

# The Blueprint

*Your guide for success.*

A publication of The Greater Morgan County Builders Association.

**2010 Officers**

Micheal Grantland-President  
 Howard Morris - Treasurer  
 Danny Hill-Secretary  
 Jeremiah Frost-Past President  
 Stevi Price-Executive Officer

**2010 Board of Directors**

Adam Davidson  
 Brandon Price  
 Bryan Wallace  
 Bryant Greenwell  
 Darren Osborn  
 Deborah Willis  
 Ernie Smith  
 Jeff Gray  
 Lou Ann Mitchell  
 Lynn McLemore  
 Mary Ann Scott  
 Miles Wright  
 Phil Hall  
 Philip Shelton  
 Stephen Pate  
 Steve Blake  
 Steve Reeves  
 Tammy Snider  
 Todd Witt  
 Tony Hopkins  
 Vernon Lane

**State Directors**

Philip Shelton, Steve Reeves,  
 Lynn McLemore &  
 Jeremiah Frost

**State Alternate Directors**

Todd Witt & Phil Hall

**National Directors**

Phil Hall

**National Alternate Directors**

Lynn McLemore & Steve Reeves

## SEPTEMBER MEMBERSHIP MEETING

Todd Witt, owner of Synergy Airflow & Ventilation, is going to discuss, "How to Build a Synergy Home." His company offers whole house energy audits, HVAC design service, duct renovations, duct sealing, airflow diagnostics, air balancing, closed crawlspace construction and building science consulting. Todd's goal is to help your home perform. If you are interested in checking out more of what Synergy Airflow & Ventilations has to offer, visit Todd's website at [www.synergyairflowandventilation.com](http://www.synergyairflowandventilation.com) , FaceBook page or contact him directly at (256) 616-2264 . \*September Meeting is Tuesday, September 21st, from 12-1.

## COOKING WITH GAS FEATURING SCOTT CURRY

Join us Thursday November 4th, for the 2nd Annual Cooking with 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 have not yet been determined. All monies raised from this event will be donated in honor of Mrs. Linda Duran.

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

## NAIL DOWN THESE DATES Calendar Available [www.gmcba.org](http://www.gmcba.org)

- ◆ **Board Meeting**  
 Thursday, September 9th, from 4:30-5:30 pm, at the GMCBA office
- ◆ **August Membership Meeting**  
 Tuesday, September 21st, from 12-1, at the GMCBA Office
- ◆ **Up & Coming:**  
**Fall Fishin'**  
 Saturday, October 9th, at Ingalls Harbor  
**Cooking with Gas featuring Scott Curry**  
 Thursday, November 4th, from 6-8pm, at the Showcase Home



Portable Restrooms  
 Roll-Off Boxes  
 Storage Containers

**Max Barnett**

(256) 350-5550 [www.pbsos.com](http://www.pbsos.com)



**H&H  
 LIMESTONE**

**J.C. Hill**  
 Phone: (256) 214-1371



**Elite  
 Flooring  
 America.**

**Lynn McLemore**  
 1326 4th Avenue SE  
 Decatur, AL. 35601  
 Ph: (256) 353-0300  
 Fax: (256) 353-5222  
 Cell: (256) 214-2624  
[llynnmclmr@aol.com](mailto:llynnmclmr@aol.com)  
[www.eliteflooringamerica.com](http://www.eliteflooringamerica.com)

## SEPTEMBER MEMBERSHIP RENEWALS

**Builders:** G-Core Contracting, Housing Development Services, SmithCo and Stephen Pate Construction

**Associates:** Affordable Heating & Cooling, Benjamin Franklin Plumbing, D.B. Davis Supply, Eddie Freeman Painting, Five Stars Drywall & Painting, Greg's Masonry, Lee & Lamar Collins Construction, Lee Exterior Coatings, Osever 20, Parr Contracting, PEI Electrical Contractors and Roman Custom Trim & Tile

## WANT TO JOIN THE NAHB SPIKE CLUB?

**How Do I Become a Spike?** Before becoming a Spike, you're considered a Spike candidate. That means you have earned between one and five Spike credits. Once you earn your sixth Spike credit, you become an official NAHB Spike! Spike credits are earned by recruiting and retaining members. To retain your status as a Spike you must earn a minimum of one Spike credit (new or renewed members) each year until you reach a total of 25 credits, at which point you are elevated to Life Spike status.

**How Do I Earn Spike Credits?** Members earn one Spike credit for each new Builder or Associate member they sponsor. When that member renews after his or her first year of membership the sponsoring member automatically gets one retention credit. Every year the member renews thereafter, the sponsoring member will receive a 1/2 renewal credit. For Affiliate members, Spikes receive a 1/2 credit for recruiting them and a 1/2 credit for their renewal. For Council members, Spikes receive a 1/2 credit for recruiting them a 1/4 credit for their renewal.

**What Are the Benefits of Becoming a Spike?** The real benefits are intangible - you will be recognized for your contributions to the association and regarded as an accomplished and connected member. Additionally, Spikes receive: A coveted invitation to the biggest party of the year, the Spike Party/Directors Reception at the International Builders Show. Increased visibility, recognition and networking opportunities at industry events. Unique and valuable rewards for each level of achievement, including lapel pins, plaques, trophies, jewelry and more.

For more information on the Spike Club, visit [www.nahb.org/spikeclub](http://www.nahb.org/spikeclub).

**H.A. Pippen**  
Dianne Letson-Associate  
Phone: (256) 637-2200  
Category: Building Materials  
Sponsor: Bill King  
King Insurance

**Welcome  
New  
Members**

**Dumas Floor Covering**  
Veda Dumas-Associate  
Phone: (256) 353-3870  
Category: Flooring & Install.  
Sponsor: Stephen Pate  
Stephen Pate Construction

**Millworx Materials**  
Grant Hopson-Associate  
Phone: (256) 350-2001  
Category: Building Materials  
Sponsor: Art Glasgow  
Peck-Glasgow Agency

**Bradford Installation**  
Kevin Bradford-Associate  
Phone: (256) 269-7145  
Category: Flooring & Install.  
Sponsor: Jo Hunter  
Rankin-Shelton-Hunter

**Guardian  
Security**  
Residential & Commercial

Locally Owned & Operated  
1320 6th Ave. SE Decatur  
Decatur: (256) 350-4022  
Madison: (256) 774-8000  
[www.GuardianSecurityService.com](http://www.GuardianSecurityService.com)



**five-S, Inc.**  
Blinds-Shutters  
Garage Storage Systems

**Ernie Smith**  
Phone: (256) 353-6273  
Email: [E92547@bellsouth.net](mailto:E92547@bellsouth.net)  
1950 Central Parkway  
Decatur, AL. 35601

**BLK**  
Brooks Lock & Key

**Commercial Government  
Residential**

(256) 353-2596  
[www.brookslock.com](http://www.brookslock.com)

**Fall Fishin'**

October 9, 2010  
Ingalls Harbor  
Decatur, AL.

Brought to you by: **Lynn Layton** CHEVROLET

**\$1,000 Grand Prize**

Registration form available at:  
[www.gmcba.org](http://www.gmcba.org)

Members participate for FREE.

## SOCIAL MEDIA ARTICLE

What does all of this electronic chatter have to do with selling a home? Big Builder magazine surveyed industry professionals to determine how they are integrating online tools into their marketing strategies. With reduced marketing budgets, many companies, including home builders are turning to social media to bridge the gap between their product and their potential customers, as the following responses demonstrate:

- ◆ 60% said they were active in the social media sphere
- ◆ 34.3% said they were considering becoming active
- ◆ Facebook and Twitter were the most popular sites among builder respondents (85.7%)
- ◆ 82.9% of respondents said that their primary reason for social networking was to increase brand recognition
- ◆ 66.7% were using social media networking to drive traffic and sales
- ◆ 66.7% were using social media networking to generate sales leads

Social media is the set of Internet tools that allows for interaction and conversations among users. These tools include blogs, wikis, forums, videos, social bookmarking and social networking. Unlike websites, which are static like a brochure, social media sites are interactive and encourage users to converse, opine, and lend expertise. They also encourage users to add original content.

\*If you're not on board yet, check out what some are doing:

- ◆ Bowen Family Homes blog [www.BowenFamilyHomesBlog.com](http://www.BowenFamilyHomesBlog.com)
- ◆ Highland Home's blog [www.HighlandHomes.org/news](http://www.HighlandHomes.org/news)

**RENASANT BANK**

**Irene Williams**  
W (256) 355-4117 C (256) 303-3296

**Tammy Snider**  
W (256) 351-4372 C (256) 303-4222

**Clint Northcutt**  
W (256) 301-6437 C (256) 303-5149

Member FDIC

**Go With a Pro.**

**Valley Overhead Door**  
Sales • Service • Installation

**353-6777**

**1948 Central Parkway**

**PECK-GLASGOW AGENCY, INC.**

*Insurance Service Since 1922*

1612 Hwy. 31 SW Hartselle, AL. 35640

For your workers compensation, bonding & general liability insurance call Sharon Steele

(256) 773-2210

P.O. Box 2623  
Decatur, AL. 35602

facebook

[www.facebook.com/gmcba](http://www.facebook.com/gmcba)

### Contact Information

1501 4th Ave. SE~P.O. Box 2623~Decatur, AL. 35602

Phone: (256) 350-4594 Fax: (256) 350-4880 Email: [gmchba@yahoo.com](mailto:gmchba@yahoo.com)

Website: [www.gmcba.org](http://www.gmcba.org)

### Academy Termite & Pest Control

David Howell (256) 810-4300  
[dhowell65@aesouthern.com](mailto:dhowell65@aesouthern.com)  
Also featuring Advanced Baiting System



Hours:  
Monday-Friday  
7:00am-5:00pm

**NEW LOCATION**  
**COPY**  
**WORLD**  
**PRINTING**  
Since 1983  
We Make Your Problem Our Priority  
**1416 6th Avenue, SE • Suite A**  
Engineering Prints • Full Color Printing • Color Copies  
Letterhead • Envelopes • Business Cards • Carbonless Forms  
Laminating • Typesetting • Signs • Banners • Vinyl Lettering • Magnets  
Mon. - Fri. 8:00 - 5:00  
Phone: 256.353.1122 • Fax: 256.353.8848 • Email: [copyworld@charter.net](mailto:copyworld@charter.net)

### The Light House

*"Home of Distinctive Lighting"*

21 Fourteenth Street S.W.  
Decatur, AL. 35601  
Phone: (256) 355-4610  
Fax: (256) 355-4674