Volume 38, Number 4, Winter, 2022-2023

Lancaster Builder

A publication of the Building Industry Association of Lancaster County



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Cover image provided by:

GRMitchell
CABINETRY DESIGN SHOWROOM

More info on page 4.

LANCASTER COUNTY MAGAZINE

Celebrating Lancaster County's Style, Creative Spirit and Talented Craftspeople Since 1987.



BIA MEMBERS are always welcome to discuss their projects with our editor, Suzanne Long, by calling 717-492-2585 or emailing sue@lancastercountymag.com.

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Thanks for Member Involvement in 2022

by Jordan Metzler, Metzler Home Builders, Inc.



With a busy year coming to an end, I'd like to thank the membership for their involvement and support of the BIA. While we always have much work to do for the good of the industry, I am proud of the Association's accomplishments and honored to have served as your 2022 President of the BIA Board of Directors.

• Our membership levels are steady, and the BIA maintains an excellent member retention rate. We are always looking to increase our membership – maximizing our efforts to ensure a robust environment for your businesses – so spread the word!

• Our Parade of Homes continues to be a highlight for the public and our builder members. We had such success incorporating virtual tours that we are expanding our entry deadlines – eliminating the frustration of not having a home ready for the June dates. You can enter a home or project now to be virtually highlighted in the 2023 Parade of Homes.

• Our Foundation continues to partner with Hands-on House Children's Museum. It has recently awarded 8 scholarships to students pursuing a career in the trades, as well as providing grant monies for community projects and initiatives.

• We continue to respond to your call for skilled labor. We partner with local trade schools to connect you to their exceptional students through interviews and internship opportunities. This year we held our first BIA Building futures: Construction Career Day event at the Lancaster Wyndham, introducing high school and college students, grads, and adults to industry opportunities. We look forward to expanding this event in 2023!

• We heard from you, our members, that a Home Show no longer served as the marketing tool you once needed. As an association we've come up with a great way to replace that revenue that engages our members and promotes our members' services to the public. We will be holding a BIA Renovation Raffle! Ticket sales will begin in January, and our drawing for a $75,000 prize will be held on June 30th.

• We have expanded our Government Affairs influence at the local and state levels. Our GA Committee leadership continues to address the broad array of issues relevant to the association and its members, and we appreciate the Political Action Committee contributions that many of you have made.

• Lastly, our office renovation is complete! We're in the same place, just less space (see page 13). We're eager to host our members and colleagues in an updated, technologically upgraded space!

Calendar of Events

For more information on these BIA events, see page 18.

Events

Jan	10	PBA South Central Regional Meeting and Dinner HBA of York, 5:30 PM
	12	BIA Installation Banquet @ Eden Resort & Suites - Crystal Ballroom, 222 Eden Rd, Lancaster, PA 17601
Feb	10-11	PBA Committee, PBA Installation and Board Meeting, Hershey PA
	22	BIA–The Whole Picture @ BIA Office, 8am – 9am
	TBD	Remodelers Council Meeting: Panel Discussion on Common Code Issues @ Manheim Township Library
Mar	10	Parade of Homes Early Bird deadline
	TBD	BIA Government Affairs Breakfast & Legislative Roundtable Discussion Location TBD
		—SAVE THE DATES—
Apr	7	Parade of Homes Final deadline
June	17-25	Parade of Homes

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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Vice President: Tim Kotzmoyer

Secretary: Kevin Kozo

Treasurer: Jason Herr

Associate Vice President: Frank J. Vargish III

Immediate Past President: Steve Cook

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.

BIA STAFF

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Karen Watkins

Director of Member Services:
Pauline Wilton

Administrative Coordinator:
Tara Cook

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LNP|LancasterOnline READERS' CHOICE Winner! 2022

LCM 2022 BEST of LANCASTER LANCASTER COUNTY MAGAZINE

BEYOND LUMBER; THE CABINETRY DESIGN TEAM SUPPORTING LOCAL BUILDERS

When you think GR Mitchell, lumber might be the first thing that comes to mind. After all, the company's long, local history matured on a foundation of sticks and sheets. But, through constant evolution aimed at best supporting local builders and remodelers, their kitchen and bath capabilities have emerged as a core competency of GR Mitchell.



The Products You Need

Assortment is important; On-trend colors and styles, quality materials, budget options for all of your customers. Transforming into a supplier that has the breadth and depth to fulfill the needs of any builder is the goal of GR Mitchell's kitchen and bath team.

Yes, having the products you need to complete a project sounds like a no-brainer. But, in the past several years the importance of diversifying the brands available through GR Mitchell has come into focus. Shielding businesses like yours from extreme lead times, constant price increases, and even unexpected quality issues has been a point of pride for the company. With 7 lines of cabinetry in their portfolio, everything from new commercial to single-family remodels are covered.

Talent and Experience

Building the right team is the most important piece of company infrastructure. GR Mitchell's team of 5 cabinetry experts (Bob Good, Eric Senft, Monica Riggins, Ellen Piccola, and Carlene Toepfer) share over 112 years of combined industry experience. A two-pronged approach facilitates each of them to deliver kitchens, baths, and built-in projects that homeowners love, while keeping the best interest of the builder/remodeler in mind. Proven track records and personalities that proactively aim to please will give you the confidence that your next cabinetry project will be a success.

An Extension of Your Business

GR Mitchell's design team is at the ready to serve as an extension of your business, whether it be through interfacing with your customer directly or by working behind the scenes to nail the perfect design. Every effort is made to make your projects easier and more profitable.

Don't have a showroom of your own? GR Mitchell invites you to use theirs so that you can provide your customer with a first-class experience that includes a private meeting area. Need assistance presenting your ideas to your customer? GR Mitchell's sales and marketing resources can help you deliver your ideas in ways that wow. Local homeowners have also come to know GR Mitchell as a trusted resource for help to kick off their remodel projects. This means GR Mitchell's team can generate leads for remodelers, too, by pairing their interested customers with local contractors.

Interested in learning more about how **GR Mitchell**'s design team can support your business? Visit their showroom at 14 Beaver Valley Pike, Willow Street, or call 717-464-2999

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Measuring the ROI of a New Website:

5 Ways Your Website is Costing You Money

by Brandon Schmidt | Winter, 2022

Cost is one of the most common objections small business owners and managers have about building a new website. Even if their website looks old & outdated, they are concerned about the upfront investment in rebuilding the website. What they often don't realize is that their current website is costing them money – in some cases a lot of money. And unlike a new website, which is an investment that should pay dividends in terms of better rankings and more leads, the money their current website is costing looks more like wasted ad dollars and lost productivity from their team.

After talking with hundreds of local small business owners about their websites, here are some of the most common ways your website is costing you money.

1. Lost Rankings

Search engine results are not static; they can – and do – fluctuate on a regular basis. The website that launched you to #1 rankings 5 years ago may not be able to keep up with competitors who have a brand-new website.

Your website has a direct impact on how your company appears on Google – both in organic search and through your Google Business profile. You already know that the words on your website and the links to your website have an impact on search visibility, but it is often the hidden code on your website that can make or break your rankings.

Things like the code base of your website, your site load speed, and the number of plugins you rely on can all affect how your website shows up on Google. And unlike missing photos or content, these are much more costly to fix. In many cases, it makes more sense just to rebuild your website.

Decreasing rankings means less traffic and fewer leads generated by your website. Instead, these potential customers will visit your crosstown competitors who are climbing ahead of you on Google. Or you'll need to pay more money for Google Ads to appear at the top of searches you once dominated.

2. Lost Leads

Websites that aren't designed with user experience (UX) and conversion in mind are a great way to waste money. You can be paying thousands of dollars each month running Google Ads to send potential clients to your website – only to provide a poor experience.

A website that is confusing, hard to navigate, or does not provide the right information will cause potential customers to get frustrated and not take action on your website – like calling you, filling out a form, or booking an appointment. Instead, they will visit a website with less friction – likely a competitor's – and get the information they are looking for.

3. More Time Is Needed for Updates

Websites built on older web platforms can take longer to update even basics like photos, content, and information. Making major adjustments – like tweaking the main navigation bar or adding new services – can take 3x as long for a seasoned developer to make as it would on a newer WordPress website.

Even if your website is built on WordPress, if it was built more than 5 years ago, there are likely inefficiencies in how it was built. WordPress development is always improving and making things faster and simpler. So newer WordPress websites are more user-friendly for updating and maintaining content.

4. Increased Ad Spend

Did you know you pay more per click if you are running ads to a poorly-built landing page? Digital advertising platforms want to make sure users are seeing relevant ads that aren't misleading or a poor experience.

To measure user experience, each ad platform has a rating system (Google Quality Score and Facebook Quality Ranking) that evaluates your ad copy, creative (images, video, etc.), targeting, and even the landing page.

If your landing page is slow, not mobile friendly, or has content that doesn't align well with the ads you are running, you will get a lower quality score – which means your ads will cost more to run. Unfortunately, fixing this is not always as simple as updating the landing page; sometimes the entire website's code base needs to be overhauled.

5. Increased Risk

If you know anyone whose website has been hacked, you understand the importance of taking reasonable steps to keep a site's security up to date. Most older websites rely on free plugins from third-party developers, or an out-of-date CMS that is missing critical security patches. This all means that older websites frequently have security vulnerabilities that hackers can use to take over your site and your customer data. It's just a matter of time until you are spending a lot of money fixing these issues while losing valuable uptime of your website.

Another liability of older websites is accessibility. There is a rising number of legal cases where small businesses are being held liable for not having an ADA-compliant website. And there are entire law firms specializing in website accessibility, so you know these lawsuits will continue.

The third risk of an older site is losing the ability to update your website. If your website is more than 5 years old, it's probably changed a bit over that time. New sections are added, additional functionality, and hacks that your team has put together to make things work. What happens if your team leaves and you hire someone else to take their place? Will they be able to learn all the workarounds and hacks to keep the site updated? Or will it lead to frustration and dissatisfaction for your new team member?

Is Your Website an Expense or Investment?

At the speed that technology evolves, your 5-year-old website is comparable to a 25-year-old car. It still runs, but do you want your business to depend on it? Outdated websites are like ticking time bombs, ready to cost their owners a lot of money as they scramble to save data and do a fast rebuild.

The good news: modern, conversion-focused websites are an investment into the next stage of your company's marketing and growth initiatives. When built right – leveraging best practices in SEO, user experience, human psychology, and website development – your website can be the foundational tool for your digital marketing for years to come.?



Brandon Schmidt, is the Director of Digital Strategy for YDOP, a digital marketing agency in Lancaster, PA. Ask him for recent websites YDOP has built: brandon@ydop.com.

Who's in the News: Accomplishments & Honors

ACCOMPLISHMENTS

EZSolution, a local marketing and IT company, is celebrating its 25th Anniversary this year. EZSolution has grown from a small website design company into an experienced digital marketing agency and IT support provider, serving small businesses throughout Central PA and beyond.

Owner Tom Malesic started the business in 1997 by building websites for local businesses. In 2006 he acquired an IT firm to support the technology needs of his clients. Throughout the next years, he continued to add a range of digital marketing services including SEO, digital advertising, and social media. In 2015, the brand evolved into two separate divisions: EZMarketing and EZComputer Solutions.

To celebrate their 25-year milestone and give back to their local business community, EZSolution hosted an anniversary party at their offices during Lancaster County's ExtraGive. They raised $6,850 to support ASSETS of Lancaster, an organization that provides training and resources for local entrepreneurs.

"Our passion is helping small business owners," remarked Malesic. "We've been proud to do that for the past 25 years by helping them with their websites and IT. We also believe strongly in giving back to the business community that has helped us get to where we are today. So it just made sense to pair our celebration with the ExtraGive and help raise money for an amazing organization that's supporting future small businesses. We look forward to many more years of helping small businesses owners achieve their dreams."

Garman Builders, a family owned and operated award-winning home builder, proudly celebrates 50 years of excellence, building homes and communities in central Pennsylvania since 1972. Garman's reputation stands out for outstanding design, superior construction, and exceptional workmanship in every home constructed, every neighborhood built in, and every community developed.

The Garman family believes in the strong importance for giving back to the communities where they live, build, and serve. This includes donating to charitable organizations near and far, sponsoring student sports teams, participating in fundraising events, etc. In 2022, Garman is going above and beyond with their "Garman Gives" Initiative. The goal of their 50th year "Garman Gives" Initiative is to strengthen the Garman team and communities by partnering with organizations that meet the needs in the communities beyond Garman's normal reach. In celebration of this momentous anniversary of 50 years Garman has dedicated $50,000 to help 10 charitable foundations, both locally and globally. Team Members are also invited to partake in the 2022 "Garman Gives" Initiative.

Garman Builder's 50 year celebration provides the ideal opportunity to reflect on the challenges, successes, and influence of the company on the lives touched by Garman Builders. Garman's success is deeply rooted in valuing faith, generosity, a strong work ethic, and dedication to the craft and to its community connections. The 2022 "Garman Gives" Initiative provides the blueprints for giving back. Garman does more than build homes. They build up lives and communities.

Keystone Custom Homes, three-time recipient of *America's Best Builder Award* based in Lancaster PA, and Charlotte NC based **Evans Coghill Homes** are proud to announce the decision to join under the Keystone brand, as of October 1, 2022. This powerful alliance combines Evans Coghill's local market expertise with Keystone's outstanding homebuilding processes, caring customer service, and award-winning innovation offering a new brand of custom homes at an exceptional value through the implementation of their buyer-driven design process and strategic land positioning.

The desire to expand their collective reach into the Carolinas and across the east coast is the result of a personal and cultural match between the two companies and founders, Alan Banks, and Jeff Rutt who outlined their vision over a bowl of the iconic Southern dessert, banana pudding in a local eatery in Belmont NC, underscoring their common goal to fund faith-driven stewardship across the globe and share the perfect metaphor for magnifying the importance of 'home.'

Along with the insistence that both homebuilding and their initiatives of 'hope' can restore dignity and purpose to the individual and the community at large they stand ready to put their beliefs into action. "This exciting changeover isn't just a shift in company name or a boast about product, although both are vital to our identity…" says Division President Alan Banks. "It is a new chance to grow our goodwill and maintain a presence of home building excellence for generations to come."

Buyers won't have to wait long to live in a Keystone home. Their product is currently selling in 3 communities around greater Charlotte, and they have over 200 homesites in the development phase, set for delivery within the next 18 months. The brand will reach deep into the northeast region of South Carolina and up into the greater Charlotte area with pricing starting in the low $500's to over $1 million with exclusive waterfront offerings.

HONORS

Barley Snyder is pleased to announce that our firm has been named one of the 2022 Best Places to Work in PA by Central Penn Business Journal. The awards are held in partnership with Best Companies Group.

Best Places to Work in PA is an annual honor that identifies and recognizes the most exceptional places of employment in Pennsylvania in three categories: small companies (15-99 employees), medium companies (100-249) and large companies (250 or more). Barley Snyder is featured under the "medium companies" category and is the only law firm included on 2022's list.

"It is a tremendous honor to be named one of the Best Places to Work in PA. Only 120 businesses throughout the state made the cut, and on top of that, we were the only law firm to be recognized," said Barley Snyder managing partner, Jeff Lobach. "We are both awed and humbled by the enthusiasm of our professionals' participating in this survey and sharing favorable impressions and experiences of our firm. We wouldn't be where we are today without the support and dedication of our incredible team."

Best Companies Group, a company that conducts corporate surveys, managed the survey process and determined the final rankings. Two components were used to establish the rankings. The first consisted of evaluating each nominated company's workplace policies, practices and demographics, worth approximately 25% of the total evaluation. The second component consisted of an employee survey to measure the employee experience, which consisted of 75% of the total. The combined scores determined the top companies and the final rankings.

"The 2022 Best Places to Work in PA honorees are champions of business. They know that the people in their organizations are the key to their success," said Suzanne Fischer-Huettner, senior group publisher of Central Penn Business Journal. "These businesses have proven consistently that they put their employees first. We are pleased to join with the Best Companies Group to honor them."

The winners were be recognized at a celebration on Dec. 8 starting at the Lancaster Marriott at Penn Square Hotel where the final rankings will be announced. received her J.D. from the Dickinson School of Law where she graduated cum laude and was a member of the Dickinson Law Review, a member of the Woolsack Honor Society.

Barley Snyder Hosts BIA September Morning Mingle





Barley Snyder hosted our September BIA Morning Mingle with attorneys Maria Di Stravolo Elliot and Reilly Noetzel presenting:

Navigating Construction Contracts, Land Development and Zoning Approvals for the Residential Builder.

Key Points Included

- Updating construction contracts, builder's warranty, exclusions and clearly identifying owner's responsibilities
- Compliance with requirements of PA Home Improvements Consumer Protection Act
- Escalation clauses and best practice use to avoid disputes
- Zoning including municipal approvals as well as State and Federal authorizations
- Permitting and compliance trends and solutions
- Land development, SALDO, condo and HOA considerations

The Q and A session was especially enlightening. Members exchanged contract experiences and shared current happenings in the field – all benefitting the industry as a whole. Many thanks to Maria and Reilly for this informative and engaging presentation.

Building Industry Association of Lancaster County (BIA)

Contractor Quality Commitment Program

This fall, BIA Ethics Committee members Andy Toms, Jared Erb, Lori Bentley and Committee Chair, Reilly Noetzel, completed a review and revision of the BIA Contractor Quality Commitment (CQC) Program.

What is the CQC Program?

The CQC Program was initially put in place in as a conflict resolution program in the early 1990's -- when little was being enforced in the way of building codes, and there was no such thing as the PA Home Improvement Consumer Protection Act. The program was aimed at protecting consumers and maintaining the high standards of BIA builder members who agree to abide by its policies upon joining the association. As a service, the BIA administers the CQC Program to the public and its member companies, recognizing that BIA builders, too, need protections and resources to help resolve consumer conflicts in a prompt, fair and mutually satisfactory manner.

How does it work and how might it benefit me/my company?

Customers who wish to utilize the CQC program would submit a formal, written complaint to the BIA. Utilizing the NAHB Residential Construction Performance Guidelines as the standard guidance, the customer will note the alleged violations. Customers often find that their complaint actually does not fit the definition of a true violation, but having this objective standard is helpful to both parties.

If the complaint is complete and it meets the determined criteria for the program, a copy will be sent to the BIA member for response and suggested correction of the problem.

If the BIA member does not respond, or indicates unwillingness to resolve the complaint as requested by the customer, the complaint will be referred to the BIA Ethics Committee for resolution.

In determining a recommended resolution, the Ethics Committee will consider the complaint and all supporting documentation, as well as all applicable standards of the industry or trade involved.

The recommended resolution is non-binding unless both parties agree in writing.

Details of the program are available on the website at **https://lancasterbuilders.org/about/**

Builder Spotlight:

Matthew Beakes, Executive Director IMPACT! Missions



When was your company started? IMPACT! Missions was started in August 2009 and became an official 501 c(3) on January 26, 2010. We started out of a need for quality affordable housing for homeowners with less than 2x poverty level.

What does your company do? IMPACT! Missions is a Christian housing ministry serving families living in extreme poverty. We will help homeowners with any housing projects they need for repair. We build wheelchair ramps, replace roofs, install handicapped showers, replace/repair sub-floor, build decks that are in disrepair, install windows and doors, and do anything else that the homeowner needs to stay warm, safe, and dry. We replace a lot of water heaters and furnaces. We also operate a store at 634 Letort Road with slightly used appliances, cabinets, doors, windows, and many other building supplies.

What makes your company special? IMPACT! Missions is different in that we "work" for our funding. Everything IMPACT! accomplishes, is through the hard work of our staff and volunteers. We do not seek many grant or government funding opportunities but partner with government entities to provide quality housing. Rehabbing homes provide truly affordable housing for homeowners that are extremely high quality. We operate a store to provide funding for families that seek our assistance. Most families make less than 15,000/year and desperately need home repairs. We have helped over 550 homeowners and rehabbed 42 condemned and dilapidated homes in Lancaster county. Of the 550+ homeowners, 185 are now giving back to the community somehow. Our model breaks the cycle of poverty for our hardest-hit neighbors.

Why do you enjoy your job? I love my job for two reasons. **1**) To take a home in complete shambles and bring it back to usable life. Many if not all, the homes we work on are uninhabitable, yet the homeowner's resourcefulness is amazing to live there and function. The work is so gratifying to have a home in such disrepair, and through a collaborative work partnership, the result will be a quality, warm, safe and dry home.

2) If number 1 isn't enough, having a homeowner who is so grateful for the work completed is the real joy. When a homeowner first states that they would never be able to give back, and through the love and grace shown the homeowner through the process, it is amazing to have the homeowner give back. The last 13 years have been a true eye opener for me!

Why are you a member of the BIA? We are a member of the BIA for their many wonderful benefits. We worked with the BIA on a project several years ago, and when we were looking for Workers' Compensation Insurance, the opportunity to join made sense. Over the years and with significant growth, it became apparent the benefits of the BIA are a great resource.

Tell us about yourself and your family. I am married to Melanie, and we have two children. Connor is 19 and is attending Penn State for Chemical Engineering. Cole is a Junior at Penn Manor High School. We have one Rescue dog named Lucky. Melanie and I are Penn Manor High School graduates with Deep roots in Lancaster County.

What are your hobbies? My Hobbies include being outdoors as much as possible, traveling to the mountains with my boys and trips to the beach with my family. I also like most sports primarily football, baseball and Lacrosse.

What other organizations We partner with 68 organizations and companies. We are part of several local and national ministry organizations that provide camps for youth and adults here in Lancaster county.

Associate Spotlight:

Craig and Kate Horning Integrity Pools & Spas, Inc.



When was your company started? 2002

What does your company do? Build custom concrete swimming pools and sell Arctic Spas hot tubs. We provide installation and full service on all the products we build and sell.

What makes your company special? Integrity Pools & Spas was founded by Craig to fill the demand for a higher level of quality, service and value in custom swimming pools, spas and recreational environments. As a veteran pool construction professional, Craig knows how to design and build exceptional swimming pools that exceed customer expectations. He and his team also know how to deliver cost-effective, superior value. As a result, Integrity Pools & Spas has quickly grown to be the leading pool builder in the Lancaster County area earning regional and national awards.

Why do you enjoy your job? We enjoy getting to know our customers and learning about their needs and creating a beautiful backyard for their family and friends. We create spaces where they can enjoy spending time at home while adding value to what is more than likely their largest investment.

Why are you a member of the BIA? The close network of local businesses in our area. We take great pride in the products and services we provide and networking with local business to make our area strong and resilient.

Tell us about yourself and your family. Craig and Kate are proudly born and raised in Lancaster County where we have raised our three wonderful children, Jared, Nate, and Adam.

What other organizations are you a part of, if any? Lancaster Chamber of Commerce, Pool & Hot Tub Alliance, Northeast Spa and Pool Association, BBB, authorized Pebble Tec dealer.

Building Industry Association PILLAR AWARDS

See the results on pages 10 – 12.


susquehanna
Style
THE MOD LODGE
Colorado Aesthetic Meets The Conestoga
THE EVOLUTION OF THE SMART HOME
DETOXIFY YOUR HOME IN 5 EASY STEPS
THE DREAM HOMES EDITION
REACH THE
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Building Industry Association PILLAR AWARDS

2022 GMM & Pillar Awards Dinner



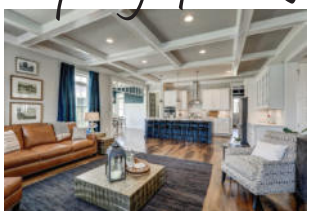
Jordan Metzler, Metzler Home Builders
BIA President

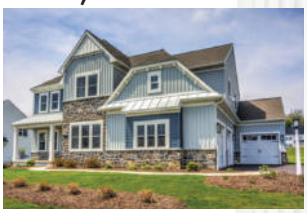
BIA members gathered on November 10th to cast their votes for the incoming 2023 Board of Directors AND to celebrate the winners of the BIA Pillar Awards. Attendees enjoyed networking, hors d'oeuvres, and drinks during the reception sponsored by Lezzer Lumber. BIA President Jordan Metzler also reported on association news and upcoming events and activities. 2022 has been an exciting year, and we look forward to serving our members in 2023.

The highlight of the evening was the announcement of the 2022 BIA Pillar Award winners! There were 28 entries in the following main award categories: Marketing Achievement, Company & Professional Achievement, and Remodeling Projects Achievement Awards. The entry with the highest point percentage in the three main categories won the Elite Pillar Award.

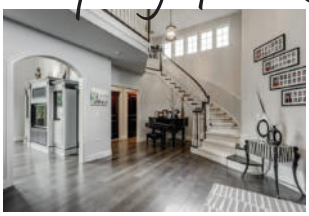
Company & Professional Achievement Awards

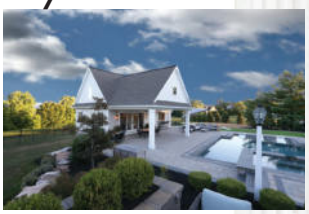
Builder Company of the Year ~ Garman Builders, Inc.



Remodeling Company of the Year ~ Renovations by Garman



Supply Company of the Year ~ Lezzer Lumber



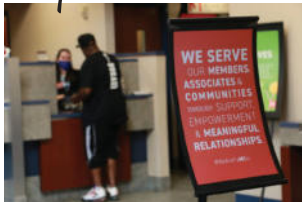








Community Impact ~ Members 1st Federal Credit Union





BIA PILLAR AWARD WINNERS

Marketing Achievement Awards

Best Showroom ~ Landmark Homes






Marketing Professional of the Year ~



Deirdre Kreider with GR Mitchell

Best Print Ad ~ Garman Builders, Inc.



Best Website ~

STUMP'S Decks & Porches

www.padeckbuilder.com

Remodeling Project Achievement Awards



Best Basement Remodel Under $100,000
TK Building & Design LLC



Best Basement Remodel Over $250,000
Kreider and Diller Builders, Inc.



Best Bathroom Remodel Over $100,000
TK Building & Design LLC



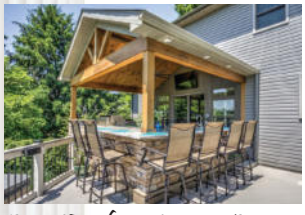
Best Commercial Project
Renovations by Garman



Best Interior Project Over $100,000
Metzler Home Builders, Inc.



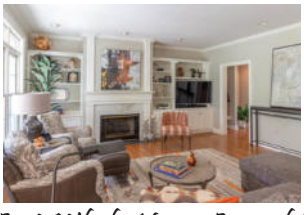
Best Kitchen Remodel $50,000 - $100,000
TK Building & Design LLC



Best Outdoor Living Project $50,000 - $100,000
Metzler Home Builders, Inc.



Best Specialty Project
Renovations by Garman



Best Whole House Remodel Under $250,000
TK Building & Design LLC



Best Whole House Remodel 250,000 - $500,000
TK Building & Design LLC









Congratulations to all our Pillar Award winners!

Pillar Presentation Sponsor

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Reception Sponsor

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For a complete list of entries and winners, please visit: **www.lancasterbuilders.org/pillar-awards**.

Thank you! to our Members and our BIA Nominating Committee

We have secured the slate of nominees for the 2023 leadership positions. Those nominated and those filling existing terms are:

President: **Tim Kotzmoyer**, TK Building & Design
Vice President: **Kevin Kozo**, Turnberry Construction Group
Associate Vice President: **Frank Vargish**, Blakinger Thomas
Secretary: **Claudia Shank**, McNees Wallace & Nurick
Treasurer: **Jason Herr**, Trout CPA
Immediate Past President: **Jordan Metzler**, Metzler Home Builders

Builder Director: **Randy Hess**, Hess Home Builders
Builder Director: **Mike Hockenberry**, EGStoltzfus Homes
Builder Director: **Chase Martin**, Alden Homes
Builder Director: **Jay Provanzo**, Heartland Builders
Builder Director: **Dave Schreder**, Landmark Homes

Associate Director: **Justin Frey**, B.R. Kreider & Son
Associate Director: **Ryan Mowery**, Fulton Bank
Associate Director: **Chad Neiss**, Ephrata National Bank
Associate Director: **Joel Young**, Rettew



New officers and directors will be installed at our January 12th **Installation Banquet** at the Eden Resort & Suites. (See page 16 for more details.)

BIA Office Renovation COMPLETE!

Building Industry Association of Lancaster County

...and it is fabulous!

Given busy schedules and other industry challenges, we know not every member could participate, so we are embarking on a year-long Capital Campaign to recoup renovation funding.

Working from a smaller, more efficient space will ultimately save the association money; and our upgraded technologies allow for better function, communication and member involvement as we strive to further the industry interests that help YOU do business.

This investment in the sustainability of the association ensures that the BIA can fulfill its mission to **Promote its member companies while advocating for the advancement of the residential construction industry**.

Please support your BIA when contacted about our Capital Campaign!



Capital Campaign Goal: $150,000



In recognition of the many fine companies whose excellence made this project a success:

Alden Homes · B&G Glass · CCS Building Group · Flooring America · Dutch Quality · EG Stoltzfus · Blakinger Thomas Law Firm · GRMitchell Building Supplies & Home Center · Heartland Builders, Inc. · Hess Home Builders · EZ Solution · Indoorcity · H2 · Lancaster Paint & Glass Co. · Grayhill Electric · Keener Insulating · Lezzer Lumber · Iddings Electric · LH Brubaker Appliances Water Treatment · Martin's Flooring · Metzler Home Builders · Natural Stoneworks · tk Building & Design LLC · Turnberry Construction Group · Ville Builders, Inc.



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For more information or to sign up today, contact:

Heather Rineer
Manager of Client Operations
717.940.2776
rineer@rhoadsenergy.com

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

The benefits associated with this program include:

- **No sign up or card fees**
- **Save 1¢ per gallon discount at all fuel stations that accept the Voyager Card**
- **Use at over 320,000 locations nationwide**
- **Manage fleets of 1 to 100+ vehicles**
- **Local support and service**
- **Web-based account management**
- **Easily find fueling stations with the Voyager Mobile App**
- **Customized reporting**
- **Electronic billing**
- **Flexible controls per driver or vehicle**



The BIA hosted its first **BIA Building Futures: Construction Career Day**, a free all-day public event held on Wednesday, October 5th, at the Wyndham Lancaster Convention Center. BIA members participated in the event and spoke with hundreds of attendees, including local middle school, high school, and college students looking to explore employment opportunities in the residential construction industry. Attendees had the opportunity to participate in industry-related presentations and demonstrations, including a panel discussion with local legislators (more information on the legislator panel can be found on page. 21)

Community partners such as Millersville University, Thaddeus Stevens College of Technology, Lancaster County Career and Technical Centers, SACA Tec Centro, Lancaster Lebanon Habitat for Humanity, and Career Ready Lancaster! were also represented at the Building Futures event.

The Hands-on House Children's Museum was located in the Kid's Corner area and provided kid-friendly activities. We look forward to hosting this event again next year! Stay tuned for more information.

Special thanks to our generous sponsors

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Building Industry Association
OF LANCASTER COUNTY

2023 Partnership Packages Available!



Get Your Message In Front of the Right Crowd!

☑ Feature your company throughout the year with BIA partnership packages.
Don't miss the opportunity to promote your company through event sponsorships, advertising, and contributions.

☑ The BIA has a wide variety of events and activities planned for 2023.
These could not be successful without the support of our members! Thank you to our current Partners and those who chose to continue in 2023!

☑ We have a wide range of packages to fit your marketing needs and budget.
For more information and to reserve your partnership, please contact Pauline Wilton at (717) 569-2674 or pauline@lancasterbuilders.org.

COMING IN JANUARY..!

The BIA Renovation Raffle!

$75,000 Renovation Prize

The BIA will be selling $150 raffle tickets for a chance to win a $75,000 Renovation Prize! Drawing will be held June 30th, and proceeds will benefit your non-profit BIA and workforce development initiatives.

Prize winner may choose a BIA member professional from the participating list, and the options are almost unlimited! Our sales goal is 1000 tickets, with a cap at 2000 – so your odds for winning are great! Win a new kitchen, renovated bath, outdoor living project, windows and exterior renovation -- do one big remodel or a few different projects – and if your home is already perfect, you can opt for a cash prize! More information to follow, ticket sales will begin next month so get ready to enter for a chance to win!

Building Industry Association
RENOVATION
RAFFLE

Building Industry Association of Lancaster County



2023
BIA Installation Banquet
January 12th

Time:
11:30 am - 1:30 pm

Location:
Eden Resort & Suites
Crystal Ballroom
222 Eden Road,
Lancaster

Cost:
$45 per person

Join Us for.....

A networking reception followed by lunch

A presentation celebrating the accomplishments of 2022 and our vision for the year ahead

The Installation of BIA's 2023 Officers & Board of Directors!

For more information, questions, and a registration flyer contact– staff@lancasterbuilders.org
Registrations due by January 4th

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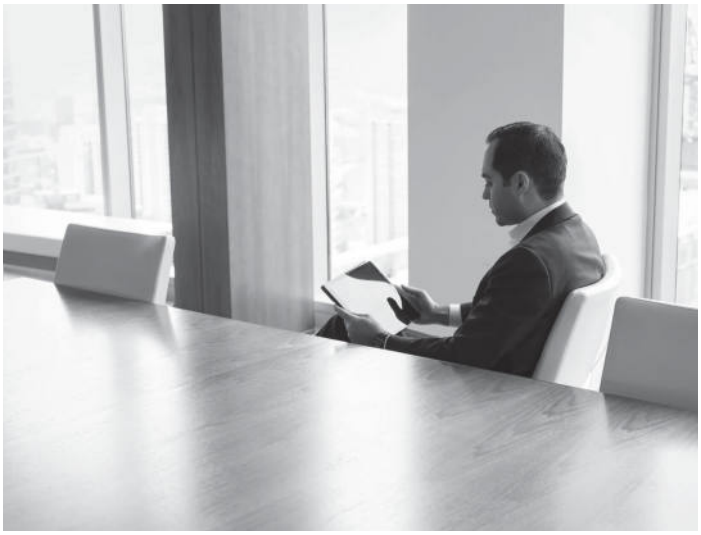
MY BENEFIT ADVISOR

EMPLOYEES HEIGHTEN THEIR FOCUS ON BENEFITS



It comes as no surprise that there has been a shift in priorities for many employees over the past year. The things individuals thought were important as little as two years ago no longer seem so critical, while some issues now have come into the forefront and are deemed to be absolutely necessary.

Decision makers for employee benefits have taken notice and are responding with a revised menu of benefit options. Primarily, they're focused on enhancing benefit selections, rounding out wellness coverage, boosting mental-health coverage and adding childcare programs and telehealth options.

Employers are generally mindful of how financially stretched their employees might be and are trying to limit how much they add to their burden. Instead of raising benefit levels for all employees across the board, it may be beneficial to develop a more targeted approach and let individuals select the benefits that are best suited for them, through a voluntary benefit package as an example.

One thing is clear however… in today's economy employees have shifted their perspective on compensation, focusing intensely on the employer sponsored benefit portfolio.

MY BENEFIT ADVISOR

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 **(888) 333-7526**.

Building Industry Association REMODELERS COUNCIL



Building Industry Association REMODELERS COUNCIL

Panel Discussion on Common Code Issues

February - Date TBD at The Manheim Township Library

Questions? Contact: Pauline Wilotn at pauline@lancasterbuilders.org

Presenters:
Don Forry, (retired) Master Code Official

Tim Stoltzfus, Manheim Township Director of Code Compliance

Steve Brandvold, East Hempfield Township Building Code Official

Facilitator- Tim Zehr, Metzler Home Builders

Fee:
No cost for Remodeler Council Members;
Non-RC Members - $15 per person

For more details see page 18

Got some job openings?

JOB POSTINGS

Create your **free** employment listings. Post them on the BIA website.

Want to boost your visibility?
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 Tara Cook at tara@lancasterbuilders.org.

BIA Events and Education

EVENTS

PBA SOUTH CENTRAL REGIONAL MEETING AND DINNER
JANUARY 10, 2023 5:30 PM
HBA OF YORK
BIA MEMBERS IN THE SOUTH CENTRAL REGION MEET TO PREPARE FOR UPCOMING PBA BOARD MEETING

BIA INSTALLATION BANQUET
January 12, 2023, 11:30am - 1:30 pm
Eden Resort & Suites - Crystol Ballroom222 Eden Rd, Lancaster, PA 17601
See what's in store for the coming year, network with industry and community leaders, and support your 2023 BIA Directors and Officers, including our incoming BIA President Tim Kotzmoyer, TK Building & Design, LLC.
Enjoy a networking cocktail reception followed by lunch and an inspiring program that celebrates the accomplishments of the past year and our vision for the one to come.
We will announce the winners of the B-I-A awards, the President's Award, and the Young Professional award!
Cost: $45 per person
Register by January 4,2023
Contact: staff@lancasterbuilders.org

PBA COMMITTEE, INSTALLATION AND BOARD MEETING
FEBRUARY 10 – 11
HOTEL HERSHEY, HERSHEY PA

BIA—THE WHOLE PICTURE
February 22, 2023, 8:00 - 9:00 am
BIA Office, 204 Butler Ave., Suite 200, Lancaster
Membership may be *THE* most important tool in your tool belt!
Attend to learn what the association can offer you and your business.
Get the whole picture of what the BIA is all about:
- Association Information
- Upcoming Events
- Ways to get involved
- Member Discounts
- Networking and Targeted Marketing Opportunities
- Industry Education and MORE!

Cost: FREE but registration is required.
Contact: staff@lancasterbuilders.org

REMODELERS COUNCIL MEETING: PANEL DISCUSSION ON COMMON CODE ISSUES
February, 2023 (Date TBD) 9:00 – 11:00 am
Manheim Township Library – Morgan Center
The discussion will include topics such as:
- Permit Submittal - Plan requirements, Electronic submittal & plan review, etc.
- Building Planning - Tempered glass, Handrails, Guards at exterior doors, etc.
- Foundations - Changes in block sizes and Working in cold weather
- Energy - Air sealing, Insulation, and Hot water distribution insulation
- Final Inspections - Certificates of use and occupancy
- Tension points - Inconsistency between municipalities
- And More....

Presenters: Don Forry, (retired) Master Code Official
Tim Stoltzfus, Manheim Township Director of Code Compliance
Steve Brandvold, East Hempfield Township Building Code Official
Facilitator- Tim Zehr, Metzler Home Builders
Cost – Free for Remodeler Council Members; Non-RC Members - $15 per person

BIA Government Affairs Breakfast & Legislative Roundtable Discussion
Date/Location TBD
Meet with local delegation in a roundtable format to discuss industry priorites

SAVE THE DATES

June 17–25 2023 Building Industry Association PARADE OF HOMES

Builders, Don't Miss This!

Enter now to be a part of the biggest, most anticipated home event of the year – the Lancaster/Lebanon Parade of Homes!

It's a 9-day event including the **Parade of Homes Gala** held at the Lancaster Country Club.

We have an extensive marketing plan including television, magazine ads, billboards, online promotion, social media, direct mailing of the guidebook to over 100,000 people, and more.

The Parade of Homes is an outstanding benefit of BIA membership; it is one builders and realtors should not miss.

Contact Parade Liaison Melanie Capanelli for more information at Parade@lancasterbuilders.org.

Early bird deadline is March 10.
Final deadline is April 7.

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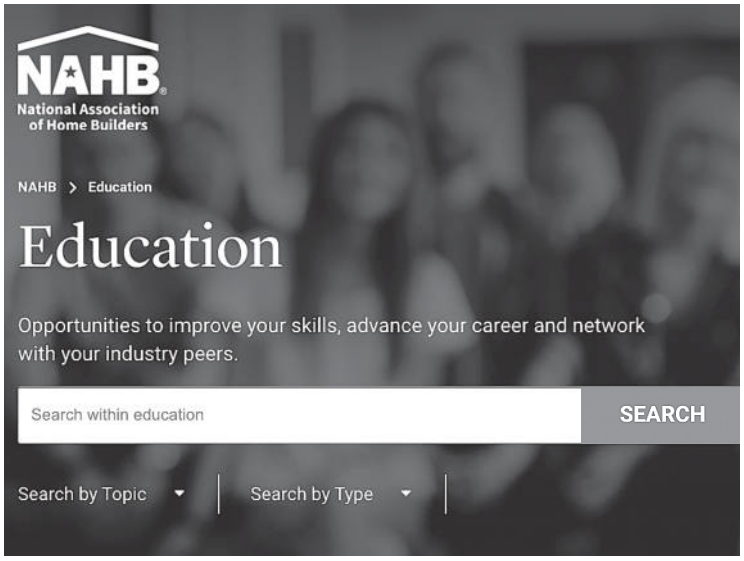
Stay in the loop! Connect with the BIA on:

facebook YouTube in

www.lancasterbuilders.org

EDUCATION



Check out NAHB's new online learning portal. You will find and access:



...and more.

You can also track your online education via your online learning transcript. If you are looking for live, in-person courses, please visit **www.nahb.org/education-and-events/education** for a complete list of events.

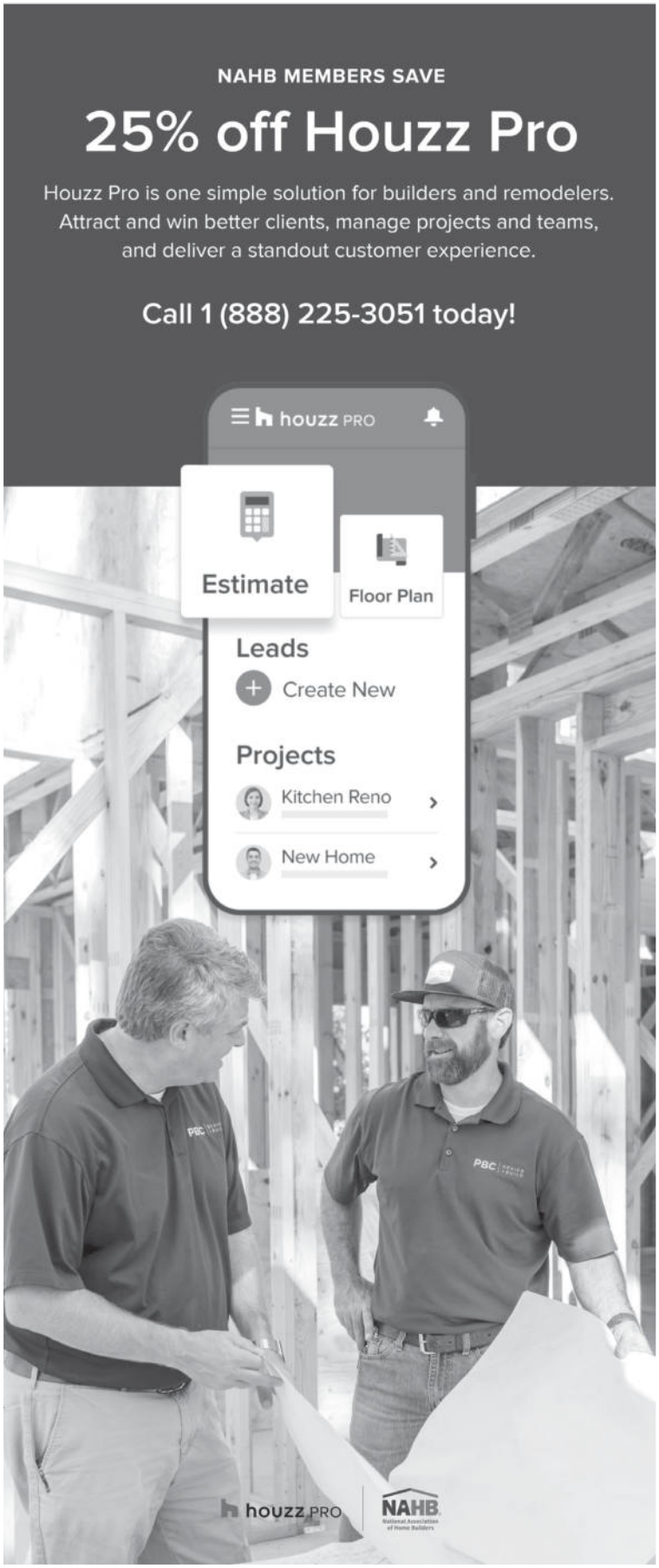
ABC Keystone
Associated Builders and Contractors
Events, Education & Training Calendar

Are you looking for a particular education class?

Did you know that the BIA partners with ABC Keystone, and ABC offers its classes at a discounted rate to BIA members? All you need to do is let Pauline Wilton, BIA's Director of Member Services, know which ABC class you would like to attend, and she will get you registered.

Email **Pauline@lancasterbuilders.org** Or call **717-569-2674**

Be sure to check out the complete list of classes at **www.abckeystone.org/calendar**



Tracking Our Recent PA Legal Wins



PBA filed a lawsuit against L&I challenging the legality of the 2021 accessibility regulations.

PBA filed a lawsuit against L&I challenging the legality of the 2021 accessibility regulations. For years, PBA was concerned that the process for adopting the accessibility regulations under the Pennsylvania Uniform Construction Code (PA UCC) was unconstitutional. Since no process was available in the PA UCC for interested parties to comment or suggest changes to these national model codes or even for the Department of Labor and Industry to make any changes to them, on October 27, the Commonwealth Court issued a unanimous opinion, enjoining the enforcement of the 2021 accessibility regulations and holding that the section of the PA UCC upon which the regulations were promulgated was unconstitutional.

L&I had until November 28, 2022 to appeal the decision. As of 11/29 no electronic appeal has been received. In the meantime, the Director of L&I's Bureau of Occupational and Industrial Safety sent an email to all Pennsylvania Code officials, stating that, "effective immediately, you must cease all enforcement of the 2021 accessibility standards." PBA anticipates working closely with the regulated community to find an appropriate pathway for these important code provisions to be adopted legally in the future.

2022 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:

President's Club: $1,000+

John Bear
David Costello
Jason Garman
Shawn Garman
Randy Hess
Kevin Kozo
Herbert Miller
Mike O'Brien

Century Club: $500+

Brian Campbell
Darby Graybill
Jay Provanzo
Chad Stoltzfus
Brent Stoltzfus

Chairman's Club: $100+

Steve Cook
Lisa Cooper
Scott Frick
Jon Hill
Craig Horning
Jordan Metzler
Claudia Shank
Joel Young
Karen Watkins

BIA GA Committee Meets with Senator Aument



Senator Ryan Aument and Senator Aument's Chief of Staff Ryan Boop joined the BIA GA Committee on October 13th to discuss permitting and regulatory reform, workforce education, higher education and Lancaster County Conservation District funding. Specific attention was given to HB 591 - NPDES Permit Waiver Program which is a priority for the BIA and Pennsylvania Builders Association. This bill is now pending in the Senate Environmental Resources & Energy Committee.

A Busy BIA Government Affairs Committee

Building Industry Association POLITICAL ACTION COMMITTEE

End of Summer BIAPAC Social



September 13th was the perfect evening for our End of Summer Social at the home of Frank and Vicki Vargish, benefitting the BIA Political Action Committee. Fundraising efforts brought in $3650 for BIAPAC – contributions that the BIA Government Affairs Committee uses judiciously to support industry friendly candidates. Raffle prizes, good food and drink, networking and a beautiful sunset made for a memorable night.

Thank you to our BIA Advocacy Partners for helping to sponsor this event!

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Breakfast with the Commissioners



The Lancaster County Commissioners Ray D'Agostino, Josh Parsons and John Trescot met with BIA members in October at the Inn at Leola Village. Discussion focused on Lancaster County Conservation District challenges, need for Planning Commission to back up builder projects when zoning is appropriate, and projects that may be possible with American Rescue Plan Act (ARPA) funding that Lancaster County has received.

Legislative Panel Discussion

BIA Government Affairs Committee Chair, John Bear, facilitated the ***BIA Building Futures: Construction Career Day*** Legislative Panel discussion on October 5th at the Wyndham Lancaster (see page 14).



The bipartisan group of legislators included Senator Ryan Aument, and Representatives Keith Greiner, Brett Miller, Steve Mentzer and Mike Sturla.

Discussion touched on several topics with a focus on career/ trade education and the necessity for comprehensive workforce development. Attendees included BIA member companies as well as representatives from local schools and organizations such as Lancaster CTC, Thaddeus Stevens College, Millersville University, SACA Tec Centro, Lancaster Chamber and Lancaster Lebanon Habitat for Humanity. Many thanks to our delegation for participating - it is gratifying for the BIA to facilitate the collaborative efforts that our members put forth.

New Members

Join us in welcoming these companies into the BIA, and in thanking our recruiters!

ASSOCIATES

C&N Bank
Chris Kirman
2098 Spring Valley Road
Lancaster, PA 17601
Phone: (717) 553-1303
Business Activities: Banking & lending Services
Email: christopher@cnbankpa.com

MI Windows
Joseph Person
145 Grassy Way
Lancaster, PA 17601
Phone: (610) 246-5110
Business Activities: Windows & Doors
Email: joe.person@miwd.com

Siemens Industry Inc.
David "Scott" Marland
5400 Triangle Parkway
Norcross, GA 30092
Phone: (267) 799-0745
Business Activities: Electrical Supplies
Email: scott.marland@siemens.com

BUILDERS

McLennan Contracting, Inc.
Alison McLennan
708 Eden Road
Lancaster, PA 17601
Phone: (717) 572-2545
Business Activities: Remodeling Contractor
Email: alison@mclennancontracting.com

Kingdom Construction Services LLC
Morgan Zimmerman
17 Church St.
Lititz, PA 17543
Phone: (717) 823-1803
Business Activities: General Contractor
Email: kingconstructserve@gmail.com



Membership Renewals

Thank you for your continued commitment to the industry!

Advanced Interiors, Inc.
ALL Renovation & Design LLC
Alliance Custom Cabinetry
Alside Supply Co.
A-Z Advertising Specialties/ Premium King, LLC
B&B's Custom Trim Inc
Blue Haven Pools & Spas by Calvitti
Boise Cascade Engineered Wood
Brooklawn Paving, LLC
Cloister Flooring, Inc.
Cocalico Plumbing & Heating
Crouse Concrete LLC
Custom Home Group, Inc
D.K. Builder, LLC
Diehm & Sons, Inc.
Duff Builders, Inc.
Eby Exteriors
Elite Vinyl Railings, LLC
Fidelity Contracting LLC
First National Bank
Fravel Home Improvements & Remodeling, Inc
Herb Miller Builders, Inc.
Hess Home Builders
Horizon Kitchens, Inc.
Horst & Son
Indoor City Granite and Marble
Innovative Building and Remodeling, LLC
Integrity Pools & Spas, Inc.
Integrous Fences & Decks
INTERIORS HOME
J.K. Mechanical, Inc.
Jim Martin Design
Kauffman Kitchens, LLC
Kautz Construction and KC Green Energy
Kitchen Encounters
Kreider's Canvas Service, Inc.
Lancaster County Career & Technology Center
Lancaster Lebanon Habitat for Humanity
Land Grant Surveyors DBA Weber Surveyors
Lantz Insulation, Inc.
LH Brubaker Appliances, Inc.
May Herr & Grosh, LLP
MBC Building & Remodeling, LLC
Monterey Door
Myer Hill Consulting
Natural Stoneworks
Pella Windows & Doors Company
Pennsy Supply
Penway Construction
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UGI Utilities, Inc.
Unique Construction
Wenger's Construction, Inc.
Wm. Murry & Son, Inc.
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Whether you are a home improvement professional, a supplier, or a home service tech company, if your business is in Lancaster County and you advertise, why wouldn't you want to be part of the only publication in the area dedicated exclusively to promoting your industry? Together, let's continue to stimulate the local home improvement market!

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CFA Concrete Foundations Association
NAHB National Association of Home Builders



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- Drier Basement
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- Quality Workmanship

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