

Making a Canadian dream come true

THE CHBA'S renovator and new home builder members are a true source of inspiration for the country, Diane Finley, the Minister Responsible for Canada Mortgage and Housing Corporation, told the Association's 66th National Conference in Quebec City last month.

"I appreciate the very important work that you do," she said.

"You've helped home ownership dreams come true for millions of Canadians. And that is a very profound contribution.

"Because every time you build an efficient, safe, affordable and sustainable home ... every time a person or family

moves into a new place ... that's an expression of hope. It's an investment in the future that unleashes tremendous human potential."

Finley's comments came in an address on the conference's opening day. She said she knows that CHBA members work hard, take risks, and invest in their people.

Even stronger

"And this conference is an opportunity for all of you to work together to make your industry even stronger," she said.

"You've been coming together for 66 years. And in that time you've seen lots of change. But you've kept up. You've

seen tough economic times, but you've kept going.

"That's because you have qualities that never change."

For one thing, Finley said, the CHBA has a history of strong leadership. For another, it never stops looking to the future.

"The simple fact is that building and renovating homes is a good way to get the economy moving," Finley said.

"Canadians are counting on the housing sector to continue doing what you do best. Together we can ensure a growing housing industry by continuing to build confidence in the market."



FINLEY: "You are a source of inspiration for Canadians."



FRIEND: "Now is the time to act on government policy reform."

NEW PRESIDENT SEES HOUSING AS 'POWERHOUSE' FOR RECOVERY

A new call for policy reform

PUBLIC policy reform is needed if the housing industry is to realize its full potential as a "powerhouse" for economic recovery in Canada, new CHBA President Gary Friend told last month's 66th National Conference in Quebec City.

"Our industry is a real key to the recovery," Friend said.

But reform is needed if the industry is to play its key role.

The call for action on public policy came in Friend's inaugural address — a stirring speech that drew a loud round of applause from Conference delegates.

Achievements

He pointed out that Canada has achieved a home ownership rate equal to that of the United States without abandoning its mortgage standards or compromising its financial system.

There are important lessons to be learned from what has happened during the last 12 months, he said, not least the fact that when governments throw open the door to "unfettered greed," the marketplace will eventually bite back, and the bill must be paid.

"The markets are sending governments a very strong message," Friend said. "You can't sustain a sound economy

PM sees need for robust market

A ROBUST housing sector is an important source of economic activity in Canada, Prime Minister Stephen Harper says.

And his government is encouraging Canadians to buy and improve homes and thereby bolster Canada's housing sector.

The comments appear in a letter offering greetings for the CHBA's 66th National Conference in Quebec City.

"For many Canadians, home ownership represents both the achievement of a key life goal and a significant investment," the letter says.

"Our government has introduced measures to provide needed stimulus in these challenging economic times by supporting this vital industry. These initiatives include the Home Renovation Tax Credit, tax relief for first-time home buyers, benefits for small [and] medium-sized businesses, and a new Apprenticeship Completion Grant.

"I would like to thank the Canadian Home Builders' Association for their hard work."

based on imaginary wealth.

"Creating real wealth, and real jobs, is essential. And our industry is key."

But for the housing industry to continue to be a strong economic force, Friend said, governments must take action on four fronts. They must:

- **REDUCE** government-imposed costs on new home buyers;

- **COMMIT** to "smart regulation" principles at all levels;

- **INVEST** public funds, wisely, in areas such as infrastructure and

developing skilled trades; and

- **REFORM** existing policies to support a strong industry and strong housing markets.

"Action in these areas," Friend said, "will deliver real benefits where it matters most — for housing affordability, community prosperity, and jobs.

"Too often governments fall into the same trap that led to the sub-prime crisis — assuming that rapidly escalating real estate values will provide them with an endless

source of revenue."

As examples, Friend cited the growing municipal reliance on development charges, and a wide range of *ad hoc* "green building requirements" for new development.

"Such flawed approaches are based on slogans rather than transparent, evidence-based decision making," Friend said.

No thought

"When we hear that new growth must pay for itself, we know there is no consideration of the links between a growing community, the prosperity of its residents, and the capacity to pay for public services in a rational manner.

"We also know that it is the new home buyer who will pay the bill.

"Well, things need to change!

"And the economic crisis we face today presents the opportunity to make these changes."

Friend said the industry's capacity to help build a strong economy and create jobs must be supported through sound and sensible government actions.

"We need to reduce significantly the costs that governments load onto the backs of new home buyers," he said.

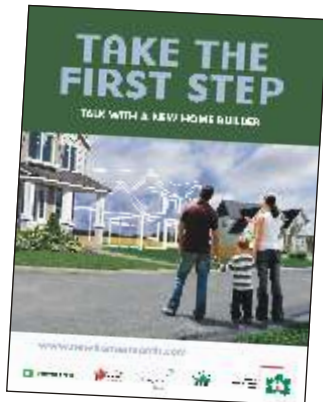
In the year ahead, the CHBA will continue to hammer home the need for government action on the issues that matter.

In the news

THE WORLD OF HOUSING TODAY

IT'S OFFICIAL: APRIL IS NEW HOMES MONTH

APRIL is New Homes Month across Canada and CHBA President Gary Friend says the Association is excited about the possibilities for this year's theme: "Take the First Step — Talk with a New Home Builder." "Thank you to our national sponsors Genworth Financial Canada, TD Canada Trust, and the Canadian Home Warranty Council," he says.



ON THE CALENDAR

The Spring meetings of the CHBA's Board, standing committees, and councils will be held at the Marriott Hotel in Ottawa May 28 to 31.

The 21st annual Executive Officers' Council Professional Development Forum will be held at Westin Nova Scotian Hotel in Halifax, N.S., Nov. 18 to 20.

The CHBA's 67th National Conference will be held at the Fairmont Empress Hotel in Victoria, B.C., March 5 to 7, 2010.

Renovation TODAY

RADON MEDIA CAMPAIGN DELAYED

HEALTH CANADA'S plans for a major publicity campaign on radon have been delayed, the Canadian Renovators' Council has learned. However, Health Canada has produced a consumer pamphlet that is being made available to the public at home shows and other events.

18 MARKETS ADOPT RENOMARK

THE RenoMark™ program continues to expand, the Council's meeting in Quebec City was told last month. It has now been adopted in 18 markets across the country, the newest being Vancouver and London. Members heard RenoMark™ has helped recruit new renovation contractors as CHBA members. RenoMark™ is an initiative of Toronto's BILD (Building Industry and Land Development Association) and endorsed by the CHBA.

Tech talk

NOTES FROM THE TECHNICAL RESEARCH COMMITTEE

TRC MOVES ON ENERGY CODES

THE CHBA took the significant policy decision to support the consideration of energy efficiency as a Code objective in response to the *ad hoc* adoption of energy efficiency requirements by provincial governments, Technical Research Committee Chair Mike Hennigar says.

"The Association will still promote a disciplined process for assessing this and any future new Code objectives," he says.

The CHBA had written to the Code Commission to call for the Model National Energy Code for Houses to be "refurbished" as a stand-alone document for those provinces intent on introducing new energy efficiency requirements for houses. The CHBA then took the additional step of writing to the Commission recommending that they consider making energy efficiency a new Code objective.

The Code Commission has agreed with the CHBA's recommendations and has created a joint task group with representatives of the provincial governments to address these issues. The intention is to develop model Code requirements with respect to energy efficiency in houses by 2012.

ENHANCEMENTS TO THE R-2000 STANDARD

TRC Chair Mike Hennigar said the CHBA has consulted with R-2000 builders and service providers on proposals for an enhanced R-2000 Technical Standard. "The ambitious proposals have been tabled with Natural Resources Canada," he said.

The TRC learned of NRCan's support for the CHBA's recommendations to reposition the R-2000 Standard to the leading edge of energy efficiency in market housing. In a letter to the Association, NRCan Housing Division's Director, Kevin Lee, wrote that the update of R-2000, can ensure its continued role as an engine of innovation for the home building industry.

In a separate letter to the CHBA President, the Minister of Natural Resources expressed her support for the continued collaboration in the update of the R-2000 Standard.

THE National

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How DCCs are damaging

DEVELOPMENT charges are preventing many viable housing projects from proceeding, Canada's largest new home builder told last month's Urban Council meeting in Quebec City.

As a result, many jobs are being lost, and it is only a matter of time before these negative impacts ripple across the economy.

That was the message from Mattamy Homes



URBAN COUNCIL in session. It heard many projects are being put on hold because of development charges.

President Peter Gilgan.

"I cannot take a proposed development to

my banker in good conscience under today's very difficult condi-

tions," Gilgan said. "They are being pushed underwater by municipal demands for huge charges and fees."

Gilgan traced the many linkages between residential construction and other sectors of the economy. He said virtually every sector benefits when housing projects proceed.

And, of course, governments at all levels also benefit from tax revenues.

PROSPECTS SEEN IN CAP AND TRADE SYSTEM

Energy rules no threat to housing

THE housing industry in Canada has been a real leader on environmental issues, delegates to last month's National Conference in Quebec City were told.

So it is not likely to suffer under a new energy regulatory system that seems soon to come into effect.

That was the message Doug Russell, an environmental expert and President of Quebec's MDF Associates Inc., brought to the Canadian Ready Mixed Concrete Association luncheon prior to the Conference.

It's favored

Russell spelled out details of the "cap and trade" regulatory approach Canada and the United States favor as a means of curbing greenhouse gas emissions.

"The system would apply to 15 sectors in the economy, including many that affect you," he said.

"The government has the responsibility to establish the over-all emissions cap which determines how much you are allowed to emit. It also allocates how many tonnes may be emitted in a given time. The rest is left to the private sector."

Russell said that under cap and trade, companies that emit more than they are allowed can purchase credits from other companies.

"It is pretty simple in principle," Russell said. "But in practice it is not."

"Emissions trading is a tool to help the market regulate emissions in the most cost-effective way. But the commodity is not like any other — it's not like a barrel of oil.

"And there have been many criticisms of the process. Some are calling it a 'shell game'."

Russell said emissions volumes in the North American carbon market are small at this stage. But moves in the U.S. to apply cap and trade suggest it is a "slippery



LUNCHEON hears details of "cap and trade" system that may soon regulate energy emissions in Canada. The housing industry is well placed for the move, speaker said.



RUSSELL: "You may be able to produce credits to sell on the open market."

slope" that leads to regulations in other areas such as housing.

"What does all this mean to you?" Russell asked. "As an industry you have been a leader in environmental standards."

The lowest

"From 1990 to 2005, the housing sector in Canada had the lowest energy growth — at 10% — during this period compared with 35% in the industrial sector."

"All this is good, right?"

Well it is, but no good deed goes unpunished. In the U.S., the political pendulum has swung much more toward regulation, such as cap and trade.

"But the current system being discussed would not result in a cap for the housing industry."

With its good record on greenhouse gas emissions, Russell said, the industry, as a sector, is likely to remain outside any cap and trade system.

Housing's key role in economy

NEW housing plays a "very significant" role in Canada's economy, a new report says.

Every 10,000 new homes that are built generate \$3.3 billion in economic production across a broad array of industries.

This includes \$727 million in manufacturing output, and another \$307 million in wholesale, retail, transportation, and warehousing activities.

In terms of jobs, 10,000 new homes support 19,300 person-years of

employment throughout the economy.

The report, from the Altus Group, was prepared for Canada Mortgage and Housing Corporation.

It examines the economic and employment effects of incremental changes in the number of housing starts, and how this impacts all sectors of the economy.

The report's findings reinforce the importance of residential construction, pointing out that the sector directly em-

ploys some 300,000 men and women in Canada.

When the full economic impacts from new residential construction are considered, the report finds that for every job directly created, nearly two more result from the induced impact on the economy.

"Residential construction investment also spurs significant spin-off economic effects across a broad array of other sectors through materials and services used as inputs," the report says.

An old French flavor for Housing Night

■ It was like an evening in the court of Louis XVI and Marie Antoinette as conference delegates celebrated Housing Night in Quebec City last month.



QUEBEC'S THE SCENE FOR A MEETING WITH A DIFFERENCE

Une conférence extraordinaire!

IT was a conference never to be forgotten. "Une conférence inoubliable!" said Léonce Cormier, Past President of the New Brunswick Home Builders' Association. Or more aptly, given its location in Quebec City, he said, "une conférence extraordinaire!"

The sentiment was reflected widely as delegates came from across Canada to see, to study, to take in the sights of Old Quebec, and to share their knowledge and experience.

It was the CHBA's 66th National Conference. And it really lived up to its theme of "Meet The Past. Plan The Future."

Amazing

Said Scott Costain of Prince Edward Island's Scotcor Construction Ltd.: "Truly amazing! This was one really great experience."

Added first-time delegate Odete Gomes, President of the Brantford HBA: "A wonderful experience. I met a ton of people I would never otherwise have met. It was a real learning experience for me."

From the opening night reception to the closing President's Din-



■ THE Federal Government paid tribute to Chief Operating Officer John Kenward at the Association's 66th National Conference in Quebec City last month. Diane Finley, federal Minister Responsible for Canada Mortgage and Housing Corporation, is seen here making the presentation to Kenward who was joined on stage by his wife Evanee. "You have dedicated 25 years to looking after the CHBA and assuring your industry achieves its goals," Finley told Kenward. "I make this presentation on behalf of the Government of Canada, not just for serving your association, but for serving Canadians."

ner, the conference was all about fabulous hospitality and enthusiastic networking.

Delegates were delighted.

So were sponsors. Said first-time delegate and sponsor Anthony Moots of Builder Lynx: "This really exceeded all my expecta-

tions. The speakers were excellent. The interaction with delegates outstanding. I'll be back!"

No wonder the event attracted a large audience.

The conference theme was delivered in sessions that dealt with economics, imagination, teamwork, and fundamental business issues.

A major role

Sponsors played a major role.

Pre-conference luncheons were sponsored by two associations that represent major suppliers to the industry: the Canadian Ready Mixed Concrete Association and the Canadian Wood Council.

Sponsors were also responsible for the Business Alliance Centre, a focal point for networking throughout the conference.

The centre was co-sponsored by AyA Kitchens & Baths Ltd. and the Canadian Automatic Sprinkler Association.

Lunches served in the

Centre were co-sponsored by Cosella-Dörken Products Inc. and AyA Kitchens & Baths Ltd. The CHBA Bookstore was sponsored by Home Hardware Building Centre. NEEZO Inc. sponsored the Registration Desk, and delegates' bags were sponsored by Genworth Financial Canada.

Other Platinum sponsors who played a major role in making the conference possible were Canada Mortgage and Housing Corporation, the CHBA Manufacturers' Council, the Canadian Manufactured Housing Institute, Natural Resources Canada, and Progress Lighting.

Carnaval

The opening reception featured a taste of the Quebec Carnaval spirit. It was sponsored by DuPont Canada and The Warranty Resource.

The "Housing Night in Canada" celebrations (pictured at page top), were sponsored by TD Canada Trust.

The celebration of the 2008 CHBA National SAM Awards presented by American Standard Brands and Trane Canada was followed by a Toast The Winners' Reception sponsored by Canwest.

Owens Corning Canada and Honeywell Limited co-sponsored the Opening Breakfast. All Weather Windows sponsored incoming President Gary Friend's inaugural address.

Long-time supporter Delta and Masco Canada Ltd. sponsored the closing event, the President's Reception and Dinner/Dance — a celebration of outgoing President John Hrynkow's term of office.

Next up: Victoria. The CHBA's 67th National Conference will be held at the Fairmont Empress in Victoria, Mar. 5 to 7, 2010.

Plan to attend.



■ THE Building Alliance Centre opened the door for the flow of information and networking at the CHBA's 66th National Conference in Quebec City. Lunches were served there, and delegates used the Centre to catch up on the latest information from industry suppliers.



The wonders of wood

WOOD has been going strong for more than 400 years, wood industry spokesman Ben Brungraber told delegates to the 66th National Conference in Quebec City last month.

"In construction, everything gets better," Brungraber told a pre-conference luncheon sponsored by the Canadian Wood Council.

"And that's true with trees. They get stronger. It's no wonder there are great stories about wood."



■ BRUNGRABER: "Wood just keeps getting stronger."



Reception invokes a Carnival spirit



■ DELEGATES experience the unique Quebec experience as the CHBA's 66th National Conference gets under way.



■ KUNSTLER: "It's time for change. We can't get something for nothing."

ECONOMIC PANEL SEES LIGHT IN 'DARK TIMES'

Now's a time of opportunity

The day our world gets a makeover

LIKE it or not, a whole new way of life may soon be thrust upon mankind as the world runs out of cheap oil, environmental visionary and journalist James Howard Kunstler told the CHBA's 66th National Conference in Quebec City.

But the scenario is not all doom and gloom, he said. There is hope: it lies with today's young people. "They know things are all wrong," Kunstler said. "They don't know how to fix them, but they do know it must be fixed. And they will do it."

"The young will realize that cities as they are now known will have to be smaller and more compact, appropriate to the energy availabilities of the future. They know we are going to have to produce our food a different way, because the agri-petroleum business is going to fail. They know we are going to have to reserve our rural land for productive agriculture."

Kunstler said there is not enough energy to run WalMart, Disney World, and all the other "frivolous" things society has become used to. Alternative energy sources will not do this. And there is this "deduced" idea out there that technology and energy are the same — that when you run out of one, you just switch to the other. Not so.

"But we don't have to despair," Kunstler said. "I am not Mr. Doom And Gloom. There is a whole set of intelligent responses to our dilemma. We have to grow up and think intelligently about where we are."

"It's time to put the shoulder to the wheel and accept the reality that we can't get something for nothing."

■ Owens Corning Canada and Honeywell Limited co-sponsored the Opening Breakfast.

THESE may be tough times, but they are also times of opportunity, one of Canada's leading pollsters says.

What's really happening, Nanos Research President Nik Nanos says, is a market correction. And that offers openings for creative new home builders who would set themselves apart.

That was the message Nanos brought to the economic session at the 66th National Conference in Quebec City. And it was largely endorsed by his companions on the economic panel.

The key

Nanos said the key thing to think about in the present economic climate is anticipation, and how to prepare for it.

"You have to know what your unfair advantage is," he said. "There is a fundamental difference between knowing your customers and understanding them. The power is shifting. The reality is one dissatisfied customer can have a huge impact on your business."

"On the positive front, you have to start thinking of the customer as a business partner. You need to engage in a dialogue to help anticipate the future."

"Word of mouth is still



■ ECONOMIC PANEL (from left) Nik Nanos, Peter Norman, and Bob Dugan. They see tough times as times of opportunity.



■ NANOS: "What's happening is a market correction. If you have the right structure, you will survive."

the most effective advertising. It has just become more dynamic because of the Internet."

Nanos said that once new home builders enter into a dialogue with their customers, they can harvest ideas about what is working and what is not.

"No one wants a complaint," he said. "But how you deal with it is the best indication of what sort of organization you are. You learn and improve through the process and become a better organization as a result."

Pay attention

"Listening can really be your 'unfair advantage' because it lets you respond to what's going on out there. Listening is a powerful business tool. And a powerful political tool."

Nanos said people want to believe they are getting the best product, and that the company

they deal with is on the leading edge.

"Don't feel smug that just because you have research, you understand customers," he said. "The reality is that in business, the weak fail and the strong survive. If you have the right structure, you will survive."

"You are the leaders in this industry. Do you have the head and the heart to lead? Yes these are tough times. But they are also times of opportunity."

■ Economist Peter Norman said a lot of negative news in the press has had an impact on the housing market.

"But this is not a time to have a particularly negative viewpoint," he said.

Recovery ahead

"We are on the edge of a spectacular recovery in the months ahead."

"One thing that is very impressive is that we have the leaders of 20 countries in the world doing the same thing to pull the world out of the global slump. That is reason enough to be optimistic."

■ Canada Mortgage and Housing Corporation's Chief Economist Bob Dugan said there is a "fair bit" of uncertainty in Canada and that has led to downward revision of housing start forecasts since last September.

"We are seeing a lot of negative news out there, and we are likely to see more of it," Dugan said. "So it is a difficult market for an economist to figure out — my forecast is a bit of a gray zone."

"However, I believe starts may be stronger. I expect about 160,000 units to be started this year, moving up to 163,000 in 2010."

■ Federated Insurance Company of Canada, Taymor Industries Ltd., and the Canadian Home Warranty Council co-sponsored the Nanos presentation and the annual economic session.

A salute to the sponsors who helped make it happen

SPONSORS played a key role in the CHBA's 66th National Conference in Quebec City. These companies helped make the event possible:

All Weather Windows
Altus Group Economic Consulting
American Standard Brands
AyA Kitchens & Baths Ltd.
Black & Decker Hardware and Home Improvement:
Kwikset
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Price Pfister
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Builder Lynx

Canada Mortgage and Housing Corporation
Canadian Automatic Sprinkler Association
Canadian Home Warranty Council
Canadian Manufactured Housing Institute
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TD Canada Trust
The Warranty Resource
Trane Canada
Travelers Guarantee Company of Canada
Whirlpool Canada

AWARDS RECOGNIZE OUSTANDING MEMBERS

Paying tribute to CHBA's best



■ MAFFIN: "Multi-tasking can damage the brain."

Going too far with technology

THE pace of technological change is making people artificially accelerate things, technology expert Tod Maffin told the 66th National Conference in Quebec City. And people love that because it leads them to believe they are multi-tasking.

"And if you are not multi-tasking, you feel deficient," Maffin said. "We set a goal, decide on a path to it, then forget about the goal. We wind up in a vicious circle. But instead of ditching the technology, we think 'well I bought it, so I should use it.' We adapt ourselves to the technology."

But Maffin said multi-tasking leads to neurological damage by short-changing the areas of the brain devoted to memory and learning. An important development builders should be paying attention to is Facebook on the Internet, he said. Seven million Canadians are on it and they believe it is a young audience. "Most think it is a teenage audience," he said, "but in fact its audience is primarily adult."

"Everything you do on Facebook is tracked and reported. So this is a branding opportunity. You should create a 'fan' page where people can report that they are fans of your product. It's a simple thing that's easy to do, and it's free."

■ RBC Royal Bank, Whirlpool Canada, and Travelers Guarantee Company of Canada co-sponsored Maffin's presentation.

THEY'RE the best of the CHBA and the Association paid tribute to them at its 66th National Conference in Quebec City this month.

They are the winners of the CHBA's National Awards Program and they were recognized in a special ceremony to mark their outstanding service.

Recognition was also given to 43 HBAs for their efforts at retaining membership.

The awards rundown:

Beaver Award: Joe Valela of Toronto's BILD (Building Industry and Land Development Association) — the outstanding builder member of the year.

Gordon S. Shipp Award: Don Darling of CHBA-Sussex and District, for leadership, dedication, and continuous lengthy service to the CHBA at the national level.

Colonel Boss Trophy: CHBA-Calgary Region for the greatest progress in achievement compared with previous years.

Harry J. Long Memorial Trophy: CHBA-Central Okanagan, for the highest increase in membership.

Community Service Award: CHBA of Central Nova, for the betterment of the way of life of people in its community.

Dave Bell Memorial Trophy: Greater Vancouver Home Builders' Association, for the local or provincial HBA deemed to have undertaken effective human resource development activities, including education and training, for the benefit of members and the consuming public.

William M. McCance Award: Bob Maling of the Greater Vancouver Home Builders' Association, for his outstanding contributions to the home building industry in the technical area.

Riley Brethour Award: Alan Churchill of the London Home Builders' Association, for contributions to the housing industry in the field of marketing and sales.

R-2000 Award: Joseph Vella of Toronto's BILD (Building Industry and Land Development Association), for outstanding leadership in construction of R-2000 homes and active promotion of R-2000 within the Association.

Canadian Renovators' Council Award: John Friswell of the Greater Vancouver Home Builders' Association, for a significant contribution to the renovation industry and exemplary leadership qualities within the Association.

Rooftopper Awards: Association with more



■ JOE VALELA of Toronto shows his total delight at winning the Beaver Award for the outstanding builder member of the year.

than 100 members — Rob MacCallum of the CHBA-Central Vancouver Island. Association with less than 100 members — Luc Bock of the Sudbury and District Home Builders' Association.

Membership Retention Awards were presented to 43 Local HBAs across the country. The winners:

Alberta — Calgary Region, Central Alberta, Edmonton, Grande Prairie Region, Lethbridge Region. **British Colum-**

bia — Central Interior, Central Okanagan, Fraser Valley, Greater Vancouver, South Okanagan, Victoria. **Manitoba** — Manitoba. **New Brunswick** — Greater Fredericton, Greater Moncton, Sussex & District. **Newfoundland & Labrador** — Eastern Newfoundland. **Nova Scotia** — Cape Breton, Central Nova, South Shore. **Ontario** — BILD, Toronto's Building Industry & Land Development Association, Brantford, Chatham Kent, Durham Region,



Greater Dufferin, Grey-Bruce, Guelph & District, Halimand-Norfolk, Haliburton County, Hamilton-Halton, Lanark and Leeds, London, Niagara, Peterborough & The Kawarthas, Quinte, Renfrew County, Sarnia-Lambton, Seaway Valley, St. Thomas & Elgin, Stratford & Area, Sudbury District, Thunder Bay. **Saskatchewan** — Regina & Region, Saskatoon & Region.

Executive Officers' Council Awards

Dave Stupart Award of Honor (full-time EO): Sheila Hissa of the Greater Barrie Home Builders' Association. **Dave Stupart Award of Honor (part-time EO):** Glenn Gray of the Grey-Bruce Home Builders' Association.

Ken McKinlay Award: Donna Moore, CHBA-Calgary Region.

Susan Chambers Award of Recognition: Donna Moore, CHBA-Calgary Region.

■ Genworth Financial Canada and Black & Decker Hardware and Home Improvement Group co-sponsored the Awards Breakfast and speaker Peter Jensen.



■ BUAHENE (LEFT) AND KOVARY: "You can't manage expectations if you don't know what they are."

Why age matters in picking employees

GETTING to understand what drives the four major or age groups in the housing industry workplace is a key to hiring success, a pair of speakers told the 66th National Conference in Quebec City. And all four groups are completely different, Giselle Kovary and Adwoa Buahene of n-gen People Performance Inc. said.

The four groups begin with the Traditionalists — those aged 64 to 87. "They are always saving for a rainy day and they are long-term visionaries," Kovary and Buahene said.

The Boomer Generation, now aged 45 to 63, want to "shake things up." They want to put their stamp on things, which is how they differentiate themselves from those they compete with.

GenXers, aged 29 to 44, are the largest group of entrepreneurs. They are focused on learning and growing. Their goal is to maintain their independence.

The fourth group — the Gen-Y now aged nine to 28 — are coming of age at a difficult time. "At school they cannot fail," Kovary and Buahene said. "They get marked by what's right, not what's wrong. And they have this wonderful expression 'do-over' — when something goes wrong, it's like, 'Oh well. Do-over'."

All four generations are loyal, just in different ways, Kovary and Buahene said. "Employees today are asking themselves what is the return on the investment of their time as employees," they said. "You cannot manage expectations if you don't know what they are."

■ The Canadian Manufactured Housing Institute, JELD-WEN Windows and Doors, and Builder Lynx co-sponsored the n-gen presentation.

To succeed, think success

SUCCESS comes to those who can best imagine themselves being successful, sport psychologist Dr. Peter Jensen says.

So getting mentally fit to be in business is important.

"There is a whole pile of skills involved," Dr. Jensen told the 66th National Conference in Quebec City. "Without them, we choke."

"Sports psychology asks what exceptional people do on the inside that makes them stand out on the outside."

No auto pilot

"Unfortunately, we don't come with an auto pilot. We have to adjust when we get blown aside by the winds of change."

Dr. Jensen said people have the unique capacity to step back and look at themselves. But they are least human when they are reacting; they are most human when they become aware and make choices.

"Manage yourself, so others don't have to," Dr. Jensen said. "Often you are blocked by your imagination. Build and



■ JENSEN: "You can't do things you can't imagine."

maintain physical resilience.

"Optimists are completely out of touch with reality. But constantly talking about how bad things are doesn't take us anywhere. It's a disconnection."

"Instead, make an optimistic appraisal of events. Awareness is the key. We all need to wake up and notice the impact things are having on us."

Dr. Jensen said it is important to be able to manage energy skills

from moment to moment. "I teach athletes to act as if they have time," he said. "When you act as if you have time — you have time."

"Go into action thinking about what it is you want and need to do, not about what it is you do not want and need to do. What you are running in your mind is critical. Images are events of the body. Run images of what you want, then you will align yourself more with that possibility."

Just imagine

"You can't do things you can't imagine."

Dr. Jensen said a sense of mastery is enhanced by imagery, and a clear and compelling mental image of the future enhances that.

"Your imagery determines how you feel," he said. "Imagery is the only language your body speaks; it doesn't speak English. If you don't know where you are going, any road will get you there."

"It is easier to get pulled by where you're going than to be pushed by where you are at."

Sharing a success story 'amid the doom and gloom'

THE integration of land development with sales and marketing is the key to a successful community launch — especially in today's challenging economic climate — last month's National Marketing Committee meeting in Quebec City was told.

And getting buyers involved in the process makes all the difference.

The approach brought success "amid the doom and gloom" last Fall for the Arista Homes Centre Point development in Mississauga, Ont., Arista's Corporate Affairs VP Domenic Baucó told the meeting.

"It helped us get 2,000 pre-



BAUCÓ

view registrants within eight weeks," he said. "And 800 families visited the site on the launch date — in fact 15 families actually waited overnight to get in." In addition, 40 units were sold at the Grand Opening on Nov. 8.

Baucó said Arista is a privately-run operation that builds about 500 to 700 units a year. It was founded in 1994 and has become one of the largest builders/developers in Ontario with land interests throughout southern Ontario.

"I agreed to share our success story because I believe all of our combined successes as an industry propel all of our individual corporate successes," he said.

"I don't pretend to have all

the answers. My mold will not fit all marketing programs. Most of what I have to say is just basic common sense.

"And I am convinced that the principal of land development integration with sales and marketing is the real key to success."

Expenses reduced

Baucó said he significantly reduced his sales expense with the Centre Point development by eliminating the traditional model home or \$300,000 plus temporary sales centre.

Instead he set up three small trailers behind 1,200 feet of hoarding, resulting in a highly efficient and cost effective sales centre.

"Our plan was to take ad-

vantage of financial pressures, a weak fall market, and an aggressive competitor," he said.

"I believe in using the latest communications technology to get to potential purchasers quickly and cost-effectively. You have to think beyond traditional media. So we used an e-mail campaign that allowed potential customers to respond to us, and it worked very effectively. An e-mail marketing campaign can help create a database of thousands of preview registrants."

Baucó said he used the same technology to engage in a dialogue with potential buyers before the project was launched.

Marketing TODAY

A NATIONAL section reporting on the CHBA's National Marketing Committee



NEW Equilibrium Initiative project, "The Green Dream Home" is under way in Kamloops, B.C. CHBA-Central Interior is the builder-developer in consort with Thompson Rivers University.

New Equilibrium project a go for B.C. local HBA

THREE new Equilibrium Initiative projects unveiled in February — including one that involves a local HBA — are making good progress, Canada Mortgage and Housing Corporation's Sue Ann Rothwell told last month's National Marketing Committee meeting in Quebec City.

And the original 12 projects are at different stages of construction and demonstration.

Rothwell said two of the new projects are in British Columbia — including "The Green Dream Home" in Kamloops in which the builder-developer is a consortium of the CHBA-Central Interior and Thompson Rivers University.

"This development is the first geothermal golf resort community which resides on Kamloops Indian Band reserve land across the South Thompson River from the Kamloops downtown core," Rothwell said.

"The student involvement ranges from the building design and installation of site landscaping by horticultural students, to classroom and job site work by construction trades students under the close supervision of journeymen and experienced instructors. The home will be about 2,300 square feet with an attached garage."

Rothwell said the other two new Equilibrium projects are Harmony House in Burnaby, B.C., and The Vision Home in Moncton, N.B. The Harmony House will be a two-story 3,500 sq. ft. home with a basement and attached garage. Its flexible design allows for two housing units as well as the capability for an in-home office. The Moncton Vision Home will be a detached home in the new "Vision Lands" community development in downtown Moncton. It features "earth friendly" best practices including preservation of natural features, and on-site storm water management.

6/THE NATIONAL March, 2009

SURVEY TAPS TOP BUILDER CONCERNS

Buyers seen to lack confidence

A LACK of consumer confidence now tops the list of new home builders' concerns, a new industry poll shows. And more than half of those who responded called it a "critical" problem.

That was the outcome of the CHBA's 42nd Pulse Survey. It found that 54% of respondents rated consumer confidence critical — up from only 6% a year ago.

New home builders also told the poll they expect housing starts this year to come in substantially lower than last and well below levels from 2002 to 2007.

The CHBA did the survey of new home builders and renovators across the country in December, 2008 and January, 2009 with the assistance of Canada Mortgage and Housing Corporation and Natural Resources Canada.

The response

A total of 431 renovators and new home builders responded, and Altus Group Economic Consulting tabulated and analyzed the results. Altus EVP Patricia Arsenault tabled the results at last month's National Marketing Committee meeting in Quebec City.

Arsenault said the survey showed concerns about shortages of financing and profitability also increased significantly during the last 12 months.

"Nearly 20% of respondents identified financing as a critical problem compared with only 2% a year ago," she said.

"CHBA renovator members are more optimistic, with a majority expecting a similar or increased level of activity during the coming year compared with last year.

"The survey was done

BUT AN EXPERT COUNTERS

Home buying is a good idea — always!

SPENDING money to buy a new home is always a good investment, economist Peter Norman told the Quebec City meeting of the National Marketing Committee last month.

"As housing prices go through cycles — and they always do — there is going to be some effect on price," Norman said. "It is not a *fait accompli* that the market is going to decline.

"The investment is still sound and will prove worthwhile in time. It does not matter when in the cycle you buy to make this true. You should not hold off on the premise that things will get better. That's a false premise."

Many housing cycles

Norman said there have been many housing cycles in Canada since the 1960s, and although some have seen prices decline, only four of those declines have been severe.

"One of the issues is how to convey the notion to the general public," Norman said. "Public sentiment turns very quickly on the issue of whether a house is a good investment or not. In periods when there have been very mild declines in price, very quickly you get a sentiment that housing is not a good investment. But in periods like we have had for the last eight to 10 years, that sentiment turns around completely."

before the 2009 Federal Budget, so it does not reflect renovator expectations with respect to the new Home Renovation Tax Credit."

Arsenault said renovators also registered increased concerns about consumer confidence, but not to the same degree as new home builders. And renovators said the underground economy and shortage of trades and labor continue as critical problems.

Price decline

"The survey showed that more than half of new home builders expect new single-detached home prices will decline during the next 12 months," Arsenault said.

"And home builders in most regions expect some decline in employment in their firms in the year ahead.

"Traffic is generally down at new home sales sites, the survey showed. And the decline is across all buyer segments."

How to make customers happy

CRM — Customer Relations Management — and its associated technology are crucial for success in today's housing market, last month's National Marketing Committee meeting was told.

CRM can improve sales by fulfilling customer expectations, thereby increasing customer satisfaction, the Committee was told.

That was the story from major CRM technology supplier Builder Lynx's President Anthony J. Moots.

"CRM means targeted



MOOTS: "Improving your CRM improves customer satisfaction."

correspondence and interaction from initial contact onward," Moots said. "It's a never-ending relationship with each customer.

"Improving your CRM improves contact with customers, builds customer satisfaction, and creates sales opportunities.

"It also leads to more referral sales, while creating a better customer experience and a better builder experience."

Moots said more information is available on the company's website, www.builderlynx.com.



■ A BLEND of wood, stone, and glass is the outstanding feature of Multi-Family Project SAM winner "Pathways," by Vancouver's Adera Development Corp. The design draws on materials from the immediate area, and reflects the bold themes characterized by the modern West Coast lifestyle.



■ FUNCTIONALITY and environmental performance are the earmarks of this residence in Hamilton, Ont. It won the new "Green Home Award" for its developer, New Horizon Homes. The three-bedroom family home provides lots of open, liveable space, and natural light fills every room — an added benefit of passive solar design.



■ Whole House renovation before ...

And a whole house reno wins a SAM

THE SAM Award for the best Whole House renovation costing more than \$500,000 went to The Caruk Group Inc., of Markham, Ont. for this ambitious renovation started with a 1960s bungalow, and created an elegant two-storey residence that provides extensive amenities. A new second storey includes a master suite with dressing room and ensuite, two additional bedrooms, and a study and office. The Cape Cod-style exterior blends effortlessly into a surrounding golf course, taking full advantage of the site views.



■ ... and after.



■ THE "Talon at Eaglewind," a 25-acre master-planned community designed to resemble a European village with a contemporary mountain flavor won the

Community Development Award for Solterra Development Corporation, of Delta, B.C. It consists of six distinct communities within a master plan total-

ing more than 400 homes. The development includes an 11-acre park and a network of natural pathways and roads connecting all six of its communities.

SAM AWARDS PAY TRIBUTE TO THE CHBA'S TOPS

A salute to the best in marketing

THE CHBA paid tribute to the tops in the residential construction business at its 66th National Conference in Quebec City last month.

It was the CHBA National SAM Awards presented by American Standard Brands and Trane Canada.

It recognized outstanding performance in new homes and renovation design, innovative technology and construction techniques, and outstanding marketing and sales activities.

Adera Development Corporation of Vancouver won the coveted American Standard Grand SAM Award which is presented for combined excellence in both the building and marketing of new homes.

Arcus Developments Inc. of Calgary won the Marketing Excellence Award for its project Astoria on Tenth. The award, to the CHBA builder member whose single project combines the best over-all achievements in marketing, is based on the cumulative score attained in at least four marketing award categories.

New Horizon Homes of Hamilton won the Green Home Award, presented for the first time this year. The award is for outstanding environmental performance in a new single-detached home.

Other winners:

New Home Awards — Production

Single-detached, less than 1,500 sq. ft.: Doug Tarry Limited, St. Thomas, Ont. — *The Morello*.

Single-detached, between 1,500 and 2,200 sq. ft.: Albi Homes Ltd., Cal-



■ DELIGHTED winner of the American Standard Grand SAM Award, Kevin Mahon of Vancouver's Adera Development Corp., shares his moment with CHBA President Gary Friend.

gary, Alta. — *The Bristol 7 in Auburn Bay*.

Single-detached, more than 2,200 sq. ft.: Doug Tarry Limited, St. Thomas, Ont. — *The Willow*.

Single attached: Transolini Chetner Construction Corporation, Vancouver, B.C. — *dwelling on 3rd*.

New Home Awards — Custom

Single-detached, less than 2,500 sq. ft.: Jay-Mack Custom Homes Inc., Calgary, Alta.

Single-detached, between 2,500 sq. ft. and 4,000 sq. ft.: Linwood Homes Ltd., Delta, B.C.

Single-detached, more than 4,000 sq. ft.: Abstract Developments Inc. and KB Design, Victoria, B.C.

New Home Awards — Multi-family Project

Adera Development Corp., Vancouver, B.C. — *Pathways*.

Addition: Pioneer Craftsmen Ltd., Kitchener, Ont.

Whole House \$500,000 or less: GNS Renovations Incorporated, Elmsdale, N.S.

Whole House More than \$500,000: The Caruk Group Inc., Markham, Ont.

Marketing Awards

Best Print Advertisement: Lifetime Developments and BLVD Developments, Toronto, Ont. — *Liberty Market Lofts*.

Best Direct Mail Promotion: Camrost - Felcorp, Toronto, Ont. — *California Condos*.

Best Website: Bazis International Inc., Concord, Ont. — *Emerald Park*.

Best Project Signage and Logo: Bazis International Inc., Concord, Ont. — *Emerald Park*.

Best Brochure/Kit: Lifetime Developments and BLVD Developments, Toronto, Ont. — *Liberty Market Lofts*.

Best Sales Office: Adera Development Corp., Vancouver, B.C. — *Salus*.

Community Development Award Solterra Development Corporation, Delta, B.C. — *Talon at Eaglewind*.

Home Renovation Awards

Kitchen: Kerr Construction, Vancouver, B.C.

Any Room: New Horizon Homes, Hamilton, Ont.



■ SITED high above the surrounding area, this unique modernist home is carved into the land. Abstract Developments Inc. and KB Design of Victoria, B.C., built the house which was the SAM winner for Custom Built single-detached home of more than 4,000 square feet. Outside, wood, concrete, steel, and glass combine effortlessly, and terraced concrete decks on three sides offer expansive views of the ocean.

THE Bottom line

HOUSING AND THE ECONOMY IN BRIEF

Cash is king as economy turns down, ERC told

|| CASH is king as the Canadian economy heads into a downturn that may not stabilize until 2010, CHBA economist Dr. Peter Andersen told last month's meeting of the CHBA Economic Research Committee.

"The international banking system is extremely fragile, and that's the heart of the problem," Dr. Andersen said. "It is squeezing the economies for credit. So it's not what you make that matters, it's what you keep. Any recovery is going to be slow and painful. We need to have some other game plans."

Dr. Andersen said he expects about 160,000 new housing starts this year, but much depends on spring sales.

Conversely, the renovation sector is not doing that badly, Dr. Andersen said. "People who are thinking about selling homes know they are going to have to work harder to prepare their homes for sale," he said.

New home builder members on the Committee were varied in their comments. A roundup: **NEWFOUNDLAND AND LABRADOR:** Housing starts in the province were up 23.1% last year led by a 26.5% surge in single-detached construction activity in St. John's. Unprecedented new home demand continues to exceed supply and high volume builders are operating at full capacity. **NOVA SCOTIA:** The province's new home market is moderating because of strong price growth during the last six years. Pent-up demand is nearly exhausted, so new home construction will align with demographic demand. Activity is expected to decline this year due to the current economic slowdown.

NEW BRUNSWICK: Housing activity is expected to moderate from recent strong levels, which is in line with weaker economic activity in 2009 and 2010. Although a lower Canadian dollar and reduced costs due to a decline in energy prices should help exporters, dampened global demand for commodities and soft commodity prices will hamper economic growth.

ONTARIO: The year ahead should be weaker as the global economic climate has begun to affect new home construction. Due to the volatility in the housing market and across the broader economy, it is difficult to make an accurate prediction or assessment of the level of housing activity in 2009. The single-family housing sector will continue to experience challenges. The more volatile multi-family sector should outperform single-family homes because of a backlog in pre-sold Greater Toronto Area condominiums.

MANITOBA: Canada Mortgage and Housing Corporation says that, despite a slower pace of economic growth, a number of major capital projects will ensure Manitoba remains among Canada's top economic performers this year and next. However, starts will slow this year due to the economic uncertainty facing buyers.

SASKATCHEWAN: The province's urban and rural communities continued to report strong housing markets in 2008. Starts totaled 4,653 for the year, but that does not reflect the economic momentum that is shifting toward the development of more entry-level units with multi-family starts increasing 2%.

ALBERTA: Although some areas of the province are showing signs of recovery, builders hoping for a turnaround in 2009 will be disappointed. Albertans are recognizing their vulnerability in a way they have seldom, if ever, seen before.

BRITISH COLUMBIA: The province is not immune from the global economic crisis, its report says. But certain factors come into play that change the severity felt by other provinces. By paying down provincial debt with previous budget surpluses, the current government is now able to mitigate the crisis from a position of strength.

HOUSING STARTS BY PROVINCE

	2005	2006	2007	2008	2009*
N.L.	2,870	2,498	2,325	3,261	2,675
N.B.	3,947	3,959	4,250	4,274	3,475
P.E.I.	919	862	680	712	625
Nova Scotia	4,717	5,000	4,700	3,982	4,100
Quebec	58,448	50,910	52,400	47,901	40,700
Ontario	85,114	78,795	67,700	75,076	46,000
Manitoba	4,440	4,731	5,750	5,537	4,750
Sask.	3,781	3,437	6,000	6,826	5,750
Alberta	40,847	49,000	47,750	29,164	19,000
B.C.	32,925	34,667	36,200	34,321	27,500
Canada	233,431	225,481	227,530	211,056	154,575

Source: Canada Mortgage and Housing Corporation
* CHBA Economic Research Committee builder forecast

Now a new Executive takes office

|| A NEW Executive Board was elected to lead the CHBA as the Association's 66th National Conference in Quebec City last month.

They are pictured (right) going through the formal swearing in ceremony administered by outgoing Past President Richard Lind.

Elected to serve with new President Gary Friend of Surrey, B.C., were First Vice-President Joe Valela of Toronto, Second Vice-Presidents Victor Fiume, of Oshawa, and Don Darling of Sussex, N.B., Treasurer Jane Morgan of St. John's N.L., and Secretary Bob Finnigan of Toronto.

John Hrynkow will



serve as Past President. The Urban Council representative on the Board will be its Chair, Michael

Moldenhauer of Mississauga. And Friend named as his Presidential appointees Don Doo-

lan of Cochrane, Alta., Ron Olson of Saskatoon, and Mike Cochren of Oakville, Ont.

VISION ACTION COMMITTEE REPORTS

Getting ready for emerging issues

ISSUES that are emerging in the residential construction industry have been addressed by the CHBA's Vision Action Committee, last month's Annual Meeting of Members in Quebec City was told.

Five key areas were addressed, Committee Chair Greg Christensen said, and recommendations for dealing with them have been adopted.

In addition to the economy, Christensen said, his committee came up with recommendations for dealing with environmental, technical, urban, and education and training issues.

Acting on issues

"I would like to reassure members that we are acting on our major issues, and our voice is being heard," Christensen said. "Note that all our recommendations are being acted on."

Christensen said his Committee came up with 19 recommendations to deal with primary areas of the CHBA's environmental activity — among them promoting the refurbishment of the model National Energy Code for Houses, and supporting energy efficiency as an objective of the model National Building Code.

It also recommended working with Natural Resources Canada toward adopting an updated R-2000 standard.

"In the technical area," Christensen said, "the focus is to ensure that new code requirements are needed and justified, and to prevent the inclusion of those that are not."

"The Committee made six recommendations, including that the industry



MEMBERS hear how Vision Action Committee addressed emerging issues in the residential construction industry at last month's Annual Meeting in Quebec City.



CHRISTENSEN: "Our voice is being heard."

widespread use of toolkits on topics like inclusionary zoning, and housing affordability and choice.

In the area of Education and Training, Christensen said, his

Committee recommended that the CHBA work with the Construction Sector Council to develop a Builder Focus Group on the Residential Labor Market of the Future.

should be informed about the National Building Code change process, and that the Canadian Commission on Building and Fire Codes communicate this process more effectively to provincial and municipal governments."

Toolkit need

Christensen said his Committee came up with 16 recommendations to deal with emerging urban issues.

Among the 16 was a recommendation to encourage local and provincial HBAs to make



PRESIDENTIAL Award of Excellence is presented to long-standing CHBA member Tom Cochren of Hamilton, Ont., for his many years of dedicated service to the CHBA. Outgoing President John Hrynkow (left) made the presentation at last month's National Conference in Quebec City. Cochren, a former President, is still active in the Association as Chair of its Conference Committee.