

The Hill Country

JAN | 2023

ARTICLE



**Top Colors
for 2023**

BBQ Cook Off

**Member
Highlight**

Room by Sterling Creek Builders



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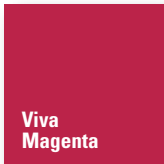
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Top Colors For 2023

The new year is a great time to set goals, establish healthier habits, and promote growth and learning. This year, many paint manufacturers also see it as a great opportunity to reset, recenter and rewrite the design and ambience of our homes to suit our journey for the year ahead.



Viva Magenta

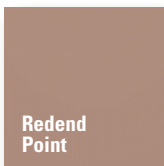
Take Pantone's 2023 Color of the Year, Viva Magenta, for example. This bold hue provides a perfect change of pace for the year ahead. "Viva Magenta is brave and fearless, and a pulsating color whose exuberance promotes a joyous and optimistic celebration, writing a new narrative," Pantone noted.



Raspberry Blush

Benjamin Moore's Raspberry Blush is a similarly charismatic coral hue that can be used to add a lively pop of color to any space.

"People are ready to bring color back into the home, taking a step outside their color comfort zones," said Andrea Magno, color marketing & development director at Benjamin Moore, in a press release. "Raspberry Blush 2008-30 and the Color Trends 2023 palette empower the use of statement colors that deliver delight and personality, while transforming rooms for incredible results."



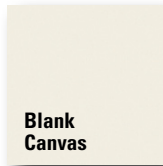
Redend Point

Sherwin Williams and Dunn Edwards opted for more muted red-based tones with Redend Point and Terra Rosa, respectively. These soft, earthy, subtle pink hues are grounding and warm, and add rich, sophisticated color to the home.

"It is a heartening hue that invites compassion and connection into any space," said Sue Wadden, director of color marketing at Sherwin-Williams, of Redend Point in a press release. "The color is a natural choice for those looking for a warm and joyful neutral in both interiors and exteriors."

Other paint manufacturers, such as Behr, went a

different direction. Behr's 2023 Color of the Year, Blank Canvas, is a rich neutral to help renew every space in the home, from entryways to living rooms to bedrooms.



Blank Canvas

"Blank Canvas effortlessly offers a clean and inviting blank slate that allows individuality and creativity to flow freely," stated Erika Woelfel, Vice President of Color and Creative Services at Behr Paint Company, in a press release. "This white easily harmonizes with a wide range of hues, including neutrals, earth tones and pastels for a charming and cozy appeal."



Vining Ivy

Valspar also opted for a primarily softer palette, with its 2023 Colors of the Year palette. Neutral colors such as Ivory Brown, Cozy White and Villa Grey are included alongside colors such as Southern Road and Desert Carnation, which are more in line with the year's bolder red-based

—> Top 2023 Colors story continues on page 13

HCBA
Calendar

FEBRUARY
10-11 **BARBEQUE COOK OFF**

MARCH
23 **HCBA BOARD MEETING**
25 **CRAWFISH BOIL & HORSESHOE TOURNAMENT**

HCBA

Member Highlight



FLEENER BUILDERS
GREATHOUSE

RYAN FLEENER

Fleener Greathouse Builders

**Tell us about your current occupation/
business/industry. What is your line of work?**

I'm the co-owner of Fleener Greathouse Builders with my business partner Kelby Greathouse in Fredericksburg TX. We build custom homes and do dirt work.

**How long have you been in the business
you're currently in?** 3 years.

What do you love most about your industry?

I love working with our clients and team to bring a

set of plans to life. It's very rewarding when you finish a project and see your clients walk into their home.

**What advice would you give to someone
wanting to enter your industry?**

Be honest, show up on time, do what you say you're going to do, always build with quality and integrity, and communicate with your clients. In all my years of doing this, I think the most important aspect of construction is communication. It just makes all parties involved from the home owners to your sub contractors enjoy the process more and the end product is always better.

**How long have you been a member
of the HCBA?** I'm starting my 2nd year.

Why did you join the HCBA?

To be honest, I didn't know a ton about it until John

—> *Member Highlight continues on page 16*

Every quarter we will be showcasing one of our members. We are proud of our members and we would like to share with you a little bit of history, company information and community involvement on each member. If you would like to nominate a Company or Member to highlight, please email us at info@hillcountrybuilders.org.

The Hill Country Builders Association (HCBA) is a local trade association that offers opportunities to its members to display their products and services. We make no representation, express or implied, regarding the qualifications of members or the quality of their products and services, but invite you to examine them for yourself.

The Hill Country Article is the official publication of the HCBA. It is designed and produced by VH3 Creative, LLC and published quarterly by HCBA.

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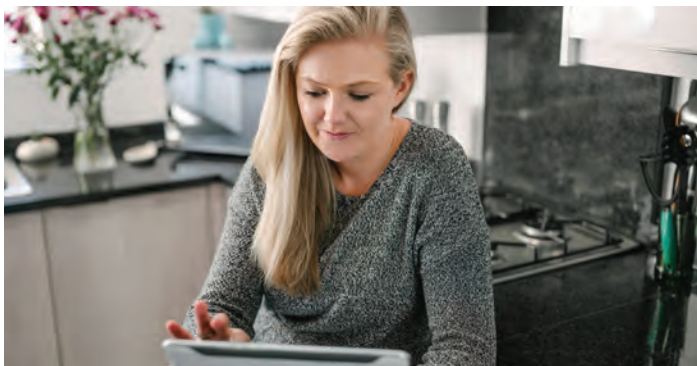
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NAHB's New Water Toolkit Provides Builders With Water Management Tools And Resources

As water costs continue to rise across the country, and some areas face droughts, aridification and water supply constraints, water efficiency strategies in residential construction can play an important role, and provide multiple benefits for builders and consumers alike.

"Conservation is the No. 1 technique – finding ways to use less water," stated Craig Karn, principal at Consilium Design in Denver and vice chair of the Sustainability and Green Building Subcommittee, who also chaired NAHB's Water Task Group. "And the secret to conservation is building awareness."

One way in which NAHB is working to build awareness is through NAHB's recently released A Builder's Toolkit for Water. The toolkit not only explores issues surrounding water management, but also provides case studies that highlight how different areas across the country have tackled key issues such as water conservation, flooding and more.

The toolkit also includes helpful tips for builders to share with home owners to help them improve their own conservation efforts.

"We must learn to live better using less water," Karn added. "We can help consumers be better water stewards by educating them on everything from the drip irrigation system to how they can best use their smart water meter."

The toolkit is available on nahb.org.

Courtesy of NAHB

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What an amazing year 2022 was for the Hill Country Builders Association! We closed the year out with an incredible Parade of Homes as well as installing our new Board of Directors at our annual member meeting! Each event this year was filled with generosity, excitement for our industry and fun networking.

Our 2022 Parade of Homes went off without a hitch! We started with our Awards Gala, which was held at The Edge in Fredericksburg. Duke's Catering Co. curated an amazing menu and Madison Rogers entertained our guests prior to the awards ceremony. Huge thank you to Scott Whisenant with Structure Home Warranty and Colby Duke with Hotchkiss Insurance for emceeding the event. Our builder members showcased their amazing projects that they worked tirelessly on and each home was presented beautifully. We had around seven hundred visitors and over half of them re-entered the homes multiple times. Our builders really have set the bar high when it comes to craftsmanship, and I received many compliments on how stunning

these homes were. Colby and I cannot wait to get started on the 2023 Parade. If you are interested in entering your home, please reach out for more information.

The HCBA also had their end of year member meeting and install dinner at Putters and Gutters in Marble Falls. We had a great time meeting everyone's families and networking with our members. Our incoming directors have committed to serving the Hill Country Builders Association and its members. Susan Wright, TAB Past President helped us install Charlie Horn and Staci Langley to the director list. The HCBA is excited to have them on board and we are ready to start advocating on behalf of the building industry.

I want to thank each of our sponsors for 2022, without you we would not have been able to have such a successful year. I look forward to the new year and hope to see you all at some of our upcoming events.

MELISSA ECKERT
HCBA Executive Officer

2023 ANNUAL Partners

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BUILD-PAC Delivers Results In 2022 Midterm Elections

As millions of voters cast their ballots during another pivotal election year, BUILD-PAC - NAHB's bipartisan fundraising arm to elect pro-housing candidates - delivered in helping to ensure the incoming Congress supports industry-friendly policies.

This election cycle, BUILD-PAC worked closely with House and Senate leaders, contributing to 376 campaigns and endorsing 183 candidates. Increased investment from NAHB members allowed BUILD-PAC to disburse a total of \$2.8 million to federal candidates and committees for these elections.

Of the 376 candidates, BUILD-PAC remained active in 100 competitive or toss-up House and Senate

paces. Thanks to the PAC's involvement, 92% of supported campaigns won their races on Nov. 8. And of the candidates who received BUILD-PAC's endorsements, 174 won their races - tallying a 95% success rate.

NAHB's government affairs team is hard at work with incumbent and newly elected officials to elevate the key issues in the home building industry and deliver results in the form of beneficial policies. BUILD-PAC is already preparing for the 2023-2024 election cycle, with fundraising events across the country raising money to endorse and elect candidates that serve NAHB members.

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The Hill Country ARTICLE

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The Hill Country Article is a quarterly publication of the Texas Hill Country Builders Association featuring industry news, articles, member highlights and opportunities for our members to advertise to other members and the community at-large.

For more information, visit our website at www.hillcountrybuilders.org
or email us at info@hillcountrybuilders.org

HCBA **Building a better future.**

—> Top 2023 Colors story continued from page 3

color selections.

Valspar's palette also includes nature-inspired greens and blues, which complement Glidden's choice of Vining Ivy as its 2023 Color of the Year. The bold blueish-green "serves up versatile vibes, making it an on-trend addition to any room," Glidden noted.

This range of colors on trend – and the versatility it provides – offers inspiration for reinventing and re-connecting with the home in the year ahead.

Courtesy of NAHB



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MEMBERSHIP

NEWS

Many of you are busy setting goals for the new year, and I want to remind you that your HCBA membership includes a plethora of online education courses through both the Texas Association of Builders (TAB) and the National Association of Home Builders (NAHB). The NAHB offers a wide selection of courses and webinars each month. Visit their website at www.elearning.nahb.org for more information on how to register for these informational classes. As always, feel free to reach out to us at info@hillcountrybuilders.org with any questions you have.

Now a bit of housekeeping - if you feel like you're not receiving emails from us, please reach out so we can check the contact info and billing info on your account. These things can change often, and we may not always know about these changes unless you directly inform us.

Wishing you all the best in 2023!

GINA GRAVES

HCBA Membership / Media Coordinator

HCBA **Building a better future.**

—> *Member Highlight continued from page 4*

Akin (former President) called me one day and told me about it. For me, I've only been in town for 6 years so it's allowed me to meet folks within our industry.

What's your favorite part of being a member of the HCBA?

I enjoy the relationships. There is a great group of people that is involved. Folks that want to see people succeed. There's people that have been doing this a lot longer than I have, so I love hearing about their successes and appreciate being able to ask my peers advice about my business.

How has membership with the HCBA impacted your business? What has been the most impactful benefit of your membership?

I couldn't tell you that it's impacted my business' bottom line, but one of the main reasons Kelby and

I started Fleener Greathouse Builders was being a part of our community and having a small part in seeing it grow. So, it goes back to the relationships and community. I feel that's the benefit of being involved with the HCBA.

What's something about you (a fun fact) that not many people know?

That I was in a band called The Dirt Drifters that was signed to Warner Brothers in Nashville. We had the surreal experience of traveling the United States playing music for a living, hearing our songs on country radio, to recording with Willie Nelson, and getting to play the Grand Ole Opry.

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To become part of the CASA ÜBER ALLES program, please reach out to Richard Laughlin, HCBA's Vice President of Trades, Ben Fuller & John Akin, Project Supervisors or the HCBA office.

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