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Pictured | Formica® Laminate 9277-56 Ouro Romano
At the 2018 Great Lakes Builders Show, luncheon keynote speaker Brent Gleeson, US Navy SEAL and Michael Stoskopf, CEO of HBA of Southeastern Michigan. The luncheon was sponsored by Lake Michigan Credit Union.

HBA Past President Don Pratt (left), HBAM President Lynne Pratt and HBA of Northern Michigan CEO Eric Leister enjoying the Wednesday evening strolling reception at the 2018 Great Lakes Builders Show.

At the 2018 Great Lakes Builders Show, luncheon keynote speaker Brent Gleeson, US Navy SEAL and Michael Stoskopf, CEO of HBA of Southeastern Michigan. The luncheon was sponsored by Lake Michigan Credit Union.

HBA Past President Don Pratt (left), HBAM President Lynne Pratt and HBA of Northern Michigan CEO Eric Leister enjoying the Wednesday evening strolling reception at the 2018 Great Lakes Builders Show.
The movement toward more technologically-enhanced homes, called smart homes, has not bypassed the kitchen appliance industry. Coupled with greater options in terms of appearance and design, smart appliances are revolutionizing the way people cook, entertain and multi-task in the kitchen.

At the Consumer Electronics Show this past January, GE Appliances previewed an industry-exclusive kitchen hub, which is a multifunctional 27-inch smart screen equipped with voice and gesture commands, which fits into the space over the range. The kitchen hub includes features such as live video chat functionality with multiple camera angles and a forward-facing lens, so owners can call mom for cooking advice or simply capture some face-time with friends while they prepare a meal. The cooktop-facing camera and ample task lighting make sharing a culinary masterpiece on social media easier than ever. The hub will also provide easy access to recipes and guidance, calendars and schedules, and even home security and temperature control data. The 27-inch smart screen can communicate with other connected appliances, including GE brand washers, dryers, dishwashers, refrigerators, wall ovens and ranges. The kitchen hub, which also provides exhaust hood ventilation, will be available in the second half of 2018.

Connected appliances are providing features that offer convenience that homeowners have never before experienced in the kitchen. "With a connected appliance, you can now use your smartphone to pre-heat the oven before you get home," said Mark Bishar with Big George's/Witbeck Home Appliance Mart. "Later this year they are introducing a range where you, or your child, can simply zap the UPC code on a microwavable product and the range will pre-heat as required, set a timer, and cook the food correctly. They currently have microwaves on the market that will do this, and they already have refrigerators that take a photograph of the contents every time you open and close the door. When you are at the grocery store you can simply look at that photograph on your smartphone and you will know what you need to buy." These connected appliances also have an advantage when it comes to being serviced. "If there is ever a failure, the manufacturer is notified automatically and can bring the correct replacement part to the first service visit, providing a better customer experience by reducing the appliance downtime," said Mark.

A new line of premium dishwashers are debuting this year, according to Bruce Trevorrow with Trevarrow, Inc. "Cove dishwashers are being brought to us by the family who own Sub-Zero and Wolf and are built in the same USA facilities," said Bruce. "With customized settings in programs and adjustable racks to fit all dishes, Cove will take clean to a higher standard. Cove also offers style choices that will suit any kitchen design, whether with stainless fronts and handles which match Sub-Zero and Wolf products, or custom panels to integrate seamlessly with cabinetry. This product has been rigorously tested and uses the same premium-grade materials as Sub-Zero and Wolf and will last years longer than the competitors."

Wolf recently introduced a vacuum sealing drawer to help preserve food and assist home cooks with sous vide cooking, a system that restaurants have been using for years. "This makes it the perfect partner to the new Wolf Gourmet Multi-Cooker and the new Wolf Convection Steam Oven, both of which feature a sous vide mode," said Bruce. "The 24" vacuum seal drawer accommodates dry or liquid ingredients, so it has the ability to preserve
fragile spices as well as speed marinade meats. It can even reseal wine bottles. Sub-Zero has offered unparalleled wine storage for years, but new this year is their 30” integrated wine storage unit with refrigerator and freezer drawers—allowing a place for snacks and other drink ingredients in the same place as your perfectly stored wine.”

Induction cooking is gradually gaining ground. "Professional chefs swear by induction cooking," said Dave D’Addario with Ferguson Bath, Kitchen & Lighting Gallery in Troy. "Induction cooktops deliver more consistent heat, cook twice as fast, are safer for children and seniors to operate, and have a clean look which blends well in modern and transitional kitchens." Both Wolf and Miele offer ranges with built-in induction cooktops. Steam ovens are also becoming more popular with consumers. "The steam oven is perfect for those striving to eat healthier," said Dave. "Food cooks quicker in a steam oven and it retains more of its nutrients. The quality of food, especially reheated food, is also better when using a steam oven. A lot of restaurants and commercial kitchens use them."

Another trend in kitchen appliances is in the design area. "The integrated, or disappearing look, is still a trend," said Mark Bishar. "Many homeowners want their appliances to blend with the kitchen decor. Flush installations, or integrated panel-ready units, achieve this hidden look." Stainless is still the most popular finish if homeowners choose not to hide the appliances behind panels. Other options to stainless are growing in popularity. GE Appliances now offers three options to stainless steel including black stainless, black slate and slate. GE Appliances describes black slate as a distinctive charcoal, matte finish, with the slate being a matte, stone-inspired finish. "The slate finishes look really great," says Mark. "They take the edge off the bright stainless we have known for years."

Indoors isn’t the only place where kitchen appliances are prominent. "We are seeing huge growth in the outdoor kitchen market," said Bruce Trevorrow. "Families want to increase their quality of life at home and are taking it to the great outdoors by dining al fresco. An entire outdoor kitchen suite makes cooking, entertaining and even clean up possible outside." Bruce adds that Sub-Zero offers outdoor refrigerator drawers and under-counter refrigerators and ice makers. The Wolf grill has precision cooking and endless built-in design options. Wolf even has an outdoor warming drawer. With an Asko outdoor dishwasher, everything stays outside, including the clean-up. "We are also seeing a growth in our Forno de Pizza outdoor ovens, both built-in and portable," said Bruce. "What is so great about the Forno de Pizza? You can cook just about anything in this wood and gas-fired pizza oven. It offers not only a great way to cook food outdoors, but an overall experience that is sure to provide wonderful memories."

Coupled with greater options in terms of appearance and design, smart appliances are revolutionizing the way people cook, entertain and multi-task in the kitchen.

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For information on GE Appliances Builder Programs, please contact GE Appliances Regional Manager David Bush at David.Bush@geappliances.com.
February 2018 Permits Remain Low Due To Weather – Outlook Still Positive

MICHAEL C. STOSKOPF, EXECUTIVE OFFICER

New Housing Permit Forecast

Based on residential permit data compiled by the Home Builders Association of Southeastern Michigan and reported in the HBA Southeastern Michigan Residential Building Activity Report™, a total of 282 single-family permits were issued in Macomb, Oakland, St. Clair and Wayne counties in February 2018. The result was up 25 percent from January (225) but down by 48 percent when compared to February 2017 (334).

As with January, the lower year-to-year result is attributed to the continuation of snowier weather compared to recent years. To illustrate this point, the start of 2015 was not dissimilar to what we are experiencing so far in 2018 from a temperature and precipitation perspective. Comparing January-February 2018 (507) to the same timeframe in 2015 (354), single family permits are up by 43 percent.

Based on conversations with major home builders in the region, interest and demand for new homes remain positive. We attribute this outlook to the continued, steady growth year-over-year in the number of people employed across the region, which is a key component of our econometric model. To this end, this year is the first time since 2006, that our econometric model is predicting four or more consecutive months of single-family permit activity exceeding 500 permits each month, beginning in May.

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The Huttenlocher Group WATERFORD
David Oates or Cathy McLeod (248) 681-2100

J. Jacobs and Associates ORION
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Builders spend considerable time and money working with professionals to flush out the architectural design and details of their new home offerings. But when it comes to merchandising those homes, many builders often don’t understand a popular alternative — home staging.

Home staging is a relatively new concept in new home construction, even though real estate professionals and homeowners have embraced the concept for years. According to the National Association of REALTORS® (NAR) 2017 Profile of Home Staging, 77 percent of buyers’ agents reported that staging a home made it easier for a buyer to visualize the property as a future home. About one-third of buyer’s agents said that staging a home increased the dollar value offered between one and five percent compared to other similar homes on the market that are not staged.

"Home staging is a completely different way of thinking," says HBA associate member Darla Rowley, president of Impact Home Staging Experts in Troy.

Darla has been staging homes for 14 years and has 45 to 75 homes staged at any given time. She co-authored Home Staging by the Book in partnership with the Home Staging & Redesign Association (HSRA) and her company was honored as one of HSRA’s Top 10 Professional Home Staging Companies of the Year in 2016 and 2017. The company has also enjoyed a Best of Houzz Service ranking for 2016, 2017 and 2018. “Our point of view is merchandising, not design,” says Darla. “I want the prospective buyers to remember the home -- the craftsmanship, the stunning view, the abundant light, the beautiful windows and all the things that make the home unique and desirable. You lose a home buyer when the only thing they remember is the over-accessorized rooms or the fancy armoire. The house itself should be the memory point, not the decor.”

In addition to focusing buyers on a home’s best attributes, home staging is also cost efficient. "Many builders are revisiting the idea of owning furniture and decor," says Darla. "A builder can expect to save 25 percent by staging a home, much more if it is for a shorter time frame." The furnishings and decor in a staged home are selected from Impact’s vast inventory. “The builders provide us with information on their target market and we select merchandise that speaks to the largest pool of likely buyers,” says Darla. “Builders save money because they don’t buy the decor, but they always have the option to purchase the decor at any point of the process.”

There are a host of additional reasons why home staging is a good option for builders. “The most important reasons are that builders don’t incur inventory, moving or storage costs,” says Darla. “They also get the ability to restyle starting from scratch, meaning they never have to force a lifestyle that is not fitting for the next property. The flexibility to stage for a short term or up to two years is also a great option, so builders only pay for the time frame they need, which can be a game changer in terms of minimizing costs. Staging can be done quickly, sometimes with as little as one-week notice.” Finally, showing homes with no furnishings can have significant consequences. Buyers can’t see themselves in a vacant home. They can’t envision how their furniture will fit, as vacant homes tend to appear smaller in scale than furnished homes. “When done correctly, staging makes the house feel like a home,” says Darla.

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Offer Expires May 28th, 2018

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William J. Pulte: Founder Of PulteGroup Inc.

It is with deep sadness that we inform you of the death of William J. "Bill" Pulte, founder of PulteGroup, Inc., on March 7 at the age of 85.

In December, HBA of Southeastern Michigan inducted Bill into the Hall of Fame for his lifetime achievements. His son, Bob Pulte, accepted the award on Bill’s behalf. Below is the profile published in HBA’s magazine at the time of the award.

Guided by his father’s sage advice of, “Don’t try to reach the roof in a single step, but rather put a ladder up and climb to the roof one rung at a time,” he didn’t just reach the rooftop. Step by step, over a career spanning more than 60 years, he built a dynasty, founding and leading Pulte Homes to become one of the nation’s premier building companies. From his humble roots as an Ann Arbor and Detroit native, Bill created and oversaw Pulte Group, Inc., which has built over 680,000 homes in 25 states.

In 1969, William J. Pulte, Inc. became Pulte Home Corporation and went public. Bill remained chairman and president. Pulte grew to $7.5 billion in homebuilding revenue in 2016. The company employs 4,500 people and is the nation’s sole multi-brand homebuilder, capable of serving homeowners during all phases of life.

Bill took that first step on his construction career journey even before he graduated from De LaSalle High School in Detroit, working between his sophomore and junior years with a local carpenter. One week after his high school graduation, with the help of five high-school friends, he started construction on a five-room bungalow near Detroit City Airport. He sold that first house in 1950 for $10,000. In 1952, he was drafted into the Army and served for 21 months before being discharged. In 1959, he took another step up the ladder rungs by building his first subdivision, the 49-lot Concord Green in Bloomfield Township. In the 1960’s, Pulte expanded from Michigan into Washington, DC, Chicago and Atlanta. By the 1980’s the company was closing over 4,500 homes each year in 11 states, with revenues of $294 million.

In 1972, the stock of the parent company, PHM Corporation, began trading on the American Stock Exchange and in 1983 on the New York Stock Exchange. By 1995, Pulte Corporation had become the largest homebuilder in the United States, and in 1999, it became a Fortune 500 company, selling a record 26,622 homes that year. By 2005, that record was shattered as Pulte delivered 45,630 homes and generated consolidated revenues of $13.7 billion. Along the way, Bill led the company through the establishment of a mortgage company, the formation of a federal savings and loan, and the acquisition of Radnor Homes, DiVosta Homes, Del Webb and Centex.

In 2010, on the 60th anniversary of the company, and in the same year Fortune magazine recognized Pulte Homes as one of the world’s most admired companies, Bill announced his retirement. To Bill, though, he didn’t really retire. “I never worked a day in my life, because I loved what I did,” said Bill. Bill and his wife, Karen, spent time between their home in Naples, Florida, and their lake house on Mullet Lake in northern Michigan.

If you wish to honor the memory of Mr. Pulte, the family suggests a donation to one of these organizations or the charity of your choice:

- International Samaritan at www.intsam.org
- Center for Interreligious Understanding at www.CIUnow.org
- Guadalupe Soup Kitchen at www.catholiccharitiesdov.weshareonline.org

SCHOLARSHIPS AVAILABLE

Deadline: May 1

HBA’s Professional Women in Building Council (PWB) has announced that it has two scholarships of $1,000 each available. Each one must be used for educational purposes for the upcoming school year.

Applicants must have a high school diploma or equivalent and must have been accepted by an approved institution of higher education or accredited institution for vocational training. The scholarship recipient is obligated to pursue a course of study that will qualify him or her for a professional career in the building industry.

To apply, visit www.builders.org/events.php to download the application form. It must be completed and returned to HBA with supporting documentation including a brief statement on the applicant’s educational intentions, written recommendations from two people and high school and college transcripts by May 1, 2018. The scholarship award will be made jointly in the name of the recipient and the educational institution.

The scholarships will be awarded on Wednesday, August 8 at HBA’s Annual Barbecue.
According to Prevent Blindness®, a non-profit dedicated to preventing blindness and preserving sight, more than 700,000 Americans injure their eyes at work each year. Additionally, it’s estimated that over 90% of these injuries are preventable with the use of appropriate eye protection. So, what actions can be taken by employers?

The best defenses to prevent eye injuries are:

1. Know the eye safety dangers at work by completing a personal protective equipment (PPE) hazard assessment and equipment selection. Employers are required to document their assessment and selection for PPE.

2. Eliminate hazards before starting work. Use machine guards, work screens, and other engineering controls.

3. Require the use of proper eye protection. Employers are also required to provide PPE to employees without cost, in most all cases. Providing prescription safety eyewear is not required when an over-the-glass (OTG) style of eye protection is made available.


The types of eye protection that employees should wear depends on the hazards in the workplace. If working in an area that has particles, flying objects, or dust, then employees must at least wear safety glasses with side protection (i.e., side shields). If working with chemicals, then employees should wear goggles to protect against splashes. If working near hazardous radiation (e.g., welding, lasers, or fiber optics), then employees must use special-purpose safety glasses, goggles, face shields, or helmets designed for that task. Protective eye wear should be worn by anyone working in or passing through areas that pose eye hazards. Management should be prepared to lead by example and always wear eye protection in these areas.

What is the difference between glass, plastic, and polycarbonate lenses? All three types of safety lenses meet or exceed ANSI Z-87.1 requirements for eye protection.

Glass lenses
- Are not easily scratched
- Can be used around harsh chemicals
- Can be made in your corrective prescription
- Are sometimes heavy and uncomfortable

Plastic lenses
- Are lighter weight
- Protect against welding splatter
- Are not likely to fog
- Are not as scratch-resistant as glass

Polycarbonate lenses
- Are lightweight
- Protect against welding splatter
- Are not likely to fog
- Are stronger than glass and plastic
- Are more impact resistant than glass or plastic
- Are not as scratch resistant as glass

To help encourage consistent use of eye protection, employers can offer several style choices of safety glasses, lanyards to keep them at hand, and anti-fog cleaning solution. These workplace practices make it easier for employees to develop, and maintain, their habit of using eye protection.

Lastly, conduct ongoing educational programs to create, keep up, and highlight the need for protective eyewear. Add eye safety to regular employee training programs and to new employee orientation.

Should you require additional information or assistance with preventing eye injuries in the workplace, please contact Gary Smith, CRM, at (517) 338-3367 or gary.smith@yorkrsg.com.

Resources:
2. CDC/NIOSH Workplace Eye Safety at https://www.cdc.gov/niosh/topics/eye/default.html
4. Preventing Blindness America at www.preventblindness.org
Advocacy Update

WRITTEN BY FORREST WALL, CAE, STAFF VICE PRESIDENT AND INDUSTRY RELATIONS

New Legislation Proposes To Make Certain Evictions More Difficult

Recently introduced legislation in the Michigan House of Representatives would make it more difficult to evict in cases involving controlled substances or threats of physical injury. Under current summary proceedings law, a landlord is entitled to recover possession of premises in cases of controlled substances when a formal police report is filed alleging that the person has unlawfully manufactured, delivered, possessed with intent to deliver, or possessed a controlled substance. House Bill 5396 would change that standard for delivery, possession with intent to deliver, and possession from a formal police report to an actual conviction. The standard for unlawful manufacture of a controlled substance would remain as a formal police report. Further, current law states that you can recover possession in instances where the tenant or member of the tenant’s household has caused or threatened physical injury to another individual, and the police department has been notified. This legislation would change that standard of simple notification of the police to an actual conviction of a crime.

Lead Legislation Would Expand Inspection Law

Proposed amendments to the Housing Law of Michigan would incorporate lead-based paint provisions in rental property inspection law. The legislation, House Bill 5388, would add lead-based paint inspection fees to the fee provision for local building code inspection. Furthermore, a lead-paint violation could trigger existing clauses in the law allowing the local government to order the property to be vacated and/or to have rents paid into an escrow account until the property is abated.

Inclusionary Zoning Bill Amended To Be Voluntary

Legislation which originally proposed to allow for local inclusionary zoning has been amended in the Michigan Senate. Senate Bill 110, as first introduced, would have allowed local governments to dictate to developers the terms for inclusion of affordable units in new residential rental developments. The revised legislation allows local governments to “implement a plan to use voluntary incentives and agreements to increase the supply of moderate- or low-cost private residential property available for lease.”

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News & Events

**April**

**APRIL 6-8**

**THE NOVI HOME & GARDEN SHOW** at Suburban Collection Showplace in Novi. www.novihomeshow.com. After March 15, download your free VIP members only ticket at builders.org. Log in to the Members Only section of the website using your Member ID#.

**THURSDAY, APRIL 12**

**BLOOMFIELD TOWNSHIP BUILDERS FORUM**

- **Time:** 9:00 a.m.
- **Place:** Township Offices
  4200 Telegraph Rd.
  Bloomfield Twp. 48303

If you would like to pose a question anonymously for the building official to address, please email in advance of this meeting to: forrestw@builders.org

**WEDNESDAY, APRIL 18**

**MEMBERSHIP COUNCIL**

- **Time:** 9:00 a.m.
- **Place:** Association Offices
  30400 Telegraph Rd., Suite 202
  Bingham Farms 48025

**THURSDAY, APRIL 19**

**BIRMINGHAM BUILDERS FORUM**

- **Time:** 9:00 a.m.
- **Place:** Adams Fire Station
  572 W. Adams Rd., Birmingham 48009

If you would like to pose a question anonymously for the building official to address, please email in advance of this meeting to: forrestw@builders.org

**THURSDAY, APRIL 19**

**AFTER HOURS MIXER**

**THE TILE SHOP - TROY**

Mingle with industry professionals to gain new contacts. Win great prizes! Appetizers, Wine, Beer and Soft Drinks. Bring Prospective Members!

**THREE LOTTO DRAWINGS AT EVERY MIXER!**

**MUST BE PRESENT TO WIN!**

- **Time:** 6:00 – 8:00 p.m.
- **Place:** The Tile Shop
  871 E. Big Beaver Road
  Troy, MI 48083

There is no charge to attend and reservations are required.

**WEDNESDAY, APRIL 25**

**HBA CHARITABLE & EDUCATIONAL FOUNDATION BOARD OF DIRECTORS**

- **Time:** 9:00 a.m.
- **Place:** Association Offices - New Location
  30400 Telegraph Rd., Suite 202
  Bingham Farms 48025

**WEDNESDAY, MAY 3**

**LYON TOWNSHIP BUILDERS FORUM**

- **Time:** 9:00 a.m.
- **Place:** Township Offices, Board Room
  58000 Grand River Avenue
  New Hudson 48165

If you would like to pose a question anonymously for the building official to address, please email in advance of this meeting to: forrestw@builders.org

**TUESDAY, MAY 8**

**SALES & MARKETING COUNCIL**

7 WAYS YOU’RE SABOTAGING SALES WITHOUT KNOWING

- Qualifying & Negotiation mistakes most salespeople make
- Qualifying technique “musts” many don’t use, to protect margin
- Easy negotiating skills often missed

- **Time:** Noon - 1:30 p.m.
- **Place:** Armstrong Sales Coaching
  29200 Northwestern Hwy #115,
  Southfield 48034

- **Cost:** $10 per person Including Lunch

**WEDNESDAY, MAY 9**

**NAHBR PROFESSIONAL REMODELERS COUNCIL - FINDING QUALIFIED ENTRY LEVEL WORKERS - Networking at Oakland Schools**

- See what the students are accomplishing and get an overview of the program.
- Learn how they would like to work with our members.
- Students and faculty will be present to describe the projects they are building and to answer questions.

- **Time:** 3:00 - 5:00 p.m.
- **Place:** Oakland Schools Technical Campus
  5055 Deliemere St., Royal Oak 48073

- **Cost:** $10/Council Member or $15/Person

**FRIDAY, MAY 11**

**HBA EXECUTIVE COMMITTEE**

- **Time:** 9:00 a.m.
- **Place:** Association Offices

**WEDNESDAY, MAY 16**

**MEMBERSHIP COUNCIL**

- **Time:** 9:00 a.m.
- **Place:** Association Offices
  30400 Telegraph Rd., Suite 202
  Bingham Farms 48025

**WEDNESDAY, MAY 16**

**PROFESSIONAL WOMEN IN BUILDING COUNCIL NETWORKING EVENT!**

Watch www.builders.org for details.

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REGISTER FOR EVENTS AT: builders.org/events.php

**Mid-Year Economic Forecast and State Of The Industry Breakfast**

**WEDNESDAY, JUNE 20**

**Presented by:**

**GUEST SPEAKERS:**

- **Eric Bussis**
  Michigan Chief Economist and the Director of the Office of Revenue and Tax Analysis in the Michigan Department of Treasury

- **Jim Baird**
  Partner Plante Moran, Chief Investment Officer and Investment Committee Chair

**Time**

- 7:30 – 9 a.m. – Exhibits & Reception
- 9 – 10:30 a.m. – Breakfast & Presentation

**Place**

Suburban Collection Showplace
46100 Grand River Ave., Novi 48374

**Cost**

- $50 per person
- Registration Deadline – June 8

**Register Online at builders.org/events.php**

Sponsorships and Table Top Exhibits Available.

**Contact Brian Starrs**

248-862-1010
brians@builders.org
More than 20 members and prospective members came to network and make new business contacts, as well as enjoying the refreshments provided by Cosentino.

We would like to acknowledge Cosentino for also donating prizes valued at $50 or more that were given away at the Mixer:

Two slabs of granite were won by Michael Whitefoot of SlingShot Tools and Rosemarie Thommes of Mont Granite.

THE BUILDER LOTTO drawing worth $200 was held at the end of the evening and regrettfully, “Michael Wozniak of Building Integrity / Sun Structures.” was not present to win.

The ASSOCIATE LOTTO drawing worth $250 was held at the end of the evening and regrettfully, “Deborah Herdman of Huntington Bank.” was not present to win.

The ATTENDEE LOTTO drawing worth $50 was won by Terra Leach of TLC Consulting, LLC.

At the next HBA Mixer, the BUILDER LOTTO will be $250 and the ASSOCIATE LOTTO will be $300. The ATTENDEE LOTTO will always be $50. Take advantage of this networking opportunity to make some new contacts and grow your business. Invite a prospective member to join you as your guest!

If you are interested in hosting an “After Hours” Mixer or donating a prize to be given away at an upcoming Mixer, please contact Riva Gulli at (248) 862-1002.
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