A C W Y U S J R
X L R L A X F I Q L A Z F B G Q L B R H V R R V
N D I Q V R S T D K S O F V E Q L T D Z Q E O P
S U Y V S S A E H X Q E A H A N S Y A P M B K C
B Y S Q E T R W S O H H T G K U E W F O W M V O
W Q R F Q S N W A A N B S A D N W F D D L E F H
U T O G W P F E G R E U K N I O O E I G Y M F V
S R T S P O K P V Y D C I H A C L E Y T X J V K
P F C E W T R E Q E K S W D J I O G T M S N K H
G S E M O H L K R O A E V B N I U S E Y O M N O
A P R O I U A M F T L O X G I I R M S I M O F M
I F I H T I N A K O C E R P X A B A T A I D Q E
E G D F C Q C W Z A R R G U A E B C H T H E R S
S N F O P C A K C Y P C V I R P U R A R T H N H
P U O E I L S Y F F J G E S S R V I B O P A O O
O M D D J Y T Q V D M C H U T L C M M G H I U W
N L R A Y D E U P X N I S S W O A O V B V J K I
S O A R R I R L Z Q P B N K S G R T P S W I E O
O T O A O V K S T J V O S S F P P L O S B O I H
R H B P U D N K X E C L A D T Y M G I R E S W V
S W F O U N D A T I O N O L G F E V D C S H T R

Advocacy Associates Association Benefits BIA
Board of Directors Builders Building Committees Construction
Events Foundation Home Show Homes Industry Lancaster
Legislators Marketing Members Membership NAHB
Parade of Homes PBA Pillar Awards Professional Promote
Remodeling Sponsors Staff Workforce

Name: _____ Date: _____

Please send completed word search to: Melanie@lancasterbuilders.org



BIA Held a "Past Presidents" Forum

The BIA was both proud and pleased to host a Zoom meeting in late January with 16 of our current and Past BIA Presidents. A special thank you goes out to all who attended:

Steve Cook of UGI Utilities
Matt Grosh of Herr & Low
Keith Petrisek of Dutch Quality
Shawn Garman of Garman Builders,
Mark Stanley of McNees, Wallace & Nurick
Jay Provanzo of Heartland Builders
Rick Jackson of ELA Group
Phil Eby of Eby Exteriors
Scott Provanzo of Heartland Builders
Randy Hess of Hess Home Builders
Bill Patrick of EGStolzfus Homes
Bruce Gingrich of Glenn H. Gingrich
Steve Black of Stephen Black Enterprise
Jeff Rutt of Keystone Custom Homes
Rob Bowman of Charter Homes & Neighborhoods
Bill Murry of Wm. Murry & Son

Discussion centered on the changes the association has experienced, especially in the past 20 years. The group sought perspective as to how we can respect and learn from the lessons of the past while adapting to the new normal we face in the future.

We are poised in 2021 to establish our new, 5-year Strategic Plan. Our leaders are working to focus the BIA's core initiatives of Membership, Advocacy, Promotion and Strength/Sustainability in ways that will continue to benefit members and advance our local residential construction industry.

Top of mind for the group was the advocacy effort the BIA puts forth. In conjunction with PBA and NAHB, these efforts are arguably the most important thing we do. Though it is often carried out behind the scenes, the work is constant and the relationships we have developed with our local legislators coupled with our "strength in numbers" is critical when it comes to addressing the issues that affect the way you do business.

Over the years, the number of our member companies has fluctuated, the way we promote our members has changed, and the "social" model of gathering has been interrupted. However, through the constant evolution of our consumer and award events, our education, our workforce and networking functions, the money saving (and cash generating!) member benefits, our member partnerships and the successes of the BIA's social media and marketing campaigns, we are equipped to move forward effectively. We are gratified that the perspective offered by the group of past presidents will inform this effort!

The 2021 Healthcare Challenge for Employers

For a large number of employers, the exceptional economic pressure placed on them during 2020 has only heightened the annual challenge of managing costs relating to their company's benefit programs. Although various vaccines and treatments are on the near-term horizon, the long-term impacts of the COVID-19 pandemic remain largely unknown. Virtually everyone expects health care premiums to increase in the months ahead, but the severity of increase is less known. Of course, even if health care premiums remained relatively flat, employers may still not be able to comfortably fit them in their budget with revenues mostly down over the past several months.

With so many uncertainties, many business owners are struggling to come up with a way to prepare for the coming year. From our perspective, the following three strategies can prove pivotal for employers when developing effective, long term strategies in the current climate:

1. Incorporate a painstakingly thorough approach to employee benefits
2. Take advantage of any available digital healthcare technologies
3. Incorporate new and creative strategies will be best able to manage the predicted volatile trends in health care costs and their impact on insurance premiums.

The Building Industry Association of Lancaster County offers its members access to *My Benefit Advisor* as a solution for employee benefits, including voluntary offerings. For more information about My Benefit Advisor, visit our website at **pbip.mybenefitadvisor.com** or contact Christopher Sloane at (610) 684-6933.

MY BENEFIT ADVISOR



Building Industry Association of Lancaster County
Lancasterbuilders.org/login

PBA Pennsylvania Builders Association®
Pabuilders.org/sys/login

NAHB
NAHB.org/login

Computer vector created by brgfx - www.freepik.com

Lancaster Building Industry FOUNDATION

Support the BIA Foundation—Here's How

Interested in joining the
FOUNDATION BOARD...



...and making a positive difference in the industry workforce and the community?

Contact EO Karen Watkins at the BIA.

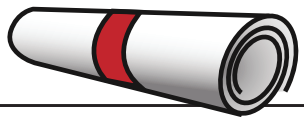
If you wish to contribute to the Lancaster Building Industry Foundation, please contribute online or mail your tax-deductible check (payable to: LBI Foundation) to the BIA office.



Do you know of a worthy student pursuing secondary education in the trades?

Lancaster Building Industry Foundation Scholarship Applications are being accepted for academic year 2021-2022!

Contact the BIA staff@lancasterbuilders.org or call Kathy at 717-569-2674 for information.



amazonsmile

AmazonSmile is a simple way for you to support your favorite charitable organization every time you shop, at no cost to you.

When you shop **AmazonSmile**, you'll find the exact same low prices, vast selection and convenient shopping experience as Amazon.com, with the added benefit that AmazonSmile will donate 0.5% of your eligible purchases.

We would be so appreciative if you'd choose our
Lancaster Building Industry Foundation
where we provide grants for community projects and scholarships to students pursuing a career in the residential trades.

Calling for Volunteers

The life blood of any organization includes its volunteers. Come. Join in. Make a difference!

BIA Home Show Committee

- Help to plan and promote the BIA's annual consumer show. Members help to execute the logistics, event features, and marketing campaigns of the multi-day event.

Contact: Karen Watkins — karen@lancasterbuilders.org

Membership Committee

- Help develop membership recruitment and retention initiatives such as workforce development, member events and discount programs.

Contact: Pauline Wilton — pauline@lancasterbuilders.org





2300 Lincoln Highway East,
Lancaster, PA

Reserve Your Spot

for the 2021 BIA Home Show

New Dates: Sept 17–19, 2021

Registration Now Open for ALL BIA Members.

The Lancaster Wyndham provides a beautiful, dedicated space, and the newly paved parking area is easily accessible and free to guests!

Registration information available on our website:
lancasterbuilders.org

Questions? Contact Kathy at the BIA: kathy@lancasterbuilders.org





2020 ECONOMIC REVIEW *Continued from page 7.*

EQUITY MARKETS

Turning to markets, the current stage of the economic cycle and the unprecedented amount of support for the global economy from fiscal and monetary policy create an environment ripe for strong asset returns in 2021. Classically defined, the typical equity cycle has four stages: "despair,", "hope,", "growth,", and "optimism.". The waterfall decline in the price of risk assets experienced in March 2020 was the very definition of the "despair" phase. Equity markets began to rebound during the summer, and the upward trend continued nearly uninterrupted for the remainder of the year, culminating in a strong post-election rally to close out 2020 – the "hope" phase. Those hopes came to fruition with the successful development of several effective vaccines in record-breaking time. In line with historical "hope" stages – during which the return of the S&P 500 has averaged 44% –- equity markets have experienced a sharp rebound since they bottomed on March 23. Alas, historically the "hope" phase, while having the highest returns, is also the shortest-lived, lasting a mere 9 months on average. With an acknowledgment that averages, and reality often diverge, circumstances indicate that 2021 will usher in the next phase of the equity market cycle. As the global deployment of the vaccines improves in earnest in 2021, the market cycle will likely shift to the growth stage. While equity market returns have historically been lower in the "growth" stage than in a "hope" phase (returns during a "growth" regime have been 16% on average), those returns have also been more durable, with the typical "growth" stage lasting 49 months.

We would be remiss if we did not acknowledge current valuation levels, however. The "hope" phase rally has pushed equity markets to above- average valuation levels on an absolute basis; this trend is to some degree also a function of record- low global interest rates and record- high global fiscal policy impulses. On a relative basis, however, equity valuations remain attractive. Looking internationally, valuations remain near or below historical averages. After more than a decade of stagnant returns, international equities have the potential to outperform their domestic counterparts for the first time in years, particularly in light of expectations for continued US dollar weakness, which acts as a tailwind for US- based investors.

The backdrop for fixed income markets in 2021 is a globally -synchronized easy monetary policy with no signs of tightening on the horizon. Against that setting and starting from a low-interest-rate base, government bond returns will likely be muted in 2021. Global yield curves will likely steepen over the course of the year, as economic re-openings increase global growth and raise inflation expectations, which will dampen the returns from longer- duration assets. We expect meaningfully higher returns from corporate credit, where default rates remain low due to fiscal policy support and cash flows that are expected to normalize over the course of the year. International bonds can provide an excellent diversifier as well and should also have a tailwind in a weaker US dollar, similar to international equities.

POTENTIAL RECOVERY RISKS

Despite this positive outlook, as with any year there is no shortage of risks with the potential to upend our outlook over the course of 2021. The risk that looms largest is unambiguously the path of the COVID-19 pandemic. Our sanguine view on the global economy and markets in 2021 is predicated on the successful distribution and effectiveness of approved vaccines, which are expected to lower the risk posed by the virus and hasten a normalization of economic activity as populations approach herd immunity. Should the rollout effort hit any speed bumps, economic growth and asset returns will likely fall short of our expectations for the year.

Geopolitics provides an ever- present risk, and our focus over the next several years will be on the potential deterioration of US-China relations, the dual engines of global economic growth. Concerns over relations between the US and antagonists such as Russia, Iran, and North Korea are present as well. While we expect the Biden administration to largely revert to policy positions from the Obama era and work to repair international relationships that they have openly stated they believe have been damaged, antagonistic relationships will remain. Cybersecurity concerns should be at the top of the list. Failures in this area have the potential to cause significant damage to US business and economic interests in addition to their national security implications.

At the domestic level, single-party control of the Presidency and both houses of Congress increases the probability of antitrust investigations and the potential for regulatory intervention in the information technology sector, which could significantly impact the growth trajectory of the technology sector at large in the United States.But as our recap of 2020 shows, markets can continue to climb higher despite the headlines as long as economic and market fundamentals remain healthy.

As we begin the New Year, recession risk in the US is low and a strong pickup in global economic growth is expected. Monetary and fiscal policy will remain extremely accommodative across the globe, improving financial conditions both in the US and abroad. Against this framework, most broad asset classes are expected to generate positive returns. Progress against the virus and the potential impact of geopolitical tensions will be the key main events to monitor in the year ahead. While 2021 faces some potentially significant potholes that could generate negative headlines – as does every year – the experience of market investors in 2020 shows that markets can shrug off this noise and generate solid returns. It remains as important as ever to exercise sound investment principles and a high degree of diversification.

We remain committed to focusing on your long-term financial goals and priorities and constructing portfolios designed to reach those goals while minimizing risk. The volatility environment experienced over the last several years demonstrates the value of disciplined professional management.

The ups and downs in the market, exacerbated by the constant stream of headlines disseminating from 24/7 news networks, naturally elicit an emotional response. We humans are prone to behavioral biases, often overreacting to both downturns like the sell-off experienced in March 2020 and the strong returns that followed. In times like these, when dramatic headlines flow like water from a fire hose, determining the facts that matter and filtering out the rest is vital.

Our clients' interests always come first, and our goal for 2021 is to continue to separate the signal from the noise and focus on what truly matters to the economy and markets to help you achieve your investment goals.

5 Key Takeaways

- 2021 begins with the backdrop for strong global economic growth as economies around the world rebound from the recession induced by the pandemic.
- Governments and central banks are likely to maintain extraordinarily accommodative fiscal and monetary policy stances throughout the year, supporting the burgeoning rebound in the global economy.
- Barring a major setback in the fight against the virus, recession risk is low in 2021.
- An ongoing shift from the "hope" phase to the "growth" phase of th e equity cycle suggests attractive returns in the near -term.
- Risks to our outlook are myriad, however, and as our experience in 2020 demonstrates, there will always be surprises.

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Matthew Brennan is a portfolio manager and leads the investment strategy group for Fulton Private Bank and Fulton Financial Advisors. He was a National Merit Scholar at the University of Chicago, where he graduated with a B. A. in Political Science. He is a Chartered Financial Analyst (CFA®) charterholder and is a member of the CFA® Institute and the CFA® Society of Philadelphia.

IMPORTANT DISCLOSURES

At certain places on the website, you may find links to websites operated by or under the control of third parties. Fulton Bank, N.A., Fulton Financial Corporation or any of its subsidiaries, Fulton Financial Advisors, and Fulton Private Bank do not endorse, approve, certify, or control those external sites and do not guarantee the accuracy or completeness of the information contained on those web sites. The bank may not be affiliated with organizations or third parties mentioned on the page.

BIA Events and Education

EVENTS

2021 ECONOMIC OUTLOOK DISCUSSION WITH Q & A
April 7, 2021 10:00 AM via Zoom
Info on national trends and local data.
Register with kathy@lancasterbuilders.org

BIA: THE WHOLE PICTURE
May 5, 2021, 8:00 - 9:00 am
BIA Offices, 204 Butler Avenue, Suite 200, Lancaster
Are you using your membership to its fullest potential?
Be sure to attend this free event to learn about the abundance of benefits that membership offers, including discounts, networking and marketing opportunities, advocacy efforts and much more!
Cost: FREE

CALL FOR ENTRIES!
30TH ANNIVERSARY PARADE OF HOMES REGISTRATION
To honor this milestone, the BIA is making plans for an **in-person and virtual** Parade in June. In addition, we are excited to announce our new category - **Remodeling Projects** - that can now be entered! This hybrid version offers increased value and has already proven its success!
Earlybird entry deadline - March 12: $2,950
Final entry deadline - April 9: $3,250

30 years 1991–2021 Building Industry Association PARADE OF HOMES

THE PARADE OF HOMES GALA
June 11, 6:30 - 9:00 pm
The Lancaster Country Club, 1466 New Holland Pike, Lancaster
We can't wait to spend an evening with you commemorating the 30th Anniversary of the Parade of Homes and honoring the 2021 Parade winners and entries at our annual Gala! The Gala begins with cocktails and dinner, followed by the awards presentation. Be among the first to celebrate the award winners!
Cost: $65 per person

PARADE OF HOMES 30TH ANNIVERSARY
June 12-20, 2021
We are proud and excited to present our 2021 Parade both in-person and virtually. Explore these fantastic homes and projects crafted by our local builders. You will be captured by the unique style and design found in each and every one. There has never been a better time to think about investing in a remodeling project or searching for your perfect home. You are sure to find options on Parade! Whether you are planning a move or a remodel, or you simply enjoy admiring the latest home trends, this year's event is for you.

2021 ANNUAL BIA GOLF OUTING
June 24, 2021 1:00 PM Shotgun Start, Crossgates Golf Club, Millersville, PA
Enjoy a day on the links connecting with clients and industry peers while supporting your association!



2300 Lincoln Highway East,
Lancaster, PA

2021 BIA Home Show
New Dates: Sept 17–19, 2021

Registration Now Open for ALL BIA Members

Registration information available on our website: **lancasterbuilders.org**

Questions? Contact Kathy at the BIA:
kathy@lancasterbuilders.org

Have fun.
Build relationships.
Perfect your swing.
Enjoy the sunshine.
Support your association.

Do it all June 24th at Crossgates.



Door prizes needed!

Want to get on someone's leaderboard? Consider contributing a door prize to add to our always-impressive collection!

Golf novelties, grilling gear, tech gadgets, clothing and accessories, gift certificates…the options abound!

Your company logo and information is welcome on or with any of the prizes to help your name stick with the winner long after the final score is tallied.

Get a better shot at new business with a sponsorship!

Tournament Sponsor - $1,500
Premium Hole Sponsor - $350
Standard Hole Sponsor - $200
Foursome & Hole Sponsor - $575
Beverage Hole Sponsor - $500
Dinner & Beverage Sponsor - $500 **SOLD**
Mulligan Sponsor - $150 **SOLD**
Bag of Tricks Sponsor - $150 **SOLD**

Education

NAHB COURSES

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

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

MARKETING AND COMMUNICATING WITH THE AGING IN PLACE CLIENT (CAPS I)

April 6, June 28, August 3, August 24 (select one date) 8:30am – 4:30pm

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

DESIGN CONCEPTS FOR LIVABLE HOMES AND AGING IN PLACE (CAPS II)

April 7, June 29, August 4, August 25 (select one date) 8:30am – 4:30pm

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

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

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

DETAILS AND SOLUTIONS FOR LIVABLE HOMES AND AGING IN PLACE (CAPS III)

April 8, June 30, August 5, August 26 (select one date) 8:30am – 4:30pm

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

UNIVERSAL DESIGN ESSENTIALS

April 9, July1, August 6, August 27 (select one date) 8:30am – 4:30pm

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

COURSE FORMAT: *All courses will be live, held virtually on Zoom in Eastern Time (with extensions provided upon request in other time zones).*

REGISTRATION DEADLINE & CANCELLATION POLICY: *The deadline is two weeks prior to each course and no refund will be issued after that date.*

COURSE FEES: *Each course is one day. Fee for each day is $225 for NAHB members and $250 for nonmembers.*

- *Discounted rate of $625 members /$700 nonmembers who sign up for CAPS 1,2,3 at the same time.*
- *Discounted rate of $825 members/ $925 nonmembers who sign up for all 4 courses at the same time.*

For more important information on these courses and how to register, visit: https://ezwaytostay.com/upcoming-courses

ABC COURSES

SALES WORKS! (This is a 4-part class)

April 6, 12, 19 & 27, 2021 2:00pm – 4:00pm

ABC Keystone, 135 Shellyland Road, Manheim

Protect Your Business from the Latest Security Threats

Challenge yourself and join us at ABC Keystone for "Sales Works" – four interactive sessions that will improve your sales performance while focusing on ways to maximize your impact on your customers. It's all about "focus and awareness" in using the best "tools" in delivering your service or product in a way that fulfills the needs, wants, and values of your customer…
BETTER THAN ANYONE ELSE!

Benefits of Attending:

- Leverage your creativity by defining and systematizing your sales process
- Build a purposeful and energizing sales plan; then learn to execute and adjust
- Sell more in less time – gain balance and energy through focus, purpose and effectiveness
- Know your numbers, what they mean and how to improve them

Who Should Attend:

Sales professionals, business developers, sales managers, small business owners — anyone responsible or interested in revenue generation

Cost: $490.00 per BIA Member. Register by March 24, 2021

To register or for more information, please contact Pauline Wilton.

PRODUCTIVE CONFLICT: COMMUNICATION, CONFLICT RESOLUTION & NEGOTIATION SKILLS (This is a 2-day class.)

May 5 & 11, 2021 12:00pm – 4:00pm

ABC Keystone, 135 Shellyland Road, Manheim

Create Positive Working Relationships with Confidence!

This comprehensive, interactive course explores how to approach difficult situations for positive results. Learn to choose and execute strategies that best fit the situation, successfully handle conflict and build cooperation.

Gain informative "take away and use immediately" training in the areas of communication, conflict resolution and negotiation skills, when it comes to working with others.

Benefits of Attending:

- Discover the power of dialogue
- Stay focused, even under stress
- Learn to notice when safety is a risk
- Create an open communication environment
- Turn conversations into action and results

Who Should Attend:

New hire, sales personnel, field supervision, project engineers and project managers, office personnel, customer service representatives, management, supervisory, up to the CEO. This course is valuable for those looking to train in the areas of conflict resolution and negotiation skills, when it comes to working with others.

Cost: $430.00 per BIA Member. Register by April 21, 2021

To register, or for more information, please contact Pauline Wilton.

COVID-19 Safety Update:

Your health and safety are our number one priority. Total registration numbers may need to be limited to observe safety requirements, and early registration is recommended. Thank you in advance for your patience and cooperation. ***Please enter Door 1 when you arrive****.*

MORE 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***

Housing — A Bright Spot in Our Recovering Economy

Join us for a 2021 economic outlook and discussion with NAHB's Chief Economist Rob Dietz. Outlook will focus on both national trends and local data pertinent to our members.

Discussion and Q & A will be via Zoom,
April 7th, 10:00 AM
Register with **kathy@lancasterbuilders.org**

Building Industry Association of Lancaster County
Your Community. Your Builders.

BIA Logo Use Policy

We encourage our member companies to use the BIA logo.

The purpose of our policy is to maintain public awareness of the Building Industry Association of Lancaster County (BIA).

Association Use of Logo
The association will use the BIA logo on all advertisements and promotions for association sponsored events (or event logo, if applicable). The logo must be displayed predominantly in both size and placement.

Licensing and Endorsement Requirements
Organizations, individuals, businesses or other entities that are not members of the Building Industry Association of Lancaster County may not use the logo. In an event or activity is co-sponsored, those entities may be granted limited use rights or license to use the logo. This must be obtained, in writing, from the BIA office.

Logo Versions
The following are the acceptable versions of the Building Industry Association of Lancaster County's logo:

- BIA Logo
- Lancaster Building Industry Foundation Logo
- Pillar Awards Logo
- BIA Home Show Logo
- Parade of Homes Logo
- Remodelers Council Logo

Size and Color of Logo
We encourage our member companies to use the BIA logo. It may be used in color, using the PMS colors as provided on the website. It may also be used in black and white or in one color only. The logo should be clear and visible.

Get BIA logos here: ***lancasterbuilders.org/resources***

Got some job openings? Got some great offers? Boost your visibility!

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.

Why are advocacy efforts critical to our industry and, most importantly, to your business?

Here's One Reason:

2020 Senate Bill 1030 – now Act 34 of 2020

Act 26 amended the PA Sewage Facilities Act (Act 537 of 1965) to provide for the use of alternate on-lot septic systems for site development plans. Act 26 also required DEP to develop scientific, technical, and field-testing standards, in consultation with the Sewage Advisory Committee, to evaluate on-lot sewage systems that have been classified as alternate systems. DEP has refused to interpreted Act 26 to follow both the letter of and the General Assembly's intent concerning the use of on-lot alternate sewage technologies. In fact, the most recent draft Technical Verification Protocol imposes a disincentive to the adoption of alternate technologies, which DEP has itself listed as effective.

Sen. Yaw (Chair of Senate Environmental Resources and Energy Committee) introduced a bill, Senate Bill 1030, that will re-implement the original intent of Act 26. Along with multiple coalition partners, PBA participated in a call-to-action asking for swift passage of SB 1030 during June. The vote in the Senate was unanimous, and the vote in the House was 136-66. The Governor signed the bill on June 5, 2020.

How does this help our builders? The amendments to the law allow for previously undevelopable land to be sited with alternate systems where conventional on-lot systems would not pass inspection.

*Above information correct at the time of writing.

Building Industry Association of Lancaster County

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

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



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