

The Blueprint

Your guide for success.

A publication of The Greater Morgan County Builders Association.

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GET COOKING WITH NATURAL GAS

Join us Thursday November 4th, for the 2nd Annual Get Cooking with Natural Gas brought to GMCBA by Wheeler Basin Natural Gas. Scott Curry, of Curry's Restaurant, is going to whip us up a wonderful meal that night and also provide a few cooking demonstrations. Ticket prices are \$20 per person. All monies raised from this event will be donated in honor of Mrs. Linda Duran.

If you are interested in attending or sponsoring this event, contact Lou Ann Mitchell with Wheeler Basin Natural Gas at (256) 974-9023.

4TH ANNUAL JANUARY JAM

Come celebrate the 4th Annual January Jam with GMCBA and MCAOR.

Sponsorship Levels

Gold \$751-\$1,000

- a. Logo on Power Point
- b. Logo on programs on each dinner table
- c. Name on welcome sign at entrance
- d. Four tickets to event

Silver \$501-\$750

- a. Logo on Power Point
- b. Name on welcome sign at entrance
- c. Two tickets to event

Bronze \$250 to \$500

- a. Logo on Power Point

When: Friday, January 14th, from 6:30-9:30pm

Where: Sykes Place on Bank

(726 Bank Street Decatur, AL. 35601)

Cost: \$25 Per Person (Pre-Pay or Pay at the Door)

Dress: Business Casual


Heavy Hors d'oeuvres and Cash Bar
 Entertainment by the Sly Groove Band
 Chance to win \$1,500 during the Draw Down.

If you have any questions, please feel free to contact us at the office at 350-4594. Watch for updates in future Blueprints.

NAIL DOWN THESE DATES

Calendar Available www.gmcba.org

- ◆ **Board Meeting**
 Thursday, November 9th, from 4:30-5:30 pm, at the GMCBA office
- ◆ **Get Cooking with Natural Gas featuring Scott Curry**
 Thursday, November 4th, from 6-8pm, at the Showcase Home
- ◆ **No Membership Meeting this month because of the Get Cooking event.**



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NOVEMBER MEMBERSHIP RENEWALS

Builders: 4-O Construction and Dun-Rite Construction

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FACEBOOK: MARKETING MADE EASY

The two complaints that I hear most are the high cost of marketing mediums and that people's businesses are suffering because the general public doesn't have a clue that they even exist. These individuals often resort to spending exorbitant amounts of money investing in traditional marketing mediums or just not marketing at all. I'm not saying that traditional routes of marketing aren't effective in presenting your message to the public and generating results, but I am saying that they are no longer your only option in today's technology driven society. The new, FREE, option is social media, specifically Facebook.

If you and your company are not on Facebook, you are missing a huge opportunity to bypass geographic limitations and promote to an unlimited number of people. This marketing medium allows you to market to the world-wide web or more specifically, the millions of users on Facebook. This is truly a marketers dream and it's FREE! I cannot imagine a more valuable way to market someone's business.

"I'm too old," or "I can't even turn my computer on," are sad excuses to avoid getting plugged in online. In this economy, you cannot afford to not learn. Change is inevitable and if you and your company are not adapting to the ever changing environment, you are not going to be able to maintain your business for very long or not to the degree that you would like it be. Let your children or grandchildren teach you how to sign up and operate it. I'm in my twenties and still learning something new every day from my eighteen year old sister! They are a wealth of technological information just sitting there waiting to be asked about the newest gadget or social media.

As with any promotion, you still have to understand the value of maintaining your image. For instance, while on Facebook, I would avoid participating in games, posting useless nonsense and inappropriate pictures, adding every application possible and just keep it simple and professional. This will be the image that people relate to when they are considering doing business with your company. Don't ever forget that.

Keep all of this in mind and start marketing your business effectively through social media. It's not difficult and the rewards will be great.

- Stevi Price , GMCBA Executive Officer

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SMALLER NEW HOMES REMAIN THE TREND BEYOND THE RECESSION

It wasn't so long ago when McMansions were becoming the norm in suburban neighborhoods across the country. When the recession hit, however, the size of newly-built homes started to decrease — from 2,268 square feet in 2006 to 2,100 square feet last year. As the country begins to climb out of the tough economic times of the past few years, it doesn't necessarily mean that the size of homes will go back to a bigger footprint, according to a recent study by economists at the National Association of Home Builders (NAHB).

"A new housing market is emerging, and even with the recession in the rear view mirror we expect the popularity of smaller homes to persist," said Bob Jones, chairman of NAHB and a home builder from Bloomfield Hills, Mich. "Builders are responding to a new mindset among home buyers that has been shaped not just by a weak economy, and it is transforming the product they deliver."

There are other factors that are likely contributing to this new trend. First, Americans are becoming more focused on energy conservation. A smaller new home will cost less to heat and cool than a larger home with similar energy-efficient features, and will leave a smaller carbon footprint. In addition, family size has been decreasing over the years. The average household in 1960 had 3.3 people, while in 2009 it was 2.63. The economy is also affecting new home buyers' decisions. Cost-conscious home buyers are choosing to include more and higher-quality features in their new homes rather than add square footage. Finally, around one-third of new homes are typically purchased by first-time buyers, who can often only afford smaller homes.

So the "perfect" home for your family may be a showstopper such as The New American Home 2011 — a more than 9,000 square foot home in Orlando built to the highest level in resource efficiency under the National Green Building Standard — or it may be something very different. Whatever your preference — size, features, price, or something else — new home builders today are providing homes that will appeal to a wide range of tastes and budgets, with more customization choices for your lifestyle than ever before.

WELCOME INTERIM DIRECTOR: ROSE STRICKLAND

We are excited to announce that Rose Strickland will be serving as our interim director from mid-November to mid-February while Stevi Price is on maternity leave. Moreover, please note that during this time our office hours will be adjusted from four days a week to two days a week. These office hours will be announced soon.



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