

Tom Bovino President - SBACNI

Since last December, we asked all of you to "Jump on the Bus", and together, we are making great strides forward and ahead. So, where's the destination you may ask? It's that wonderful place where there's plenty of work, the housing market is solid and steady, the buyers are happy, builders are employing our subcontractors and associates, the permitting process is predictable, inspections are happening timely, and closings are plentiful.

The housing market here in New Jersey is the strongest since 2008. Although we are still working on solutions to some of the issues like permitting and inspections, our industry is rebounding and membership at Shore Builders has steadily increased. Now is the time to "Catch the Wave", as all indications are that the housing market will continue to rise and recover.

The wave that we are currently riding has everyone feeling better about the housing market, and that translates into more participation in our association.

doing so because they want to increase business, grow their companies, and reap the benefits that being a member provides. If you are a new member, welcome to Shore Builders Association! If you are an existing member that hasn't been involved lately, it's time to get involved again. We have great committees that provide networking opportunities, as well as a chance to meet industry professionals on a more personal level. Working side by side with others on a committee is one of the best ways to gain exposure and it provides a pathway to doing business with other members. If you are just starting your career in the building industry, consider our Young Professionals Committee, aka the "Young Guns". If you are interested in helping with philanthropic activities, our Professional Women in Building Council is perfect for you (and it doesn't matter whether you are male or female – anyone can join!). We also have active committees that plan events, like our annual Golf Outing, FAME Awards, and BBO on the Beach. Don't sit on the beach and watch the tide come in, get out and Catch the Wave!

If you have experienced success in your business as a result of your membership and participation at Shore Builders,

it's time to spread the word and help us increase membership by sharing our association with your connections. Let us know if there is someone in your circle of business contacts that may benefit from a membership in Shore Builders and we can do the rest. We also have peer-to-peer letters that you can send out in your own name to your contacts, which will help start the conversation. You can contact the association office for samples or more information.

There's no better time than right now for you and your company to Catch the Wave of energy, enthusiasm, excitement, optimism, and participation at Shore Builders Association!

#### SAVE THE DATES!

Annual Installation - December 7 Jumping Brook Country Club

Economic Forecast - January 19, 2017 Jumping Brook Country Club

FAME Awards - March 2, 2017 South Gate Manor

Bulletin Board | I | www.shorebuilders.org

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61 Continuous years of publication to our members







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Shore Builders Honors Members and BEAM Winner

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Phone: (732) 738-1112

Sponsor: Tom Bovino, LMB Development Corp.

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#### New Members Continued

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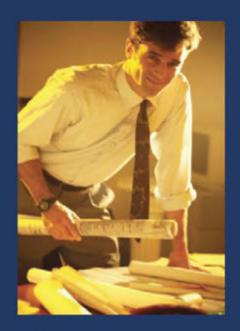
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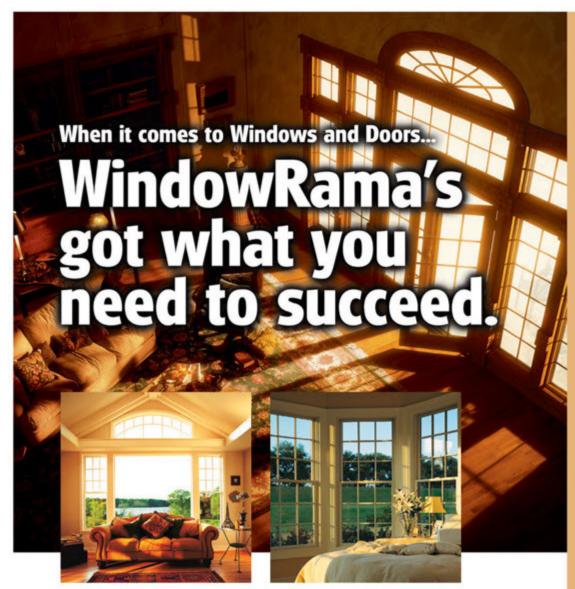
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Marge Karahuta Innovative Inspiration

# BUILDERS plus ASSOCIATES equals FAME. On March 2, 2017 our members will gather at the South Gate Manor to celebrate our accomplishments in sales and marketing. As many of you who have attended the FAME Awards in the past already know, the night is more about our comradery and friendships, as much as it is about the awards. It's about builders and associates supporting one another and coming together to unite our industry as we celebrate individuals, companies, and each other.

Why should you enter your projects in the Fabulous Awards in Marketing Excellence (FAME)? There are many benefits your company can leverage by winning a FAME award. Some want to separate themselves from their competition as an "award winning company", and others want to show their appreciation to employees through the individual award categories. Other companies want to show their potential customers that they have been recognized by industry peers as exceptional. Whatever your motivation, the FAME Awards is a useful tool and a great way to support Shore Builders Association. But if you're still unsure of why you should enter, here's what previous winners want to share about their FAME experience.

> Call For Entries Sponsor - FAME

## Let's Celebrate TOGETHER

by Marge Karahuta

As a recipient of the Fame award from 2012-2015, from the Shore Builder's Association, I have attended & enjoyed the annual banquet several times. It is always a great networking experience as well as classy affair. I have used my awards in marketing, and presentations, and I believe it is a great representation and resource for all agents.

Jo Ann Stewart Realtor Sales Associate® Gloria Nilson & Co Real Estate - Christies International Real Estate

We were excited to win the Best Associate Member Brochure during the 2016 FAME awards. It gave our company better visibility and exposure to both builders and associates regarding the programs we offer the builder community. People did not realize our breath of products and services, as well as the size of our company which helped validate us to the Association.

Brian Witkin Executive Vice President of Sales Avalon Flooring

Every time we have won an award at the FAME ceremony, we are reminded that we have an impact that stretches further than we could imagine. We are part of a team that recognizes and appreciates the pursuit of our most far reaching achievements.

When we are a part of something big, we have a heightened sense of awareness of our personal impact.

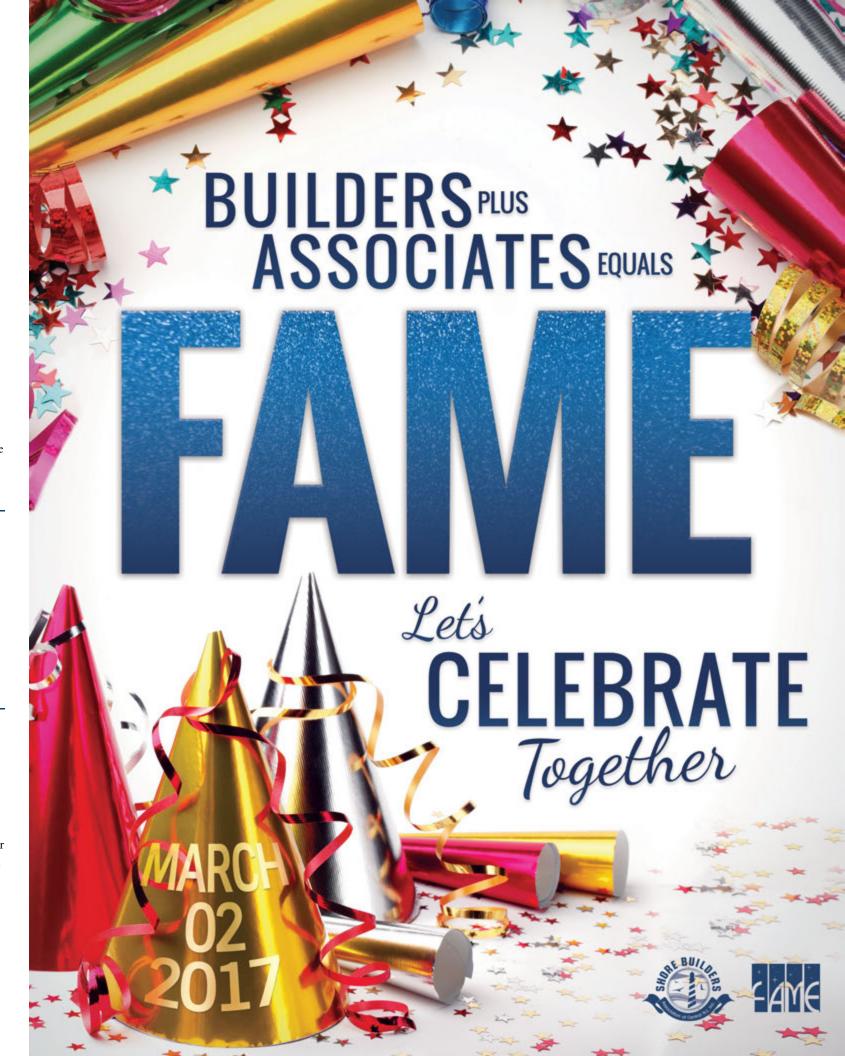
On a more personal level, winning FAME awards has benefitted our company in numerous ways. Interpersonally, we are able to discuss the awards with both potential and current clients. As our clients walk through our office and see

When we are a part of something big, we have a heightened sense of awareness of our personal impact.

each FAME award, the conversation becomes very real. This is an opportunity for us to showcase our strengths and what it has meant to us to be recognized by our association.

Intra-personally, the FAME awards have been a monumental team building opportunity. Our "CMM Family" paused for a moment to recognize each other in a meaningful and impactful way. This glow has been a source of pride, value, and substance as we cooperatively unite as a team for any challenge that lies ahead.

Bernadette Purcell Amato Marketing Director CMM Construction







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#### Professional Women in Building



Giovanna Pergola

ne of the missions of the newly formed Professional Women in Building of the Garden State Council is to act as the philanthropic arm of Shore Builders Association. We are proud to say that our members have hit the ground running by selecting a handful of non-profit organizations and causes in our area to work with on an on-going basis. With several initiatives already under our belt, like the Women's Build Day build event for Habitat for Humanity, the Monmouth County SPCA Pet Pantry donation and collection drive, and the United Way's Tools for School collection, our goal is to provide support to these, and other carefully selected organizations on an on-going basis. Right from the start we had to recognize that not all programs will be a good fit for our council, but our focus is on the groups and organizations where we can make a difference on a regular basis, which can provide a legacy for our future members and industry leaders.

Because we are able to mobilize our members quickly, when the opportunity to help the SPCA Pet Pantry was presented, we were able to jump in to help. Shore Builders & PWB member Marlen Kroll of Design Floors and Interiors, who is passionate about this cause, brought the collection drive to the council's attention and through his efforts

## Professional Women IN BUILDING

Giovanna E. Pergola is the North East Regional Sales Director for Meyers Research LLC/Zonda and is the current President for the PWB of the Garden State. In addition, she is on the Sales and Marketing Committee at Shore, The ABC Committee at NJBA and is Chairing the SAM Committee this year for NJBA

and coordination we were able to collect donations during the association's Annual BBQ on the Beach event, which was held at Martell's Tiki Bar in Point Pleasant Beach. Attendees were asked to bring a donation of pet food, toys, supplies, gift cards, and cash to help support families in Monmouth County and the surrounding areas who want to keep their beloved pets at home, rather than surrendering them to a shelter due to economic hardships. Based on the amount of food and supplies, as well as cash donations totaling \$1,500.00 our generous members donated, Marlen and the Monmouth County SPCA were the perfect partners for this hugely successful collection drive. We are looking forward to future opportunities to help the SPCA.

In addition to Habitat for Humanity, and the SPCA's Pet Pantry and United Way's Tools for School collection drives, we were also able to provide a sales and marketing educational seminar earlier this summer, entitled "She-conomy: How to Sell to Women". This program was a unique presentation that put forth the differences between how men and women make purchase decisions. We had a great turnout and attendees took many tips and strategies from the seminar. As far as future initiatives go, we are currently looking to partner with a local Veteran's program, and are in the process of vetting and selecting one that Bulletin Board | 13 | www.shorebuilders.org

we can closely align with for future outreach.
We will also be partnering with the Sales
& Marketing committee to provide more
educational programs for our membership.

Because our mission as a council is not only to help other members of our association through education, professional development, and networking opportunities, but to also participate in community outreach programs and partnerships that will help improve the lives of the people living in the communities we serve, this council is appealing to many of our association members. The Professional Women in Building of the Garden State is open to men (and we have several male members), as well as women, whose companies are members of any local HBA in the state of New Jersey. We urge anyone with an interest in joining to talk to a current member, contact Shore Builders, or attend one of our upcoming meetings to find out more about membership.



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Stephanie Shaffery, President Flair Marketing Group LLC

for any business in helping your contacts through their buying decision. Most often, if a potential customer is willing to give you their email address and contact information, they are interested in the products and services you are offering. But how do you get them to become a paying customer? Through email marketing, many companies are successful in converting their leads into paying customers. email marketing gives you the opportunity to keep in touch, offer special deals to help close the sale, and connect with your leads and existing customers.

Creating a well-thought out email newsletter or offer will allow your customers to learn more about your company and what you have to offer. You only have a few seconds to gain the attention of a potential customer in the email, so developing a well thought out, successful campaign can help you convert leads to new customers and retain current customers. By utilizing your company blog, you can share valuable information with your audience, and when you combine that with compelling offers in your email for your product or service, converting leads to sales is as easy as hitting the send button!

## Nurture Your Leads and GROW YOUR BUSINESS!

by Stephanie Shaffery

#### Here are some of the benefits of email marketing:

- Personalization: By using an email
  marketing service such as, Constant
  Contact, you can segment your leads
  and customers into different lists and
  personalize email campaigns based on
  interest. This allows you to customize
  and target specific content for specific
  customers. You can also merge your
  recipient's names in the email for
  an added personal touch.
- Wide reach: As an evolving business, there are going to be many times that you have a new service or product you need to promote. Promoting through email marketing allows you to click a button to let ALL of your customers and prospects know about it. Creating a company newsletter instantly provides updates to virtually unlimited amounts of leads and customers in an instant.
- Cost effective: When sending a printed brochure or newsletter you have to pay for printing and paper costs along with postage. With email newsletters (depending on your service) you can pay one monthly fee and send as many emails as you need to. It's important not to send too many, but testing your list will help you determine what your email list tolerance will be.
- Analytics: You can see who opened your email and who clicked on links within the email to see what engaged your readers the most. It will also give you insight as to what day of the week and time of the day is optimal for your recipients. You will be able to hone in on the right information and time to mail your contacts, and compare your results with average industry results. The return on your investment (ROI) is easy to determine. When you combine coupons or offers in your email, that will also help with knowing how affecting your email marketing campaigns are, which is sometimes difficult to determine with more traditional marketing methods.

As you can see there are many benefits to utilizing email marketing to nurture your leads and contact to grow your business. But, if you have questions, or need help getting started, I'm here to help. Just contact me and I can help you produce a successful email marketing campaign or help you get set up to work on it on your own. Need more information? Visit my website and learn more about my effective marketing solutions for your business!





# For New Networkers: HOW TO ESTABLISH SOLID CONNECTIONS

Consider this scenario: You meet

By Hallie Crawford | Contributor

Networking is about establishing connections and creating new relationships, as we all know. And doing so is critical to professional success, whether it's in a job search or career advancement or gaining access to new markets and clients. But too many professionals, especially younger professionals or those new to networking, advance the ball too quickly, asking for too much too soon, and expecting others to make introductions when the other person doesn't yet know them well enough or understand their needs clearly.

Often, unsuccessful networking occurs when neither party takes enough time, not just to get to know each other, but to understand each other's business, services or needs and how they can help each other. Or even if the connection is a fit at all. (It's OK to admit that it isn't! someone at a networking event. You each discuss your business goals and challenges, the clients you serve and the benefits you provide them. Then they ask you for introductions to some of your key connections at organizations where they would like to gain entry. Are you going to say yes? Probably not. You don't know them well enough to know who you are introducing people to, and frankly, how that might impact your reputation. Consider that, in order to make a more solid introduction, you need to go beyond your elevator pitch

In networking situations, start out with your elevator pitch; convey how you benefit your customers, even your new connection if applicable,

to taking some time with this connection

to establish trust and credibility.

in a brief and concise way. Then, develop the connection further, over time, as needed, to establish a more solid, productive relationship using the tips below.

Build credibility. Your elevator speech may capture someone's attention, but you have to do more than that to establish a networking connection that benefits both parties. To do so, it is important to build your credibility with them. Take the time to further explain the results you have achieved for your customers, giving examples and explaining how your process works in detail. Show them that you work with reputable organizations. Name-dropping is acceptable, done in a sincere way, of course, that doesn't come across as bragging. You want to let your new connections know that you work with reputable companies and clients

and that you have good relationships with them. Use them as examples of success as appropriate, if needed, and offer to share testimonials from them. Bottom line, take the time, even in the course of several conversations or meetings, to demonstrate and establish your credibility with your new connection. Let them experience your product, service or go through your program so they understand exactly what it's about and its benefits.

Action tip: Consider what companies you have worked with and some of your best clients. Which ones are better known in your area, perhaps even nationally? Who are the ones you have the greatest success stories with that you can share? Write those down as examples of what you can explain at your next networking event as evidence of your success and therefore credibility.

Build trust. If you are new to networking and go to your networking events assuming that you will convince people to hand over business contacts and clients or any other valuable information after a few hours of chatting, you need to change your viewpoint. That will not work. Instead of asking new connections to immediately share what they have spent years cultivating, ask them for time so you can get to know each other and better understand each other's needs and business. If they would be open to getting to know you better in order to explore how you both may mutually benefit in the future from being connected, that is a win. You're on your way to cultivating a more lucrative, solid connection.

Action tip: Follow up with your new connection after a few days. Thank them for their time and ask them to meet for lunch or coffee in the next few weeks. Try to meet soon so that the momentum is not lost and your conversation is still fresh in your minds. After that is set, send them an article dealing with the topics you discussed, or something relevant that would benefit their business or clients.

Remember that networking is a two-way street and is about asking for time to develop the relationship. Start with small requests until you build up more trust and credibility over time. Remember too that it's not about immediate gratification, either. The benefits you both provide each other will play out over time, when the time is right. Give the relationship time to develop and for those opportunities to show themselves.

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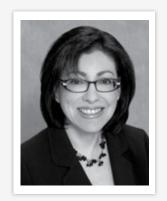
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#### Catch the Wave



Suzzanne Kronenfeld

Have you caught the membership wave yet? Here's what's been going on...

The Young Professional Group has caught the wave... Shore's Young Professional Group started as an informal gathering of our "younger" associates and builders to discuss current topics and trends that effect the building industry and has made a huge impact in our local and around the state. If you want to see what the future holds for Shore Builders, attend one of their meetings or informal after work gatherings. You'll be both surprised and enlightened.

The Professional Women in Building are riding the wave. PWB is a national council and Shore Builders received their charter this past January at the International Builders Show. This "not for women" only council is involved in community service-Habitat for Humanity Build and food collection for Foodstock (over 500 pounds of food was donated!). Membership in PWB has grown to over 30 members in a short time. Meetings are open to everyone-stop by and see what it's about. Look for PWB ribbons at next year's Atlantic Builders Convention.

### **CATCH** the Wave

by Suzzanne Kronenfeld

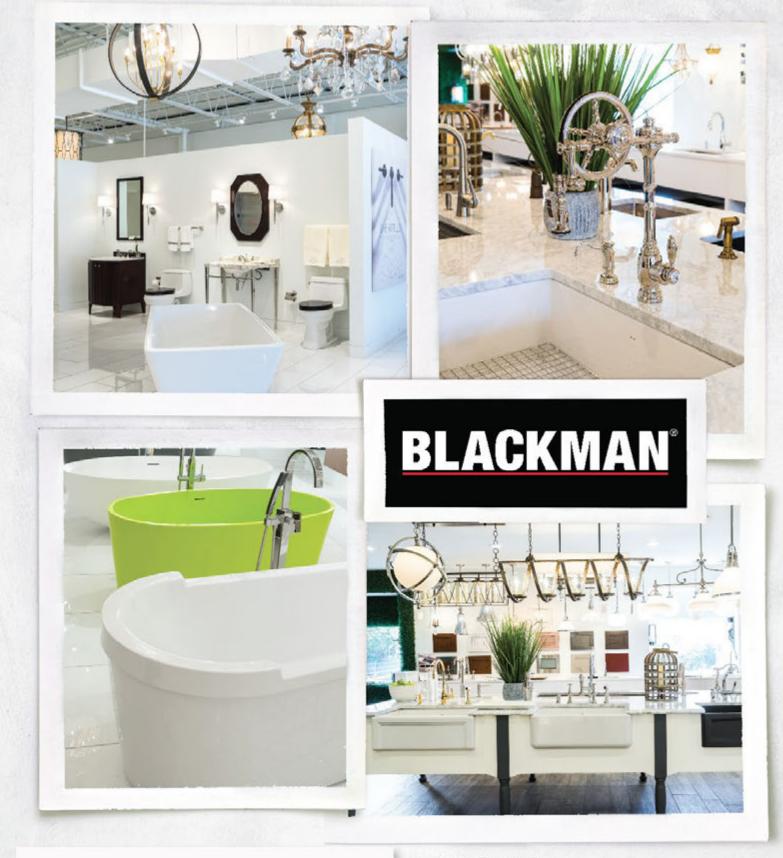


New Shore members have jumped into the wave! Identified by a "New Member" ribbon attached to their name badge, they (and their sponsor) are introduced at general membership meetings. Pictures are taken of all new members and their sponsors. Don't forget to introduce yourself to a new member

The wave has hit Associate Appreciation Month. One of the highlights of the year is Association Appreciation Night. This event honors those associates who have performed a series of activities representative of outstanding achievement throughout the year. This year six of the award winners are members of the Young Professionals Group and Professional Women in Building Council.

This year's BEAM Award was presented to the Pr1ma Corporation for the fourth time since 1995. The Pr1ma Corporation employed 28 associate members in 2015 exemplifying the meaning of builders employing associate members.

I'm happy to announce that Shore now has over 300 members and growing! We're finishing the year with the annual installation of the officers and board of directors/holiday party. 2017's events are shaping up to exciting and I look forward to seeing everyone there!



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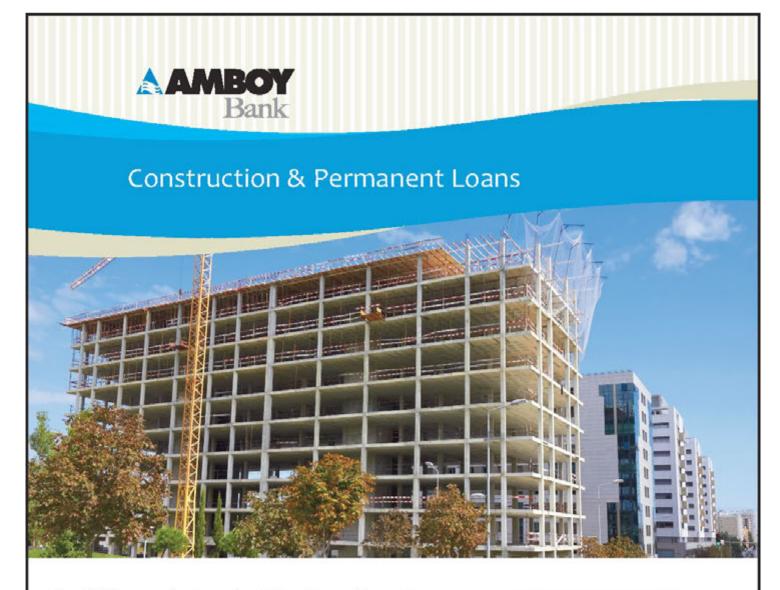
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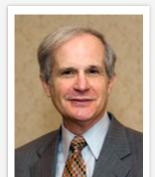
\$23,500,000 176 APARTMENTS City of Linden Union County Construction/Permanent

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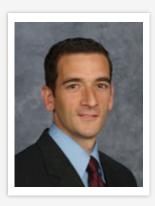
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Michael Gross



Steve Dalton

## Legal/Legislative

by Michael J. Gross, Esq. and Steven M. Dalton, Esq. Michael J. Gross is a Partner and Chair, Steven M. Dalton is a Partner of Giordano, Halleran & Ciesla, P.C., Red Bank

#### PUBLIC ACCESS/TRUST DOCTRINE

Questions continue concerning the DEP's Public access Rule. Promulgated in 2012 under the Coastal Zone Management Rules, the rule and other related provisions of DEP's rules were invalidated by the Appellate Division in Hackensack Riverkeeper, Inc. and NY/NJ Baykeeper v DEP, 443 N.J. Super 293 (App. Div. 2015). The court found that DEP lacked authority to adopt the Public Access Rule under CAFRA, any other statute, or the common law Public Trust Doctrine. The Legislature quickly responded adopting P.L. 2015, c. 260 on January 19, 2016, which amended the Waterfront Development Law and CAFRA to give DEP authority to require on-site or off-site public access to the waterfront and adjacent shoreline as a condition of CAFRA and waterfront development approvals, subject to DEP's adoption of regulations pursuant to the Administrative Procedures Act for said purpose. While the legislation gives DEP authority to adopt new public access regulations or arguably re-establish the invalidated Public Access Rule, DEP did not have such statutory authority when the rule was promulgated and the legislation does not expressly retroactively validate the Public Access Rule.

Based on the legislative action, DEP filed for a stay of the Hackensack decision and a Petition for Certification for review by the New Jersey Supreme Court. By Order dated June 17, 2016, the Court denied the Petition for Certification, denied the State's motion for

a stay of Hackensack Riverkeeper, and vacated a temporary stay that had been issued.

To date, DEP has not proposed regulations to establish new or modified public access rules. Nothing in the current Coastal Rules gives DEP regulatory authority to impose public access requirements as a condition of CAFRA or Waterfront Development approvals. Further legislative action in response Hackensack Riverkeeper to codify the Public Trust Doctrine is expected and is being closely monitored by NJBA. NJBA participated in a Public Trust Doctrine legislative stakeholder process initiated at the direction of Senator Smith. NJBA advocated that any legislation codifying the Pubic Trust Doctrine must incorporate common law principles established by the courts that protect private landowners who own upland parcels adjacent to tidally flowed lands and place limitations on public access, if any, across such lands.

#### PEA RELIEF IN SANDY COUNTIES

The Governor signed another amendment to the Permit Extension Act of 2008, further extending applicable approvals in counties affected by Superstorm Sandy. These counties include Atlantic, Bergen, Cape Map, Essex, Hudson, Middlesex, Monmouth, Ocean and Union. Pursuant to the amendment, applicable approvals remain valid until December 31, 2016 with the possibility of tolling for an additional six months until June 30, 2017.



#### Legal/Legislative Continued

### FLOOD HAZARD RULE AMENDMENTS

DEP took action in June 2016 to adopt anticipated amendments to the Flood Hazard Rules that, among other things, eliminate the 150-foot riparian zone buffer associated with acid producing soils and, in related amendments to the Stormwater Rules, eliminate the 300foot Special Water Resource Protection Area (SWRPA) buffer. In response to objections from the Legislature and environmental groups, DEP proposed additional amendments (the Concurrent Proposal) that will change the rules that just became effective in June. These changes primarily relate to limitations on disturbance within riparian zone areas and, in particular, within 300 foot riparian zones along Category 1 waters. The Concurrent Proposal would also preclude the use of general permits and other expedited approvals (permits by rule and permits by certification) for projects that constitute major development under the Stormwater Rules.

To end a dispute that could have potentially resulted in the Legislature taking action to invalidate the rules, the DEP Commissioner issued an Administrative Order (2016-06) making several provisions of the Concurrent Proposal immediately effective prior to final adoption of the Concurrent Proposal through the rulemaking process. The rule provisions now effective under AO 2016-06 relate to mitigation for disturbance within 300-foot riparian zones and requirements/limitations on disturbance of the inner 150 foot portion of 300-foot riparian zone. The public comment period on the Concurrent Proposal runs until August 19, 2016. Interested parties are encouraged to review the Concurrent Proposal to assess how it may impact their proposed developments.

### AFFORDABLE HOUSING FAIR SHARE METHODOLOGY

I/M/O Application of Twp. South Brunswick Affordable housing proponents are hopeful that a recent decision concerning South Brunswick's fair share methodology will have Statewide implications. In the declaratory judgment action involving the Township's land use regulations, Judge Wolfson critically reviewed the Township's methodology for determining its Mount Laurel obligation to provide a realistic opportunity for production of its fair share of the regional low and moderate income housing need.

In a July 21, 2016 opinion Judge Wolfson accepted the fair share methodology for determining the Township's prospective need (years 2015 through 2025) advanced by experts representing the Fair Share Housing Center, various builders, and NJBA. In establishing a prospective need obligation of 1,533 low and moderate income units, Judge Wolfson thoroughly rejected and called into question the fair share methodology approach advanced by the Township and the qualifications of its expert. Even applying the principles of the Appellate Division's July 11, 2016 decision in In re DJ Action Various Municipalities, Ocean County, holding that the determination of a municipality's prospective need does not include municipality's fair share obligation for the years 1999 through 2015 ("gap-years"), the prospective need obligation for South Brunswick remains significant. Moreover, reportedly over 280 municipalities throughout the State relied on and utilized the same expert in an attempt to justify that their respective land use regulations satisfy constitutional obligations for the provision of low and moderate income housing. If Judge Wolfson's analysis is treated as persuasive by judges in other counties, the decision could have broad implications for affordable housing developers.

#### TIME OF APPLICATION RULE

Jai Sai Ram, LLC v. Bor. South Toms River Common sense prevailed in a decision of the Appellate Division approved for publication holding the "time of application" rule is not to be used as a bar to preclude an applicant for a use variance from taking advantage of the benefits of a favorable zoning change adopted by the municipality after the filing of the application. Such a bar would be contrary to the legislative intent of the time of application rule, which was adopted for the purpose of protecting the investment backed expectations of applicants against retaliatory zoning action of a municipality taken while land use applications are pending, a practice not uncommon under the prior "time of decision" rule. For a more detailed discussion of this decision, see Giordano attorney Paul Schneider's article at http://www.njenvironmentlaw.com/court-rules-time-of-application-rule-is-a-shield-not-a-sword/.

### INSURANCE COVERAGE FOR SUBCONTRACTOR DEFECTS

In Cypress Point Condo. Ass'n, Inc. v. Towers

On August 4, 2016, the New Jersey Supreme Court issued a unanimous decision in a case entitled In Cypress Point Condo. Ass'n, Inc. v. Towers, (Aug. 4, 2016), holding that a subcontractor's faulty workmanship, and the damage resulting from the faulty work, is covered as "property damage" under a property developer's commercial general liability insurance policy. A thorough discussion of the Cypress Point decision written by Giordano attorneys Timothy DeHaut and Justin English, which is expected to have lasting impact on developers, contractors, and subcontractors, can be found at the following link: http://www.litigationlandscape.com/newjersey-supreme-court-finds-coverage-under-adevelopers-commercial-general-liability-policyfor-a-subcontractors-faulty-workmanship./





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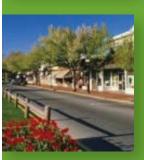


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#### **COMMITTEES**

## Committees are a vital functional of our Association. Make your membership more meaningful by getting involved. Become an active member of a committee!

Committees general meet one hour, once a month

	committee is responsible for the BEAM (Builders Employing Associate Members) Award as well as the SBACNJ and NJBA Associate of the Quarter nominations.
<b>_</b>	<b>BY-LAWS, POLICIES, PROCEDURES &amp; ETHICS:</b> This committee has been formed to review and update the SBACNJ bylaws, when necessary, as well as set policy for the betterment of the Association.
<i>□</i>	<b>GOLF CLASSIC:</b> This committee meets 6 times per year, beginning in February, to plan the SBACNJ Annual Golf Outing. As a committee member it is important to be available the day of the outing to work as an event volunteer.
	<b>LEGAL/LEGISLATIVE &amp; ENVIRONMENTAL:</b> This committee interfaces with local and state municipalities to maintain good relations, provide exchange information flow, and oppose adverse government regulations on the building industry in Monmouth, Ocean, Middlesex and Mercer Counties. The committee considers challenging ordinances, practices, and policies of municipalities which are harmful to SBACNJ members.
<i>□</i>	<b>MEMBERSHIP SERVICES AND PROGRAMS:</b> This committee recruits new members, screen prospective applicants, retains current members as well as conducts new member orientation and special membership drives.
	SALES & MARKETING: This committee promotes professionalism in sales and marketing and further educates the members on the latest ideas available to Builder and Associate members. This committee also plans the Annual FAME (Fabulous Achievement in Marketing Excellence) Awards Banquet. The committee keeps industry views before the public and creates a better public image of the Association and the role it plays in the community.
	<i>MARTELL'S:</i> This committee promotes professionalism in responsible for setting up and running the Builder Dune Buggy Race the evening of Martell's BBQ on the beach. As a committee member it is important to be available the day of the event.
	<b>YOUNG PROFESSIONALS:</b> This committee promotes participation and increases opportunities for young professionals in the building industry by developing interesting programs that provide a forum for networking, continuing education, professional growth, development of leadership skills and access to a professional community.
	<b>PROFESSIONAL WOMEN IN BUILDING COUNCIL:</b> This council is recognized and chartered by NAHB and is dedicated to promoting, enhancing, and supporting home building and women in the home building industry. This council is open to all member companies and their employees. There is a fee of \$50 per member to join the council and is open to men as well.

If you are interested in joining one of the committees or being a member of the Professional Women in Building Council, please contact the SBACNJ Office in Lakewood at 732-364-2828.

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## **EVENT** Recap

#### Installation and Holiday Party

On December 9th over 170 Shore Builders members and guests came together at Jumping Brook Country Club to celebrate the start of the Holiday season and the installation of the 2016 Officers and Board of Directors.

President - Tom Bovino, LMB Development Corporation Vice-President – Michael Kokes, Kokes Organization

VP of Associates - Suzzane Kronenfeld, Gloria Nilson & Co. Real Estate Treasurer - Chris Amato, CMM Construction

Secretary - Marge Karahuta, Innovative Property Management / iinj Realty

#### **Economic Forecast**

140 members attended the Economic Forecast on January 13th at Jumping Brook Country Club. Kevin Gillen, Chief Economist, Meyers Research, a Kennedy Wilson Company was the speaker. Members were asked to in-vite prospective members at no cost to hear the forecast as well as have an opportunity to hear Tom Bovino speak on the benefits of membership, the importance of a strong association and the direction that Shore would like to take in 2016.

#### **FAME**

On February 25th over 200 Association members came together at South Gate Manor in Freehold to celebrate the Annual FAME (Fabulous Achievements in Marketing Excellence) Awards. Congratulations to all of our winners especially the Young Professionals who were

recognized for their outstanding achievements in 2016 as well as the community of the year winners:

DelWebb - Adult Community - River Pointe

K. Hovnanian Homes – Townhome Community - Montgomery Ridge

K. Hovnanian Homes - Single Family Detached Community (Under 30 Homes) – Magnolia Ridge Estates Sharbell Development - Single Family Detached Community - Springside at

Thank you to our event sponsors especially Gannett NJ, our event super sponsor.

We have already booked the date for 2017 so please put 03/02/2017 on your calendars!



#### Martell's

A record number 400+ members and friends join us on the beach for a fabulous event! The builder dune buggy race was again a huge part of the evening's success. Thank you to CMM Construction, Walters Homes, Palatial Homes, Prima Builders & LMB Development for participating in this year's race and a special congratulations goes to Pittenger Builders our 2016 race winner.



#### Pinball PAC Event

On August 24th we had our second annual local PAC fundraiser at the Silverball Pinball Museum in Asbury Park. This event was a sellout with 120 attendees. Thank you to our event sponsors:

Pittenger Builders - Pr1ma Builders - Giordano Halleran & Ciesla - FWH Associates - All County - Palatial Homes - Trident Environmental Consultants - Citizen's Bank - C & L Sweeper & Maintenance Services



#### Special Event

On May 4th & October 26th we had two SBACNJ Associate Sponsor/Builder events at the Beach Haus Brewery in Belmar and the Biergarten in Asbury Park.

Many of our builder members came out to support our revamped sponsorship program, and in May, they heard a presentation from Congressman Tom MacArthur.



#### Builder's Council

The effort and support of the builder members of the Association is critical to creating a strong foundation from which we can grow and retain overall membership. The purpose of the Builders Council is to provide a forum specifically geared to-ward airing and solving issues and concerns of builders in the day-to-day of their businesses.

A trade association, by definition, is an organization founded and funded by businesses that operate in a specific industry. An industry trade association participates in public relations activities such as advertising, education, political donations, lobbying and publishing, but its focus is collaboration between companies.

The greater the number of companies, the greater the collaboration and the greater the collaboration, the greater chance of effectiveness and success. An active and closely knit Builders Council will insure the continued success and growth of our Association.

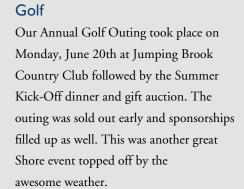


SBACNJ has had two successful networking events and one awesome happy hour over the past few months. Thank you to Ferguson in Lawrenceville and Avalon Flooring in Ocean Township for hosting our April Post Convention Schmooza Palooza and May Night of Networking events. Each night brought out over 100 members.

The Rusty Guns Happy Hour which took place on June 9th at Waypoint 622 in Brielle was our most well attend- ed happy hour to date and will surely become an annual event. Not to be outdone by the old folks our young professional's committee arrived in pirate style.









#### Event Recap Continued





#### Professional Women in Building of the Garden State Council

Shore Builders is proud to be the first NJ chapter of the NAHB Professional Woman in Building. Thank you to Giovanna Pergola and Dean Mon who attended IBS and accepted our charter certificate.

On May 3rd some members of the group participated in Habitat for Humanity National Woman Build Day. Rain and cold weather did not keep our ladies from completing a deck build on a group home in Toms River.







#### **PWB Special Projects:**

The Professional Woman in Building of the Garden State participated in a "Tools for School" school supply drive in conjunction with the United Way of Ocean County. They also collected pet supplies at Martell's for the Pet Pantry of the Monmouth County SPCA,

collecting over 1000 items and \$1500.00. At the September GMM the PWB helped Foodstock requesting non-perishable food items and collected over 558 pounds of food! The Foodstock main event takes place on October 15th in Freehold.

The council has been growing leaps and bounds over the past few months and currently has 32 members, both men and women, from around the State. If you are interested in joining the council call our office at 732-364-2828.



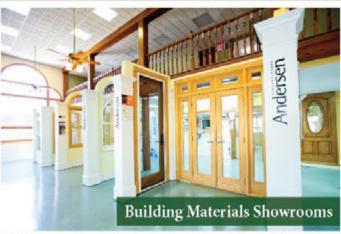
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# ON THE WATER

Coding for BUILDING

Builders on the Jersey Shore take great pride in homes construction on highly desirable coastal areas. To that end, we provide beautiful homes that adhere to the strictest of construction codes. We work closely with engineers, architects, and local municipalities to ensure all codes are met or exceeded. Jersey Shore Builders collective experience provides the know how required to build homes that will withstand severe storms and extreme weather conditions beyond the codes. The materials to use and the techniques to implement to create the durability required here on the jersey shore.

The wind zone and flood zones we build in require special engineering. Winds can reach extremely high speeds and homes need to be built to meet or exceed 100mph. The salt in the air can affect every natural element used in home construction including wood, metals, and stone. Flood zones and rain run-off present their own challenges. We must make sure that materials used and calculations done are both sufficient for the long term and affordable to the home owners. These details make it very important to work with shore specific builders if you desire to build near the shore.

The codes help us keep to a specific standard that committees have decided will best combat extreme shore weather, however in addition to this there is a local knowledge that is learned best through experience. This local knowledge includes details like how stainless steel is the best material for fasteners to resist rust, and natural materials tend to resist rot in high water areas. The combination of these two areas of expertise help create the best situation possible for home security, efficiency, and beauty on the Jersey Shore.



Since 1983 Paul Amato and the CMM Construction team have been building homes in the Monmouth and Ocean County area. Over the years we have built a solid foundation in both reputation and process to help custom build your project.

Our portfolio spans from schedule and budget driven commercial projects to the ultimate in luxury homes. We continue to build on our thirty plus years in business and hundreds of years of combined experience from our local craftsman into the next generation of homes.

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Mike Kurpiel

#### Advocacy

The Shore Builders Association of Central NJ represents the home building industry on the local level in Monmouth, Ocean, Mercer & Middlesex counties. With just over 300 members, we are the voice of the community when it comes to addressing issues within the building industry.

#### Expertise

The New Jersey Builders Association represents the home building industry at the state level, and often works with individual locals at the municipal level. NJBA has staff that is knowledgeable on statewide issues concerning your industry & government affairs. The battles won have resulted in members saving thousands of dollars per home.

The National Association of Home Builders (NAHB) represents our industry at the federal level.

Why It Matters: Building codes can have a profound impact on the comfort and safety of residents as well as the cost of construction and the cost of operating the home. NAHB can help members work toward cost-effective and safe codes. There are staff liaisons available to assist you. NAHB also offers members FREE legal research, sample contracts and more!

## 5 Pillars That Create THE VALUE OF MEMBERSHIP

There are 5 key pillars that help to frame the value of membership within our association. These pillars are the perfect tool to recruit new members and maintain relationships with current members.

#### Savings

Save money and earn back your membership dollars by taking advantage of various discount programs! There are several programs like the Member Rebate Program, and the NAHB Member discounts like \$500 / \$1,000 GM Discount offer, Verizon discounts and more!

#### Networking

Get involved, get to know fellow members on both the local and the state level. Members are welcome at all state meetings & events. Attending events is a great way to network. Sponsorship opportunities are available and will allow you to promote your business too other HBA members. Participate or volunteer in local events. On a local level, the SBACNJ gives everyone an opportunity to participate in the FAME Awards, Tiki Party, Golf Outing, BEAM & Awards Member Appreciation Night as well as free happy hours or low cost networking events.

#### Knowledge

Free or low cost seminars offered by the Local & State Associations. On occasion, we will partner with local like-minded organizations and hold joint seminars.

Get Certified! NAHB has a variety of Certification programs for both Builders & Remodelers, at discounted prices. You can access these courses conveniently online from your office or from home.

When in need, members have access to professionals on all three levels, who are knowledgeable industry experts!

By utilizing these five pillars you will learn to leverage your membership and make it work for you. If you're not a member, keep in mind that some battles being fought on behalf of the building industry are much bigger than others. At some point, the battles being fought in other states, may end up being the same battles we will have to fight here in New Jersey in the near future. If it affect's one, it may affect us all. The strength of our organization lies within our membership.







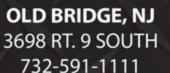














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## 2016/2017 **CALENDAR OF EVENTS**

Wednesday, December 7 Annual Installation – Jumping Brook Country Club

Thursday, January 19 Economic Forecast – Jumping Brook Country Club

Thursday, March 2 FAME Awards - South Gate Manor

\*Date and location is subject to change.

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## Shore Builders Honors Members and BEAM WINNER

Shore Builders Honors Members and BEAM Winner at their Member Appreciation: A Night of Honor Event.

Congratulations to all of our award winners at our Member Appreciation and Night of Honor event in September!

And the winners are...

Associate Continuous Service

- Bill McNamara

Associate Hall of Fame, Company

- Amboy Bank

Associate Hall of Fame, Individual

- Suzzane Kronenfeld

Associate of the Year

- Rich Robinson

**Builder Continuous Service** 

- Barbara Schoor

**Builder Hall of Fame** 

- Tom Troy

Builder of the Year

- Toll Brothers

**Cornerstone Award** 

- Wanessa Vaccaro

Jack Meyer Memorial Rookie of the Year Award

- Georgette Kyriacou

**Community Service Award** 

- Marlen Kroll

**BEAM Award** 

- Pr I ma Builders











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2015 BEAM Award Recipient

## **Pr1ma Corporation**



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