

# THE HOME BUILDER

DallasBuilders  
ASSOCIATION

www.DallasBuilders.org



VOLUME LXV

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December 2018

## Dallas BA's Industry Investors for 2018



## Dallas BA introduces health insurance solution for members

The Dallas BA, in partnership with Holmes Murphy, is now providing a health insurance solution for members. This initiative, called the Housing Industry Insurance Program (HIIP), offers self-funded insurance designed uniquely for Dallas BA builders and associates with five or more employees.

The program is fully insured which means that premiums are set and paid regardless of the performance of the rest of the group.

"We're excited to finally offer a bona fide health insurance solution that we think will offer significant savings to several of our members," said Dallas BA Executive Officer, Phil Crone.

"Trying to help members overcome the crippling cost of health care is something we've been working on for a long time."

The program includes several health care coverage options through Aetna networks as well as options for dental, vision, life and disability.

Members looking for more information and to obtain a quote can do so online at [hiip.dallasbuilders.org](http://hiip.dallasbuilders.org).

"If you have five or more employees and feel that health care coverage is too expensive, this is absolutely worth a look," Crone said. "The Dallas BA is investigating additional solutions tailored to our members, especially those with fewer than five employees."



## George Lewis Officially Inducted Into Housing Hall of Honor

George Lewis, center, of George Lewis Custom Homes was inducted last month into the Texas Housing Hall of Honor in Austin. Offering their congratulations are fellow Dallas BA past presidents who are also Texas Association of Builders past presidents, Jerry Carter, left, of Jerry Carter Homes and Kent Conine of Conine Residential Group, who is also a National Association of Home Builders past president. Lewis was recognized for his community service, political activism and professional leadership. He pioneered the "tear down and rebuild" concept in the Park Cities. Lewis was honored along with Patsy Smith of Ft. Worth.

## BRIEFLY



Make plans now to attend Legislative Rally Day in Austin on March 20. On this day, home building industry professionals from all across Texas will meet at the Capitol to discuss housing issues with their legislators. Dallas BA members, typically one of the largest contingents to participate, will travel en masse via bus. Thank you to Jackson Walker for serving as title partner of this day long event again this year. Other partnership opportunities are available. Watch for details.

As the holiday shopping season approaches, you can make donations to Operation FINALLY HOME by simply buying through [smile.amazon.com](http://smile.amazon.com). Log in with your usual Amazon credentials and when the screen pops up, choose your own charitable organization. A portion of everything you spend will be donated to Operation FINALLY HOME, an organization that provides mortgage-free homes to combat wounded veterans.

Dallas Builders Association offices will be closed Monday, Dec. 24, and Tuesday, Dec. 25, and Monday, Dec. 31, and Tuesday, Jan. 1.

Periodicals Postage Paid at Plano, TX, and Additional Offices

## Tag Gilkesen named Designee of the Year

The Dallas BA's Education Committee, in partnership with Fox Energy Specialists, has named Tag Gilkeson of



2018 President Alan Hoffmann presents the Designee of the Year award to Tag Gilkeson, CGB, CGR, CGP, CAPS, CGA, CSP, Master CSP.

Tag & Associates as its 2018 Designee of the Year. The award recognizes an individual who exhibits excellence in the pursuit of knowledge in the advancement of their career. Tag's quest for knowledge leads to a better educated workforce and better opportunities for our entire industry.

Over the past year Tag worked extremely hard to obtain seven designations and is working on his eighth. Once obtained, he will hold the most certifications in the nation. He was motivated to undertake such an achievement for "professional growth and to help bring national attention to the Dallas Builders Association."

TAG is a member of the Education Committee and serves on the Association's Board Directors. He helps spear-

head the certification class schedule and selflessly assists in drafting articles for selected designees. He freely gives his time when called upon to instruct local courses and is a certified NAHB national instructor.

*How did you get your start in the building industry?*

I originally obtained my real estate license in 1998. I worked with investors to find properties they could fix and flip for profit. I found this one home that the investor stood to make \$250,000 on but

it was difficult to see because the seller was a hoarder. I must have run 7 or 8 investors through that house. I finally found someone who saw the potential I was trying to explain. I got him all the way up to the closing table and he backed out. I was so frustrated that I called the lender up and told him to switch everything over to my name and that I would take the home down myself.

On Friday I was a real estate agent and on Monday I was a custom

*continued on page 3*

## McSAM soon makes 2019 Call for Entries

The 2019 McSAM Awards marks the 40th Anniversary of the prestigious awards program. This year's event, presented by StrucSure Home Warranty, will be held April 13 at the Sheraton Dallas. The call for entries is available at [McSAM Awards.com](http://McSAM Awards.com).

The McSAM Awards were created in 1979 by the Sales and Marketing Council of the Dallas Builders Association in recognition of Sales and Marketing excellence. The prestigious McSAM Award is given to builders, developers and associates who have made a significant and creative contribution in residential marketing through specific achievements during the past 12 months.

Entry applications and materials will be due Feb. 11. This year's awards show will include 62 categories and two People's Choice Awards: Community

of the Year and Builder of the Year. Sales Achievement Awards, which are non-judged volume-based recognitions, will be made in four dollar volume categories starting at \$5 million.

An Entry Prep Seminar is scheduled for Dec. 11, 9 to 10:30 a.m. at Association offices. This free event includes breakfast and is presented by the McSAM Awards Committee and event producer Peter Mayer Productions. Register on the Calendar at [DallasBuilders.org](http://DallasBuilders.org).

A variety of partnership opportunities is now available starting at \$500. Please contact Dallas BA Director of Member Services Misty Varsalone, 214-615-5005, if you are interested in partnering.

Last year more than 350 entries were submitted, and attendance reached almost 450.



## President's Holiday Message

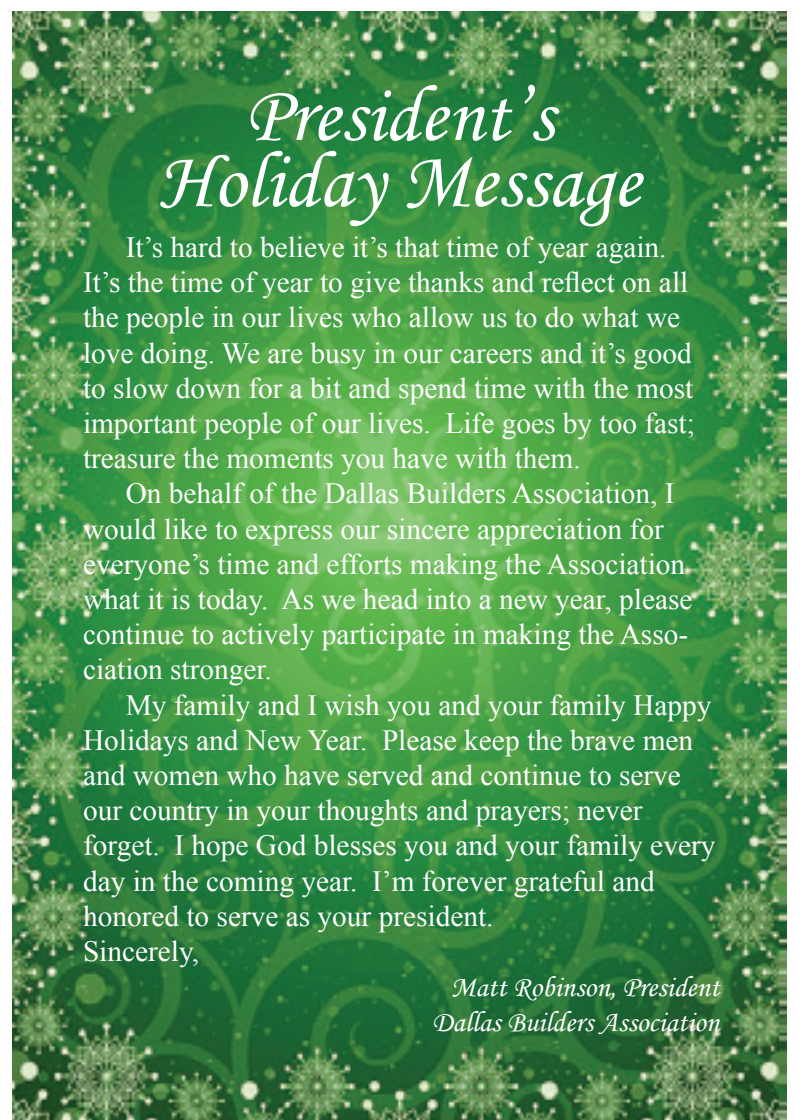
It's hard to believe it's that time of year again. It's the time of year to give thanks and reflect on all the people in our lives who allow us to do what we love doing. We are busy in our careers and it's good to slow down for a bit and spend time with the most important people of our lives. Life goes by too fast; treasure the moments you have with them.

On behalf of the Dallas Builders Association, I would like to express our sincere appreciation for everyone's time and efforts making the Association what it is today. As we head into a new year, please continue to actively participate in making the Association stronger.

My family and I wish you and your family Happy Holidays and New Year. Please keep the brave men and women who have served and continue to serve our country in your thoughts and prayers; never forget. I hope God blesses you and your family every day in the coming year. I'm forever grateful and honored to serve as your president.

Sincerely,

*Matt Robinson, President  
Dallas Builders Association*





**2018 Industry Investors**

Representatives of three of the Association's Industry Investors accept gifts of appreciation from 2018 President Alan Hoffmann. They are Jessica Goehring of Hotchkiss Insurance Agency, Kevin McLain from DowDuPont, Inc. and Tiffany Acree from StrucSure Home Warranty. Gifts were also presented to 2018 Industry Investors The Bath and Kitchen Showplace, Fox Energy Specialists, Johnson Supply/Armstrong HVAC, Stellar Home Theater and Beyond and The Thompson Group at Classic Chevrolet.



**Dallas Division Clean Up at For the Love of the Lake**  
Dallas Division Board members brave a cold Saturday morning to help clean up White Rock Lake in Dallas. From left are Stephen Puckett, Josh Dworkin, Russell Daniels, Michael Turner and Matt Walls.

**Cities Making Moves on Building and Design Codes**

With area municipalities reviewing and revising building, design and zoning codes, it has been a busy fall for the Dallas BA's advocacy efforts.

In Plano, the process for the adoption of the 2018 International Construction Codes has been reliable as usual. The city is incorporating the recommended amendments from North Central Texas Council of Governments' Regional Codes Coordinating Committee (RCCC), of which Dallas BA is a voting member. The RCCC amendments, along with Plano's local amendments, have been reviewed by the Association. The targeted effective date is Jan. 2, 2019. At the time of the publishing of this article, Plano City Council is on track to approve the codes package.

Builders in the Town of Prosper should be aware that the Town is reviewing its building codes for revisions.

There is value to members from the Dallas BA's active participation on the RCCC. The Association conducts a detailed review of each International Code Council (ICC) code that pertains to the residential construction industry. This review emphasizes health and safety as well as housing affordability concerns. Through the RCCC's process, our members and staff provided an opportunity during that process to convey the industry's concerns, and many of those concerns were incorporated into the amendments that are adopted by Plano and other cities. It is a regional effort by city officials and industry representatives to seek codes that are more attainable for the region.

In addition to advocacy on local code amendments, Dallas BA staff and members are engaged in the national discussion of code amendments as well. The International Codes Council (ICC) held its Online Governmental Consensus Votes, originally scheduled Nov. 15 - Nov. 30, and then extended through Dec. 7. The votes are to determine which code proposals to include in the 2021 building, fire, mechanical and other I-Codes.

During this time, Dallas BA staff and members reached out to Dallas BA service area code officials who are voting members for ICC to advocate for our positions on key votes, offering them NAHB's Comprehensive voter guide that highlights proposals that are the most impactful on home builders and lists all proposals where NAHB has taken a position as it relates to housing. NAHB and Dallas BA are seeking assist voting members in identifying code change proposals that are necessary and result in the ability of the residential construction sector to continue to build safe and affordable housing, while

identifying proposals that negatively impact housing affordability without a corresponding benefit.

In Frisco, a long process regarding the adoption of amendments to the city's comprehensive zoning ordinance, subdivision ordinance, fence ordinance and engineering standards has come to a close. Throughout the process, Dallas BA weighed in with builder and developer concerns. Among those concerns were those regarding proposed increases to garage setbacks and setbacks for trails along major creeks or on the city's master hike-and-bike plan.

The original amendment for garage setbacks would have increased to 15 feet from the front face of the house or porch. Dallas BA input resulted in this mandate being changed to an option where the porch can extend 15 feet into the front yard setback. If the option is taken, then the garage would be set back. The porch would require a minimum dimension of 7 feet in depth.

Even bigger concerns were those related to the required setbacks for trails along major creeks that are designated by the city's master hike-and-bike plan.

The original amendment would have required a setback of over 150 feet from the flood plain and the residential lot. Dallas BA raised the issue of the loss of developable land to City Council. The amendment has now changed to having the setback between what is called an erosion hazard setback or line and the property line that averages 100 feet along the frontage of the creek, with a minimum of 30 feet. Developers can apply for a waiver depending on site conditions.

Due to the requirement that trails on the hike-and-bike master plan be set within a 100-foot area, it will limit how such trails can be placed between

David Lehde  
Director of  
Government  
Affairs



residential properties.

The city has indicated that trails in these situations would be applicable for credits towards park land dedication. While Dallas BA has recommended the Council include language in these provisions that state the credits shall be offered, as of the date of the writing of this article, there is no indication that will be included. So developers should remain active in seeking the credits related to the requirements of these types of trails.

**We're Not Done with Election Season**

As soon as the first hint of recounts was uttered in November's general elections, Dallas BA was already well into its monitoring of upcoming municipal elections that will be held in May of 2019. While official filings for spots on the area ballots don't start until after the new year, candidates are already announcing their campaigns.

With the constant updates of building and subdivision design codes, impact fee calculations and various other municipal regulations, it is important that those who make decisions on such ordinances consider the impact on housing affordability and property rights. The Association urges members to keep aware of council races in the areas they work and live. Advocacy on issues starts well before the official takes office.

Member participation is important to our advocacy efforts. If members would like more information about the updates provided here or HOMEPAC of Greater Dallas, the nonpartisan political action committee of the Dallas Builders Association, they should contact the Director of Government Affairs at David. Lehde@DallasBuilders.com.

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BARCIE VILCHES, Editor

Dallas Metro Building Permit Summary				Dallas Metro Single Family Builders		
Year-to-Date 11/14/2018				Year-to-Date 11/14/2018		
Residential	Permits	Value	Units	Builder	Homes	Value
Single Family Homes	27,061	\$7,586,897,398	27,095	1 D R Horton Custom	2810	\$603,633,753
Duplexes & Twin Homes	64	\$19,327,980	128	2 DR Horton	1821	\$408,779,478
Apartments & Condos	195	\$1,212,053,302	13,294	3 Highland Homes	1178	\$380,324,252
Other Residential Structures	390	\$34,995,804	0	4 Lennar Homes	1268	\$332,419,790
Swimming Pools & Spas	4,767	\$214,152,733	0	5 First Texas Homes	967	\$327,551,535
Garages & Carports	236	\$23,113,539	0	6 Bloomfield Homes	953	\$251,531,162
Res Remd, Adm, Int Fin	4,029	\$327,121,051	0	7 Darling Homes of	486	\$183,812,415
Roof Residential	1,969	\$86,451,448	0	8 American Legend	498	\$189,857,508
<b>Total Residential Const</b>	<b>38,711</b>	<b>\$9,504,112,640</b>	<b>40,817</b>	9 Toll Brothers Inc	283	\$183,180,589
<b>Dallas Metro Building Permit Summary</b>				10 Beazer Homes	520	\$181,778,469
<b>Week 46 - 11/05/18 to 11/14/18 (permits over \$20,000)</b>				11 Pulte Homes Of	723	\$151,486,238
Residential	Permits	Value	Units	12 Helmark Land	388	\$148,387,643
Single Family Homes	625	\$144,607,649	625	13 David Weekley	392	\$133,635,652
Demolition	27	\$23,000.00	0	14 LGI Homes	694	\$127,486,238
Grading & Dust	1	\$29,000.00	0	15 Magellan Homes Inc	554	\$126,432,848
Footing & Foundation	107	\$799,945.00	0	16 History Maker Homes	512	\$114,286,860
Duplexes & Twin Homes	1	\$609,912.00	0	17 Meritage Homes	343	\$106,767,753
Apartments & Condos	2	\$2,686,606.00	34	18 Gehan Homes	389	\$103,681,359
Other Residential Structures	7	\$293,694.00	0	19 Drees Custom Homes	231	\$102,284,696
Swimming Pools & Spas	93	\$4,179,738.00	0	20 K HomeTeam Homes	348	\$102,242,988
Garages & Carports	4	\$237,330.00	0	21 Britton Homes	236	\$98,749,844
Res Remd, Adm, Int Fin	75	\$5,859,261.00	0	22 Meritage Homes	236	\$82,650,651
Roof Residential	22	\$984,132.00	0	23 Shaddock Homes	194	\$88,839,433
				24 Landon Homes	285	\$88,090,620
				25 Dunhill Homes	211	\$70,626,782
				26 Mill Homes	342	\$68,825,729
				27 Impression Homes	335	\$65,279,957
				28 MHI Partnership	220	\$63,203,798
				29 Ashton Woods Homes	190	\$61,820,696
				30 Pulte Homes	256	\$59,738,264

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# Dallas Builders Show focuses on 'Developing the Future'



Hundreds of attendees packed the floor for the Dallas Builders Show, presented by Milgard, on November 13. Among them were more than 120 students from area high schools and community colleges. These students, who comprise the future of the construction industry, enjoyed the opportunity to mix and mingle with more than 70 exhibitors and Dallas area builders.

"Every year, the Dallas Builders Show grows and every year we better refine the content and focus," said Dal-

las BA Executive Officer, Phil Crone. "Strong registration for the show and the large attendance for the Millennial Master Class and by future industry leaders demonstrates why this show is one of our signature events. Next year will be even better."

The Millennial Master Class held prior to the Show featured four speakers each providing a different perspective on how to reach and successfully engage

the demographic the now comprises nearly 60 percent of all new home buyers. The Show's keynote speakers included Shawn Van Dyke, who focuses on how construction companies can recruit top talent and Judy Hoberman, an expert in building relationships as a foundation for success in today's market. The 2019 Dallas Builders Show will be help next November with a specific date to be announced soon.



## Collin College breaks ground on industry's future



Work begins on Collin College's 340,000-sq.-ft. technical campus.

By Phil Crone  
Executive Officer

Craig Johnson had no idea who, if anyone, would turn up for Collin College's first construction management course offerings. The newly hired instructor only had a few weeks to get the program up and running. Johnson expected around five students. He ended up with nearly 20.

These students enjoy a unique learning opportunity in the form of Collin College's 340,000-sq.-ft. technical campus, which recently broke ground in Allen. Once complete, the campus will include a 400x90-foot area exclusively dedicated to the construction trades.

Labs for plumbing, electrical, carpentry and safety will be coupled with a 6,000-sq.-ft. "build" lab providing hands-on opportunities for students in all programs to work together on various projects. With a labor shortage hampering DFW's construction industry to the tune of 25,000 to 35,000 missing workers, opportunities for graduates will be plentiful.

Recently met with these students while providing a guest lecture on the demands our fast growing region is placing on the construction industry. I wish I was speaking to a stadium full of students who shared their interest. However, sharing an hour with them left me most excited about the quality of who is about to join our industry and optimistic that others will follow.

One of those students, Ashley Lake, entered the industry out of necessity. She's now focused on finally reaching her goal of making it a career. "I started working with my dad when I was 15, doing paint, concrete, drywall, flooring (tile and laminate) and many more odd jobs," Ashley said. "At first, my dad made me work, but eventually I developed a love for it. My goal is to

get my degree and a job with a good company. I've had this goal in mind since I was 17."

She added, "Now, I'm 30 years old and a single mother of four. The road ahead is a long one for me. However, I am very dedicated and focused." Ashley hopes to continue her education and obtain a bachelor's degree while working as a construction manager.

Chelsie Moore also has roots in the industry. After growing up in Iowa, her father moved her family to Texas taking a job with Centex and later, Pulte Homes. "I want to follow in my parents' and grandparents' footsteps. I love creating something for someone else and having pride in what I do."

Another student, Adriana Niblett, 24, moved to Dallas from Odessa three years ago. "Where I came from, there's nothing but oil and dirt for miles," Adriana said. "When I came here, I immediately noticed the real estate. After becoming a top producer for an apartment locating service, I discovered that I was more curious about how they were built. I landed my first internship as a project engineer on a 20-story high rise in Uptown. Communication is my main game for the project and it helps that I love to talk! I put in a 12- to 14-hour day and it doesn't feel like work. This class has me even more excited about this industry."

These young women and their classmates will play a major role in building the homes and offices for more than 3.5 million people who are expected to call Collin County home in 2050. In order to succeed at doing this, they need the mentorship of current industry leaders. If you would like to find out more about the Collin College program or engage as a guest lecturer, contact Craig Johnson at [cjohnson@collin.edu](mailto:cjohnson@collin.edu).

### Thank You to Dallas Builders Show Partners




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# 2019 class schedule announced

The Dallas BA and partner Structure Home Warranty will offer the following in 2019: Certification Courses to gain a national designation, a four-part series of classes being held at members' job sites, four Building a Better Business classes to help members better run their day-to-day operations and financially strengthen their companies, and the nationally award-winning Building a Better House series, which will include four new classes to help members keep up to date with building techniques and consumer desires.

### CERTIFICATION COURSES

Individuals looking to achieve a national certification will find nine courses including updates to several courses. These courses allow industry professionals to earn and maintain national certification. The Dallas BA

is licensed through NAHB to offer a plethora of diverse courses allowing builders, trade partners and associates to gain knowledge and set themselves apart from the competition.

### @PROJECT SITE SERIES

Gain hands-on insight at classes held on member job sites throughout the metroplex. This series will bring the classroom to reality with real-world tips and tricks while avoiding common traps. Learn proper installations, new methods and quality control.

### BUILDING A BETTER BUSINESS

The Building a BETTER Business Series will help attendees gain effective business processes. This year is going to take the concept to a new level by offering computer-based better business practices. Through this four-course

series, instructors will explore how you can transform your business into a powerful, profit-generating machine by streamlining processes and learning new IT skills such as QuickBooks for builders and social media engagement.

### BUILDING A BETTER HOUSE

The Building a BETTER House Series will cover everything from concept to completion: teaching participants how to Build a Better House. Classes feature diverse instructors with hands-on learning. Topics cover every step in the building process from soils and foundations to interior design trends.

Class dates and times can be found at [DallasBuilders.org](http://DallasBuilders.org) or by contacting Sheena Beaver, Dallas BA education director, at [sheena.beaver@dallasbuilders.com](mailto:sheena.beaver@dallasbuilders.com) or 214-615-3881.

# Gilkeson is Designee of the Year

*continued from page 1*

home builder. I had no business being a builder. I had no idea what I was doing. I would work during the day 10 to 12 hours swinging a hammer and then I would go home and research what to do next.

"Okay, the framing is done, now what?"

From there, I was a small builder building spec homes coming into the largest recession I've seen as an adult. I couldn't find a buyer who wanted to buy my houses and I couldn't find investors that wanted to invest in other homes. The music had stopped, and I was left looking for a chair.

I was out of work for nearly 19 months. I was always told, when you can't find work, get an education, and that was exactly what I did. I went back to school and got my degree in archi-

itecture, then continued that degree in construction management.

My plan was to get a secure job making decent money at a large firm as a project manager. While going to school, I started drawing plans on the side. At first, I did it to learn.

I then placed an ad on Craigslist saying I would do any size house, commercial space or any sized drawing for \$300. The ad stated that I was a student, I had background in construction, but I was offering this low price because I wanted to learn the program. I did over 20 houses, commercial spaces, retail build outs and even "She Sheds" for \$300 each.

From there people started referring me to other people who referred me to more people and more people. I had built a reputation for being able to do great work and do it an amazingly short period of time. I had created a business

that I loved doing with the freedom to be as creative as I wanted to be. It was everything I could ever ask for.

*Why did you decide to continue your education?*

I have always valued education. I was taught early on that no matter what job I was working at I should soak up all the knowledge that was available because at some point the money will stop, but the education that I had gained at the job, could never be taken away from me.

*The complete story can be found on [DallasBuilders.org](http://DallasBuilders.org).*

**Designee of the Year Presented by**



# Notes of Love held for Maj. Eric King & family



(Above) Ronnie Lyles of Operation FINALLY HOME escorts U.S. Army Major Eric King into his future home being built in Irving by Winston Homes in partnership with the City of Irving, NEC Corporation, Copart and the Dallas BA. The community turned out to write inspirational notes of encouragement to the King family on the home's bare studs. Major King was surprised earlier this year with the news that he would be receiving a mortgage-free home, the Dallas BA's 7th Operation FINALLY HOME project for wounded veterans.



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KITCHEN  
Spike: Donnie Evans, Altura Homes

## Milestone Anniversaries



**Gold Star Distributing Celebrates 55-Year Milestone**  
The Gold Star Distributing team accepts their Milestone Award for having been members of the Dallas BA for 55 continuous years. They are Jim Reynolds, R.J. Marquardt, Todd Wismer, Taylor Nixon and Hayden Nixon.



**DowDuPont: 40-Year Milestone**  
Membership Chair Pat Nagler presents a 40-year Milestone Award to Kevin McLain of DowDuPont, Inc.



**Hotchkiss Insurance Agency: 35-Year Milestone**  
Kristi Alexander of Hotchkiss Insurance Agency accepts the Association's Milestone Award for 35 years of membership.

**Milestones denote continuous Dallas BA membership.**

- |  |   |
|--|---|
| <b>35 Years</b><br>Stuart Margol Companies             | <b>10 Years</b><br>Bauhaus Custom Homes, LLC<br>The Holmes Builders |
| <b>20 Years</b><br>Palladium (USA) International, Inc. | <b>5 Years</b><br>Trammell Crow Residential                         |

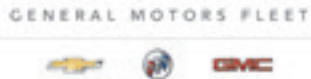
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