

To:



2009 Spokane HBA Builder's Overview Newsletter

Advertising for the 2009 Spokane HBA Builder's Overview newsletter is underway. The HBA has partnered with E&M Consulting, Inc. to publish our Builder's Overview. Issues are mailed monthly to over 1,300 industry readers. The Builder's Overview is an indispensable tool for members and other community leaders to stay update on major issues in the home building industry. Don't miss out on this great opportunity to promote your business to other member businesses. Reserve your space now!



Survey Shows Spokane Supports Growth

By Steve Taylor
Government Affairs Director

Over two-thirds of residents within Spokane County approve of residential and commercial growth according to a Washington REALTORS' survey conducted in September. The survey also showed that Spokaneites are optimistic about their future with 61% believing that Spokane County is heading in the right direction.

Sound surprising? So what do you think that enlightened residents consider their top policy priority? Transportation? Environmental protection? Managing growth? No. Spokane, as in nearly every other community in the nation, is concerned about jobs and improving the local economy, followed by improving education, government spending, and ensuring safe, crime-free neighborhoods.

Now, if you read submissions to the editorial page or listen to some of the

rhetoric coming from candidates for local office in Spokane, Spokane Valley, and Liberty Lake, you would think that the impacts of growth and development on neighborhoods and city infrastructure is on the mind of every voter. According to the survey, though, only 7% responded that transportation was a top priority, 6% for managing growth, and 5% for protecting the environment. This doesn't mean that these issues lack importance. The development community should be involved in efforts to fund new infrastructure, employ environmentally-friendly processes, and design neighborhoods that will add their value over the long-term. But the public debate among our officials must be honest and focused toward meeting the real needs of its citizens.

Here's a couple of other morsels from the survey that our industry needs to pay attention to:

- 2/3rd of voters are concerned about the cost of housing

Setting Records, Raising Expectations

By Katherine Morgan
Marketing & Events Director

That's right! The 2007 Fall Festival of Homes ended with record attendance and member participation! With our largest number of builders and homes ever, the community came out in full force with its support! The feedback received has been phenomenal from the public as well as our participants. This year, we tried something new at the Festival by having two Host Sites: Eagle Ridge in South Spokane & Aspen Creek Estates in the Valley. These sites were selected as a great place to "begin your tour of homes" and proved to be a huge success!

This event would not have been possible without the generous support of

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Have you seen these billboards around Spokane? Maybe you have heard the radio spots or seen the newspaper ads. These were all made possible through a grant provided by and with the support of members: Bank of America Mortgage, Tomlinson Black and Countrywide Homes Loans. The "Buy New, Buy Now" multimedia campaign began in late August and continues through early November as just one more way that the SHBA is adding value to your membership!



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Advertising Rates (Circle your choice)

Monthly Ad Pricing (Cost is per month)			
Ad Size	3- issues	6-issues	12-issues
Back Cover	\$695	\$595	\$495
Inside Covers	\$595	\$495	\$395
Full Page	\$495	\$445	\$395
1/2 page	\$395	\$345	\$295
1/4 page	\$295	\$245	\$195
Business Card	\$195	\$145	\$95
Inserts*	\$300	\$300	\$300

We can design your ad:

Ad creation charge for non-digital artwork and/or any formatting/size change is \$85 for full pages and \$45 for smaller sizes.

All advertisements will be billed monthly, and a credit card must be used to secure.

*Inserts can be monthly – and must be sent to E&M 5 days before the end of the month. E&M can also print inserts for a nominal charge.

Fax your space reservations back to 952-368-9568.

E&M will fax you an ad contract along with ad creation information.

Company: _____

Contact: _____

Phone: _____

Fax: _____

If you have any questions or to reserve ad space please contact E&M representatives Jason, Dan, Marc or Justin at 800-572-0011 or 509-340-1874.

To opt-out of future faxes, please contact 800-572-0011.
Such requests will be honored within a reasonable time from the date of the request.