

April 2011

BuildersVoice

A PUBLICATION OF THE MANITOBA HOME BUILDERS' ASSOCIATION

HOME EXPRESSIONS 2011

Spring 2011 was officially launched at the 37th Annual Home Expressions Show at the Winnipeg Convention Centre, March 31st to April 3rd, presented by Rona.

As always... it was an exciting weekend!

Thursday night was ladies night and the first two hundred ladies through the doors received a shopping bag full of goodies, compliments of our sponsor- Tomboy Tools.

The Main floor was a "buzz" with the one of a kind display by St. Mary's Nursery. They showcased a car that was covered in thousands of flowers and transformed in to a bee! The "Queen Bee", as she became affectionately known as, was a hit with adults and children!

The main floor display area welcomed beautiful designer rooms with Inclusive Design Group doing a Decorator Challenge and mini seminars on how to decorate on a budget.

The second floor was home to our Lifestyle Stage sponsored by Portage Cartage/Storage. The stage was a burst of outdoor summer colors, as local experts shared their knowledge over the weekend. Design Equations offered mini seminars on designing your outdoor living space.

Beautiful landscape displays and outdoor living spaces graced the entrance to the third floor. Consumers were treated to the 2,800 sq. ft. MTS Garden Court where lush landscaping, eye popping colour and aromatic scents opened the door to spring. Thank you to St. Mary's and Barkman for their amazing creation and hours of hard work!

The Grand Prize was a great success. Thanks to Krevco for the hot tub, Wicker World for the furnishings and Advance Electronics for the outdoor speakers. We are pleased to say that the raffle raised over \$15,000 for Variety the Childrens' Charity of Manitoba. As our official Show Ambassadors, Variety offers our shows over 400 volunteer hours. Thanks to Wayne Rogers and their tireless Team.

As Consumers arrived to the show they were given a ballot to enter to win a bedroom suite courtesy of Best Sleep Centre or an Air Conditioner/ Energy Efficient Furnace from Penguin Heating and Cooling. Many Exhibitors offered daily prizing to the show as well.



The premier feature of the 2011 Home Expressions Show was our celebrity guest... Mike Holmes, host of Holmes on Homes and Holmes Inspection on HGTV. Mike spoke at two sold out performances at the Delta Winnipeg. He engaged the audience and made sure we all know how to "Make It Right". We were the only home show in Canada to have the pleasure of hosting Mike in 2011.

Home Expressions offered the newest and best ideas for your home, cottage and garden! Thank you to all of our wonderful Exhibitors! We could not do it without you. So follow up on all those leads and we will see you at the 2012 Home Expressions Show!



SPRING PARADE OF HOMES AWARD DINNER

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The grandeur, elegance and fine cuisine of the Hotel Fort Garry was enjoyed by a sell out crowd at the Spring Parade Awards Night, Friday, April 8, 2011.

There were 400 people in attendance to witness the presentation of 50 awards to 36 builders in 22 categories. Our hosts for the evening were Gerry Koersvelt from Blanket Home Warranty, Lloyd Mah from National Home Warranty and Lori Kosheluk from New Home Warranty. Our thank you to them for their invaluable support.

Outstanding entertainment was provided by Jon Ljungberg – host of Shaw's new show "Out & About". As our emcee for the evening, Jon kept the program moving along in a timely manner.

For a list of winners, visit our website at www.homebuilders.mb.ca. Congratulations to all our winners.



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SAM AWARDS

At the Canadian Home Builders' Association National Conference in Banff this year two renovator members of the MHBA were recognized as finalists in the National SAM Awards competition.

Harwood Design Builders Ltd., won a Renovation Award for Best Kitchen while the award for Best Addition was presented to Oswald Construction Ltd.

These awards celebrate excellence in design, innovative technology and construction techniques, outstanding presentation, and marketing and sales activities across Canada. To be among the finalists is quite an honor to be extremely proud of. Congratulations to these two companies.

2010 DOES ONLINE

Free online presentations providing detailed overviews of major technical changes in the 2010 National Model Construction Codes are now available on the national codes website at www.nationalcodes.ca. They include changes to the National Building Code of Canada (NBC), the National Fire Code of Canada (NFC) and the National Plumbing Code of Canada (NPC).

UPCOMING EVENTS

April 27
Renovation Seminar
Norwood Hotel

May 11
Career Symposium
Red River Exhibition
Grounds

May 12
Breakfast Meeting
Going Digital
Caboto Centre

May 18
Dinner Meeting
Victoria Inn

June 1
Golf Tournament
Elmhurst Golf Club and Pine Ridge
Golf Club



DID YOU KNOW?

In B.C. the Whistler Ski Resort still boasts a snow base of 376 cm with 10 cm of new snow.

Here in Manitoba we're predicting another very serious flood as a record snow pack continues to melt and weather forecasters predict more precipitation.

And across the country politicians are out on the hustings vying for your vote. Be sure to check out the platforms of the political parties and then take advantage of what every Canadian citizen enjoys – the right to vote!

MAY BREAKFAST MEETING

QR Codes, Facebook, Twitter The Top 10 Reasons Why Digital Media Matters!

Winning in business is more challenging than ever! Five years ago this month, Twitter launched its first tweet. Today, almost a billion tweets are sent every week.

Digital media is here to stay. The Parade Committee launched QR Codes on its website this spring. There were 95 entries in the magazine – 58 of them used QR Codes. **There were 3714 visits to those sites in a three week period!** The stats are staggering. Over 50 million people are on Facebook. Twitter claims 105 million with hundreds of thousands of new members every day. The impact cannot be overestimated!

As someone in business you cannot afford not to act. To go forward you need to inform yourself of this phenomenon and to prepare your company to influence the “surfers”. **You need to remain relevant and competitive.**

Join us on **Thursday, May 12** at the Caboto Centre, 1055 Wilkes Avenue at 8:00 a.m. to learn the management of this new tool. **There is no fee to attend!**

To register, contact Janet at jconstable@homebuilders.mb.ca or 925-2578

CELEBRATING 25 YEARS!

Join us on Wednesday, May 18 as we recognize **40 companies** who have been members of the MHBA for the past **25 years!**

We will also introduce any members who have joined the Association in the past twelve months. Make connections, eat, drink and schmooze with long time and new individuals who make an impact on the housing industry!

There will be **live entertainment** and a **silent auction**. All proceeds will go to Habitat For Humanity. Contact Janet at 925-2578 or jconstable@homebuilders.mb.ca to register.

Victoria Inn
1808 Wellington Avenue
Reception: 5:30 p.m.
Dinner: 7:00 p.m.



PRESIDENT'S MESSAGE



If the first four months are any indication, this year is shaping up to be almost as busy as last year in the residential construction industry. In 2010, there were 5,888 starts in Manitoba, the highest number for the past 23 years. There were numerous projects originally slated for 2011 that were bumped up a few months due to demand. Projections for this year hover around 5,350, representing a slight decline from the record year but still extremely impressive. Gradual increases are projected for the following years too.

In order to gauge interest in Manitoba's new home or renovation industry, one doesn't need to look any further than our recent Parade of Homes and Home Expressions. The Spring Parade of Homes experienced tremendous crowds over the expanded three week schedule. Not only was visiting on the upswing, but on the spot purchasing during the Parade was brisk too. In addition to the personal visits, over 180,000 pageviews on the Winnipeg Free Press and Manitoba Home Builders Association web sites were done. We also introduced Facebook, Twitter and QR codes in order to keep pace with popular digital technology. The Home Expressions Home and Garden Show attracted over 22,000 visitors. Special guest Mike Holmes was a popular draw putting on two sold out shows.

Our show is the largest public trade show in the Winnipeg Convention Centre and continues to increase public interest.

However, in order to meet the demands for these increased interests in building and renovating, our industry still requires a significant influx of skilled labour. Between existing shortages and anticipated retirements, we will need 10,700 new entrants into the construction workforce between now and 2019. The Manitoba Home Builders Association is doing its part in working with the Manitoba Construction Sector Council to inform, recruit and train young people for the construction industry.

There are many other challenges currently facing our membership in which the MHBA is taking an active role. We are meeting regularly with Manitoba Hydro regarding a mutually agreeable location and distance from the front foundation for the four connections (hydro, gas, CATV, TV) to be situated. We are confident that this will be resolved this spring. We are also working very closely with the Planning Property and Development Department of the City of Winnipeg to ensure that permits and inspections are done in a timely manner. With the combination of spring flooding and a high number of permit applications, there has been considerable pressure on the department. Their commitment is not only to clear any backlog but also to work towards a system that maximizes efficiency. The Federal election is May 2 and the Manitoba Provincial election is October 4; the MHBA is staying on top of all issues pertinent to the residential construction industry and will relay these to our members.

Please do not hesitate to contact me if you have any comments, questions or suggestions.