UPCOMING EVENTS

⇒ HBA Tin Caps Game
⇒ Learning Table—August 14
  *See Page 5 for Details
⇒ Builders’ Showcase
⇒ PAC Golf Outing

THIS WEEK AT THE HBA

DATE  HAPPENINGS
July 23 –26  HBA Office Closed

NAHB Association Management Conference—Baltimore, MD

THIS MONDAY MORNING BLAST BROUGHT TO YOU BY:

GLENBROOK DODGE

It’s Business Season

What’s the old expression? “Make hay while the sun is shining?” Yeah. That’s the one. Let’s face it; the “good” weather in the Midwest only lasts a few short months. Might as well get the most out of it by upgrading your fleet with the RAM Promaster Series. Great cargo capacity. Limitless customization. Take advantage of the weather. After all, “tis the season.”

100 W. Coliseum Blvd. Fort Wayne
260-918-8960 • glenbrookdodge.com

Have you seen all our posts on Facebook recently? Be sure to like and share us with your friends!

facebook.com/hbafortwayne
Q2’19 Claim Deadline: Friday, August 30, 2019
Claim for Residential Jobs Completed April 1 through June 30, 2019.
All claims MUST be submitted by the set claim deadline for each quarter.
Promote, Register & Claim  www.IBArebates.com

WANT TO START GETTING MONEY FOR PRODUCTS YOU ALREADY USE?

Register & Claim:
866-849-8400
www.IBArebates.com
/Member Rebate Program

A Free Member Benefit of IBA
www.IBArebates.com

IF YOU USE ANY OF THESE
50+ PARTICIPATING MANUFACTURERS

THEN IT’S EASY TO PARTICIPATE!
1. Register
2. Submit a Rebate Claim
3. Receive a Rebate Check

THE AVERAGE REBATE PER BUILDER/REMODELER COMPANY WHO PARTICIPATED IN 2017 WAS $1,169.69!
FOUR-DAY PRESALE BEGINS MON. JULY 22

As a generous supporter of The Honeywell Foundation, you are invited to purchase discounted tickets* before they go on sale to the public! To access these tickets, log in to your custom webpage on Mon. July 22 at 10 am. The presale will end at 11:59 pm on Thurs. July 25.

*Tickets purchased during presale will be discounted $6 each ($2 discount plus a waived $4 facility fee). After the presale period, the $2 discount will remain but the facility fee will be added.

Fri. Oct. 11 • 7:30 pm
Multi-platinum Nashville artist Josh Turner is one of country’s most recognizable hit-makers. With a rich, deep voice and distinctive style, Turner has sold more than 12 million units. From his Platinum debut Long Black Train to his most recent Billboard No. 1 release Punching Bag, Turner has garnered hits including “Your Man,” “Why Don’t We Just Dance,” “Firecracker,” “Would You Go with Me,” and “Time Is Love.” Regular prices $38, $54, $100

Thurs. Dec. 19 • 3 pm & 7:30 pm
Mannheim Steamroller has been America’s favorite holiday tradition for 35 years! Grammy winner Chip Davis has created a show that features beloved Christmas music along with dazzling multimedia effects. Experience the magic as the spirit of the season comes alive with the signature sound of Mannheim Steamroller. Regular prices $38, $52, $65
New Home Construction

Rebates for Builders

 Builders meet nationally recognized standards for energy-efficient construction. The homes are designed to increase the homeowner’s comfort, reduce energy use and maintain the home’s value. The result is a home that delivers improved quality, comfort and energy savings that the homeowner can enjoy from the day they move in.

Building for Rebates

In 2018, more than 500 homes qualified for rebates with five builders constructing more than 60% of those homes. Together, those homes will save more than 1 million kilowatt hours of energy annually – enough to power about 100 typical homes for an entire year!

Rebates for Builders

Builders who certify a home’s energy efficiency with an independent Home Energy Rating System (HERS) assessment can earn rebates of $200 to $1,300. The rebates are based on HERS index scores.

<table>
<thead>
<tr>
<th>Heat Type</th>
<th>HERS Score</th>
<th>Rebate</th>
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</thead>
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<tr>
<td>Silver Star</td>
<td>All Electric</td>
<td>75-66</td>
</tr>
<tr>
<td>Gold Star</td>
<td>All Electric</td>
<td>65 below</td>
</tr>
<tr>
<td></td>
<td>Electric and Gas</td>
<td>65-57</td>
</tr>
<tr>
<td>Platinum Star</td>
<td>Electric and Gas</td>
<td>56 or below</td>
</tr>
</tbody>
</table>

HERS Index – An Official Savings Scorecard

The HERS index is the industry standard to measure a home’s energy efficiency. A certified HERS rater uses the index to create a HERS score. The HERS score is like a miles-per-gallon (MPG) sticker that tells homeowners and prospective buyers the energy efficiency of a home. HERS scores typically range from 0 to 100 - the lower the HERS score, the more energy efficient the home.

Rebate Qualifications

• Build a single-family home, duplex or multi-family end unit located in I&M’s Indiana service territory with a residential billing tariff.
• Get a HERS certification of the home.
• Submit your rebate application.

Get Rebates

Call 317-910-9084 or visit ElectricIdeas.com/NewConstruction to find out more including complete eligibility requirements.

ElectricIdeas.com/NewConstruction
Exterior Finishes and the Impacts of Rain Drainage Planes and Vinyl Weep Screed

Join us for this FREE learning event

Our August Learning Table will be an informative session covering the EIFS industry and the impacts of rain drainage planes presented by MDM Stoneworks. Each portion will be followed by a Q&A session. Topics being covered are as follows:

Presenters: Mike Gibbs, President of Stucco Masters Supply and Grant Smithwick, Technical Representative from Master Wall, Inc.
- Evolution of EIFS industry
- Energy efficiency with EIFS finishing
- General installation practice and associated manufacturer warranties

Impacts of Rain Drainage Planes and Weep Screed for Exterior Veneer Finishing
Presenter: Jared Rouch, Senior Project Manager of MDM Stoneworks, Inc.
- Drainage code for stone/brick installation
- Impact and value of MTI rain drainage planes
- Impact and value of vinyl weep screed

Who should attend?
- General Contractors
- Builders
- Project Managers

Please forward this notice on to those in your company you think would benefit or be interested in this program.

Mike Gibbs
Grant Smithwick
Jared Rouch

August 14, 2019
7:30—9:00 am
HBA of Fort Wayne
305 W. Main Street
Fort Wayne, IN 46802
Park at the HBA office or Edsall House Apartments
Pastries, Fruit & Coffee will be served.

Thank You Food & Beverage Sponsors!

Additional Sponsorships Available for $100 each
Please contact the HBA office to sign up for a sponsorship.

Click Here to Register —Limited number of spots available
https://hba_august19learningtable.eventbrite.com
HBA TinCaps Game

Return this form with check to: HBA Fort Wayne
305 W. Main Street • Fort Wayne, IN 46802
Reservation Deadline: Thursday, August 15, 2019

Company Name: __________________________________________________________
Contact Name: ____________________________ Phone: ______________________

# of Adult Tickets _____ at $25 each = $ _________ | # of Child Tickets _____ at $16 each = $ _________

Please call the HBA Office to pay with Visa/Mastercard • (260) 420-2020

THANK YOU SPONSORS!

THE DEHAYES GROUP
Greg Gerbers

FIFTH THIRD BANK

EVENT SPONSORSHIPS AVAILABLE - $300

Event Sponsorship Includes
- 2 tickets to the event
- Logo recognition in the Impact & Monday Morning Blast
- Logo recognition in the picnic pavilion area on the table tops
- Shout out over loud speaker system during the game
- Permission to hand out promotional items to attendees (pens, koozies, coolers, etc.)

HBA TinCaps vs. South Bend Cubs

Parkview Field
1301 Ewing Street

Thursday, August 29, 2019

Picnic Pavilion
Buffet - 6:00 pm
First Pitch - 7:05 pm

LIMITED # OF TICKETS!!!

Reservation Deadline: Thursday, August 15th

Ticket Price Includes:
- Game Ticket
- Food & Soft Drinks
- Fireworks

Adult: $25
Child (7 and Under): $16

“Thirsty Thursday” Bar Pricing

EVENT SPONSORSHIPS AVAILABLE

Available - $300

THANK YOU SPONSORS!
HBA OF FORT WAYNE
Build PAC Golf Outing
SEPTEMBER 19, 2019

Location:
Coyote Creek Golf Club
4935 Hillegas Rd

Registration and Lunch:
11:30 am

Tee Time:
12:30 pm

Dinner:
6:00 pm

$400 per Foursome
Limited to 36 Teams
$360 Early Bird Special Ends August 2

Registrations are accepted on a first-come basis only. Your entry fee must accompany the registration form to validate your entry. Only team members with full amateur status are eligible to win prizes. Three of the four golf team members must be HBA members to win prizes.

Foursome Includes:
- 18 holes of golf
- Range Balls
- Golf cart
- Dinner
- Lunch
- Refreshments

Note: All proceeds will benefit HBA of Ft. Wayne Build PAC and are not tax deductible.

Golf Outing Team Entries

1. Van’s Home Center
2. Century 21 Bradley
3. Wayne Pipe & Supply
4. Colonial Homes
5. Reese Wholesale
6. Reese Wholesale
7. ABC Supply
8. ABC Supply
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HBA Fort Wayne Build PAC Golf Outing - Registration Form
Return this form with check made payable to: HBA Fort Wayne Build PAC
305 W. Main Street • Fort Wayne, IN 46802

Limited to 36 Teams

Player 1 Name: ____________________________  Company: ____________________________

Player 2 Name: ____________________________  Company: ____________________________

Player 3 Name: ____________________________  Company: ____________________________

Player 4 Name: ____________________________  Company: ____________________________

$ _____ for _____ golf foursome team  $ _____ for _____ dinner only ($20 each)

Total Amount Enclosed: $_______ (Checks Only! Make payable to HBA of Ft. Wayne Build PAC)

Team Contact: ____________________________  Phone: ____________________________  Email: ____________________________
SPONSORSHIP OPPORTUNITIES

Build PAC Golf Outing
Note: All proceeds benefit the HBA of Ft. Wayne Build PAC and are not tax deductible.

EVENT SPONSORS (6) - $600
Event Sponsorship Includes
- Team entry
- Logo recognition in Impact & Monday Morning Blast
- Facebook post thanking sponsors after event
- Recognition during awards program

BEVERAGE CART SPONSORS

LUNCH SPONSORS (2) - $500
Lunch Sponsorship Includes
- Snack Cart during event manned by 2 staff members
- Prominent name display during lunch
- Networking during lunch
- Promotional materials allowed to pass out during lunch
- Recognition during awards program

DOOR PRIZE SPONSORS
Please drop off to the HBA office prior to event date.

BOTTLED WATER SPONSOR

SHOWCASE HOLE SPONSOR - $300
Stuffed hole with your product/service on display.
Hole sponsor provides winner prize.
*Activities at your hole are optional, but encouraged.

HOLE SPONSOR - $100
Yard sign with company name/logo is placed at the tee box.

DOOR PRIZES ARE NEEDED!
ADDITIONAL EVENT SPONSORSHIP AVAILABLE!

Thank you sponsors!

MONDAY MORNING BLAST
July 22, 2019

SEPTEMBER 26-29, 2019
Thursday, Sept. 26—Friday, Sept. 27
3:00-6:00 PM
Saturday, Sept. 28—Sunday, Sept. 29
12:00-4:00 PM

BUILDER PARTICIPANTS

ADVERTISERS

PRINT ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Quality Crafted Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>3 Rivers</td>
</tr>
<tr>
<td>Full Page</td>
<td>ProFed Federal Credit Union</td>
</tr>
<tr>
<td>Full Page</td>
<td>DeHayes Group</td>
</tr>
<tr>
<td>Full Page</td>
<td>Home Living Magazine</td>
</tr>
<tr>
<td>Full Page</td>
<td>Fort Wayne Newspapers</td>
</tr>
<tr>
<td>Half Page</td>
<td>Big C Lumber</td>
</tr>
<tr>
<td>Half Page</td>
<td>MidWest America FCU</td>
</tr>
<tr>
<td>Half Page</td>
<td>Menards</td>
</tr>
<tr>
<td>Half Page</td>
<td>Rose Brick, Hardscapes and Fireplaces</td>
</tr>
<tr>
<td>Half Page</td>
<td>Wayne Kitchen &amp; Bath Works</td>
</tr>
<tr>
<td>Half Page</td>
<td>Kendall Lighting Center</td>
</tr>
<tr>
<td>Half Page</td>
<td>Momper Insulation</td>
</tr>
</tbody>
</table>

ONLINE ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rose Brick, Hardscapes and Fireplaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>Kendall Lighting Center</td>
</tr>
</tbody>
</table>

ADVERTISING DEADLINE: AUGUST 1
Guidebook is within Spaces magazine and being distributed September 1.
BUILDERS’ SHOWCASE EVENT SPONSOR

$3,500 (5 Available)

- Sponsor can display product/service in up to two participating Builders’ Showcase homes.
  *Subject to participating builder and sponsor mutually agreeing upon location and product being displayed in home
- Print advertisement in the official guidebook (10,000+ copies distributed)
  ✓ 1/2-page full color, or
  ✓ $900 value applied to any full page ad.
- Sponsorship mentions in all radio spots advertising the Builders’ Showcase event
- Logo and sponsorship mention on all print advertising
- Logo and sponsorship mention on HBAfortwayne.com linking directly to your website
- Facebook post on HBA Facebook page thanking you for your sponsorship and linking back to your webpage
- Impact Newsletter and Monday Morning Blast email mentions from sign-up time through the end of the event
- Your business will be a point of distribution for the Builders’ Showcase guidebook – driving traffic to your location
- Three months of advertising in the Impact newsletter
  ✓ 1/8-page full color (4” wide by 2.6” tall), or
  ✓ $140 value applied to a larger ad

DRIVEWAY FEATURE

$500 for 1 driveway
$750 for 2 driveways

- Auto display space in driveway(s) of participating Builders’ Showcase home from September 27-29, 2019
  *Taste of Home on September 26 is included if Builder Participant is participating in Taste of Home Event
  *Subject to participating builder and sponsor mutually agreeing upon participation
- Facebook post on HBA Facebook page thanking you for your sponsorship and linking back to your webpage
- Impact Newsletter and Monday Morning Blast email mentions from sign-up time through the end of the event

IN-HOME VENDOR

$500 ($400 for multiple)

- Vendor representative display product/service in a participating show home from September 27-29, 2019
  *Subject to participating builder and sponsor mutually agreeing upon location and product being displayed in home
- Company logo and vendor name will appear with appropriate builder entry in the official guidebook
- Company logo and vendor name will appear on appropriate builder entry page on the event website and have a direct link back to company website
The 2019 Builders’ Showcase guidebook has been awarded to Fort Wayne Newspapers for publication. Online advertising for the showcase is also available on the HBA of Fort Wayne’s website. The 2019 Builders’ Showcase will be held Friday, September 27 through Sunday, September 29, 2019. Thursday, September 26 will be a ticketed ‘Taste of Home’ preview event.

Advertising opportunities are available for all our members in the printed guidebook as well as online.

All details are outlined below.

PRINT CIRCULATION
This single print publication is very cost effective as we will print 10,000 copies within the pages of Spaces magazine. In addition to the magazine’s regular circulation, promotional ads will be ran/inserted in Fort Wayne Newspapers to further drive people to the website and/or the printed publication. Additional print copies will be available at sponsor business locations, participating builder’s homes and various news racks. The official guidebook features full-color magazine quality print, tour map, detailed listings of each home as well as additional editorial content.

ONLINE CIRCULATION
Online ads will be published on www.hbafortwayne.com from September 1 to October 11, 2019 and viewed approximately 15,000 times. As this is a new event, and the 2019 Spring Town & Country Tour was the first time a “tour” page has been integrated into the HBA’s site, we have based web traffic off that received during the Spring Tour.

ADVERTISEMENT PRICE & SIZES

• DEADLINE FOR ADVERTISING COPY AND PAYMENT IS AUGUST 1, 2019 •

PRINT ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Ad Location</th>
<th>Ad Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,600</td>
</tr>
<tr>
<td>Half Page</td>
<td>$900</td>
</tr>
<tr>
<td>Square</td>
<td>$600</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$350</td>
</tr>
</tbody>
</table>

FULL PAGE
Display Size: 7.125” x 9.625”

HALF PAGE
Display Size: 7.125” x 4.75”

SQUARE
Display Size: 4.67” x 4.75”

1/6 PAGE
Display Size: 2.2” x 4.75”

ONLINE ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Ad Location</th>
<th># of Ads Available</th>
<th>Ad Price</th>
<th>Display Size (pixels) (width x height)</th>
<th>Ad Size Needed for Production (pixels) (width x height)</th>
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<tbody>
<tr>
<td>Top Banner Ad (Rotating on Refresh of Webpage)</td>
<td>4 Left</td>
<td>$350</td>
<td>400 x 200</td>
<td>1200 x 600</td>
</tr>
<tr>
<td>Ad Between Home Listings (Placement Based on Number Reserved and Number of Home Entries – all will be equally distributed)</td>
<td>6</td>
<td>$250</td>
<td>400 x 100</td>
<td>1200 x 300</td>
</tr>
<tr>
<td>Fixed Footer (Rotating on Refresh of Webpage)</td>
<td>6</td>
<td>$300</td>
<td>400 x100</td>
<td>1200 x 300</td>
</tr>
</tbody>
</table>
LOCAL MEETING SPACE

**CONFERENCE ROOM**
- Main level of HBA Office
- 12-seat conference table
- Room fits up to 19

Free during the following hours:
- Monday—Friday
- 7:30 am—6:00 pm

Fee will be incurred of $20 per hour outside of hours listed above.

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**CLASSROOM STYLE**
- Upper level of HBA Office
- 25 seated comfortably at tables
- Can fit up to 30 people
- Access to projector and screen

Free during the following hours:
- Monday—Friday
- 7:30 am—6:00 pm

Fee will be incurred of $25 per hour outside of hours listed above.

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**LARGE GROUP DISCUSSION**
- Upper level of HBA Office
- 18 seated comfortably around tables
- Additional chairs available
  - (30 total chairs for the room)
- Access to projector and screen

Free during the following hours:
- Monday—Friday
- 7:30 am—6:00 pm

Fee will be incurred of $25 per hour outside of hours listed above.
Elliot Eisenberg, Ph.D. is President of Graphs and Laughs, LLC. His daily 70 word economics and policy blog can be seen at www.econ70.com.

**Shanghai Slowing**
Chinese imports sagged a stunning 7.3% in June, suggesting weak demand. Moreover, auto sales fell for a 12th straight month in June and YTD are at their weakest since 2015. Also, June producer prices were flat, the weakest showing since 2016, profit margins are declining, manufacturing employment fell at the fastest pace in a decade, and growth keeps slowing. China will stimulate its economy; a US trade deal would help.

**OPEC Options**
OPEC and Russia recently extended a production cap until 3/20. However, OPEC’s share of global production is 39.2%, down from 42.2%, while US share is 14.5%, up from 10.9%. To date, most of the decline has resulted from sharp involuntary production declines in Venezuela and Iran. If demand doesn’t soon rise, OPEC and Russia will have to meaningfully cut their production, further helping US producers, or see crude prices fall.

**June Jumble**
June retail sales rose a surprising 0.4% and are probably running at their best sustained pace in five years! June manufacturing activity rose a solid 0.4%, June job growth was excellent, and the trade wars are calming down. All this suggests an interest rate cut isn’t necessary. But housing starts and permits remain anemic at best and architectural inquiries hit a decade low! A one-quarter point cut is reasonable!