



The Foundation

*A monthly publication for Members of the
BUILDERS ASSOCIATION OF GREATER LAFAYETTE*

Volume XIII, Issue I

January 2011



Attention: All BAGL Members

Your Officers & Board of Directors will meet at 8:00 AM, Friday, January 7th at the BAGL office. Board Members are asked to call 423-4347 to **confirm** your attendance, as a quorum is necessary to complete the action items on the agenda.

Any association member is invited to sit in on our meetings. If you have an item for discussion and want to be placed on the agenda, you must contact either the president or the staff 2 days prior to the meeting.

Builders Association of Greater Lafayette

Mission Statement

The Builders Association Greater Lafayette is a dynamic organization of home builders and industry professionals, actively promoting the housing industry since 1967.

We are dedicated to:

- Promoting home ownership
- Professional development
- Community involvement
- Government interaction
- Vocational opportunities

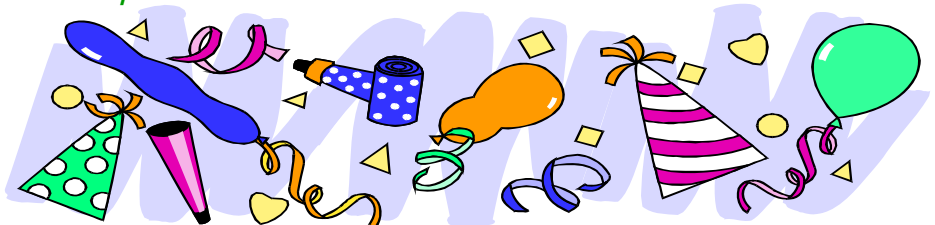
Celebrate the New Year with Consolidated Insurance

A new year, a new president and new board members.....that's several good reasons to plan a party inside away from all that glorious winter wonderland that we've been experiencing. On Tuesday, January 11th we invite all members to join us at the Best Western of Lafayette (Hwy 26 and I-65) for our first General Membership Meeting of the year.

The 2011 Officers & Board of Directors will be installed by Larry Copen, a builder from Warsaw, Indiana and a Past President of the Indiana Builders Association. Larry is one of our favorite industry professionals who has been on our Parade of Homes judging panel for several years and a good friend to many of us. In addition to the ceremonial induction of our officers and directors, the winner of the 2010 Associate Member of the Year will also be announced. We hope to have a big crowd to congratulate and celebrate with this year's winner.

BAGL wants to especially thank [Deb Plue and Consolidated Insurance](#) for sponsoring the January meeting. Please, join us Jan. 11th, 5:30 pm social hour, followed by a tasty buffet (fried chicken, baked Tilapia, salads, veggies and desserts all for \$20).RSVP on or before 1/7/11 by calling us at 423-4347 or by emailing your reservation # to <bagl@bagl.info>.

And Builders, take note: the Builder CA\$H drawing is up to \$600 but you must be present to win.



Dates for 2011

January 11 sponsored by **Consolidated Insurance** @ the Best Western (St Rd 26 & I 65) 2010 Associate Member of the Year to be revealed

February 8 —EXPO Excitement @ Sgt. Preston's (Social hour only, no meeting)

February 26-27—Builder Show & EXPO

March 8 —GMM SPONSOR NEEDED, Jim Litten, speaking on Indiana's housing forecast (Best Western)

April 12—Spring Spirits (Social hour with wine tasting)

May 10th—GMM "Making Facebook Your Friend" (Simple techniques to conquering your Facebook Fears)



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"Gabbin' with the Goose"
Grant Giese, President
Green Goose Homes



CORRECTION

Artisan Electric

Chris Voglund
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 Lafayette IN 47904
 Ph 765/414-3913
 Fx 446-7140
Cvoglund@artisanelectric.net

Many thanks to the following members for their holiday greetings and gifts that came to the BAGL office:

Instant Copy

MBAH Insurance-Heather Siemers

Midwest Party Rentals

Stonewood Real Estate-Phyllis Courser

Welcome to the inaugural edition of Gabbin' with the Goose. That flows right off your tongue, right? Perhaps not, but the President's Pen was a bit formal for me.

The last three years have been an incredibly challenging time for our industry and BAGL as well. As foreclosures rose, sales declined, margins shrank, and purse strings tightened we saw a decline in membership and sadly some members close their doors. I personally would like to blame the outgoing President, Pat Richard. That's what politicians do right? I do NOT mean that, I just wanted to get your attention for this next part.

Pat, in the face of all these challenges did an outstanding job. During Pat's three year reign of terror, uh, I mean tenure, there are a few things that stand out to me. Our association has fared far better than most of its counterparts in membership retention. Pat led genuine and successful attempts to change how we operate to reflect current economic times. We successfully thwarted an ordinance aimed at governing who wires our homes. In addition Pat graced us with a colorful article each month that made

us think. Anyone remember his soliloquy on eyeball tattoos? I tease, because I love. It is my hope that in two years the incoming President is able to discuss the positive impact I have made on BAGL while perhaps also taking a good-natured jab or two.

The goals I have set for myself are simple. I intend to:

- 1) Actively promote our members to increase business for all of us.
- 2) Increase our association's presence within the various municipalities we build so when important decisions are made, our voice is heard.
- 3) Increase our membership and more importantly the percentage of members who actively participate. Those who actively participate will no doubt benefit more from their membership.

To do these things I need your help, so if you have questions or concerns at any time about our organization, or something within our industry and sphere of influence, please don't hesitate to let me know.

Grant Giese

Green Goose Homes
 Ph 765/414-6251

Email <grant@greengoosehomes.com>



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All my normal channels of winter weather prognosticators have been speaking loud and clear.....I check the *Farmer's Almanac* and slice open more than a few persimmon seeds every year. My dad always swore by these two indicators when trying to gauge how the fall and winter months ahead would affect harvesting the corn and soybeans or lambing season. This year the *Farmer's Almanac* said to expect lots of cold and snow in the Midwest; the persimmon seeds contained mostly "spoons" and a few "knives." And for all of you city kids out there, the inside of a ripe persimmon seed will show a white shape that looks like either, a fork, a knife or a spoon; a fork indicates a mild winter, with little snow and milder temperatures. The knife tells us to prepare for lots of cold, cutting winds. And the spoon warns you to get those snow shovels ready because you're going to be scooping lots of snow.

Sure, I know that today's meteorologists and the Weather Channel personalities can tell a lot more than any of that but re-

membering my dad at this time of year makes me smile and think about sitting in front of a warm fire listening to his words of wisdom.

And speaking of families, I hope everyone had the best of the holidays with your own families. You just gotta' love this time of year for that reason alone.....it's the cold brutal weather that comes with it that I really, really hate!

For the sixth year now, January brings a mad dash for pulling everything together for the Builder Show & EXPO. Phyllis Courser and her committee are plowing forward to get all the booth spaces filled. If you have not yet secured one of the remaining booth spaces, check on pages 10-11 to see what's still available. Your support for promotion of the building industry in this area is needed; please, let us know where you'd like to display your company's product or service.

Looking ahead to other BAGL projects this year, we are looking for a member to head the Parade of Homes event in July. Like the EXPO, our Parade is one of the money-making projects that keeps this association going. It is one of the most important opportunities that our builders have every year to showcase their products in public pageantry. It helps if the chairperson of this committee has a stake in one or more of the Parade

homes....either as a builder company representative or as a major supplier for home supplies. But that is not a requirement. We ask that anyone who has an interest in this, to let either Grant Giese (414-6251) or me know.

You may be seeing a few changes in our traditional meetings for the coming year. The 2nd Tuesday of the each month (except July, August, December) will be the normally scheduled date. It is the Program committee's intent to provide "something" special for our members each month but it may not always be in the form of a general membership meeting. It will always, however, be beneficial or have value to your membership.

As I head into my seventh year as your EO, I am just as excited and enthusiastic about working to make BAGL the best it can be.....your help in doing that will be welcomed each and every day!



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**Mark the date and
join us for the
January GMM....**



New Home Construction Changes in 2011

Everyone in the home building industry will face increased energy efficiency requirements due to updates in the state residential building code, as well as a new approach to the valued Energy Star designation.

Fortunately, Thermo-Scan Inspections has been chosen by Citizens Gas Company, Indianapolis Power & Light, NIPSCO and Vectren Energy to provide information and training to builders statewide on how to navigate these changes and updates, including:

- A. What you MUST do to get a building and occupancy permit
- B. Your options for earning Energy Star Certification
- C. What builder rebates are available from utility companies and how you become eligible to receive them

I'm currently in the process of developing an email contact list of those people who would like to receive a periodic update from Thermo-Scan on Energy Star and building code changes.

Please email me at: bgraham@thermo-scan.com to be included on this list. You can also reach me at 317-908-5163.

Bob Graham
Thermo-Scan Inspections

Getting Familiar with **FACEBOOK** and Making It Work for Your Business

The Marketing Committee has put their heads together to come up with ways that they can help all members use this social networking site to promote and serve your businesses. Tom Andrew, Sasha Clements, Tammy Foley and Mike Momberger have the knowledge and expertise to give you information to set up your own FACEBOOK pages and ideas for putting it to work in ways that can grow your business. Unlike websites, this is a free advertising tool that can work for you.

At our May 10th GMM at the Best Western the Marketing Committee members will be facilitating several round table workshops where you will learn the basics of navigating these social networking sites and learning about the free and easy ways to work with it.

Watch for more details to come!

BAGL Membership

*"Building **YOUR** Future"*



Tammy Foley
Builder
Foley Homes



Travis Dnell
Treasurer



Ronnie Andrews
Associate
Andrews Enterprises



And Our New President,
Grant Giese
Green Goose
Homes



Greg Milakis
Builder
Milakis Homes



Stephanie Richeson
Secretary



Kat Mercer
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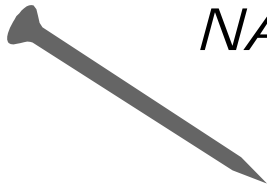
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Life Spikes:

- Tina Bernacchi 51
- Steve Connors 101.5
- Phyllis Courser 29.5
- Mary Ellis 157.5
- Pat Foley 96.5
- Eric Holt 102
- Brain Keene 28
- David Kovich 516
- Rick Laurie 35
- LeAnn Osborn 38
- Pat Richard 37
- S Schreckengast 160.5
- Kim Thonn 40.5
- Kristy Wozniak 51.5
- Mark Zimpfer 125.5

Spike Club Members:

- Jay Andrew 9
- Eric Crowell 6
- Don Findlay 6
- Tammy Foley 9
- Grant Giese 9.5
- Denise Guy 11.5
- Doug Klooz 18.5
- Becky Taylor 12.5
- Chad Todd 8.5

ONE SPIKE credit is awarded for every new member recruited and a Half-Spike each year for any renewal by any member you recruited. Life Spike status is reached at 25 credits.

THANKS

for your past support; hope to get you back soon!

Members choosing not renew their BAGL Membership 2010:

- Advantage Title
- Appraisal Services
- Awards Unlimited
- Best Way Disposal
- Blakley's
- Brummet Electric
- Carpetland
- Central Indiana Glass
- Crawspace Doctor
- First Financial Bank
- Fuller Architectural Wood
- Goings Kitchen
- JRW Homes
- Keller Williams
- Lafayette Bank & Trust
- Lafayette Savings Bank
- Lux-Klinker Homes
- Merritt Contracting
- Metropolitan Titale
- Edward Opperman, CPA
- Porter & Pittsburgh Paint
- Staples of Life
- T-bird Design
- Tippecanoe Mortgage
- Town & Country Home Service
- Trim-a-Door
- Vectren Energy
- Wilson Crane
- Windsor Windows & Doors
- John F. Wood & Co.

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The 2011 Officers: President **Grant Giese**, Treasurer **Travis Duell**, Secretary **Stephanie Richeson** and Board of Directors: **Jay Andrew**, **Ronnie Andrews**, **Tammy Foley**, **Andy Haste**, **David Kovich**, **Rick Laurie**, **Kat Mercer**, **Greg Milakis**, **Deb Plue**, **Andy Switzer**, **Kristy Wozniak** and Immediate Past President **Pat Richard**.

~~~~~



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How to Make Your Prospects Look Forward to Your Sales Calls

By Bill Lee

As I mentioned in a recent newsletter, buyers and decision makers receive dozens of prospect calls each week, especially in these kinds of economic times. All salespeople from all of your competitors seem to be looking for new customers.

That's okay. That's one of the blessings of the Free Enterprise System: we have the freedom to call on, visit and attempt to sell anyone on the planet. But the most successful salespeople, the ones who do the best job of attracting new customers are the ones prospects most look forward to seeing...the ones prospects believe they actually benefit from being around.

While discussing how low the thermometer has dropped during the last couple of weeks or the blizzard that collapsed the roof of Metrodome stadium in Minneapolis are fun topics to discuss, they don't set you apart. Probably four out of five salespeople have already brought up these topics with the same prospects you're calling on.

If you want your prospects to look forward to your sales calls, here are several ideas that will accomplish just that:

1. Read the Wall Street Journal. You can read the WSJ either online or buy a copy. Skim this business publication looking for articles on topics that will affect your prospects' businesses. If it's a dynamite article, make a few photocopies and take them with you on sales calls to leave with your prospects. Be sure to jot your name and telephone number on the copies.

2. Read the trade press for the homebuilding industry. I'm talking about publications like the following:

Builder Magazine: <http://www.builderonline.com/>

Custom Home: <http://www.customhomeonline.com/>

Rural Builder: <http://www.constructionmagnet.com/ruralbuilder/>

Remodeling Magazine: <http://www.remodeling.hw.net/>

3. Builder Blogs is another place to pick up ideas to share with your prospects: <http://www.topbuilderblogs.com/>

See also: <http://www.builderonline.com/builder-blogs/builderbloggers.aspx>

Do you have a prospect who might be interested in writing a blog as a marketing tool? Suggest that he or she visit this web

site: <http://buildertarget.com/blog/2010/03/52-home-builder-blog-topics/>

4. Home Builder Newsletters:

<http://www.successfulhomebuilders.com/Articles/archives.html>

This web site has dozens of unique and interesting newsletters with information you can share with your customers and prospects that will help them accomplish the three things every contractor is trying to accomplish:

Solve pressing problems.

Make more money.

Be more successful

Build a reputation among your customers and prospects as a salesperson who has great ideas that accomplish the above three goals and you will have contractors beating a path to your door.

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BAGL Committees Have Winning Attitudes—Join the Team!

Adopt-A Spot, David Kovich (423-1510) Committee responsible for clean up and maintenance to landscaping for the median at the corner of Union & Erie Streets, fondly known as BAGL Island.

Builder Show & EXPO 2011, Phyllis Courser (429-7038) & **Sasha Clements** (800/726-3953) 2011 committee organizing now.....we'd love to have some new volunteers with this event!

Calling Committee, Deb Plue (807-0300) Committee responsible for contacting members prior to meetings, seminars, programs and events.

Codes & Government Affairs, Andy King (742-0300) Committee meets as governing issues/ subjects need to be addressed by our members.

Education, Eric Holt (404-3441) Committee organizes educational seminars and promotes industry certification and designations for members.

Golf Outing, New Chr. To be named Committee meets from late spring thru the late summer/ early fall event.

Programs & Meetings, Stephanie Richeson (447-9494) & **Andy Haste** (479-1365) Committee meets as needed and is responsible for securing sponsors, along with speakers/programs for all the year's General Membership Meetings.

Marketing & Public Relations, New Chairman, Tom Andrew (474-1388) Committee meets as needed to determine the marketing strategy and promotion of this association.

Membership, Rick Laurie (479-2021) Committee meets as needed to establish membership goals and organize annual recruitment contest, retention strategies.

Parade of Homes, Committee meets regularly from January thru the July event. We're looking for the 2011 Chairperson...call us if you're interested.

Political Action, Pat Foley (523-2430) Committee meets as needed.

For more information on these Networking opportunities, call the BAGL office, 423-4347 and get involved!



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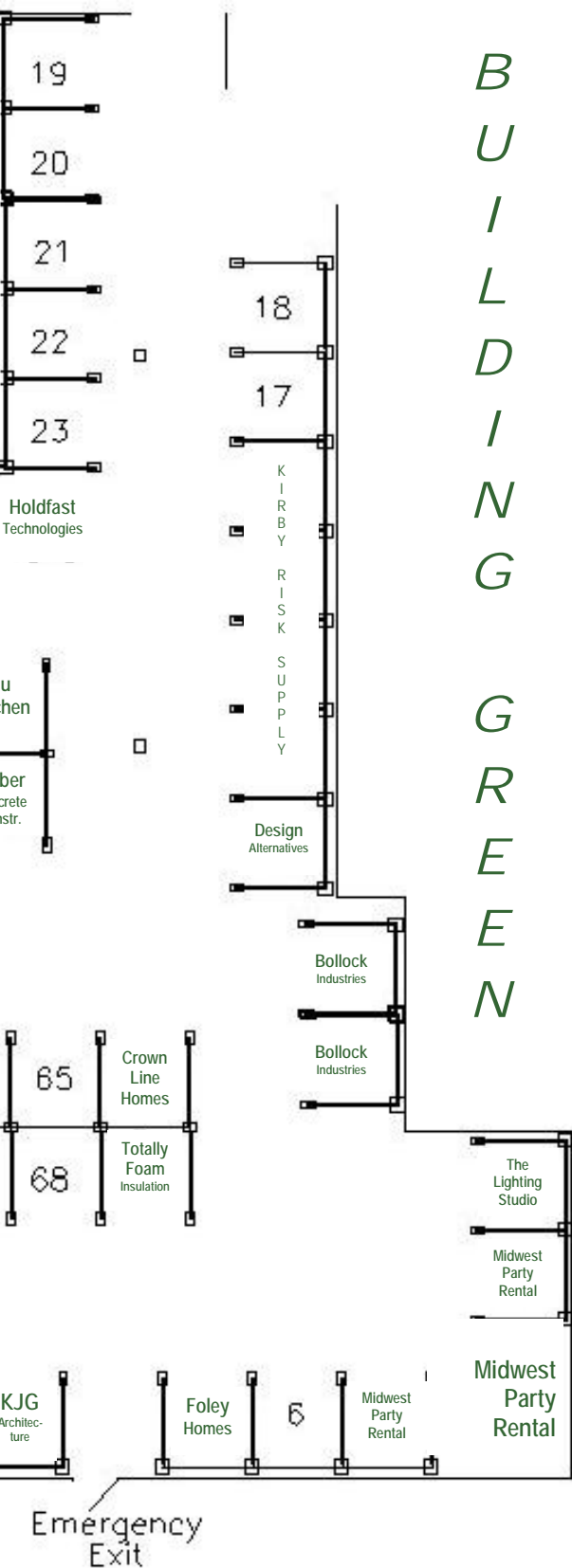
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B U I L D I N G G R E E N

Supporting and Promoting Your Building Industry Efforts.....

There is still time to get a booth space and put your business front and center during the 2011 Builder Show & EXPO. Indicators are starting to show some life once again in the new home market. Our show is an event that many area residents know they can find answers to their questions about building their next home or remodeling their current residence. They come to the Builder Show & EXPO looking for very specific needs and products for their projects at home. Will you be there to help?

EXPO Committee: Phyllis Courser, Chr., Erin Blalock, Sasha Clements, Rex Deaton, Tim Eckert, Jody Hamilton, Andy Haste, Gene Jones, Mike Momberger, Charles Payne, Stuart Propes, Jim Stacy, Todd Stevens, Emily Truett, Craig Wagoner. Call 423-4347 if you have questions regarding the upcoming event.

JoAnn Fabrics in the Home Depot Plaza

Purdue Student Spencer Douglas Gains Tools for Success While Interning at NAHB

Spencer Douglas interning at a Mitchell and Best job site. Spencer Douglas, one of two students from Purdue University attending an eight-week summer internship at NAHB in Washington, D.C., gained an in-depth look at residential construction that, he said, will help him take a stronger first step into the industry.

The experience "was extremely beneficial in providing me with the tools I need for success after I graduate," Douglas said. Along with fellow Boilermaker Ninah Magnant, Douglas participated in the third year of the NAHB Residential Construction Leadership/Internship Program, which is funded by the National Housing Endowment and awarded to students attending Homebuilding Education Leadership Program (HELP)-funded universities.

Through the program, Douglas learned about legal, legislative and regulatory issues that affect the building industry, as well as the many services NAHB provides its members.

"NAHB does so much more than I ever expected and I'm glad I had the chance to see firsthand what goes on so I can use those tools to build my future career," he said.

In addition to interning at NAHB, Douglas learned about building products and management best practices while at the NAHB Research Center as part of the program.

He also spent six weeks on the job site interning for Mitchell and Best, a mid-sized custom home builder in the Washington, D.C., area. "Working with NAHB and Mitchell & Best during the summer proved to me that choosing this field will be a successful career path."

"Spencer Douglas was our first intern, and we think it was a win-win situation for all involved," said Bob Mitchell, CEO of Mitchell and Best and 2000 NAHB president. "He is a good guy who fit right in with both our field and office personnel. He has kept in touch with us since he returned to school, and we would be pleased to have him come back to us next summer."

Douglas said he plans to apply what he learned during the internship to help fellow classmates with the annual NAHB Student Chapter Residential Construction Management Competition at the 2011 NAHB International Builders Show (IBS) in Orlando.

"For our student competition team, I will participate in the land development segment because of the experience I was able to gain this summer from the endowment, NAHB and Mitchell and Best," Spencer said. He already has shared what he has



learned about the National Green Building Standard with many of his classmates and professors.

"I am very proud of the two summer interns," said Gary Garczynski, endowment chairman and 2002 NAHB president. "They are both excited about working in our industry and, over the summer, took advantage of a great opportunity to learn more about housing and our wonderful association."

"By supporting programs like this internship and the Homebuilding Education Leadership Program, the National Housing Endowment is investing in the future generations of home builders," he said.

Felicia Watson, a coordinator of the NAHB internship program, said the association was able to offer the valuable program "during one of the worst economic downturns this county has experienced in years" because of funding from the endowment.

"Despite economic hardships facing the home building industry, NAHB not only managed to receive an incredible number of qualified student applicants, it also received generous support from two builders — the Pulte Group and Mitchell and Best — which offered time and expertise to mentor these students."

Douglas and Magnant will report on their internship experiences to the endowment board's of trustees at IBS.

From the Tippecanoe County Building Commissioner

Did You Know?

I hope all of you had a wonderful Christmas and a Happy New Year. If not, maybe 2011 will be better. I know it will be for this department. I say that because if you didn't know, this office has temporarily moved, due to construction going on in our old office to make way for our new wellness center. And yes, it does have a building permit, a state release, and it's been inspected, just in case you were wondering. Things around here may be a little different, however, it will be doable and hopefully things will go as smooth as before.

With that being said, this article is listed as a "Did You Know?" Did you know that every single family residence is required to maintain a temperature of 68 degrees in every dwelling at a point 3 feet above the floor and 2 feet from exterior walls. Also to go along with that, every dwelling must have its own sanitation system and hot & cold running water. There are minimum area requirements and a different one for habitable rooms. See Section R-304 in the 2003 IRC and the local zoning ordinance on this. In conclusion there are minimum ceiling heights with exceptions as well. So building a single family dwelling entails a lot more than just building what you might think is right. Check with the local jurisdiction to find out what those codes may be.

Again, thanks and call if you have any questions. Checking first may save you a lot of time and money.

Sincerely,
Ron Highland
Tippecanoe County Building
Commissioner
"An Affiliate Member of BAGL"

Indiana Code Amendments, you may access them at:
www.state.in.us/legislative/iac.title675.html



Tippecanoe County Building Department Staff
Ron Highland, Building Commissioner
Inspectors: Ken Brown, Bill Collins, Dick Edmundson, Mike Wolf
Office staff: Carol Underhill, Kelsey Sutherlin
Office address: 20 N. 3rd Street, Laf. IN 47901
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Indiana QUALITY Assurance Builder Standards

As the BAGL logo depicts, the Builders Association of Greater Lafayette stands for "Quality" and it is mandatory for all BAGL Builder Members to be an active participant of Indiana's Quality Assurance Builders Standards program. The Quality Assurance Builder Standards program has been promoted in television commercials and on the BAGL website; informed buyers will ask for it.

When you sign a new home sales contract or close on one, it is in YOUR responsibility to give a copy of this important document to each of your new homeowners. This book details both yours and the new owner's responsibilities covered with their purchase of your product. If you have a model or display home, a copy should be readily available for your sales personnel and prospective home buyers.

Books are available at the BAGL office (1515 Union St)

\$30 each

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BAGL's Strategic Plan 2010-2012

Strengths

1. Parade of Homes
 2. Strong EO
 3. Philanthropy
 4. Fun
 5. Dedicated Board and Volunteers
 6. Events
 7. Knowledge Base
 8. Committee
 9. Fun
 10. Internal Communications – Newsletter
 11. Website
 12. General Membership Meetings
 13. Government Affairs
 14. Designation holders
 15. Camaraderie
 16. Student chapters
- Indiana Builders Association

Weaknesses

1. General Membership Meetings
2. Builder involvement
3. Member involvement
4. Membership retention
5. Public relations
6. Government affairs
7. Member impact
8. Website
9. Financial strength
10. Membership dues retained
11. Organization's image/clout
12. Communications – PR and Internal Ability to articulate why we are members

Is there an item above where you feel you have the knowledge or expertise to give BAGL a boost at improving in some area? If so, tell us how or what we can be doing to make this association better for all its members.

Opportunities

1. Partnering and coalitions with like-minded business organizations (Chamber/Realtors, etc.)
2. Media outlets
3. Social media
4. Website
5. Consumer education
6. Press releases
7. Purdue University and Ivy Tech
8. Diverse economy
9. Fairly stable market

Threats

1. Lenders
2. Appraisals
3. Unemployment rate
4. Company town (Purdue University)
5. Relocation of major industry
6. Production builders
7. New healthcare regulations
8. Unqualified constructors harming our image
9. Number of permits pulled versus number of inspectors
10. Consumer confidence
11. Foreclosures
12. Government involvement
13. Obama



TEAMWORK

If your company works in (with, for, against) any of the specific areas listed above and you have any ideas to give our officers or board members to make any or all of these specifics less threatening to our association members, call Pat Richard, our Strategic Plan Monitor at 479-8060.



The Dream Renewed

By Ron Jones, Green Builder Magazine

It's as much a part of who we are as apple pie and the Fourth of July. Long before the Declaration of Independence was signed, people made the difficult and dangerous decision to leave their circumstances behind and make new homes here in pursuit of freedom, security and prosperity. Historically, a stable home has been the cornerstone of the American Dream. More than basic shelter, our homes have been the vessels that carried our hopes and ambitions, providing the promise of financial security and the opportunity to own a home—and build wealth.

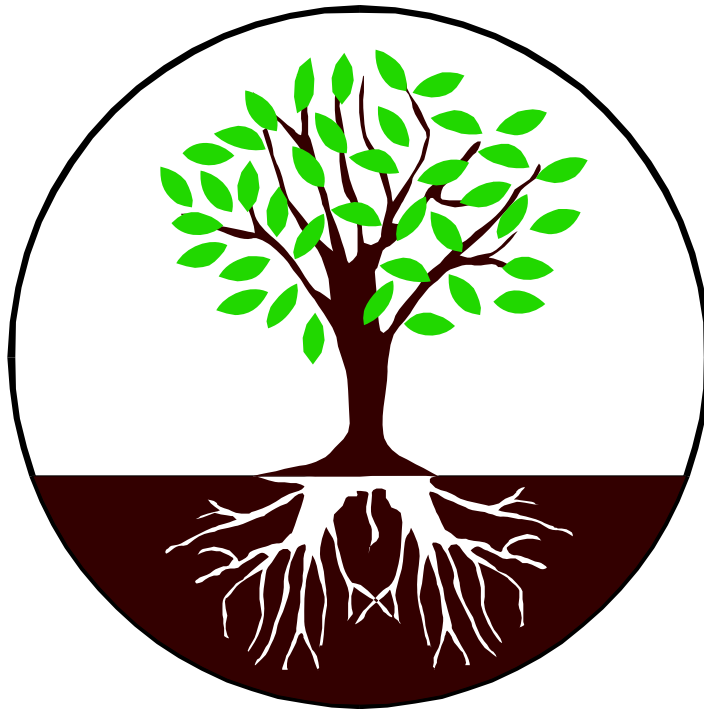
More than a decade ago I listened as a high-ranking government official recounted the story of how his immigrant grandfather had worked three jobs, how his grandmother had medicated her husband's bleeding feet during his few hours rest at night, how they had sacrificed everything but the barest of necessities, all so they

could save enough to get their own home, a dream that they could never have achieved in the land of their birth.

Millions of families dreamed the dream and saw the promise fulfilled, but then we watched as it slipped away for many. Our golden goose was plucked right before our eyes and in fact, we had a hand in the deconstruction of the dream we cherished for so long. It's easy to point fingers at misguided public policies, less than honest lending practices, a building industry intoxicated by record short-term profits and a roaring economy juiced with cheap energy, lax performance standards and the endless stream of luxury products.

What we may be less ready to address is our own seemingly insatiable desire for bigger, sexier, ever more impressive monuments to ourselves, boasting glamorous

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gadgetry to impress our friends, greater volumes of space than we can realistically use, and an ungoverned, growing appetite for energy, water, raw materials, and resources with little to no concern for the waste stream that is the by-product of all that consumption or to what the long-term costs of conditioning, maintaining, insuring and meeting the tax burdens of that space are.

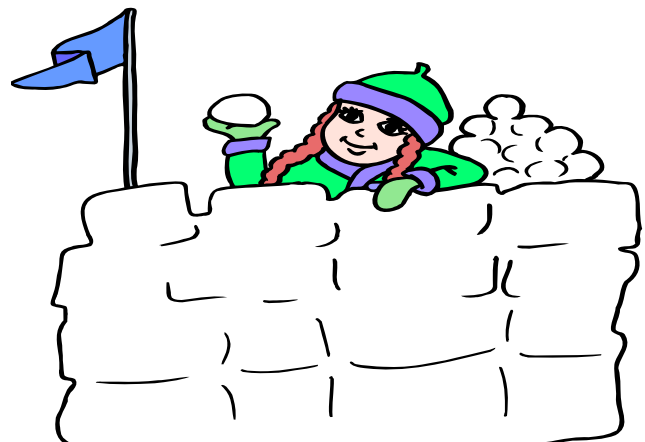
We have realized the sudden, shocking consequences of the "throwaway" house and the taking of fast bucks in the feeding frenzy of the "flip that real estate" market. We are now sharing the bitter harvest of devaluing home ownership to the point where it makes sense for property owners to walk away rather than shoulder the load for the long haul.

It won't be easy, but we can dream the dream again, only it can't be the same one. This time the dream needs to retain a bit of modesty, a little humility. It needs to account for the impacts on the natural environment, on the precious resources, on the long-term affordability and on human health.

The dream will only be realistic again if we can exercise some restraint, if we can wean ourselves from the notion that it is acceptable to build great communities only then abandon them, and that we end our practice of habitually consuming irreplaceable natural places. The dream needs to be built on the foundation of quality, not quantity.

We should still dare to dream, only this time, let's make certain that it is one we can pass on to our grandchildren.

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