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## President's Message

The next time you come to a BAEC event, look around at your fellow members. I guarantee that more than half of the people you see will be associate members. These are people who are essential to the home building process and help enable our industry to provide Americans with an unrivaled selection of quality homes.

Among the ranks of associate members are subcontractors, sales and marketing specialists, architects, interior designers, title and settlement experts, lawyers, people in the financial services industry, product suppliers and manufacturers, and many more who are essential to the challenging task of providing housing for a growing population.

Associate members are also essential to BAEC and to the NAHB federation, offering sponsorships, devoting countless hours at committee meetings and volunteering at special events, and strengthening our industry in the process.

Most importantly, our associate members help broaden our perspective so that we can assess issues more objectively in the context of our entire industry.

In recognition of the thousands of associates who volunteer their time and services to NAHB and its state and local affiliates, NAHB has designated September as Associate Member Appreciation Month. NAHB has always appreciated the dedication and enthusiasm of its associate members, but in today's unsettled – and unsettling – housing market environment, we appreciate that dedication and commitment more than ever.

During September – and every other month, for that matter – I urge all BAEC members to get to know one another better, learn about each others' businesses and whenever possible, to do business with other members.

Our HBA is strong when individual members are strong, and doing business with other members is a great way to strengthen the association while ensuring that the people you work with understand the issues and concerns that affect your day-to-day operations.

Associate members are invaluable to our businesses and an essential part of our proud history, tradition and spirit. Let's all thank them this month by doing business with a member!

It's time to save the date and reserve your booth for the BAEC 2012 Home Show January 7&8 at the Mohegan Sun Arena.

In this high-tech day and age, the home show and trade show is the ultimate form of social networking. Attendees have done their homework on the internet and come to the show to meet face-to-face with our exhibitors and view their exhibits in the home building, remodeling, interior decorating, energy savings, landscape and lifestyle industries. Competition is tough out there, and this is your opportunity to brand and provide visibility for your company.

When contemplating your decision to participate, please consider these statistics:

- 78% of sales go to companies that respond first to consumer inquiries
- 23% buy the product or service they are inquiring about within 6 months. The other 67% still intended to purchase, but were not yet ready.
- Nurtured leads produce – on average – a 20% increase in Sales Opportunities vs. non-nurtured leads.

To help you make the most of your show experience, we're kicking off the fall season of membership meetings on September 28 with an interactive workshop to help you look your best, interact well and follow through with those leads you have gathered. I'm looking forward to seeing you there!

Chad Whitcomb

The Greensulators Inc.  
BAEC President

THE STRAIGHTEDGE

**September is Associate Member Appreciation Month**



## BAEC / Community of Hope Work Day



Saturday, 9/24/11  
**8am** - we're done  
 120 Walker Hill Rd  
 Groton, CT 06340

A non-profit organization has purchased a house on Walker Hill Road in Groton and is in the process of turning it into three apartments to help ten to 12 women recovering from addiction.

We've pledged BAEC's help on **September 24th** to help turn this six year dream into a reality. There's a job in this project for everyone! We have pledged to help with sheet rock, carpentry, and installation of kitchen cabinets to finish off an apartment on 2nd and 3rd floor.

Bring your tools and put your shoulders together with other BAEC members and our Killingly High School NAHB student chapter to get this project accomplished before the cold weather sets in.

For more information on how you lend a hand call the BAEC office at 860-859-3518!

## SAVE THE DATE 2011 Annual Awards Night & Installation of Officers

Friday, December 2, 2011  
 The Spa at Norwich Inn  
 607 West Thames Street  
 Norwich, CT 06360

Cocktails from 6-7p.m.  
 Dinner & Program at 7p.m.

Friends, Families and Co-workers are all Welcome!

Start thinking about whom you'd like to nominate or even nominate yourself! The 2011 Award Nomination Form is available on [www.baec.net](http://www.baec.net).

This event is a chance to get your company recognized! Get your company in the spotlight for BAEC's biggest event of the year!

## Andy's 2011 BAEC House of the Year Update

This month was extremely productive as far as progress. It was Extreme Green Home Building at the House of the year. Rough Electrical is now 99% complete Charlie Tewksbury and Joe Simonds (owners of Tewksbury Electric) along with Jared Tewksbury and Adam were on site at 6:30 AM and worked until 2PM on Saturday. About one to two more hours and the rough-in will be complete. Jeff Ploughman was back Saturday and Sunday the only remaining item for the rough-in is the installation of the shower valves which was completed on Wednesday.

David Durand, Adam Gil, Louie Bousquet, Darren Drobiak of Erik's Design-Build were on-site helping with numerous tasks moving forward towards insulation. Josh Comerford of Tucker Development came out and worked like I've never seen a man work. I almost had to carry him off the ladder to take a lunch break.

I've hired Kevin McCarthy to finish with the remaining interior framing tweaks, window jamb installation and the interior trim package. We are meeting on-site soon to review the scope of work and negotiating a fair price. I've also hired Dave Moulson to build the front porch and back stairs along with installation of the shutters, I have negotiated a fee of \$500.00. I will be meeting with John Sirois (sheet rock contractor) he is knocking a few dollars off his normal fee per sheet and we are making a material list tomorrow. I will be contacting Neal's wood flooring to price the bamboo and cork, if I don't like their pricing. I will speak with Lumber Liquidators regarding using one of their installers.

We are doing extremely well on the budget, because of a few very key individuals, whom I think we should be recommending to every-

one we meet, both of which completely donated their time. Tewksbury Electric and Ploughman Heating and Cooling. They have both committed to joining the association and neither were looking for anything in return. I think if anyone is looking for a good electrician or plumbing/heating contractor we should be referring them, as their efforts saved the association in excess of 10K. If you would like to refer or call to thank them below is their contact info:

Charlie Tewksbury cell: (860) 377-7182  
 chastewks@gmail.com

Joe Simonds cell: (860) 885-8858  
 joe.simonds38@gmail.com

Jeff Ploughman cell: (860) 428-5626  
 jploughman@sbcglobal.net

Nort and I will be setting the remaining schedule and open house date over the next few days. If anyone would like to help out in any way please call, I appreciate all your efforts.

I had a very long conversation with Enoch Lungree, (the energy star for new homes guy at CL&P) and he and one of his associates, the ductless split person, are very well aware of this build and will be coming down on site probably during the insulation to view and photograph the home; they are very interested in using it as a prototype.



### House of the Year Contributors *And the list is growing!*

Aiudi Concrete  
 Boise Cascade LLC  
 Boundaries LLC  
 Camaro Signs  
 Chelsea Groton Bank  
 Chowanec Well Drilling  
 CJ Septic Services  
 Coastal Home Inspection  
 Conway, Londregan, Sheehan & Monaco  
 Cyclone Home Systems  
 D & M Custom Homes  
 Erik's Design/Build Associates  
 Falco Siding  
 John C. George Co. Inc.  
 The Granite Group  
 The Greensulators, Inc.  
 Home Designs By Bruno

Huber Engineered Woods  
 The Kitchen Guy  
 Lombardi Realty LLC  
 Major Electric Supply of CT  
 Mercury Excelum Inc.  
 Moen  
 Mystic River Building Co. LLC  
 Nardone Construction  
 Norwich Lumber Co.  
 Overhead Door Co. of Norwich  
 Ploughman Heating & Cooling  
 Progress Lighting  
 RM Maynard Home Improvement  
 Standard Electric  
 TB Framing  
 Tewksbury Electric  
 Willi Winnelson



## Education and Training



### HBA of Hartford Holding Fall Classes

The HBA of Hartford will be holding the following classes at their facility in Rocky Hill, CT.

9/21/11	Green Building (Day 1)
9/22/11	Green Building (Day 2)
(Must complete both days for certification)	
10/4/11	Business Management
10/19/11	CAPS I
10/20/11	CAPS II
11/8/11	Sales & Marketing
11/22/11	Project Management
12/6/11	Estimating

To register for any of these classes, please contact Pam Zimmerman at 860-563-4212 or email her at [pam@hbahartford.com](mailto:pam@hbahartford.com)

**Not finding the courses you are looking for?  
Contact the BAEC office for assistance!**

### See What's Happening at BuilderBooks.com

Log onto [builderbooks.com](http://builderbooks.com) from the [www.baec.net](http://www.baec.net) website to see the latest in innovative and resourceful books to help you stay informed and help your business succeed.



**Sept. 28: Webinar Looks at What's Cooking in Kitchen Design**  
With current home design trending to less space and more quality, a panel of architects and designers participating in a webinar on "Reinventing the Kitchen" will explore the dynamic concepts, products and materials that add value to today's kitchens.

Sponsored by the NAHB Design Committee, the webinar will be held from 2:00-3:00 p.m. on Wednesday, Sept. 28.

Panelists will discuss a survey of lifestyles and trends that affect home owners' preferences and provide insights into how to compete in the current housing market.

Attendees will:

- Learn how priorities are changing in kitchen design, products and materials
- Take away a list of action points for improving their next kitchen plans
- Increase their knowledge of current trends in kitchen design
- Broaden their understanding of the kitchen elements that are most attractive to buyers

Participants can earn one hour of continuing education credit toward their designations.

#### Upcoming Webinars

- Oct. 5: Proven Value-Match Selling Techniques to Sell More Homes
- Oct. 19: How to Boost Leases and Sales in Multifamily Communities
- Oct. 26: Construction Forecast Webinar to Provide Latest Housing Data, Market Opinions
- Nov. 9: Learn to Create and Market on a Budget That Does More With Less
- Nov. 30: Learn to Create Expensive Looking Details Within an Affordable Budget

For more information on these webinars or to register, log on to [nahb.org](http://nahb.org).

IT'S IBS TIME.



**Registration for the 2012 NAHB  
International Builders' Show®  
opens September 1st.  
During September only, you can  
register for a FREE expo pass  
and all spouse registrations are free.**



## How to Read Your Prospect Like a Book!

By John Boe

Top salespeople and the most successful managers recognize the importance of nonverbal communication in the selling process and have learned to "listen with their eyes." They understand that one of the easiest and most effective ways to close sales is to be aware of their prospect's "buy signals".

Are you aware that your body language reveals your deepest feelings and hidden thoughts to total strangers? It might surprise you to know that research indicates over 70% of our communication is done nonverbally. In fact, studies show that nonverbal communication has a much greater impact and reliability than the spoken word. Therefore, if your prospect's words are incongruent with their body language gestures, you would be wise to rely on their body language as a more accurate reflection of their true feelings. Body language is a mixture of movement, posture, and tone of voice. The good news about this subject is that your subconscious mind already understands the meaning of every gesture, posture, and voice inflection. The bad news is, without the proper training you are unable to consciously apply this information.

### Gain the Competitive Edge

Get started on the right foot. Research shows that we decide in the first few moments whether we like someone or not. Yes, we also judge a book by its cover too. There is absolutely no substitute for a positive first impression. Create a favorable first impression and build rapport quickly by using open body language. In addition to smiling and making good eye contact, you should show the palms of your hands, keep your arms unfolded, and your legs uncrossed.

Create harmony by "matching and mirroring" your prospect's body language gestures. Matching and mirroring is unconscious mimicry. It is a way of subconsciously telling another that you like them and agree with them. The next time you are at a social event, notice how many people are subconsciously matching one another. Likewise, when people disagree, they subconsciously mismatch their body language gestures. The psychological principle behind matching and mirroring is that people want to do business with salespeople that they believe are similar to them.

You can build trust and rapport by deliberately, but subtly, matching your prospect's body language in the first ten minutes of the appointment. For example, if you notice that your prospect is crossing their arms, subtly cross your arms to match them. After you believe you have developed trust and rapport, verify it by seeing if your prospect will match you. Uncross your arms and see if your prospect will match and mirror you as you move into a more open posture. If you notice your prospect subconsciously matching your body language gestures, congratulations, this indicates that you have developed trust and rapport. Conversely, if you notice your prospect mismatching your body language gestures, you know trust and rapport has not been established and you need to continue matching and mirroring them.

### Body Language Basics

Be mindful to evaluate the flow of "gesture clusters" rather than isolated gestures taken out of context. Listed below are some important body language gestures that you need to become familiar with.

### Body Postures:

There are two basic categories of body postures; Open/Closed and Forward/Back. In an open and receptive body posture, arms are unfolded, legs uncrossed, and palms are exposed. In a closed body posture, arms are folded, legs are crossed and the entire body is usually turned away.

- Leaning back and closed = Lack of interest.
- Leaning back and open = Contemplation and cautious interest.
- Leaning forward and closed = Potential aggressive behavior.
- Leaning forward and open = Interest and agreement. If appropriate, this would be a good time to ask for the order.

### Head Gestures:

There are four basic head positions.

- Head neutral = Neutral and open attitude.
- Tilted back = Superior attitude.
- Tilted down = Negative and judgmental attitude.
- Tilted to one side = Interest.

### Facial Gestures:

Facial gestures reveal deceit, doubt, deliberation, and critical judgment.

- Eye rub = Deceit, "see no evil."
- Eye roll = Dismissive gesture that indicates superiority.
- Looking over top of glasses = Scrutiny and a critical attitude.
- Nose rub = Dislike of the subject.
- Hand or fingers blocking mouth = Deceit, "speak no evil."
- Chin stroking = Making a decision.
- Thumb under chin with index finger pointing vertically along the cheek = Negative attitude and critical judgment.

Are you missing your prospect's buy signals? As a professional salesperson you must continuously monitor your prospect's body language and adjust your presentation accordingly. By understanding your prospect's body language gestures you will minimize perceived sales pressure and know when it's appropriate to close the sale!

*John Boe presents a wide variety of motivational and sales-oriented keynotes and seminar programs for sales meetings and conventions. John is a nationally recognized sales trainer and business motivational speaker with an impeccable track record in the meeting industry.*



## Sales and Marketing

### Prospective Buyers Really Don't Want to Buy a Cheap House

By Myers Barnes, MIRM, Myers Barnes Associates

Home buyers seem to expect deep discounts, deals and financial incentives. Almost daily, the media reports that it's a buyer's market and that inventory exceeds demand.

Many prospective buyers actually view discounts and deals as a form of entitlement, as a benefit they deserve because they believe they're one of the few active buyers in the market.

So, when they tell you that your home costs too much, your competition is giving bigger discounts or the classic, "You'll have to do better than that," as your frustration compounds, how should you respond?

To begin, it's crucial that you realize that their objection to the price is not really an obstacle to their buying one of your homes. In reality, their objection is your opportunity to substantiate the value of your home and neighborhood, compared to your competition, and to validate your price.

You can overcome their objections through the following scenarios:

#### The Home's True Worth

Your prospect tells you that your competition is selling homes for \$20,000 less than yours or giving \$20,000 discounts on all their homes, and that there's nothing but for-sale signs up and down the street.

You can respond by first asking if they intend to make the largest investment of their life based purely on incentives or how much the home is discounted.

Then follow up with, "Every builder wants to get the maximum selling price for their homes. So, are you really getting a discount or is their discounted price all the home is really worth?"

## The Four Tiers to Social Media Success

By Stephanie Andre, RISMEDIA

It's easy to get started on Facebook, LinkedIn, Twitter, etc. But what do you do once you're done signing up and inviting friends and followers?

It's at this point that you realize you need a social media plan. According to recently released research from marketing tools company Alinea, your social media return on investment success is often driven by level-of-engagement, and that engagement success is driven by a set of best practices termed the "Social Media Hierarchy of Needs."

The findings revealed that social media level-of-engagement—the ability to attract and dialogue with followers, advocates, influencers and readers—drove the capture of new prospects, improved existing customer loyalty and provided a platform for collaborative innovation. These engagements eventually led to incremental revenue opportunities and cost savings, the key benefits in the realization of ROI.

#### The Social Media Hierarchy of Needs includes:

**Tier 1: Content** – Achieving social media ROI requires a founda-

#### The Buyer's True Objections

Or, without wanting to appear discourteous, you can ask them why they haven't bought the house if it is available at such a great price. They may respond by saying that they like the price but prefer a different neighborhood or community or that the floor plans aren't exactly what they want.

#### The True Difference in Price

Another tactic you can pursue is to relate the \$20,000 price difference over the long term to an easily identifiable common purchase that the prospective buyer can forego once a day.

For example, while explaining that \$20,000 may seem like a lot, you can hand them a calculator and help them determine that the difference is about \$140 a month (depending upon prevailing rates) or \$4.67 a day — about the price for bottled water or a latte.

Once you establish that, you can ask them if \$4.67 or a latte a day will stand in the way of owning the home they really want and deserve.

#### Reaffirm Their Decision

People buy based upon perceived value.

Although they won't admit it, your home buyers probably will be relieved to learn that you and your builder value their new home enough that you won't readily discount its price to anyone.

When everything is said and done, this will reaffirm for your home buyer that they made the correct choice, one based on lifestyle choice rather than upon discounted pricing.

*Myers Barnes, MIRM, of Myers Barnes Associates, Inc., is an acknowledged leader in global new-home sales. For more information, visit [www.myersbarnes.com/](http://www.myersbarnes.com/); or email Barnes or call him at 252-261-7611.*

tion of content, particularly focused on delivering value, presenting new ideas, improving credibility, driving personal connections and providing entertainment.

**Tier 2: Campaigns** – Users won't know that the content exists without campaigns, a promotional "push" of messages via the social media channels. Campaigns can include basic messaging like tweeting, updating status, posting discussions and links, and more advanced campaigns such as contests and sweepstakes.

**Tier 3: Monitoring** – Above the campaigns, monitoring is required to actively listen to the user community. Through monitoring you can track campaign and content effectiveness, advocacy and customer intelligence, trends, competitive intelligence, incidents and issues, as well as responding to direct questions.

**Tier 4: Collaboration** – Interacting with the user base is a key differentiating element to the most successful social media campaigns. This includes promoting and participating in collaborative discussions and engaging users.



## HBA of Connecticut News

### 2011 HOBI Applications Are Due September 21st!

The 2011 HOBI Awards Gala will be held on Nov. 15, 2011. Mark your calendars and join your colleagues to celebrate the best of the home building industry.

Winning a HOBI Award is a great marketing tool and provides a competitive edge. Only HBA of Connecticut members are eligible to enter and categories include: custom homes, spec homes, communities, and remodeling projects. Special categories include green/energy efficient homes to accessory buildings. Awards are also given for sales and marketing, home financing and community service projects.

If you've never submitted a project for a HOBI Award, look over the list of categories and you'll be surprised at the options.

The application for the 2011 HOBI Awards is posted at [www.hbact.org](http://www.hbact.org). Deadline for applications is Wednesday, September 21st.

For questions or more information, please contact Joanne Carroll, JMC Resources, 203-453-5420 or email her at [jmcresources@snet.net](mailto:jmcresources@snet.net). If you'd like to become a HOBI sponsor, contact Joanne Hoerner at 860-216-5858.

### Join the HBA Green Homes Council

The HBA Green Homes Council is part of Build Green Connecticut™, the green-building program of the Home Builders Association of Connecticut. The Council provides a forum for professionals in the residential building and remodeling industry in the state to learn about and share information on green building. Membership is available to all professionals in the residential construction and development industry.

#### MEMBER BENEFITS

- Discounts to educational programs, sponsorships, and other HBA green-related events.
- Exclusive invitations to meetings held at homes, during or after construction, built under the National Green Building Guidelines or Standard.
- Opportunities to help shape Build Green Connecticut's programs and activities.

- Networking opportunities.
- Special access to Green Home Council member-only information.
- Use of Build Green Connecticut logo.

The cost is just \$50 per year for HBA members!

For more information on joining call the HBA of CT at 860-216-5858



### Solving The Mystery of Building Green Homes

**Thursday, October 13, 2011**  
**The Hawthorne Inn (Berlin Turnpike)**

Registration begins at 2:00 PM

\$10 for HBA of CT Green Homes Council - GHC -  
 \$25 for HBA, but not GHC, members  
 \$40 for non-HBA, non GHC members

A fast-paced fact-filled session on how to get certified, market these homes, and make money on them - Brought to you by the Home Builders Association of Connecticut, Inc.

#### What You'll Get:

A hands-on walk through of the National Green Building Standard (NGBS) Certification process

#### Who Should Attend:

Builders and remodelers interested in building or remodeling nationally certified "green" homes.

#### Presenters:

Philip LaRocque and Peter Fusaro, CGP, CAPS, CGB, BPI, both Accredited Verifiers for the National Green Building Standard

Call the HBA of CT at 860-216-5858 for more information or to register.

**It's the next step** - The next generation of energy efficient, durable, healthy and cost-effective homes.

- Address the growing home buyer demand
- **Step ahead** of competition under "the" Nationally-recognized program
- **Learn how** to use the National Green Building Scoring tool

#### PLUS -

**Don't Miss This Exclusive Member Opportunity!**

Bring your house plans and get them scored!

# BUILDING BRIEFS

## Doubling up: America's economic double-edged sword

Doubling up is Americans' way to skirt poverty, and the tactic works to suppress rising poverty rates. But there's a flipside to the phenomenon, which the Census Bureau paid special attention to as it released analysis on the doubling up trend yesterday. The Wall Street Journal's Phil Izzo reports, "the Census Bureau noted a big jump in the number of individuals and families doubling up. Census says 69.2 million, or 30%, were doubled-up in 2011, up from 61.7 million adults, or 27.7%, in 2007. 'Doubled-

up' households include at least one person 18 or older who isn't enrolled in school and isn't the householder, spouse or cohabiting partner of the householder. Much of the increase comes from young people, ages 25-34, living with their parents. Some 5.9 million, or 14.2% of 25-to-34 year olds, lived with their parents in 2011, up from 4.7 million before the recession." The negative part is this: "Fewer households means fewer consumers for businesses desperate for demand."

## UConn projects 9.5% local unemployment rate next year

If projected economic conditions hold true, the Norwich-New London area will shed more than 3,000 jobs in the coming year and its unemployment rate will jump to about 9.5 percent, according to a report released this month by the University of Connecticut.

The projected employment losses locally run counter to state-wide projections that show Connecticut as a whole gaining nearly 5,000 jobs over the same period. But the projections would continue a disturbing trend of job losses in southeastern Connecticut, which saw the region's work force trimmed by another 3,000 jobs over the past year.

Steven Lanza, author of the projections contained in the most recent quarterly issue of UConn's publication "The Connecticut Economy," said expected job cuts at the region's two casinos and pharmaceutical giant Pfizer Inc. account for much of the re-

gion's economic woes - whether directly because of layoffs or indirectly through the loss of spinoff effects in such areas as housing. Manufacturing, tourism and construction are also seeing reductions, he said.

The job projections could be optimistic if the national economy doesn't grow as expected, Lanza said, or could be an overestimate if President Barack Obama's \$447 billion plan to boost jobs gains traction in Congress.

The current local jobless rate of 8.9 percent, which is up slightly from a year ago, is expected to approach 9.5 percent by the third quarter of next year, according to the projections. More than 2 percent of the approximately 150,000 jobs in the region are projected to be lost in the coming year, a chart accompanying the UConn report indicated.

## A Note from CT Dept of Energy & Environmental Protection (DEEP)

If you haven't heard, there is a new paint law in Connecticut. This law, which will be implemented in the next year provides great opportunities:

- Pays for proper architectural paint disposal for municipalities
- Gives architectural painting contractors more options for properly disposing of paint; including reuse and recycling options
- Retail stores that sell paint can choose to participate and be part of this solution
- Building material reuse centers (reuse retail stores) can choose to participate and be part of this solution

In Connecticut, like Oregon who implemented their program in 2010 and California working on their program now too, we will be working with Paint Care. PaintCare is a not-for-profit organization

created by the American Coatings Association (ACA) to manage the reuse, recycling and proper disposal of unused paint.

PaintCare representatives will be visiting Connecticut in late October – tentatively October 25 & 26th.

We will set up a meeting time for contractors, contractor associations, retailers and retail associations to meet with representatives from PaintCare to hear about the new Connecticut law, how the program is working in Oregon and have an opportunity to give input on how the program could be effective and/or efficient in Connecticut.

Our goals in CT: reduce paint waste, reuse paint when possible, recycle as much paint as feasible, reducing costs associated with disposal for residents, businesses and municipalities.

## Generation Information

The 2010 census counts of the U.S. population by generation, calculated using single-year of age data, have been released by the Census Bureau.

The total population in 2010 was 308,745,538.

iGeneration: 65,470,033 (21.2%), aged 15 and younger, born 1995 and later.

Millennial generation: 76,608,254 (24.8%), aged 16 to 33, born

1977 to 1994.

Generation X: 49,418,690 (16.0%), aged 34 to 45, born 1965 to 1976.

Baby-boom generation: 76,980,577 (24.9%), aged 46 to 64, born 1946 to 1964.

Older generations: 40,267,984 (13.0%), aged 65 and older, born 1945 and earlier.



**WE'RE ON THE WEB!  
WWW.BAEC.NET**



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20 Hartford Road, Suite 18, Salem, CT 06420  
Phone: 860.859.3518 / Fax: 860.859.1713  
BAEC@aol.com

**Bulk Mail  
Permit No. 9  
Bozrah, CT**

The environmental situation is so dire that even if you tried to become "no-impact man," you'd have no impact.

Gernot Wagner

 **Copies PLUS...more**  
has brought color to the BAEC world of news!

***BAEC is the recognized source of quality building services and information.  
We build neighborhoods and improve the communities in which we live and work.***

## SEPTEMBER MEMBERSHIP MEETING



Wednesday, September 28, 2011  
Holiday Inn, Norwich, CT  
5:30 PM—8:30 PM

**Increase your ROI on Exhibiting:**

**In these tough economic times, don't  
stop going to shows.  
Go smarter!!**

Jim Bottaro, Senior Marketing Consultant for Skyline Exhibits and Graphics, will offer a short and punchy, interactive workshop to provide you with successful trade and home show marketing strategies. With an emphasis on logistics tips that show insiders will love, veterans and rookies alike will quickly come away with new ideas they can put to use right away.



Tips include:

- Simple ways to cut your expenses & increase your leads
- How to bring the public to your booth
- How to increase average exhibit stay
- Appropriate show giveaways
- Lead management strategies

And much more...bring YOUR questions and ideas!!

\$20.00 BAEC members / \$25.00 Billings / \$30.00 Non Members

## CALENDAR OF EVENTS

### SEPTEMBER 2011

Wed. 28th 5:30 PM BAEC Membership Mtg.  
Holiday Inn, Norwich, CT

### OCTOBER 2011

Tues. 4th 6:00 PM BAEC Board of Directors  
Wed. 26th 5:30 PM BAEC Membership Mtg.  
Holiday Inn, Norwich, CT

### SAVE THE DATE

**2011 Annual Awards Night &  
Installation of Officers**

Friday, December 2, 2011  
The Spa at Norwich Inn

Sponsorships are available!

**Call 860.859.3518 for more  
information or to register!**

**For more information visit our  
calendar at [www.BAEC.net](http://www.BAEC.net)**