

The Hill Country

MAR | 2022

ARTICLE

**HCBA Member
Highlight**

Crawfish Boil

Casa Über Alles



The Hill Country Builders Association Magazine

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HCBA

Member Highlight



MATT WINSBOROUGH

VP of Operations
Winsborough Construction, Inc.
Marble Falls, Texas
www.winsboroughconstruction.com
830-693-2800

Our March member highlight is our Association's Vice President, Matt Winsborough. Matt has served on our board as President and Vice President prior to his current role. The HCBA has been blessed with the leadership and support that Matt brings to our board.

Matt is a third-generation builder with over 10 years' experience in the industry. He has one son and currently resides in Kingsland, Texas. Matt is currently the Vice President of Operations at

Winsborough Construction, a family-owned and operated full-service design/build company with more than 23 years of experience in the building industry. They are located in the highland lakes area of central Texas and their team is very active within our Association. Matt and the Winsborough Construction team won several awards at our 2021 Parade; Best Kitchen & Living Area, Best Master Suite & Bath, Best Outdoor Living, Best Unique Feature, Best Craftsmanship and Best in Parade for their price category. They have raised the bar in the construction industry and the HCBA is proud to have such an incredible company as part of our membership.

Matt, we are grateful for you and your family's long standing membership and dedication to the Hill Country Builders Association.

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.

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 for more information.

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Visit our website

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Professional Women In Building Welcomes Three New Councils

March is Women’s History Month, celebrating the achievements of women in history, culture and modern society. NAHB’s Professional Women in Building (PWB) Council began the celebration early by chartering three new councils during its recent annual board of trustees meeting at the International Builders’ Show (IBS) in Orlando. NAHB’s PWB community has expanded to 69 local councils and is now more than 2,500 members strong.

The action also supports a growing network of female professionals involved in the home building industry and highlights workforce development efforts aimed at spotlighting the number of opportunities available for women in the field.

PWB leadership welcomed councils from the Greensboro Builders Association in North Carolina, the Greater Houston Builders Association (GHBA), and the West Texas Home Builders Association (WTHBA). Those involved in the local councils said the move comes at a perfect time to showcase the efforts aimed at combating the ongoing skilled labor shortage.

“We want to focus on building greater awareness of career opportunities for women in the industry through leadership, professional development, networking and mentoring programs,” said Cheryl Collins, executive officer at the Greensboro Builders Association.

“I’m a big believer in creating communities among our larger membership. The new PWB council gives a dynamic community within our industry a place to call home within our HBA,” added Aimee Bertrand, executive vice president and CEO at the GHBA.

—> Professional Women story continues on page 14

Helping Your Clients Select Modern Windows

Window shopping can be overwhelming, especially in the context of a new build or extensive remodel. If your client is looking for modern windows but is having a tough time articulating exactly what they want, Andersen Windows can help. Follow these tips to help your clients select windows they'll love, whether they want to create a totally modern look or just give a traditional home a bit of an update.

What Makes a Window Modern?

Simply put – “less is more.” Modern windows have thinner frames and less ornamentation, which maximizes the glass putting the emphasis on light and views. Here are some other factors that can contribute to creating a modern look:

- Grilles (or lack thereof)
- Trim color (think: black or natural wood)
- Window size (bigger is better)
- Window placement (beginning at the floor and stretching to the ceiling)

Start with Window Type

One of the easiest ways to create a modern look is by focusing on certain types of windows. Our go-to modern styles include the following.

- Casement windows are available in 100, 400, A- and E-Series.
- Gliding windows are available in 100, 200, 400 and E-Series.
- Picture windows are available in every window series Andersen offers.

Think of these styles as easy starting points for creating a modern look and remember any window can be made more modern due to selections.

Grilles or No Grilles?

Skipping grilles altogether is a simple way to create a modern look, but there are happy mediums within grille-patterned windows, too. Consider the following options:

- On a more traditional home, choose modern black windows with colonial grilles.

- For a minimal look, opt for a specified equal light grille pattern on a floor-to-ceiling window.
- For a modern-classic look, pair an updated color with a simple 2-over-2 colonial grille pattern.

Window Size and Placement

Modern windows put the focus on light and views, so large windows are the play. Beyond just an increased use of oversized windows, we're also seeing more full-wall window configurations featuring different types of windows, and even doors. Floor-to-ceiling windows are also on the rise and in surprising places – think laundry rooms and kitchens. (Read more about this trend in our 2022 Home Design Trends Look Book.)

Window Color and Wood Type

Black windows are a hallmark of contemporary design. But if black windows aren't your client's

—> Window story continues on page 12





EXECUTIVE OFFICER

March came to an amazing end with our Crawfish Boil and HOME-PAC Horseshoe Tournament. Thank you to Matthew Schumann and Colby Duke for chairing this spectacular event. We were able to meet our HOME-PAC goals and raise money that will expand our Youth Trades Program across Texas. Congratulations to each of our winners and thank you to our sponsors, without you these events would not be possible.

We look forward to closing this month with the Texas Hill Country Reporter visiting Fredericksburg High School and creating a TV segment around our Casa Uber Alles Trades Program. Huge thank you to Richard Laughlin, with Laughlin Homes + Restoration, for setting up this meeting. Richard and the entire CUA committee have created a very influential program that educates our youth on the importance of our industry. We want to thank each

committee member and sponsor for these projects, you are changing the lives of youth tradesmen and trades-women all over the Hill Country! Be on the lookout for our email with the link to watch this outstanding trades program that will be showcased on National Television!

Looking ahead to April, be sure to join us on April 22nd for our Annual Sporting Clays Tournament. We have shifted the location to Copperhead Creek Shooting Range in Marble Falls. Shotgun start at 1:00 PM, followed by awards and BBQ donated by Builders FirstSource.

Thank you for your partnership and we hope to see you at one of our upcoming events!

MELISSA ECKERT
HCBA Executive Officer

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.

PLATINUM



GOLD



2022 | Hill Country Builders Association

PARADE of HOMES

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



CRAWFISH BOIL & HOME PAC HORSESHOE TOURNAMENT





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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
or email us at info@hillcountrybuilders.org**

—> *Window story continued from page 7*

style, natural wood is a great option – and it's a rising trend, get the details in our 2022 Home Design Trends Look Book. Natural wood adds warmth and texture to a home.

Hardware Choice

For a sleek, contemporary look, match the window's hardware to the frame color. Select hardware with clean lines, geometric angles and smooth texture. Find all these characteristics in the 400 Series folding hardware.

The Easiest-Ever Contemporary Options

The window series below make it easy to achieve an updated look.

- Our most popular 400 Series has a brand-new option that gives an even sleeker profile to casement, awning and picture windows, and it's available in black.
- Our budget-friendly 100 Series also features sleek lines. Frames are flat and unobtrusive creating a clean look.
- Our most customizable E-Series windows feature thinner frames and minimalist profiles.

We hope these pointers make it easier for you to help your client through the window-buying process. Find even more resources like this on Andersen's Endless Expressions blog.

Courtesy of NAHB



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—> Professional Women story continued from page 6

"I hope this will be a launching pad for those members who have been less involved to find paths to greater involvement in the association, and I also have no doubt that this group will do a tremendous amount for the reach of our HBA's charity, mentoring and networking," Bertrand added, noting the local council was chartered with more than 120 members.

Gena Godinez, executive officer at WTHBA, said her local is excited to transition their longtime Women's Auxiliary Group to one of the newest NAHB PWB Councils.

"We have already seen an increase in membership due to the name change. We feel that it adds credibility to what was already a successful organization and allows these members to grow and become involved on the state and national level," Godinez said.

Although women currently make up just under 11% of the construction workforce, a slight increase from prior years, there is still work to be done to encourage more women to pursue a career in home building. Bringing additional women into the construction labor force represents an opportunity to fill many of the vacancies necessary to keep up with the growing demand for housing.

On Wednesday, March 9, the U.S. Department of Labor will host a virtual panel discussion on women in the construction industry with an opportunity to learn more about employment opportunities for women in the field. More information is available on the registration page.

To learn more about the benefits of PWB membership, visit nahb.org.

Courtesy of NAHB

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MEMBERSHIP NEWS

Most of you are aware that when you pay your membership dues to the Hill Country Builders Association, a portion of your payment goes directly to the NAHB and TAB for those memberships as well. Both offer an extensive list of discounts, rebates, and education opportunities to their members, so please take advantage of those resources. TAB recently launched a new and more user-friendly website for their rebates program. Check it out at www.tabrebates.com. Also, check out

NAHB's list of resources at www.nahb.org/nahb-community/member-benefits/savings.

Between TAB rebates, NAHB discounts & webinars, and HCBA events, you're sure to find many ways to get the best ROI out of your membership. Contact us at info@hillcountrbuilders.com if you want more information on how to access these benefits.

GINA GRAVES

HCBA Membership / Media Coordinator

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2022 | Hill Country Builders Association

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.

WHY BE A PART OF OUR PARADE?

- ★ Builders average 6 referrals per Parade
- ★ Featured in Parade Magazine and website
- ★ Homes are professionally judged and awarded
 - ★ Thousands of Parade attendees
- ★ Television segments / Commercials advertising for the Parade

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- ★ Regular Registration (Before July 1st) | **\$3,500.00**
- ★ Late Registration (July 2nd - September 1st) | **\$4,000.00**

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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
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MORE INFORMATION: HIGHSCHOOLBUILDINGTRADES.ORG

Photos from Texas Country Reporter visit on March 30, 2022.





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