

# it's a jungle out there



10.28.09

PHOENIX CONVENTION CENTER

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**BUILDERS**  
9th Annual SHOW

exhibit GUIDE



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it's a  
jungle  
out there

DEAR 2009 Southwest Builders Show attendees

It is my pleasure to welcome you to the 9<sup>th</sup> annual Southwest Builders Show hosted by the Home Builders Association of Central Arizona exclusively for the home building community.

I am sure you will find the numerous networking and educational opportunities invaluable. While you are here, I also encourage you to explore the vast array of products and services exhibited on the show floor. The Southwest Builders Show is a great place to check out new products and services that enhance new homes and increase value for home buyers. The combination of exhibitors, seminars and special events makes this trade expo one of the best tools you can use to grow your business.

Be sure to catch at least one of the featured keynote speakers, including the Annual Forecast Luncheon delivered by Tim Sullivan of Sullivan Group Real Estate Advisors – always one of the year's most highly anticipated events. To start your day off right, consider joining Tom Richey at the Kickoff Breakfast with his 25 secrets on how to sell homes in a tough market.

Back by popular demand is a favorite from prior years – the Treasure Hunt! This year's contest offers attendees a chance to win \$2,500 cash! Being fully aware that the home building industry has seen better times, the theme for both the Show and the Treasure Hunt is, "It's a Jungle Out There!" The focus this year is on smart ideas to help you meet the challenges of today's market and to provide potential home buyers with plenty of reasons to BUY NEW.

Please take a moment to stop by the HBACA booth on the exposition floor to say "Hello". The HBACA staff is happy to answer any questions you may have regarding the show or membership in the association. In addition, you can obtain more information on the new AZ Green Builder program at the HBACA booth as well.

We are delighted to welcome you to our 2009 Southwest Builders Show and it is our honor to have you here with us today.

**JOHN CHADWICK**  
President – Southwest Area, Pulte Homes Corporation  
Chairman, Home Builders Association of Central Arizona

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## EXHIBIT HOURS

9:00 A.M. — 5:00 P.M.

## REGISTRATION HOURS

To register for the Southwest Builders Show, visit the registration area in the South Building of the Phoenix Convention Center.

7:00 A.M. — 5:00 P.M.

## ADMISSION PRICING

### Expo — FREE

For more information please see page 13–14. Includes admittance to the Exhibit Floor with more than 60 exhibits and two Educational Seminars. Pricing for other seminars is below.

	Member	Non-Member
Romancing Financing	FREE*	\$25

\*with purchase of Breakfast ticket; otherwise, \$15

### Special Event & Contest Pricing

For more information please see page 11.

	Member	Non-Member
Kickoff Breakfast	\$40	\$50
Forecast Luncheon	\$65	\$75

Putting Green Contest — 1 ticket for \$5 or 3 tickets for \$10

It's a Jungle Out There \$2,500 Drawing — FREE  
Must have stamped entry card to enter.

## BADGES

The official registration badge should be prominently displayed at all times for prompt admission to the exposition, seminars, and events. If you lose your badge, please inquire at the registration area. Badges are not transferable and must not be loaned to anyone for any purpose during the event.

## FIRST AID PROCEDURES FOR PHOENIX CONVENTION CENTER GUESTS

In the event of an emergency, medical or otherwise, while at the Phoenix Convention Center, simply contact Show Management or dial 602.262.7271 (Security's Emergency Number).

## LOST & FOUND

To report a lost item, call the Security office at 602.262.7271.

## FOOD STATIONS

The food station is located at the back of the show floor and will be open during show hours.

## PARKING

Parking for patrons and guests attending the Southwest Builders Show is available at the following locations. Authorization to park in reserved disabled parking spaces, located adjacent to elevators in all facilities, requires a plate or decal. Phoenix Convention Center features fully accessible routes from all parking and transportation areas. Parking garage hours are subject to change and may be adjusted based on event activity.

### Rate Standards

The standard parking event rate is \$12 per entry for the garages listed below.

#### Jefferson Street Garage (\$12)

333 E. Jefferson  
Hours: subject to event activity  
Height Restrictions: 8'1" upper levels

#### Phoenix Convention Center East Garage (\$12)

601 E. Washington  
Hours: 6:00 A.M. — 8:00 P.M.  
Height Restrictions: 7' upper levels;  
16'6" marshalling yard

Additional parking is available at the Chase Garage and Regency Garage.

## SHOW REGULATIONS

### Children

No one under 16 (including infants) is permitted on the Show Floor at any time, unless accompanied by an adult. Individuals that are 16 and above and wish to attend the Show must register and pay the applicable fee if attending Special Events.

## Live Animals

Live animals of any kind are not allowed on the exhibit floor, with the exception of service animals.

## Photography / Filming

Photography or recording within the exhibit area or conference rooms is prohibited.

## Smoking

The Phoenix Convention Center is a smoke-free facility. Smoking is allowed outside in designated areas.

## SHOW PRESENTER

### Home Builders Association of Central Arizona (HBACA)

The Home Builders Association of Central Arizona (HBACA) is a trade association for the residential construction and development industry. The Association provides a forum through which these businesses can work together to remain informed regarding new and proposed policies advanced by the local, state and federal governments which affect the housing industry. The Association acts as a source of timely and reliable information concerning the state of the local building industry and works to eliminate overly restrictive and costly building laws and regulations that drive up the cost of housing.

16430 N. Scottsdale Rd., Suite 150  
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see page 36 for more details

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special thanks

PHOENIX CONVENTION CENTER



The HBACA staff would like to extend a special thanks to our Board of Directors and the Southwest Builders Show 2009 Tradeshow Advisory Committee for their invaluable input and suggestions which greatly contributed to the successful planning of this year's show.

**BOARD OF DIRECTORS**

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CAROLYN MORRISON, Mattamy Homes

**PUTTING CONTEST**



Support Home Builders Care and have fun while doing it! Golf tickets are only \$5 each or 3 for \$10...don't monkey around if you want a chance to win a motorcycle! Purchase tickets at Registration.



### AZ Green Builder

AZ Green Builder (AZGB) was developed by the Home Builders Association of Central Arizona (HBACA) as a voluntary green standard for production home subdivisions. Using input from utility companies, builders, suppliers, trade partners, and design professionals, the program takes into account local climatic conditions and construction methods.

The HBACA's goal was to establish a residential green building program that can be used by the production home subdivision market and have brand recognition by municipalities, utilities, builders, lenders and the home buying public throughout the region. Achieving market penetration with subdivision builders using a reasonable approach toward green residential construction will achieve better results than getting a few builders to comply with the very stringent requirements of other green building programs. Over time, as the program requirements are revised to remain "above code", AZGB will continue to move the market.

### Program Requirements

There are five major components of the AZGB Program:

**Energy Efficiency**

**Water Conservation**

**Resource Efficiency**

**Improved Indoor Air Quality**

**Operation, Maintenance and Home Owner Education**

### Learn More

To learn more, visit [www.azgreenbuilder.org](http://www.azgreenbuilder.org).

Contact: RUS BROCK, [brockr@hbaca.org](mailto:brockr@hbaca.org), 602.274.6545



## schedule

PHOENIX CONVENTION CENTER



### WEDNESDAY :: OCTOBER 28

- 8:00 – 9:00 ..... Kickoff Breakfast with Tom Richey \*
- 9:00 ..... Exhibit Hall Open
- 10:00 – 11:30 ..... "Web 2.0 & Home Builders" Seminar
- 12:00 – 1:30 ..... Forecast Luncheon with Tim Sullivan \*
- 2:30 – 4:00 ..... "The New Era of Home Buying" Seminar
- 2:30 – 4:00 ..... "Romancing Financing" Seminar \*
- 4:30 ..... It's a Jungle Out There \$2,500 Drawing
- 4:45 ..... Putting Green Putt-Off
- 5:00 ..... Exhibit Hall Close

\* Ticket required. See page 4 for pricing.



J.L. Baugh Construction is a wood framing contractor located in the greater Phoenix area. We have been in business since 1978.

We know the product we supply is the best! We only buy the best wood products the industry has to offer, and we have had a business relationship with companies like Alliance Lumber, Alliance Components, Foxworth and Galbraith for over 20 years. Together we will work to make your bottom line more profitable.

J.L. Baugh Construction is an active member of the following organizations:

- Arizona Contractors Association
- National Home Builders Association
- Home Builders Association of Central Arizona
- Better Business Bureau
- SCF of Arizona
- NFIB (the voice of small business)
- The Blue Book of Construction

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**TOM RICHEY'S  
KICKOFF BREAKFAST:  
25 TOUGH MARKET  
HOME SELLING SECRETS**  
8:00 – 9:00 A.M.  
Ballroom  
Members \$40  
Non-members \$50



Psssst...I have a secret. A secret that will turn your business around. In fact, I have 25 secrets you must know if you want to not only survive but thrive in this tough market. Learn the fundamentals in the process of selling, how to sell the difference in your builder's homes, how to use financing as a tool for closing, how to deal with negotiators and with objections. If you want to hear my secrets, all will be revealed at the Breakfast.

Tom Richey, MIRM, President of Richey Resources, Inc. was recognized as a "Legend of Residential Marketing" in 2006 by the National Association of Home Builders Institute of Residential Marketing. Richey specializes in the management and marketing of residential properties for the top volume builders, developers, and lenders in over 40 cities across the U.S., Canada, Mexico, and the United Kingdom. His firm, INTERMAR, partners with the largest international resort marketing consortium in Europe. Tom also works with leading small volume builders, building product manufacturers, title companies, and mortgage lenders.

Tom's seminars impact thousands of sales and marketing professionals annually and his "Top Gun" Management and Marketing Workshops have gained international acclaim.

sponsor



**FORECAST LUNCHEON  
WITH TIM SULLIVAN**  
12:00 – 1:30 P.M.  
Ballroom  
Members \$65  
Non-members \$75



Back by popular demand...As president of Sullivan Group Real Estate Advisors, Mr. Sullivan has more than 25 years experience consulting in the real estate market. Whether valuing assets for investors, assisting in litigation support or conceptualizing community design and land uses, Mr. Sullivan has counseled real estate companies on investment and development decisions with unparalleled success.

Over the past 15 years, Mr. Sullivan has become a frequently known speaker at major industry events. From HBACA to PCBC to ULI's many venues, Mr. Sullivan shares his breadth of industry knowledge with the nation's real estate industry on an ongoing basis. He also writes for industry publications and is active in numerous industry associations.

During his career, Mr. Sullivan was senior manager with KPMG Peat Marwick's National Real Estate Consulting Group before serving as principal of Hanley Wood Market Intelligence's (formerly The Meyers Group) Real Estate Consulting Practice for a decade.

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sessions

PHOENIX CONVENTION CENTER

southwest  
BUILDERS  
9th Annual SHOW

October 28

Santy Integrated presents:  
**WEB 2.0 & HOME  
BUILDERS – WHAT'S  
NOW & WHAT'S NEXT**  
10:00 – 11:30 A.M.  
Room 167  
Cost: FREE!



Gone are the days when new home marketing was centered around TV, radio and newspaper ads. Today's consumer isn't spending much time using traditional media during the home buying process. They are perusing blogs, getting advice on social networks, viewing virtual open houses and doing general research on the Web. In fact, in 2008, nearly nine in ten homebuyers used the Internet as an information source and one in three found a home on the Internet. Most new home marketers know the Web is becoming the best way to reach homebuyers, but they can be intimidated by all of the marketing tactic choices and ever-changing technologies. This session will provide participants with an easy-to-understand overview of all the potential marketing tactics available, so they can evolve their marketing plans to reach potential buyers where they are today. The session will demystify everything that surrounds Web 2.0, and give participants real world examples that are easy to emulate. Santy Integrated has been working with home builders such as Standard Pacific Homes, D.R. Horton and William Lyon Homes for over 15 years. That experience, combined with Santy Integrated's extensive knowledge of Web 2.0 tactics, ensures that this presentation will be extremely relevant and beneficial to all participants. Dan Santy (President/CEO), Steve Koch (Account Director), Rebecca Seymann (Digital Director) and April Holle (Interactive Strategist) will be presenting.

Kenneth S. Perlman & Cindy Harvey present:  
**THE NEW ERA OF HOME  
BUYING – WHAT'S HOT  
& WHAT'S NOT**  
2:30 – 4:00 P.M.  
Room 167  
Cost: FREE!



This presentation will combine information from one of the nation's leading real estate experts with design examples that reflect the top trends in home design. It will be an interactive and timely discussion to help homebuilders understand how best to position themselves in today's market place. Topics covered will include market statistics, key demographic information, homebuyer wants and needs, and effective design solutions, both inside and out. Participants will learn about a number of sustainable design ideas, tips on how to make smaller spaces live well, and flex space tricks that work. The information shared will be easy for lenders, builders, and developers to understand and apply to their present and future developments. Kenneth S. Perlman, Vice President of Sullivan Group Real Estate Advisors and Cindy Harvey, Project Architect at Kephart will be presenting.



**ROMANCING FINANCING**

with Tom Richey

2:30 – 4:00 P.M.

Rooms 162-163

Members: FREE with Breakfast ticket purchase or \$15

Non-Members: \$25



new home sales. Participants learn how to bring home buyers along in a comforting manner to the final decision. That decision is based on how much home one can own for how little per month.

Ask your sales staff to perform an accurate after tax cost of housing set up...or ask them to sell the proper program relative to the buyer's financial ability...or mystery shop them! The results will prove that your staff needs this critical financing sales training now!

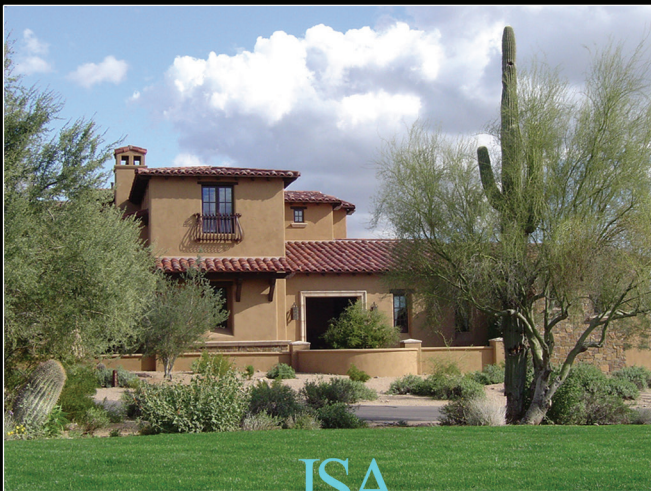
Ask any builder, sales manager, or home buyer and they will say the biggest lack of home selling expertise is simply...salespeople cannot or do not sell and close sales with financing!

In an age where monthly payments are critical to buyers and where home buyers need to know tax advantages, very few sales people can step up and perform. This learning event is based on Tom Richey's personal experience selling and managing

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COMPANY	BOOTH	COMPANY	BOOTH
2-10 Home Buyers Warranty	812	Jobing.com	702
AAM, LLC	518, 619	Kitchell Environmental Services 	802
Adams Bros Interiors	625	Lighting Design, LLC	
American Solar Electric	808	dba The Lighting Design Company	514
Andersen Windows & Doors: A Green Record	834	Louisiana Pacific Corporation	511
APS ENERGY STAR® Homes + SOLAR 	712	Majestic Stone Import, Inc.	804
Arizona Sales Tax Specialists, Inc. 	835	Masco Builder Cabinet Group	610
Arizona Stairs	531	MasterBrand Cabinets, Inc.	631
Arizona Wholesale Supply Co.	706	MetLife Home Loans 	814
AZ Green Builder 	lounge	MonierLifetile	519
B & B Blinds and Builder Services, LLC	722	Nova Home Loans, The Tobias Team 	629
Bobier Sales/Delta Faucets	506	Parsons Walls	524
Boise Cascade, LLC	824	Pella Windows and Doors Southwest	800
Builder Homesite, Inc.	801	Plastpro, Inc.	820
Carescape	613	Probuild 	525
City Property Management Company 	505	ProTex – the PT Xperts, LLC	521
Classy Closets	621	R & B Enterprises,	
Closet Factory	810	Window Covering Professionals	503
Cornice Cabinet LLC	509	R/S Service & Supply, Inc.	728
Custom Foam InSEALators, LLC	826	Safety Rails of Arizona, Inc. 	822
Diversified Builder Supply, Inc.	733	Shasta Pools & Spas	818
EBI Framing	529	Southwest CLG	522
The Echo Solar System	528	Southwest Gas Corporation	515
Exterior Systems	821	SRP	527
FAFCO, Inc.	520	SunWest Appliance Distributing	534, 635
Felten Group, Inc.	819	Timberlake Cabinet Company	523
Ferguson Enterprises, Inc.	512	Torrent Resources	828
First Impression Security Doors, Inc.	823, 825	Trane and Schlage	807
Gilbert Plumbing Co. 	535	ValleyCrest Landscape Development	830
Gothic Landscape, Inc.	724	Verizon Wireless	513
HomeTeam Pest Defense, LLC	718, 720	Wayne-Dalton Garage Doors	805
J. P. King Auction Company, Inc.	634	Westar Kitchen & Bath and GE	734, 836
		Zona Communications	623

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- 9:00 ..... Exhibit Hall Open
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- 4:30 ..... It’s a Jungle Out There \$2,500 Drawing
- 4:45 ..... Putting Green Putt-Off
- 5:00 ..... Exhibit Hall Close

\* Ticket required. See page 4 for pricing.

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# it's a jungle out there



Visit all of the gold booths and get your card stamped for a chance to win \$2,500!!!

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ProBuild	525
Gilbert Plumbing Co.	535
Kitchell Environmental Services	802
Safety Rails of Arizona, Inc.	822
Arizona Sales Tax Specialists, Inc.	835

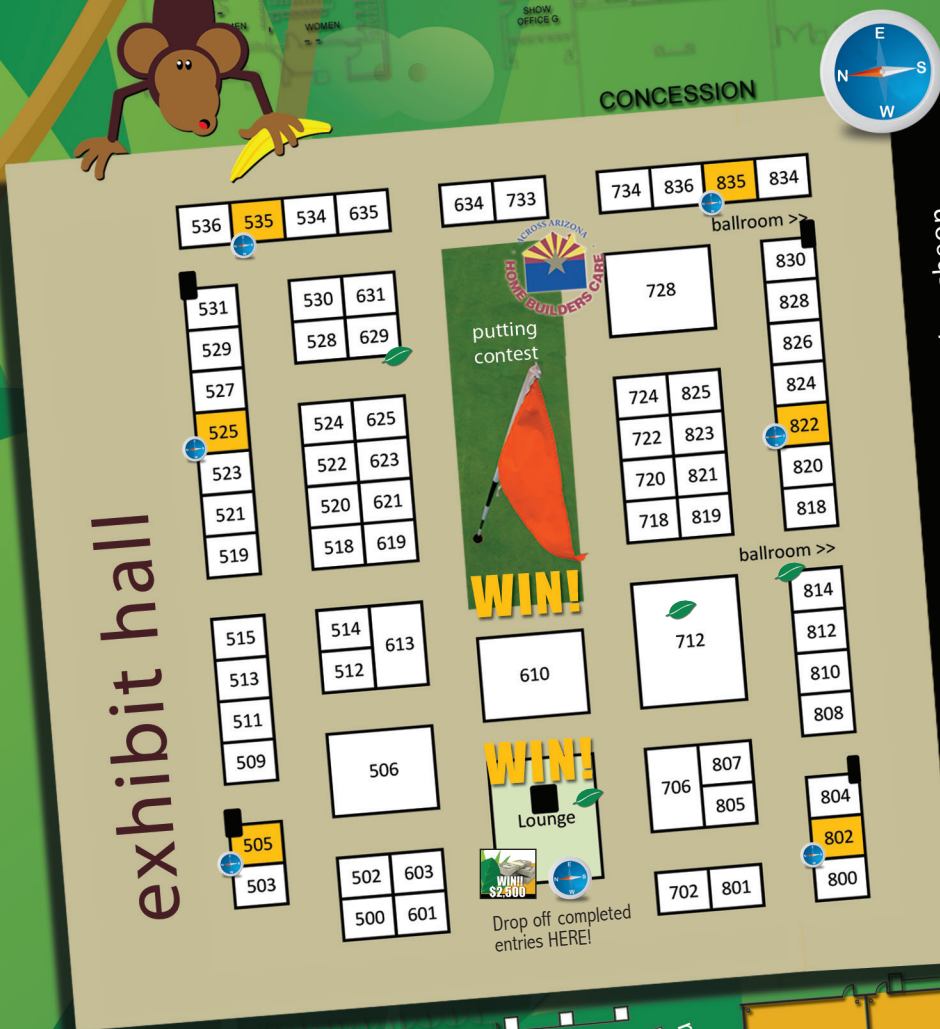
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Nova Home Loans, The Tobias Team	629
APS ENERGY STAR® Homes + SOLAR	712
MetLife Home Loans	814
AZ Green Builder	lounge

### PUTTING CONTEST

Make the putt and win a motorcycle!! Golf tickets are \$5 each or 3 for \$10. Purchase tickets at Registration. All proceeds benefit Home Builders Care.



## exhibit hall floorplan



Tom Richey  
8:00 - 9:00 A.M.



Tim Sullivan  
noon - 1:30 P.M.

ballroom :: Kickoff Breakfast & Forecast Luncheon

breakfast entrance

### SEMINARS

Web 2.0 & Home Builders  
10:00 - 11:30 A.M.  
Room 167

The New Era of Home Buying  
2:30 - 4:00 P.M.  
Room 167

Romancing Financing  
2:30 - 4:00 P.M.  
Rooms 162-163

- Exhibitors
- It's a Jungle Out There Sponsors
- Putting Green
- Sponsors

SOUTH LOBBY

entrance

registration

162 163

167 166 165 164



indicates It's a Jungle Out There sponsor booths

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**Windows & Skylights | Doors | Energy Conservation**  
 Our Commitment...  
 Respect for the environment isn't the latest corporate initiative at Andersen. For over a century, it's been part of who we are. As an environmentally responsible citizen of the global community, Andersen Corporation is committed to environmental stewardship. We will continuously strive for our facilities, processes and products to meet or exceed all applicable government regulations relating to the environment, and we support these environmental goals:

- **Minimize** pollution at the source
- **Conserve** natural resources through reduction, reuse and recycling of materials
- **Promote** energy conservation
- **Develop** long-lasting products that have a minimal adverse effect on the environment

- **Continuously** improve our environmental performance

The latest example of our environmental commitment is the Andersen 100 Series window line. Andersen 100 Series windows are made from our patented Fibrex® composite material, which takes what other manufacturers consider waste and reclaims it as a composite material. Beautiful, durable, and environmentally responsible, these new windows are tailored to the likes and needs of builders here in the West.  
 302 E. Watkins St. | Phoenix AZ 85004  
 (602) 758-6100 | fax (651) 275-7856  
 Edward Hercel | ehercel@andersencorp.com  
 www.andersenwindows.com

**APS ENERGY STAR® Homes + SOLAR ..... 712**  
**Utility Companies | Energy Conservation | Solar Energy (see our ad page 10)**  
**NEW BUILDER PROGRAM**

- Incentives for adding Solar
- Learn about "Solar Ready"
- Solar installation for your model
- PV and solar water heating advantages
- Sales agent training and marketing
- "Success with Energy Star" training

**MEET LOCAL HERS RATERS**

- Learn how to best qualify your product
- Understand the benefit of their services

400 N. 5th St. | Phoenix AZ 85004  
 (602) 250-3455 | fax (602) 250-3371  
 Sandy Lockard | sandra.lockard@aps.com  
 www.aps.com

**Arizona Sales Tax Specialists, Inc. .... 835**  
**Accountants | Financial Planning & Services**  
 Having over 20 years sales and use tax experience, we specialize in reverse sales/use tax audits. In an ADOR targeted study of high volume home builders, it was determined that 6 out of 7 home builders had not taken all the deductions that home builders are entitled to and have over paid their sales tax by hundreds of thousands of dollars. We provide the opportunity to recover your over paid sales tax. Shouldn't recovery of your over paid sales tax be part of your company's economic recovery plan?

Our other services include audit defense, tax return preparation, tax system compliance and tax research.  
 14523 W. Columbus Ave. | Goodyear AZ 85395  
 (602) 663-0477 | fax (623) 547-5428  
 Debbie Nunley | debbien@azsalestaxspecialists.com  
 www.azsalestaxspecialists.com

**Arizona Stairs ..... 531**  
**Stairs/Lifts | Carpentry, Trim & Moulding | Pre-Cast Concrete & Architectural Elements**  
 We are a local stair installation company that is broadening its horizons. Come see our displays showcasing our pre-cast architectural products. We are also highlighting our other wood working items, including wine racking, wainscoting, entertainment centers, and decorative beams.  
 4246 S. 36th Pl. | Phoenix AZ 85040  
 (602) 453-0633 | fax (602) 453-0634  
 Mark Hundley | mark.hundley@arizonastairs.com  
 www.arizonastairs.com

**Arizona Wholesale Supply Co. .... 706**  
**Appliances | Closet Systems | Floor Coverings (see our ad page 6)**  
 Builder supplier of appliances, flooring and closet systems with three showrooms in Phoenix, Scottsdale and Tucson. We are a 55-year-old privately held company that installs everything we sell.  
 P.O. Box 2979 | Phoenix AZ 85062  
 (602) 516-1404 | fax (602) 258-8335  
 toll free (800) 877-4954  
 Bill Parks | bparks@awsco.net  
 www.arizonawholesalesupply.com

**AZ Green Builder ..... lounge**  
**Green Building Administration | Energy Conservation (see our ad page 8)**  
 AZ Green Builder (AZGB) is a voluntary green standard for production home subdivisions. Using input from utility companies, builders, suppliers, trade partners, and design professionals, the program takes into account local climatic conditions and construction methods. The five main components of the program are: Energy Efficiency; Water Conservation; Resource Efficiency; Improved Indoor Air Quality; and Operation, Maintenance and

Homeowner Education. Builders who participate in the program will have brand recognition by municipalities, utilities, builders, lenders and the home buying public throughout the region.  
 16430 N. Scottsdale Rd., Suite 150 | Scottsdale AZ 85254  
 (602) 274-6545 | fax (480) 556-5478  
 Rus Brock | brockr@hbaca.org  
 www.azgreenbuilder.org

**B & B Blinds and Builder Services, LLC ..... 722**  
**Window Coverings | Shutters**  
 Since 2000, B&B Blinds and Builder Services, LLC has been providing home builders with much more than quality window coverings. Our mission statement is simple and permeates all aspects of B&B Blinds: We promise to deliver and deliver what we promise! We at B&B Blinds are committed to exceptional service and products that deliver quality and value. We can't wait for you to experience the B&B Blinds difference!  
 1255 N. Mondel Dr. | Gilbert AZ 85233  
 (480) 991-1500 | fax (480) 940-0455  
 Beverly Best | beverly.best@blindsaz.com  
 www.blindsaz.com

**Bobier Sales / Delta Faucets ..... 506**  
**Fixtures/Accessories – Bathroom & Kitchen | Plumbing Fixtures & Supplies**  
 Bobier Sales is a 53-year-old manufacturers rep firm serving the state of Arizona. At this year's event, we are featuring Delta Faucets, Brizo Faucets, and TOTO Bathroom Fixtures. We are also showcasing Linkasink Decorative Sinks. Please stop and see our many new green products.  
 2757 E. Chambers St. | Phoenix AZ 85040  
 (602) 304-0001 | fax (602) 304-0005  
 Frank Vesci | frank@bobiersales.com  
 www.bobiersales.com

**Boise Cascade, LLC ..... 824**  
**Building Materials/Suppliers & Installers | Distribution/Warehousing**  
 Boise Cascade is a focused company with a proven track record of providing quality wood products and a nationwide building materials distribution network for our customers. We are privately owned with headquarters in Boise, Idaho. Boise Cascade

manufactures and distributes I-joists, laminated veneer lumber, laminated beams, plywood, particle board, and lumber products. Boise Cascade also distributes other building materials including oriented strand board, siding, framing accessories, composite decking, roofing, and insulation.  
 200 S. 35th Ave. | Phoenix AZ 85009  
 (602) 269-6145 | fax (602) 272-6484  
 David Wandschneider  
 davidwandschneider@boisebuilding.com  
 www.bc.com

**Builder Homesite, Inc. .... 801**  
**Internet Advertising | Marketing Consultants | Architectural Renderings/CADD**  
 Builder Homesite, Inc. (BHI) is a consortium of 35 of the nation's largest homebuilders. The company's flagship product is NewHomeSource.com, a consumer website that features the Internet's most comprehensive selection of new homes and reaches nearly 60% of buyers who use the Internet to find their new home. BHI is also dedicated to offering builders innovative new digital solutions like video production, animations, architectural renderings and more. For more information visit our website.  
 11900 RR 620 N. | Austin TX 78750  
 (480) 370-3141 | fax (623) 321-6384  
 Chad Bria | cbria@builderhomesite.com  
 www.builderhomesite.com

**Carescape ..... 613**  
**Landscape Contractors | Landscape Management | Landscape Design / Architecture**  
 Carescape is a full service landscape management company providing landscape maintenance, water management, Arbor care and landscape construction services to the Valley of the Sun and Northern Arizona. Established in 1993, our industry leadership, unparalleled customer service, pro-active approach and attention to detail have defined our company. This is the way we do business. We care. It's our nature. Valleywide service for over 15 years | Licensed, Bonded, Insured  
 13370 West Foxfire Dr., Suite 101 | Surprise AZ 85374  
 (623) 583-8700 | fax (623) 583-8500  
 Edward Putnoki | edward.putnoki@carescape.com  
 www.carescape.com

**City Property Management Company ..... 505**  
**Homeowner Association Management | Property Management**  
 City Property Management has been providing Professional Community Association Management Services for 30 years. We understand the difference between Developer Boards vs. Homeowner Boards, and we pride ourselves with our ability to serve the needs and objectives of both. We are interested in building long lasting relationships through proactive and encouraging plans of action that contribute to a harmonious community. City Property Management offers top quality customer service and state-of-the-art technology for homeowners and home builder clients alike. Let's build a new relationship today!  
 4645 E. Cotton Gin Loop | Phoenix AZ 85040  
 (602) 437-4777 x102 | fax (602) 437-4770  
 Brian Lincks | brianl@cityproperty.com  
 www.cityproperty.com

**Classy Closets ..... 621**  
**Closet Systems | Cabinets**  
 Classy Closets is the recognized leader in innovative closet and precision cabinetry designs for both production and custom home builders. Whether you need us to bid a variety of options for a group of model homes or take care of your most particular customer, we are here to make your job easier. We can provide a variety of options for your homes, ranging from basic standard designs for the production builder to large custom designs for the custom home builder. We offer a variety of quality materials from melamine to wood veneer to solid wood, and all come with our Lifetime Warranty. We have our own custom stain and countertop shop. Serving home builders since 1983, our goal is to make life easier for the office personnel, the sales department, and the superintendents in the field. With many crews working all over the Valley daily, we have the connections and resources to handle almost any home building schedule.  
 1251 S. Nelson Dr. | Chandler AZ 85226  
 (480) 967-2200 | fax (480) 377-2692  
 Jim Tattersall | jim.tattersall@classyclosets.com  
 www.classyclosets.com

**Closet Factory ..... 810**  
**Closet Systems | Cabinets**  
 Storage solutions experts offering custom designed storage for closets, offices, pantries, laundry rooms, wallbeds, garages, and entertainment centers, including our Lifetime Warranty. Factory and showroom located in Scottsdale Airpark. Serving builders and customers valleywide for over 18 years. Free design and consultation by professionally-trained designers. Emphasis on quality materials: melamine, wood veneer, or solid wood, backed with a company-wide commitment to customer satisfaction and designs from "simple to spectacular". Showroom open Monday through Saturday.  
 14425 N. 79th St., Suite H | Scottsdale AZ 85260  
 (480) 998-2070 | fax (480) 998-0588  
 Doug Daniels | closetfactoryphx@att.net  
 www.closetfactory.com

**Cornice Cabinet LLC ..... 509**  
**Cabinets**  
 Invented and patented by David Snyder, owner of Cornice Cabinet LLC, Cornice Cabinet LLC manufactures MACANACAB. Designed to maximize storage space, allowing us to think differently about where we keep our stuff. MACANACAB is a wall or ceiling mounted cabinet with downward extendable / retractable shelves. MACANACAB is much safer than the alternative. With a MACANACAB installed, you will no longer need to get on a stepladder or climb onto counters to access your uppermost shelves. You will simply pull the shelves down to your level. Everyone, including aging "Baby Boomers" and those restricted to wheelchairs, can have safe access to unused storage space in the home, garage and at work. Childcare facilities can keep the young ones safe and increase open floor space, by storing things up where only teachers have access to them. Nursing homes can have more open floor area allowing easier passage for the elderly and those confined to a wheelchairs. Architects can design smaller rooms, utilizing previously wasted space in private residences and commercial spaces.  
 16845 N. 29th Ave., Suite 211 | Phoenix AZ 85053  
 (602) 722-9081 | fax (623) 434-4980  
 David Snyder | info@cornicecabinet.com  
 www.cornicecabinet.com

**Custom Foam InSEALators, LLC ..... 826**  
**Insulation**

Custom Foam InSEALators is an authorized licensed dealer specializing in installing the Icynene Insulation System® in new construction and renovation projects for the finest and most demanding builders and homeowners. Our highly-trained employees have exceptional experience in the construction and insulation industries. Our commitment to providing an excellent product combined with our first-rate service is paramount to the success of your project. 3807 W. Adams St. | Phoenix AZ 85009 (602) 254-8700 | fax (602) 440-4942 Steven LeMert | steven@customfoaminsalators.com www.customfoaminsalators.com

**Diversified Builder Supply, Inc. .... 733**  
**Brick, Stone & Veneer | Fireplaces | Glass, Glazing & Glass Block**

Started in 1984, Diversified Builder Supply is the Southwest's largest installer of masonry veneers and a leading provider of glass block and fireplaces. We added the greenscreen, three dimensional, welded wire trellising system to our product mix in 2008. Our hard-earned and time-proven reputation for providing superior quality, customer service, and value are unmatched. We serve the residential, custom, and commercial markets with quality installations of stone veneer, both natural and manufactured, fireplaces, architectural precast, greenscreen modular trellising systems, and glass block windows and showers. 4013 W. Lindbergh Way | Chandler AZ 85226 (480) 961-3780 | fax (480) 961-0171 P.J. Tyler | pjtyler@diversifiedbuilder.com www.dbsincaz.com

**EBI Framing ..... 529**  
**Framing Contractors**

I would like to take this opportunity to introduce Enterprise Builders to you. We have organized our company around the most important issues within the building industry and pride ourselves on good customer service. We continue to work for some of the largest, and most professional builders in Southern California and are seeking quality builders in Arizona who share a common commitment to

excellence and professional business practices. We are a corporation that has been in business for over 7 years and are located in California and Arizona. EBI Framing is a company that I believe to be one of the best in the industry, in quality and project completion, and I'm thrilled to be a part of it. I look forward to working with you in the future, and I am confident we can make a difference. 9112 Santa Anita Ave. | Rancho Cucamonga CA 91730 (909) 694-0003 | fax (909) 694-0013 Doug Smith | doug@ebiframing.com www.ebiframing.com

**The Echo Solar System ..... 528**  
**Solar Energy | Energy Conservation**

The Echo Solar System is a complete solar solution that delivers up to 65% of your home's energy needs: electricity to run your appliances, hot water for your bathing and pool/spa, and even home heating and home cooling. Echo gives you the power to do it all – the power to save money and secure your energy needs into the future and the power to make a difference. 2607 7th St., Suite G | Berkeley CA 94710 (510) 809-3250 | fax (510) 548-4224 Gordon Handelsman | ghandelsman@pvtosolar.com www.pvtosolar.com

**Exterior Systems ..... 821**  
**Mailboxes | Building Materials/Suppliers & Installers**

Exterior Systems provides United States postal-approved and private mail distribution mailboxes for multi-family and commercial use. Our mailbox line includes CBU cluster pedestal mailboxes, 4C standard horizontal front load mailbox systems, single family locking mailboxes, collection boxes, and solar lighting systems. Exterior Systems is licensed to service and install the products we offer. With products and services in multiple options and price ranges, Exterior Systems is equipped to meet your needs and your budget every time. PO Box 716 | Scottsdale AZ 85252 (480) 990-3909 | fax (480) 941-0087 Richard Gerstel | info@exteriorssystems.net www.exteriorssystems.net

**FAFCO, Inc. .... 520**  
**Solar Energy**

FAFCO, the oldest and largest solar water heating manufacturer in the United States, offers affordable solar water heating systems utilizing lightweight, polymer collectors designed to reduce water heating bills by up to 80%. They work with any conventional residential hot water tank, fit in a single box that weighs only 60 pounds and qualify for federal and state tax credits as well as utility rebates. Homeowners see a return on investment as soon as the system is installed. 3202 E. Clarendon | Phoenix AZ 85018 (602) 955-0130 | fax (602) 954-8259 Gordon Medill | gordonmedill@mgmsales.net www.fafco.com

**Felten Group, Inc. .... 819**  
**Engineers – Forensic & Structural | Architectural Consulting | Post-Tension**

ENGINEERS, ARCHITECTS & DESIGNERS Providing services for the Custom, Production, Multi-Family and Home Remodeling industries. Specializing in Architectural Design, Construction Documentation, Structural Engineering, Post-Tensioned Foundations, Retaining Walls, Commercial Buildings, Customer Service Support, Forensic, Training & Educational Seminars. 18325 N. Allied Way, Suite 200 | Phoenix AZ 85054 (602) 867-2500 | fax (602) 867-2503 Rich Faul | rich.faul@feltengroup.com www.feltengroup.com

**Ferguson Enterprises, Inc. .... 512**  
**Appliances | Lighting Fixtures & Design | Plumbing Fixtures & Supplies**

Air Cold Supply is your comprehensive "One Stop HVAC Shop". We are the premier HVAC supplier on the West Coast with nearly 50 locations in four states. We serve HVAC dealers and contractors with both residential and commercial equipment, parts, supplies and controls. We are proud to offer Day & Night as our main line of equipment as well as a full offering of aftermarket and OEM parts. Our extensive training and technical support provides our customers the tools they need to tackle any situation

and stay ahead of the changing HVAC marketplace. We welcome your comments and suggestions. 8340 E. Raintree Dr., Bldg. A-1 | Scottsdale AZ 85260 (480) 556-0103 | fax (480) 991-4517 Dave Lodien | david.lodien@ferguson.com www.aircold.com

**First Impression Security Doors, Inc. .... 823, 825**  
**Ornamental Metals & Iron | Doors | Security & Fire Systems**

We provide residential and commercial customers a wide range of quality iron products including Grand Entry Doors, Security/Screen Doors, Gates, Railings, Pool Fencing, Spiral Staircases, Window Guards and Decorative Wall Hangings. All of our work is custom-made and professionally installed by one of our highly trained professionals. Our company also makes and installs Sunscreens and Laminate for windows and doors. 1415 N. Mondel Dr. | Gilbert AZ 85233 (480) 924-1104 | fax (480) 633-3028 John Esposito | johnesposito@fisid.biz www.firstimpressionsecuritydoors.com

**Gilbert Plumbing Co. .... 535**  
**Plumbing Contractors | Solar Energy | Water Heaters & Treatment Systems**

One of Arizona's largest family-owned residential and commercial, new construction and service plumbing contractors serving the Phoenix metro area since 1969. Gilbert Plumbing provides a full range of green products and services, including high quality solar water heating systems with reliable job scheduling, professional workmanship, and a caring customer support team. 254 S. Mesa Dr. | Mesa AZ 85210 (480) 834-1188 | fax (480) 969-2083 Ward Gilbert | ward@gilbertplumbing.com www.gilbertplumbing.com

**Gothic Landscape, Inc. .... 724**  
**Landscape Contractors | Landscape Design & Architecture | Landscape Management**

Gothic Landscape is a family-owned company and the sixth largest landscape operation in the country. We're a full service landscape construction company capable of handling any size project, from



indicates It's a Jungle Out There sponsor booths



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model homes to large scale land development improvements. Our Mission Statement starts by guiding every employee "To create true partnerships with our clients...". We are proud of our customer service track record and thankful for the continued business from our home builder clients.  
2526 E. Southern Ave. | Phoenix AZ 85040  
(602) 470-1711 | fax (480) 557-7879  
Misty LeDuc | mleduc@gothiclandscape.com  
www.gothiclandscape.com

**HomeTeam Pest Defense, LLC ..... 718, 720**  
**Termite & Pest Control**

HomeTeam Pest Defense installs the Taexx® Built-in Pest Control System. This in-wall pest control system is designed for today's lifestyle-conscious home buyers, who demand the convenience and sensibility of technologically advanced products in their new home. Please do not miss this opportunity to provide an innovative product with very low cost and high customer perceived value in your homes. Please contact John Denaro for more information.  
1205 S. Park Ln., Suite 2 | Tempe AZ 85281  
(480) 471-5855 | fax (480) 377-0130  
John Denaro | jdenaro@pestdefense.com  
www.pestdefense.com

**J. P. King Auction Company, Inc. .... 634**  
**Auctioneers | Marketing Consultants | Real Estate – Consultants**

The real estate market changes fast. Shouldn't your marketing strategy? Take control of the sale process...As a business decision, a J. P. King Auction provides an obvious opportunity to sell out inventory on your time frame without contingencies. J. P. King premier auction events engage buyers and deliver results. Helping builders, developers and financial institutions accelerate the sale of real property assets since 1915. How can we help you?  
3660 E. University Dr., Suite 8 | Mesa AZ 85205  
(480) 422-6800 | toll free (800) 662-5464  
John Payne | jpayne@jpkking.com  
www.jpkking.com

**Jobing.com ..... 702**

Jobing.com is a leading-edge recruitment media provider committed to building a local employment community by providing resources that encompass all aspects of recruiting and employment. On our site you'll find all of the elements of a traditional job board with some major differences. Jobing.com offers recruiting and employment branding solutions that are far from the same old, same old. With our expert blogs, community partnerships, Career Expo job fairs, JobingVideo, and Jobing.com CareerCenter, we are redefining what it means to recruit.  
4747 N. 22nd St., #100 | Phoenix AZ 85016  
(602) 200-6800 | fax (602) 200-6802  
Monika Masciangelo | monika@jobing.com  
www.jobing.com

**Kitchell Environmental Services ..... 802**  
**Environmental Consulting & Assessment**

Complying with mandatory government environmental regulations designed to mitigate the effects of environmental pollutants requires knowledge and commitment. Kitchell Environmental Services demonstrates both on a range of projects in the Southwest. We bring our environmental expertise to each client we serve. Kitchell Environmental Services comprises a team of experienced professionals, specially trained and certified. We provide cost effective solutions that produce compliance based results for our clients.  
1707 E. Highland Ave. | Phoenix AZ 85016  
(602) 212-6644 | fax (602) 264-9296  
Cameron Flower | cflower@kitchell.com  
www.kitchell.com

**Lighting Design, LLC**  
**dba The Lighting Design Company ..... 514**

**Lighting Fixtures & Design | Electrical Contractors & Supplies | Solar Lighting**  
Lighting Design supplies and installs light fixtures and ceiling fans to valley builders, home owners, designers, and electrical contractors. We have been in business since 1997 and have over 200 manufacturers that we buy from. With several fixtures to view in our beautiful Chandler showroom, you're sure to find what you are looking for. We

have friendly ALA certified lighting specialists on hand to help your customers in selecting the appropriate lighting for their homes and answer any questions or concerns they may have. We know that price is always an issue, and our new contractor sales division will work with builders to decrease their standard cost and increase upgrade potential by putting together an appropriate upgrade lighting program. Lighting Design's volume and scope of work can provide lighting packages to cover any budget. Our outstanding customer service will bring you back time and time again. Come and see what we have to offer!!  
4320 W. Chandler Blvd., Suite 4 | Chandler AZ 85226  
(480) 907-5854 | fax (480) 907-5865  
Bruce Rothamer | bruce@lightingdesign.com

**Louisiana Pacific Corporation ..... 511**  
**Lumber/Millwork**

Louisiana Pacific is the largest manufacturer of OSB, including our proprietary TechShield radiant barrier product. Louisiana Pacific manufactures a full line of engineered wood products, including I-Joists, LSL, LVL, and rimboard. Louisiana Pacific also makes a full line of exterior trim and siding products that are OSB based and guaranteed to resist the elements.  
4531 N. 75th Way | Scottsdale AZ 85251  
(480) 239-5170 | fax (480) 990-1907  
Mike Bergfeldt | mike.bergfeldt@lpcorp.com  
www.lpcorp.com

**Majestic Stone Import, Inc. .... 804**  
**Floor Coverings | Countertops | Granite, Marble & Stone**

Importer and distributor of Natural Stone Tile. We have a large selection of Travertine Tile and Slate. We also have a division that fabricates and installs Granite Countertops. We have associations with several quarries and are able to offer quality stone products at low pricing.  
129 E. Pima St. | Phoenix AZ 85004  
(602) 253-7800 | fax (602) 253-7801  
David Vernon | david@majesticstoneimport.com  
www.majesticstoneimport.com

**Masco Builder Cabinet Group ..... 610**  
**Cabinets**

Masco Builder Cabinet Group provides installed cabinet and countertop solutions statewide. We offer both Merillat and Quality Cabinets as well as DeNova Countertops.  
2225 S. 43rd Ave., Suite 1 | Phoenix AZ 85009  
(602) 455-4800 | fax (602) 455-4804  
Don Johnson | don.johnson@mascobcg.com  
www.mascobcg.com

**MasterBrand Cabinets, Inc. .... 631**  
**Cabinets**

At MasterBrand Cabinets, Inc. our success is attributed to our great people and great brands, both leading us to a great future. We are committed to providing superior cabinets at fair prices, honoring every promise we make, and helping families turn their dreams into reality. It is at the heart of everything we do and everything we are. GREAT PEOPLE. GREAT BRANDS. GREAT FUTURE.  
401 N. 37th Dr. | Phoenix AZ 85009  
(602) 896-7587 | fax (812) 481-9840  
Nathan Schorr | nschorr@masterbrandcabinets.com  
www.masterbrand.com

**MetLife Home Loans ..... 814**  
**Financial Institutions | Mortgage Financiers**

(see our ad page 12)  
MetLife Home Loans shares the core values of the MetLife family. These include conducting business with sincerity, truth and fairness. Currently, MetLife Home Loans serves a range of homebuyers by offering a variety of loan products, including:

- Fixed- and adjustable-rate loans
- Flexible products for first-time homebuyers
- FHA and VA loans
- Reverse mortgages

MetLife Home Loans customers are primarily served by Mortgage Consultants who uphold MetLife's values of integrity and honesty. Mortgage Consultants provide traditional services to their customers. These include educating homebuyers so they can make informed decisions, and assisting them with building real financial freedom.

2375 E. Camelback Rd. | Phoenix AZ 85016  
 (602) 667-8884 | fax (866) 593-1446  
 Karen Gladstone | kgladstone@metlife.com  
 www.metlifehomeloans.com

**MonierLifetile ..... 519**  
**Roofing Materials**

MonierLifetile was formed in 1997 as a joint venture between long-time industry leaders Monier, Inc. and Boral Lifetile, Inc. Monier was founded in 1965 and Lifetile in 1962. The company is the largest manufacturer of premium-quality roof tile in the United States. MonierLifetile offers the industry's broadest combination of concrete roof tile colors, profiles and finishes for both new construction and reroof, plus a broad spectrum of components designed to work together as a completely integrated roofing system. MonierLifetile is the greenest roofing product on the planet and it has been that way since we started making it. Customers benefit from the company's advanced-technology manufacturing techniques as well as its expertise in materials science, product design and extensive testing. MonierLifetile participates in computer-controlled wind tunnel testing of its roof tiles, as well as testing for resistance to fire, hail and seismic activity. Currently, MonierLifetile has 13 active manufacturing plants in the continental United States (including one in Phoenix) and one in Guadalajara, Mexico.  
 1832 S. 51st Ave. | Phoenix AZ 85043  
 (602) 326-3268 | fax (602) 484-7855  
 Andy Coventry | acoventry@monierlifetile.com  
 www.monierlifetile.com

 **Nova Home Loans, The Tobias Team ..... 629**  
**Mortgage Financiers**  
*(see our ad page 39)*

NOVA HOME LOANS has served the needs of Arizona homeowners and homebuyers since 1980. In addition to serving Arizona, we are now able to execute loans in 14 states. In 2001, we merged our flexibility as a mortgage broker with the efficient service of a mortgage bank to create a better way of lending. Efficiency and teamwork are the keys to our accelerated loan delivery. Loan

applications are handled in-house from start to finish – eliminating the need to ship your application around the country for underwriting, approval and document preparation. Personal commitment to professional excellence, coupled with a strong desire to help others, is the common thread among the Loan Officers at NOVA. We often hear that the experiences that our clients have working with NOVA are far superior to those encountered at other lending institutions. We're proud of that difference and of the long lasting relationships we have forged with our clients, their friends and their families!  
 2525 E Camelback Rd., Suite 600 | Phoenix AZ 85016  
 (480) 626-2202 | fax (888) 761-6789  
 Jon Tobias | jont@novahomeloans.com  
 www.tobiasteam.com

**Parsons Walls ..... 524**  
**Retaining Walls | Masonry | Landscape Contractors**

Parsons Walls specializes in designing and constructing retaining walls of various types with a specialty toward rock retaining walls. A Parsons Wall will provide your project a cost effective alternative to other retaining wall systems. A Parsons Wall will add aesthetic value throughout your next project and will not crack, leak and never has efflorescence. Parsons Walls has the history, experience and knowledge to assist in retaining wall design on any project.  
 1540 W. Happy Valley Rd., Suite C | Phoenix AZ 85085  
 (623) 298-0203 | fax (623) 298-0206  
 Paul Parsons | paul@parsonswalls.com  
 www.parsonswalls.com

**Pella Windows and Doors Southwest ..... 800**  
**Doors | Hardware – Door & Window | Windows & Skylights**

Pella Windows and Doors Southwest supplies high quality window and door products to the home builders and remodelers throughout the Phoenix Valley and Arizona. Pella has a long-standing reputation as a premium wood window and door supplier but also has fiberglass and vinyl products to offer to the building community. Please stop by the Pella booth to learn more about the exciting new products that Pella has added over the last year.

730 W. Fairmont Dr. | Tempe AZ 85282  
 (480) 632-8023 | fax (480) 632-0145  
 Duane Reese | reesede@pella.com  
 www.pellaaz.com

**Plastpro, Inc. .... 820**  
**Doors | Carpentry, Trim & Moulding**

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*(see our ad page 15)*

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it's a jungle out there...  
So here's your survival kit!

All of these exhibitors can help you find your way through the jungle! Ask each one to stamp your card, fill in your contact information, and drop off your completed entry\* at the lounge at the front of the Exhibit Hall for your chance to win \$2,500!

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BOOTH 835



Safety Rails of Arizona, Inc.

BOOTH 822



City Property Management Company  
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## How to Play / Official Rules

It's a jungle out there...to survive, just pick up your entry card at Registration...it's free!

Visit all 6 participating booths (in gold on the map) and ask each exhibitor to stamp your survival kit entry. Chances are you'll be visiting someone you've done business with for years or perhaps you'll find a company with a new product or service that will make your job easier.

Once you have 6 stamps, fill in the Contact Information and drop your entry off at the Lounge, located near the entrance to the Exhibit Hall. But remember, no monkey business...only one entry per person. Now all you have left to do is hang in there and hope that your entry is the one that gets drawn at 4:30 p.m. ...and if so, you WIN!!!

**OFFICIAL RULES:** To qualify for your chance to win \$2,500 cash, the contact information on your card must be filled out completely and your card must be stamped by all 6 "It's a Jungle Out There" Sponsor Booths. Incomplete entries and duplicate entries will be disqualified. One entry per person. All "It's a Jungle Out There" Show Prize Drawing Entries will be given away on October 28, 2009 at the Southwest Builders Show. No more than 1,500 entry cards will be given out. The raffle will be closed at 4:00 p.m. on October 28, 2009 or earlier, if all entry cards are given away prior to the closing time, whichever occurs first. All completed entry cards will be collected on a first-come, first-served basis. Following the close of the "It's a Jungle Out There \$2,500 Give Away Contest, a winner will be determined by a random drawing, and the name of the winner will be announced. The winner will be contacted by phone, and/or by mail if not present for the drawing. The winner will assume responsibility for all applicable fees and/or taxes associated with Show Prize winnings. The Southwest Builders Show specifically disclaims all express or implied warranties, including warranties of merchantability and fitness for a particular purpose regarding the prize. Winner agrees to sign an affidavit of eligibility and a contractual release of any liability related to winner's acceptance, use or misuse of the Prize, or for any damages or legal claims against the Southwest Builders Show for entering the Give Away Contest or using the Prize. The decision of the Southwest Builders Show shall be final on all matters concerning the Give Away Contest. The Southwest Builders Show reserves the right to cancel, terminate, modify or suspend the Give Away Contest at any time, for any reason, including, but not limited to, the event that at least two Give Away Contest entry cards are not given away by October 28, 2009. The Southwest Builders Show disclaims any liability for lost, late, or misdirected entries.



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