



*The Blueprint*

Visit us online at [www.lebcobuilders.com](http://www.lebcobuilders.com) or email us at [lcba@nbn.net](mailto:lcba@nbn.net)



## TOP FIVE REASONS TO EMBRACE SOCIAL MEDIA

**39 Klein Avenue  
Lebanon PA 17042  
717-272-6252  
717-272-1681 (fax)**

### Inside this issue:

Let's Get Social	1
Get Creative with Strategic Marketing	2
Member Benefits	3
Save the Dates	4
8 Best Safety Practices	5
Our Renewing Members & New Members	6
2016 Officers and Directors	7
Assess Your Homes	

**The Lebanon County Builders Association:  
"BUILDING TODAY FOR A BETTER TOMORROW"**

In order to reach more homebuyers, the construction industry is getting social! Nearly 90% of construction companies that were surveyed said using social media helped increase awareness, website traffic, and sales leads exponentially.

In today's world, social media is the place everyone turns to for information. So if you haven't already done so, the big question is WHY NOT?

Here are the top five reasons you need to embrace this trait today:

1. **Building Networks and Making Connections**—Social media isn't just a tool that allows people to voice their opinion. It is something that enables conversations, allowing businesses to connect with prospective clients and customers. This is inviting them to interact with you rather just listening to what your company has to say. The more engagement on your social media pages, the better results in terms of increasing business and promoting your brand.
  2. **Share Company News**—This is how YOU encourage your prospective clients and customers to find out what your company is up to. Attract new customers to the latest blog or article by shouting them from the rooftops of social media. Used properly, this is a highly effective way of directing traffic to your company website, all the while it is a great outlet to show off the company's latest achievements!
  3. **Voice Opinion and Industry Regulations**—In this complex construction industry, things can change overnight. While you may not like some changes or agree with them all, it is important to share opinions on industry matters with others in order to represent the company's news. This allows clients and customers to gauge the company's latest point of view while maintaining brand image at the same time! Again—more interaction equals better results!
  4. **Listen to What People are Saying About the Company**—Gone are the days when disgruntled customers would put pen to paper and write a complaint letter to the owner of the company. Social media is now a sounding board for customers to vent and discuss their feelings, allowing the company to obtain feedback and ultimately shape strategic decisions for the future. It also helps in solving a problem a lot sooner!
  5. **Communicate With Employees**—In this era and industry where very few employees work together in the same place, social media has become a beacon of communication that is EASY to use! Tweeting or posting about company news makes it easier to reach a lot more people without the need to call a meeting or inconvenient conference calls.
- So, what are you waiting for? Update your company profile and let the posting and sharing begin!

## *Wanna Get Creative?*

*With an ever-evolving, changing world, you need to find innovative and interesting ways to reach and engage your market audience and keep them coming back!*



One of the best ways to explode your brand and get your name out there as an expert in your field is through **content marketing**. Not only does this reach huge amounts of potential new customers, but you will be able to show exactly what you know and where your expertise lies.

If you have clients or customers you have worked with in the past, you will be able to strengthen your relationship with them by sending business their way! A good tip to remember—it is not just a one way street! Simply by putting companies in touch with a customer of yours will make them remember you. **Referrals** repay the favor down the line! If you can build a name for yourself, go after “the company that builds bridges!”

Your relationships with your clients need nurturing. If you look after the decision makers and do something memorable for them, you are more likely to get repeat business. **Hospitality** at sporting events or customer outings is always a good choice and can cost as little or as much as you want it to. Parties and events are always a great change to meet new clients and talk in a relaxed environment about future projects and ideas!

Look at what others are doing in your industry and try to take it one step further. **Set yourself apart from the competition**. You might do this by adding a complimentary service to a job or project you perform. This could simply be offering a level of customer service that your competitors simply cannot provide that shows you genuinely care.

While it can be great to cover a lot of bases, if you can be known for a **niche**, it is much easier to establish your company as the go-to name for that type of work! Set aside time for regular brainstorming sessions with key players on your team. This will help establish ways of reaching new customers and developing relationships with your existing client base.

*Identify your marketing strategy, set goals, write them down, and look at them.*

*Every. Single. Day.*



## MEMBER BENEFITS

### Top 8 Ways to Make Your Membership Worth It

1. **Business Prospects:** You YOU like YOUR company to grow and/or become more profitable? OF COURSE! By being a member involved in the LCBA, YOU create more opportunities to meet and share with members in the building industry and the customers wanting to hire in Lebanon County and beyond.
2. **Networking Events:** Do YOU want to know the movers & shakers or *be* a mover & shaker? For fun and business contacts: Installation Banquet, Spring & Fall Golf Tournaments, PBA Legislative Receptions and Meetings, Lebanon County Builders Show exposure and much more!
3. **Group Insurance:** Will YOUR company grow with better, less expensive insurance? Members have access to our health & worker's compensation insurance programs—offering some of the best rates in town. This benefit alone may cover the annual dues payment,... and then some!
4. **General Motors Affinity Program:** Would YOU like \$1,000 with no strings attached? OF COURSE! GM is proud to be the exclusive automotive partner of the NAHB. Receive a \$1,000 rebate on every new fleet vehicle (\$500 for retail deliveries) that YOU purchase or lease *after* YOU negotiate YOUR best deal. If YOU have a fleet, imagine how much this one benefit can put back in YOUR pocket.
5. **Lebanon County Home Builders Show & Garden Faire:** Do YOU want to show the masses why YOUR firm is the best at what YOU do? OF COURSE! The Spring events grow each year. The highlights of our year, it is a prime time for members to talk with customers looking to hire or buy products.
6. **Discount Advertising:** Do YOU want to shout from the highest mountaintop? OF COURSE! Promote YOUR business at bargain rates on our Lebanon County Builders Assoc. website & in our printed Membership Directory. Plus, YOU can stand out to other members by taking advantage of our yearly Sponsorship Opportunities.
7. **PA One Call Invoice:** Would YOU Like to save \$ 150 every time YOU dig? Send or fax invoices to the LCBA office for verification of Membership and the \$150 fee is paid for YOU by YOUR association. Unlimited FREE uses with YOUR membership!
8. **Full Time Staff Available:** Do YOU know it all? Want to? Problems or questions on ANYTHING, just call the LCBA Office! We work for YOU!

#### Kapp Advertising Service, Inc.

*Bringing your community together every week.*

- 11 Weekly Merchandiser Editions
- 2 Monthly About Families Editions (Parenting Publications)
- Website Design & Hosting
- Promotional Specialty Products
- Preprint Delivery
- Commercial Printing

LEBANON  
717-270-2742



#### PA ONE-CALL

*When builders use the PA One-Call service before they dig for the first time each year, they normally pay a \$125 fee. As a PBA member we cover that cost for you. Fax or mail your bill to Ashley at the LCBA office. Fax # 717-272-1681  
Email: afickel@lebcobuilders.com*

## Save These Dates



### January

6 LCBA Board of Directors  
16-21 Board Meeting Intl  
Builders Show—Las Vegas

### February

3 LCBA Board of Directors  
16 LCBA Installation Banquet  
– Builder Members attend  
Compliments of Schaedler  
Yesco (please note the time  
change)

### March

2 LCBA Board of Directors  
30-2 2016 Builders Show

## Annual Pennsylvania Housing and Land Development Conference

The 24<sup>th</sup> annual Housing and Land Development Conference will be held on March 2<sup>nd</sup> and 3<sup>rd</sup>, 2016 at the Penn Stater Conference Center Hotel in State College, PA as part of the 2016 PHRC Industry Education Week.

This event provides information and updates on issues of interest to the residential construction industry. The intended audience is builders, remodelers, code officials, design professionals, home performance contractors and others. Day 1 of the conference focuses on issues related to the housing structures and their systems, while Day 2 focuses on Land Development.

Registration and more information for this event will be posted as it becomes available in November 2015.

Go to [www.PHRC.psu.edu](http://www.PHRC.psu.edu) for more information on PHRC Industry Education Week

## SAVE THE DATE!

**LEBANON  
COUNTY**

**BUILDERS SHOW  
&**

**GARDEN FAIRE**

**MARCH 30—  
APRIL 2, 2016**



**Helping members to protect their business, home, health, belongings, and assets.**

- Medical
- Dental
- Vision
- Life
- Disability
- FSA, HRA, HSA
- Auto & Home
- OSHA/Safety Control

**Contact the PBIP dedicated professionals at JRG Advisors today!**

1.888.333.7526  
PBIPonline@jrgadvisors.net  
www.PBIPonline.com



## February Membership Meeting Topic

There were close to 2000 amendments to the 2012 ICC family of codes which together with the existing 2012 code made up the new 2015 ICC family of codes. The Pennsylvania Review and Advisory Council reviewed those amendments and a total of 16 revisions were accepted. As it currently stands, these revisions have been added to the UCC and currently adopted 2009 I-Codes and will be enforceable on January 1, 2016. This session will discuss the revisions directly related to the IRC and IECC codes. We will review the current requirements, the history of the amendment and the new provision and in some cases, go into detail on how this could potentially effect current construction detailing and practices.



Does your  
**WORKERS' COMPENSATION PROGRAM**  
work as hard as you do?



Did you know the **LCBA Workers' Compensation Program** offers **potential dividends** for eligible Program members?

brought to you by:



(717) 272-6693 | www.zinn.com



## 8 Best Practices to Decrease Your Accident Rate and Increase Your Approval Rate



In most workplaces, accidents are a nuisance for worker and a headache for HR. However, at construction sites, accidents are potentially industry-ruining. Though modern society relies on construction for comfortable, convenient civilization, few people outside the industry are overjoyed at the idea of increased development. Thus, construction industry leaders must strive to safeguard their employees — if not for the ethical reasons, then for the economical ones.

### 1. Awareness

Before any worker — no matter his or her role or experience level — can set foot onto a construction site, he or she must be fully cognizant of the possible hazards. Ignorant workers are perhaps the biggest dangers in any industry, as their unknowing mistakes put everyone else at risk. Understanding of perils at hand and sustaining a perpetual state of alertness is perhaps the number-one best way to prevent accidents.

### 2. Training

Though most of a construction worker's skills can be gained on the job, safety is one skill set that is best learned before a worker gets to the construction site. The Occupational Safety and Health Administration (OSHA) and a number of other organizations publish a number of resources to help businesses to train their new laborers on standard security practices, including pamphlets, worksheets, training videos, and even on-site training opportunities.

### 3. Communication

Accidents are more likely to occur when workers are unsure what to expect. Direct communication regarding the day's goals and activities will cut down on surprises that could cause bodily harm. Businesses would be wise to equip workers with devices, like handheld radios or headsets, which allow fast and efficient communication among team members.

### 4. Documentation

There are a number of legal hoops most construction companies must jump through in order to begin building, and it is essential that all proper registrations and licenses are earned before work begins. Workers who will be charged with particularly difficult tasks, like blasting, certainly should provide evidence of their certification well in advance of their employment on the site. Not only does this prevent accidents due to improper training, but it protects the business from legal action and a fallen reputation.

### 5. Proper Equipment

Those skilled in the kitchen know that cut fingers occur much more frequently with dull blades. Construction workers equipped with improper gear are bound to make fatal errors. Not only should each piece of equipment on site be perfectly suited to the job at hand, but businesses must make certain that all machinery and material are maintained well. Businesses must also consider equipment that doesn't directly contribute to the construction project.

### 6. Supervision

Ideally, construction workers would fully understand the ramifications of inadequate safety precautions and thus act in a manner to ensure site-wide well-being — but this is not a perfect world. Every site must have a strong supervisor who is willing and capable of enforcing safety standards with no exceptions. This supervisor must keep tabs on all employees throughout the day and correct those who fail to commit to proper safety.

### 7. Innovation

The accident rate would be even higher than it is today if it were not for businesses willing to devote extra resources to keep their employees safe. The development of new practices that will enhance security (as well as public opinion) should always be encouraged, and businesses should avoid speaking against legislation aimed at improving safety protocols. Perhaps with enough innovation, all construction sites can be 100 percent accident-free.

### 8. Transparency

The worst thing any business can do for its reputation is attempt a cover-up. Hiding accidents from the press and the public not only lowers the opinion of a single construction endeavor — it paints the construction industry as a whole in a negative light. Ultimately, people understand that accidents happen, and as long as businesses are doing their best to foster a safe environment for their workers, any accidents that do occur will only contribute to the growing need to augment modern safety techniques.

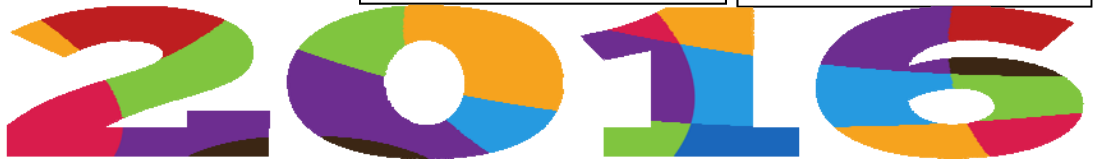
**Thank You  
for  
Renewing!**



**43 Years**  
Plasterer Equipment Co  
Stewart Masonry Inc  
**27 Years**  
Shank Door Company  
**26 Years**  
Hoaster Gebhard & Co  
North Forge Home Heating  
**24 Years**  
Zinn Insurance  
**23 Years**  
Scott Craun Cabinetry  
**21 Years**  
Abel & Son

**20 Years**  
WLBR-WqIC  
**15 Years**  
Habitat for Humanity,  
Leb.  
**12 Years**  
Dourte Electric Inc  
Krall Communications  
**11 Years**  
Keystone Custom Homes  
Vincent R Boltz Inc  
**10 Years**  
Country Lane Furniture  
**8 Years**  
Eagle Excavating Inc  
Eagle Rental Center

**7 Years**  
The Greenskeeper  
**5 Years**  
Frederick Chevrolet-  
Toyota-Hyundai  
**4 Years**  
John H Myers & Son  
USLBM  
**1 Year**  
Lowes Companies Inc



Make your end of year contribution to

**Habitat for Humanity of  
Lebanon County**

We value your support as we provide housing for low-income families in our area.

[www.habitatlebanon.org](http://www.habitatlebanon.org)



**NEW AFFILIATE MEMBER**

**PAT BREWER  
PAT BREWER CARPENTRY  
PO BOX 2025  
CLEONA, PA 17042**



Housewrap with R-Value 4.0!



**Attic Blanket Roof Underlayment**  
[www.low-e.com](http://www.low-e.com)



**NEW EXECUTIVE OFFICER**

**ASHLEY FICKEL  
717-272-6252  
AFICKEL@LEBCOBUILDERS.COM**

**K KOHL  
BUILDING PRODUCTS**  
[www.kohlbp.com](http://www.kohlbp.com)

**Bob Bomgardner**      Reading  
Territory Manager      800.578.5645

C: 717.673.4837      Mechanicsburg  
E: bbomgardner@kohlbp.com      800.793.5645



**Facebook.com/  
LebanonCountyBuildersAssociation**

**LCBA 2016 Officers & Directors**

President Darrell Adams      John H Myers & Son USLBM LLC  
 1st V. P. Nate Wenger      GP Harris Construction  
 2nd V.P. Open  
 3rd V.P. Mike Landis      Landis Builders, Inc.  
 Assoc. V. P. Open  
 Secretary Carol Menges      Schaedler Yesco  
 Treasurer Helene Hogan      Members 1st Federal Credit Union

**Builder Directors**

Pat Brewer      Pat Brewer Carpentry, Inc.  
 Gene Kreitzer      Kreitzer Construction  
 Elvin Wagner      Elvin Wagner Construction  
 Dale Stump      Dale Stump Builder

**Associate Directors**

Larry Hoy - Cornwell Door Service  
 Sam Wengert— Wengerts Home Improvement Center  
 Jane Quairioli - Kapp Advertising Services  
 Tim Ritchie- WLBR-WQIC  
 Bob Bomgardner - Kohl Building Supply  
 Jeff Seyfert—APR Supply  
 Scott Ansel—Meyer Oil Company  
 Tom Wats—Middlecreek Roofing  
 Marta Shirk—Lebanon Building Supply

**Trustees for 2015 (Past Presidents)**

Nate Wenger—G P Harris Construction  
 Greg Harris—G P Harris Construction  
 Dan Geesaman -Dan Geesaman General Contractor

LCBA Office Staff - (717) 272-6252

Executive Officer: Ashley Fickel

\*The Blueprint is published and distributed bi-monthly by the LCBA,

39 Klein Ave., Lebanon, PA 717 272-6252. The opinions expressed by the authors and advertisers do not necessarily reflect the policies of the LCBA. Members are encouraged to submit articles of general interest.



**Assess Your Home's Efficiency with an Energy Audit**

You may be wondering how to save money on your energy bills this year. Conducting a do-it-yourself home energy audit is a fast, relatively simple way to assess how much energy your home consumes and determine what you can do to make your home more energy efficient.

A home energy audit will show you where your home is losing energy, how efficient your heating and cooling systems are, and ways to conserve electricity. All it takes is a thorough inspection of the areas listed here and keeping a checklist of the problems you found.

**Air leaks.** Stopping or minimizing drafts can save on annual energy costs. Some places to inspect where air commonly seeps from homes include gaps around baseboards, wall and ceiling junctures, electrical outlets, switch plates, window frames, weather stripping, fireplace dampers, attic doors, window-mounted air conditioners and foundation seals.

**Insulation.** In older homes especially, you may have insufficient insulation in the ceiling and walls. Your attic door should be insulated and close tightly. Openings around pipes, ductwork and chimneys should be sealed. Look for a vapor barrier – tarpaper or a plastic sheet – under the attic insulation. To check your walls, make a small hole in a closet or other out-of-the-way place and probe into the wall with a long stick or screwdriver. If it's an outside wall, the area should be completely filled with an insulating material.

**Heating and Cooling Equipment.** Inspect your heating and cooling equipment. See if ducts and pipes located in unheated spaces and your water heater and hot water pipes are insulated. Dirt streaks around your ductwork, especially near the seams, are evidence of leaks.

**Lighting.** Look at the bulbs in your home and determine if a lower-watt bulb would work just as well for your needs. For lights that will be used more than two hours each day, replace your incandescent bulbs with compact fluorescent bulbs and you can save up to 75% of the energy used for lighting.

A home audit is a great way to find out your home's energy deficiencies and make simple improvements that will save you time and money in the long run.

**Lebanon County Builders Association  
39 Klein Avenue  
Lebanon, PA 17042**

**PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
LEBANON, PA  
PERMIT NO. 402**

**Return Service Requested**



Manufacturers of:

Glu-Laminated Products  
Roof Trusses  
Floor Trusses  
T&G and V-Groove Decking  
Complete Line of Post Frame  
Building Materials



701 E Linden Street, Richland PA 17087  
Ph: 717-866-6581 • Fx: 717-866-7237

**MORE History  
MORE Ideas  
MORE Satisfied Clients**

For over 75 years Authur Funk & Sons, Inc.'s has been building lasting relationships and outstanding construction.



More Than Just Construction.

[www.funkconstruction.com](http://www.funkconstruction.com)



**Re-Build-It Store**

1455 E. Main St.  
Annville, PA 17003  
717-867-4657

- Flooring
- Windows
- Cabinets
- Lights
- Tools
- Hardware
- Lumber
- Doors
- Fasteners
- Appliances
- Roofing Items
- And Much More

Accepting and Selling New and Used Construction Items

Donated items are eligible for a tax deductible receipt  
Store Hours: Mon. - Thur. 9 to 5, Fri. 9 to 8, Sat. 9 to 4  
Proceeds Benefit Habitat for Humanity Lebanon and Jubilee Ministries

