

STRATFORD & AREA  
  
**BUILDERS' ASSOCIATION**

— Since 1987 —

JUNE

**2019 MEMBER NEWSLETTER**

THE VOICE OF THE RESIDENTIAL, COMMERCIAL AND INDUSTRIAL CONSTRUCTION INDUSTRY  
 AND DEVELOPMENT IN THE CITY OF STRATFORD AND PERTH COUNTY



**GET YOUR FOURSOME TOGETHER FOR JULY 10TH!**

See the attached registration form to be returned to [sabagolf2019@outlook.com](mailto:sabagolf2019@outlook.com)

If you would like to sponsor and do not see anything that fits your needs, please contact me anytime and we will find an opportunity that works for you.

Thank you to St Marys Home Hardware for Platinum Hole in 1 Sponsorship, Pinnacle for Gold Hole in 1 Sponsorship and to MS2 Productions for sponsoring closest to pin (women)

**More information inside.**



**Date: Wednesday July 10, 2019**  
**St. Marys Golf and Country Club**  
 769 Queen Street East, St. Mary's Ontario 519 - 284-3704



**Registration 12:00 noon, 1:00 pm Shotgun Start**

Format - Teams of 4, Texas Scramble, No Handicap, First 140 players registered on a first come basis



**MONTHLY DINNER MEETING**  
 OF MEMBERS AND GUESTS

**SPECIAL**  
**RENOVATORS' THEME NIGHT!**

**PLEASE RSVP BEFORE JUNE 12<sup>TH</sup>**  
**INCLUDE** if you would like a **CHICKEN OR BEEF Dinner**  
 Please R.S.V.P to Derek Smith, [dsmith@stratfordbuilders.ca](mailto:dsmith@stratfordbuilders.ca) or (226) 236-1870 if you plan to attend.  
 The Association respectfully request that members RSVP their attendance at events and monthly dinner meetings. This is to ensure that we know you and your guests are coming, so that we can be better prepared to address your needs and those of the venue.



**KEYNOTE SPEAKER**

**Gary Sharp**

Gary Sharp, Director of Renovator Services, CHBA

**WEDNESDAY**  
**JUNE 19<sup>TH</sup> 2019**

@ MITCHELL GOLF AND COUNTRY CLUB  
 81 FRANCES ST, MITCHELL, ON N0K 1N0



# PRESIDENTS' MESSAGE

THE VOICE OF THE RESIDENTIAL, COMMERCIAL AND INDUSTRIAL CONSTRUCTION INDUSTRY AND DEVELOPMENT IN THE CITY OF STRATFORD AND PERTH COUNTY



## GREETINGS SABA MEMBERS



**As** I am writing this Presidents' message mid way through the first week of June, I'm left wondering if warm weather will ever arrive.

It certainly has been very sluggish in arriving.

Your SABA Board has been very busy lately on numerous items including a day of strategic planning where we spent an entire day planning for the next 5 years at SABA.

We discussed our mission/vision/value statement, goals for board members, committees and executive officer, our financial strategic plan moving forward, our strengths, what could potentially change regarding membership, and the Board of Directors roles and responsibilities. What do we want to achieve in a nutshell? Where are we now?

### WHAT DOES SABA LEADERSHIP WANT TO ACHIEVE?

**WHERE ARE WE NOW?** Review SABA's current strategic position, test and clarify mission, vision, and values

**WHERE ARE WE GOING?** Establish

our member advantage and our vision. Clearly see the direction our organization is headed.

**HOW WILL WE GET THERE?** Lay out the road to connect where we are now to where we are going. Set our strategic objectives, goals, and action items and how we will execute the plan.

Derek our EO and myself will have attended the OHBA Board Meeting June 6th by the time this is in circulation, One item there will be voting on a new strategic plan for OHBA.

It's Home Builder Associations strategic plan year, it seems.

Watch your inbox as Derek will send you the OHBA Strategic Plan after we attend the board meeting in Toronto.

There are nine pillars of Strategic direction for OHBA .

They are as follows:

### NINE PILLARS OF STRATEGIC DIRECTION FOR THE OHBA DURING THE PERIOD 2019 THROUGH 2022:

- Place more emphasis on the provision of support to local HBAs and Executive Officers

- Enhance the value proposition offered to the members of the local HBAs
- Place more emphasis on the use of technology (internal and external communications)
- Provide staffing and resources for local HBA liaison
- Offer resources to help grow the membership of the local HBAs
- Facilitate local HBA efforts to offer more member services (education, development)
- Foster collaboration and information sharing amongst local HBAs and members
- Develop and implement changes to the governance of OHBA

The various commentary also contributed to the identification of complementary changes intended to

address specific concerns, improve OHBA operations and / or facilitate the implementation of the strategic plan:



# PRESIDENTS' MESSAGE

CONTINUED...

## BOARD OF DIRECTORS:

- Bring the Board of Directors back to an emphasis on governance related matters such as the provision of strategic direction, operational oversight and management of CEO

## ORGANIZATIONAL DESIGN OF OHBA:

- Provide more human resources to OHBA staff in terms of headcount and funding, specifically member relations, social media and technical support
- Redefine and document through position descriptions the roles of OHBA staff (new organization chart)

## SPECIFIC DIRECTION:

- The current political environment presents a great opportunity to advance our advocacy initiatives and this effort should be sustained
- The current economic environment is putting pressure on members and local HBAs. There needs to be review of alternate revenue models and probably a review of fee structure
- Recognize the needs and expectations of the evolving membership demographics
- Social media and the OHBA web site are critical to communications effectiveness and should be a priority
- The OHBA should provide more member services of direct immediate benefit, e.g. training and support
- The OHBA should provide more services and support to local HBAs,



especially the smaller and more remote ones.

I want to thank all who gave up an entire day to discuss SABA's strategic plan moving forward, it's great to see that this current board realizes the importance of our local Association.

We also held our SABA Parade of Homes PIKNIC at the Cowbell Brewery in Blyth June 1st 2019.

We embarked on a different approach/venue where our Parade of Homes was a social media event. We did this because more and more builders are spread out geographically. Those in attendance enjoyed great food, some famous Cowbell beer and some great networking.

We enjoyed our keynote speaker Steve Sparling, the founder of Cowbell Brewery. He was very interesting and had an inspirational speech.

Paul Graham from the Sutton Team gave us some updates on real estate stats and insight on the current housing market. Thanks Paul

Heather Galloway and Robyn Schieck-off presented to us the current new housing/reno trends for this year in what's new concerning design, colors and trends. Thanks Heather and Robyn.

All in all, I thought it was an enjoyable event and I hope everyone in attendance enjoyed the day.

I want to remind you of our Golf Tournament on July 10th at the St. Marys Golf and Country Club. We are looking for hole sponsors and other sponsors as well.

Derek has sent out the email regarding this event.

Please send in your teams and consider a sponsorship so we once again can achieve a successful golf tournament. It's always a great day.

Also, our June dinner meeting will be held at the Mitchell Golf and Country Club June 19th. Remember to register and pick your meal choice. Gary Sharp from the CHBA Ottawa office is coming to speak on the new Reno-mark Program and our CAPS Program which is our aging in place for new homes and retrofits.

Please attend and show our support for Gary as he will be specifically traveling here just for this dinner meeting. I'm sure most will find it extremely informative.

You will find more info on this meeting in your inbox.

At this time I want to wish you all a great summer in all you do with business/family and friends. All the best Until next time.

**John Meinen**

*Stratford and Area  
Builders Association President*

*John Meinen*

# IN THE NEWS

CONTINUED...



## TRUSS PERSPECTIVES: CHANGE THE MEDIUM, CHANGE THE MESSAGE

**In** 1964, Marshall McLuhan coined the phrase, "The medium is the message", in his book *Understanding Media: The Extensions of Man*. Over 50 years later, that philosophy has never been truer. In the age of digital, it's imperative that the channels you're using to promote your business are the same ones your prospective customers are using to find you.

As demographics shift, think about who your core audience is and consider where and how prospects look for service providers in the home construction, renovation, trades, and retail industry. Your target market who, even 10 years ago, was reading newspapers and searching the yellow pages for products and services like yours, are looking online now. But have you made the shift?

While building relationships is at the core of any successful business, you must first make prospects aware of your business and set yourself apart by being where they are (online) and consistently using messaging that resonates with them. There's a lot of channels you can use, and each one works... if used properly. However, here are three key universal elements that will create a solid online presence today:

- **ONLINE REVIEWS (USER-GENERATED CONTENT):**

People trust other people – whether they know them or not – to provide honest feedback about a brand. Invite your (happy) customers to leave reviews on Google My Business, Facebook, Houzz, and Home Stars.

- **SEARCH:** On average, organic (unpaid) search results account for about two-thirds of the traffic to your website. Ensure your website is updated regularly and is optimized for search (SEO) to maximize your chances of being found on the first page of results when someone searches for a service like yours in Stratford and area.

- **CONTENT:** set yourself apart with a consistent strategy that includes unique content. It doesn't have to cost a lot (or anything, most times) to create compelling content that makes people stop and pay attention. Video taken from your mobile device and posted to social networks works great.



*Laurie Knechtel is the founding partner and Chief Marketing Strategist of Truss Marketing, a member of SABA. This marketing and design agency exclusively serves the home construction, renovation, and related services industry, delivering tailor-made marketing and design solutions including, online reputation management, website design, SEO, content marketing, and social media management services.*



**2019**  
Awards of  
Distinction

**Ontario**  
Home Builders'  
Association

2019 OHBA AWARDS OF DISTINCTION

## *Celebrating Ontario's Finest*

More than an awards show, the OHBA Awards of Distinction offer exclusive opportunities to promote and showcase your achievements.

**SUBMIT NOW**

[www.ohbaod.ca](http://www.ohbaod.ca)

[#OHBA2019AOD](https://twitter.com/OHBA2019AOD)

## NEW IN 2019

**BEST LOBBY ENTRANCE**



**MOST INNOVATIVE**

**PARTNER/GROUP  
SUBMISSIONS**



You can't win if you don't apply - are you up for the challenge?

[www.ohbaod.ca](http://www.ohbaod.ca)

# IN THE NEWS

CONTINUED...



## AWARD CATEGORIES

 <p><b>OUTSTANDING RENOVATION UNDER \$100,000</b></p>	  <p><b>OUTSTANDING RENOVATION OVER \$101,000</b></p>	  <p><b>OUTSTANDING NEW HOME UNDER 1500 SQUARE FEET – FINISHED SPACE</b></p>
 <p><b>OUTSTANDING NEW HOME 1500 TO 3000 SQUARE FEET – FINISHED SPACE</b></p>	  <p><b>OUTSTANDING NEW HOME OVER 3001 SQUARE FEET – FINISHED SPACE</b></p>	  <p><b>OUTSTANDING MULTI-UNIT RESIDENTIAL PROJECT</b></p>
 <p><b>OUTSTANDING NEW HOME KITCHEN</b></p>	  <p><b>OUTSTANDING KITCHEN RENOVATION</b></p>	  <p><b>OUTSTANDING SUPPLIER OF THE YEAR 2018-2019</b></p>
 <p><b>OUTSTANDING CONTRIBUTION TO THE STRATFORD COMMUNITY 2018-2019</b></p>	  <p><b>OUTSTANDING CONTRIBUTION TO PERTH COUNTY AREA 2018-2019</b></p>	  <p><b>OUTSTANDING HOME PLAN – UNLIMITED COST 2018-2019</b></p>
 <p><b>OUTSTANDING CUSTOMER SERVICE 2018-2019</b></p>	  <p><b>OUTSTANDING MODEL HOME DÉCOR 2018-2019</b></p>	  <p><b>OUTSTANDING SUB TRADE FOR EXCELLENCE IN CRAFTSMANSHIP 2018-2019</b></p>
 <p><b>OUTSTANDING DESIGN PROFESSIONAL 2018-2019</b></p>	  <p><b>MEMORIAL AWARD – AL MCLEAN MEMORIAL AWARD FOR GREATEST CONTRIBUTION TO THE ASSOCIATION</b></p>	  <p><b>OUTSTANDING LANDSCAPE DESIGN 2018-2019</b></p>

PLEASE REVIEW THIS YEAR'S SABA AOD AWARD CATEGORY LIST.

**AWARD SUBMISSIONS WILL OPEN JULY 1ST**  
**SABA AWARDS.CA**

# IN THE NEWS

CONTINUED...

## MINISTRY OF INFRASTRUCTURE ONTARIO SUPPORTS THE STRATFORD FESTIVAL'S NEW TOM PATTERSON THEATRE CENTRE

Infrastructure investment will stimulate tourism and culture sector, creating jobs  
**May 29, 2019 11:30 A.M.**

**S**TRATFORD — The Ontario Government, along with its federal counterparts, are supporting infrastructure investments to help build the new Tom Patterson Theatre Centre at North America's largest classical repertory theatre company. This infrastructure investment will boost Ontario's tourism and culture sector.

Kate Young, Parliamentary Secretary and Member of Parliament for London West, on behalf of the Honourable François-Philippe Champagne, federal Minister of Infrastructure and Communities, joined Ontario Minister of Infrastructure Monte McNaughton to mark an important project milestone. Today, the festival held a topping off ceremony, which was celebrated by lifting a beam signed by festival supporters into place.

The governments of Canada and Ontario are each investing \$20 million in the infrastructure project.

"Cultural spaces like the Tom Patterson Theatre Centre in Stratford are a vital part of our communities — they bring together artists, families, neighbours and friends," said MP Young, on behalf of the federal Minister of Infrastructure and Communities. "This new theatre will also attract more visitors and create more opportunities for people to work, play and enjoy our city."

"The Stratford Festival is an exciting theatrical experience for the whole family," said Monte McNaughton, Minister of Infrastructure. "William Shatner, Maggie Smith and Christopher Plummer have graced its stages. This is a special place, one that nurtures talent and a strong local economy that benefits the whole community. This infrastructure project will help the festival prosper into the future."



"We're proud to support the Stratford Festival so it can continue to attract locals and visitors to experience world-renowned live theatre," said Michael Tibollo, Minister of Tourism, Culture and Sport. "The Stratford Festival has a long history of enchanting audiences with a wide range of theatre productions. Our investment will build on this legacy, so the festival can remain the gem of southwestern Ontario that it is."

"Building a new Tom Patterson Theatre has been a dream for many years, and it is so thrilling to see the project coming to fruition with the placement of this beam today," said Antoni Cimolino, Artistic Director of the Stratford Festival. "We are grateful to the federal government and the Province

of Ontario for their enormous support of this project, which promises to bring millions more in spending to the beautiful city of Stratford."

The old Tom Patterson Theatre was located in a converted curling rink, had cramped seating and limited backstage areas. The 110-year-old building had reached the end of its lifespan. The new theatre will provide increased seating capacity and extend the venue's theatre season; this will draw an additional 52,000 patrons to Stratford each year, creating more than 200 new jobs and economic activity of \$14.5 million annually.

The project broke ground in March of 2018 and is expected to open in the spring of 2020 — on time and on budget.

### QUICK FACTS

- The Stratford Festival is a classical repertory theatre company that presents an annual season of plays ranging from Shakespeare and other classics to Broadway musicals and premiers of new Canadian work.
- Between April and November each year, the festival presents 12 or more plays in its four venues in Stratford.
- The festival welcomes 500,000 visitors per year; about 25 per cent of its audience comes from the United States, with tours and transfers of its productions into New York, Chicago, Los Angeles and many Canadian cities.
- The direct and indirect jobs created by the festival total nearly 2,200 in Ontario alone, representing \$103 million in wages and salaries.
- The festival generates about \$134 million in economic activity annually.
- The 2019 Ontario Budget includes planned infrastructure investments of \$14.7 billion for the fiscal year and a commitment to invest about \$144 billion over the next 10 years.
- The Government of Canada's Budget 2019 builds on the Investing in Canada Infrastructure Plan, under which the federal government is investing more than \$180 billion over 12 years in community infrastructure across the country – \$25.3 billion of this funding is supporting social infrastructure in Canadian communities.

### LEARN MORE

Tom Patterson Theatre Project

**Sofia Sousa-Dias Communications Branch** | Sofia.Sousa-Dias@ontario.ca

**Brittany Allison Minister's Office** | Brittany.Allison@ontario.ca

# IN THE NEWS

## Registration and Sponsorship Form



## THANKS TO ALL THAT HAVE SUBMITTED FOR JULY 10TH SABA GOLF 2019 AT ST MARYS GCC!

We still have room for 10 more hole sponsors so don't wait until you have your foursome together to submit for a HOLE SPONSORSHIP!

Please feel free to send us a blank registration form with your company and team leader and a HOLE SPONSORSHIP CHECKED OFF, and we will log it into the planning for the day.

You can submit your foursome by JUNE 20th!

ALSO,

We are looking for door prizes, so if you have company SWAG, or promotional items and/or any other items you may wish to donate for door prizes, let me know directly, and we will be sure to pick it up for the day!



**Date: Wednesday July 10, 2019**  
**St. Marys Golf and Country Club**  
 769 Queen Street East, St. Mary's Ontario 519 - 284-3704



Registration 12:00 noon, 1:00 pm Shotgun Start

Format - Teams of 4, Texas Scramble, No Handicap, First 140 players registered on a first come basis

Remember to send your registration forms to [sabagolf2019@outlook.com](mailto:sabagolf2019@outlook.com)



## THANK YOU TO ALL OUR BUILDERS AND SPONSORS

### THANK YOU TO OUR BUILDERS



### THANK YOU TO ALL OUR SPONSORS



Matt Pepe Tel: (226) 927-4628



# Registration and Sponsorship Form

# 2019



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**St. Marys Golf and Country Club**  
 769 Queen Street East, St. Mary's Ontario 519 - 284-3704



**Registration 12:00 noon, 1:00 pm Shotgun Start**

Format - Teams of 4, Texas Scramble, No Handicap, First 140 players registered on a first come basis

Contact Name \_\_\_\_\_ Company Name \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

Price Includes HST	\$130.00/Player	\$45.00/Person	\$ Sub Total
Player 1 Name: _____	<input type="checkbox"/> Golf/Dinner	<input type="checkbox"/> Dinner Only	_____
Player 2 Name: _____	<input type="checkbox"/> Golf/Dinner	<input type="checkbox"/> Dinner Only	_____
Player 3 Name: _____	<input type="checkbox"/> Golf/Dinner	<input type="checkbox"/> Dinner Only	_____
Player 4 Name: _____	<input type="checkbox"/> Golf/Dinner	<input type="checkbox"/> Dinner Only	_____

## The Fine Print

SCAN and SEND completed forms to:

**sabagolf2019@outlook.com**

Payment in advance can be made by cheque to:  
**Stratford and Area Builders' Association**  
**PO Box 23024 Stn Main Stratford ON N5A 7V8**

**DO NOT BRING PAYMENT ON THE DAY** instead SABA will invoice you if you check off this box

Prizes will be gladly picked up prior to the tournament. Thank you for your support!

## Sponsorships Available

Hole in 1 **PLATINUM** Sponsor - Thanks! 

Hole in 1 **GOLD** Sponsor - Thanks! 

- Closest to Level - \$300.00
- Closest to Keg - \$300.00
- Closest to Pin (Women) - Thank you MS2 Productions!
- Closest to Pin (Men) - \$300.00
- Hole Sponsorship (18) - \$130.00/Ea.

Grand Total \$



# MARK YOUR 2019 CALENDARS

**JULY**

## GOLF TOURNAMENT

**10**

**WEDNESDAY, JULY 10TH, 2019**

@ St. Marys Golf and Country Club,  
769 Queen Street East, St. Marys Ontario

Registration - 12:00 noon

Shotgun Start - 1:00 pm



**SEPT**

## PLEASE NOTE: THIS YEAR'S AWARDS OF DISTINCTION WILL BE MOVED TO...

**18**

**WEDNESDAY, SEPTEMBER 18TH, 2019**

@ Revival House, 70 Brunswick St, Stratford



**STAY TUNED**  
FOR A BBQ IN AUGUST!



**MARK YOUR CALENDARS**

# AWARDS OF DISTINCTION

CATEGORY DETAILS & AWARD SUBMISSIONS will OPEN **JULY 1st**

MORE DETAILS TO FOLLOW! TO STAY UP TO DATE VISIT

[SABAwards.ca](http://SABAwards.ca)



## REMEMBER CALL A MEMBER FIRST!

The voice of the residential, commercial and industrial  
construction industry and Development in the  
City of Stratford and Perth County.

## FOR MORE INFORMATION

Do not hesitate to contact the Association: P.O Box 23024, Stratford, Ontario N5A 7V8

519-271-4795 or [dsmith@stratfordbuilders.ca](mailto:dsmith@stratfordbuilders.ca)



## BUILDERS' ASSOCIATION

— Since 1987 —

**2018-2019**

## SABA BOARD OF DIRECTORS

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Past President, OHBA

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MS2 Productions

[www.stratfordbuilders.ca](http://www.stratfordbuilders.ca)

Stratford & Area

Builders' Association

P.O Box 23024, Stratford, Ontario N5A 7V8