

*The Hill Country*

MAY/JUNE | 2022

# ARTICLE

**Casa Über Alles**  
**Member Highlight**  
**Parade of Homes**



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# Housing Crisis In The Spotlight at High-Level Meeting In Washington

At a meeting today hosted by NAHB and the U.S. Department of Housing and Urban Development (HUD), NAHB Chairman Jerry Konter set the tone for the conversation by noting that “housing affordability is the top priority of NAHB members and we feel it should be the top priority of lawmakers and government officials.”

HUD Secretary Marcia Fudge echoed Konter’s remarks. “We need to rethink housing,” said Secretary Fudge. “If we do not address the housing crisis right now, we all will have failed.”

The meeting, held at the National Building Museum in Washington, served as a kickoff event for the Innovative Housing Showcase a three-day event on the National Mall featuring new building technologies and housing solutions to make housing more innovative, resilient and affordable for American families.

Today’s event featured a series of panels on how innovative building technology can bend the cost curve, and what public and private sectors can do to spur the adoption of this technology.

Before the first panel, an economic presentation by NAHB Chief Economist Rob Dietz and the National Multifamily Housing Council VP of Research Caitlin Sugrue Walter laid bare the issues facing the U.S. housing environment.

“We have a persistent housing deficit in the country and the costs to build are going up,” noted Dietz. “The time to address these issues is now, and we need to address them with market solutions and government policy changes.”

The first panel, moderated by Jenny Schuetz of the Brookings Institute, focused on incorporating innovative building techniques into common practice. Joan Glickman, Program Manager, Residential Buildings at the U.S. Department of Energy, touted

some of the work her agency has done through its Advanced Building Construction initiative, including a recent award of \$33 million for retrofitting homes in real-world trials.

Michael Parker, with home builder Ivory Homes in Utah, agreed that a focus on retrofitting existing homes would do much more for overall building energy efficiency than increasing requirements on new homes. He also noted that modular building practices are just coming into maturity in the U.S. after enjoying decades of success overseas. If more builders would take risks and try new technologies, the industry could rapidly advance.

NAHB First Vice Chair Alicia Huey moderated the next panel with newly confirmed Federal Housing Administration Commissioner Julia Gordon and Dr. Rodney Harrell from AARP. Commissioner Gordon noted that it is “the duty of the federal government to move quickly and make sure regulations are

—> *Housing Crisis story continues on page 13*



# HCBA

## Member Highlight



**COLBY DUKE**  
Hotchkiss Insurance

Our May Member Highlight is our Vice President of the Parade of Homes, Colby Duke. Colby has been on the HCBA board for over eight years, and we can't imagine our board without him.

Colby has been in the construction industry for many years. He started as a builder, then began working with Hotchkiss Insurance nine years ago. Specifically, Colby specializes in commercial lines like general liability, workers' compensation, commercial auto, equipment floaters, and bonds. He also helps with personal lines like home and auto, as well as benefits. Colby truly loves working with people and enjoys that every policy is a different

challenge. He takes pride in working with people to find the best way to cover their assets.

Colby is a huge asset to our Board of Directors. He is the epitome of a team player and is always helping at our events. In addition to serving on our board, he serves on the New Braunfels and San Antonio Builders Associations boards as well. Colby loves giving back to his community and has done so through many organizations. Whether he's cooking, volunteering his time, or selling insurance, he puts everyone's best interest first. When we needed a Parade of Homes chair, Colby stepped up to the challenge and helped this event excel beyond measure!

Mr. Duke is also one of the founding members of the Casa Uber Alles high school trades program in Fredericksburg. Colby volunteers his time to help ensure this program runs smoothly and is compliant in all insurance and legal capacities. This program is

—> *Member Highlight continues on page 14*

**Every month 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](mailto: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 monthly by HCBA.

HCBA Address - 1401 Broadway, St B1, Marble Falls, TX 78654 | Phone - (830) 798-2266 | Email us at [info@hillcountrybuilders.org](mailto:info@hillcountrybuilders.org) for more information.

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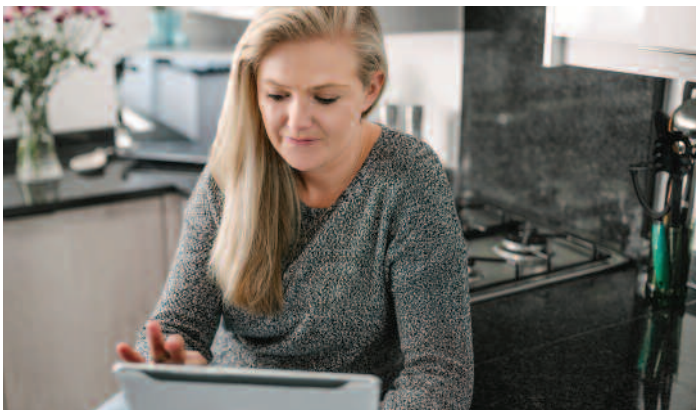
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### **Gina Graves**

*Memberships / Media  
Coordinator*



**Visit our website**

[hillcountrybuilders.org](http://hillcountrybuilders.org)

# Use National Safety Month To Remind Workers Of Policies And Resources

Join NAHB and the National Safety Council (NSC) in June for National Safety Month, an annual observance to help keep each workers safe on the job. The goal of National Safety Month is to increase public awareness of the leading safety and health risks and decrease the number of injuries and deaths at the jobsite, on the road, and in the home.

Each week in June will focus on a different workplace safety topic. NAHB encourages members to hold brief safety stand downs each week on the designated safety topics.

## WEEKLY SAFETY TOPICS

### **Week 1: June 1-11 - Musculoskeletal Disorders**

Musculoskeletal disorders are a leading cause of workplace injury and cost billions each year in workers' compensation and lost productivity. NAHB's Material Handling and Safe Lifting Video Toolbox Talk can help you understand how to prevent costly soft-tissue injuries, such as sprains and strains.

NSC is hosting a free workplace safety summit, Business Action to Prevent Musculoskeletal Injuries, on June 2. Register now.

### **Week 2: June 12-18 - Workplace Impairment**

We all know the dangers of substance use on the job. But did you know mental distress, stress and fatigue are also impairing? NAHB launched the Member Mental Health and Wellbeing and Opioids in the Home Building Industry initiatives that contain resources to recognize the signs and

—> National Safety Month story continues on page 14

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# PARADE of HOMES

Two weekends to view stunning homes  
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OCTOBER  
15<sup>th</sup> ★ 16<sup>th</sup> & 22<sup>nd</sup> ★ 23<sup>rd</sup>





# EXECUTIVE OFFICER

May was a great month for the Hill Country Builders Association! The HCBA started the month off with the Youth Trades Casa Uber Alles Auction. Huge thank you to The Resort at Fredericksburg for hosting the CUA students, volunteers, and supporters that were able to showcase the student-built home and auction it off. This fifth home, constructed under the guidance and mentorship of local building professionals, sold for a cool \$105,000. The proceeds will be reinvested in next year's project for this high school building trades program. The overwhelming success of the auction coupled with the hard work of local community members keeps this essential program sustainable, ready to support next year's class of students diving into skilled building trades.

We closed out our month with a successful Member Mixer at JBAR Enterprise's new location in Burnet! We enjoyed some amazing food catered by OchoOrleans, drinks and a variety of awesome door prizes. It was great to see familiar faces and meet individuals new to the HCBA. This mixer was a huge success, and we are already gearing up for our next one, July 21st, hosted by Schumann Granite. We hope to see you all there!

As always, thank you for your support and membership.

**MELISSA ECKERT**  
HCBA Executive Officer

## HCBA Building a better future.

### 2022 ANNUAL Partners

Thank you to our Annual Partners for generously committing to sponsor multiple events throughout the year. Your continuous giving plays a huge role in the success of our Association.

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In May 2022 the Resort at Fredericksburg hosted Casa Über Alles students, volunteers, and supporters eager to showcase the student-built home ready to be auctioned. This fifth home, constructed under the guidance and mentorship of local building professionals, sold for a cool \$105,000. The proceeds will be reinvested in next year's project for this high school building trades program. The overwhelming success of the auction coupled with the hard work of local community members keeps this essential program sustainable, ready to support next year's class of students diving into skilled building trades.





**H/C**  
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- TRAIN THE NEXT GENERATION OF TRADESMEN.
- WORK ALONGSIDE LOCAL BUILDING PROFESSIONALS
- COMMUNITY INVOLVEMENT
- HELP RESTORE PRIDE AND REINVIGORATE THE BUILDING TRADES INDUSTRY

Casa Über Alles was created by the Hill Country Builders Association to the work with local area high schools' CTE Building Trades education programs to give students hands-on experience and on-the-job knowledge.

It is imperative that we enable our next generation of builders and tradesmen to pursue further education. This ensures our youth will understand all aspects of the building process and take pride in seeing a complete home project to its entirety.

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.

**Billie Pride, Über Alles!**



RICHARD L. | [RL@HILLCOUNTRYBUILDER.COM](mailto:RL@HILLCOUNTRYBUILDER.COM)  
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## 2022 ADVERTISING RATES

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*The Hill Country Article* is a monthly 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](http://www.hillcountrybuilders.org)  
or email us at [info@hillcountrybuilders.org](mailto:info@hillcountrybuilders.org)**

—> *Housing Crisis story continued from page 3*

updated for new developments in home building, like accessory dwelling units."

Harrell said that his group is seeing a disconnect between what people are asking for today compared to what demands home owners will be making of their homes in the future, especially around universal design. He noted that in addition to cooperation between government and industry, there needs to be a lot more public education on the issues.

Public pushback, especially in the form of NIMBY-ism, was a common theme across the panels.

Getting the public to understand that the housing affordability crisis is tied to antiquated ideas about where and what type of housing is allowed to be built is a key challenge to delivering solutions.

The Innovative Housing Showcase opens Friday, June 10 on the National Mall in downtown Washington, D.C. The event will feature exhibitors and homes highlighting the technology that will be used to build the homes of the future. It is free and open to the public.

*Courtesy of NAHB*



# MEMBERSHIP

## NEW MEMBERS & RENEWALS

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**Mike's Floorcovering**

—> *Member Highlight continued from page 4*

nationally recognized, has won numerous awards, and will now be expanding to other schools across Texas. He constantly gives his time to our board and is a significant part of helping the HCBA run seamlessly. From creating and helping amend bylaws and financial procedures, to lending a hand at every event, Colby is an integral part of the HCBA and we are beyond appreciative of his dedication.

Colby, we can't thank you enough for all you do. You continue to display professionalism and class in everything you do. We are so proud that you serve on the Hill Country Builders Association with us.

—> *National Safety Month story continued from page 6*

address impairment, in all its forms.

#### **Week 3: June 19-25 - Injury Prevention**

In 2020 alone, more than four million workplace injuries required medical attention in the United States. NAHB's free Safety Program contains the materials needed to effortlessly set up a successful, company-wide safety program to prevent jobsite injuries, including identifying hazards and assessing risks.

NSC is hosting a free webinar discussing workplace

injuries, An Innovative Approach to Saving Lives at Work, on June 21. Register now.

#### **Week 4: June 26-30 - Slips, Trips and Falls**

With falls the leading cause of accidents and injuries in construction, this week will focus on reducing slips, trips and falls from heights. NAHB's Fall Protection Toolkit contains resources to keep your workers safe from falls from ladders, scaffolding, roofs, and other walking and working surfaces.

*Courtesy of NAHB*

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# PARADE of HOMES

## ABOUT THE PARADE OF HOMES

The Hill Country Parade of Home Tour welcomes visitors from all over the state and beyond for two weekends every year in October. Attendees will experience the latest in Hill Country living. Any size and style of home is welcome in the HCBA Parade of Homes, provided it is submitted by an HCBA builder member in good standing. New, showcase model and remodeled homes are welcome to enter. Each entry is featured in all Parade publications, television, signage and across HCBA social media.

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**HOMES WILL NOT BE ACCEPTED AFTER SEPTEMBER 1, 2022**



# MEMBERSHIP NEWS

The National Association of Home Builders (NAHB) has many resources available to help you save money, grow your business, and improve your skillset, but did you know they also have tools available to improve your health and well-being?

Specifically, NAHB has a fresh perspective on caring for the mental health of those in the construction trades industry, and their website is chock-full of resources to help in this area. "NAHB has launched an effort focused on mental wellbeing in the construction industry with an emphasis on helping association members support healthy work environments and be more proactive in looking at their own

health and wellness. NAHB is looking to change the culture in the construction industry around mental health awareness by providing resources specifically tailored to construction workers, managers, developers, and business owners."

Visit their website and you'll find webinars, articles, toolkits, and links to external resources which you may find helpful. Check it out at <https://www.nahb.org/advocacy/industry-issues/safety-and-health/mental-wellbeing>; or simply visit [www.nahb.org](http://www.nahb.org) and type 'Mental Health' in the search bar to find these resources.

## GINA GRAVES

HCBA Membership / Media Coordinator

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