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# **HOME & GARDEN**

# *Show*

# **MARCH 2-3-4**

This year highlighting **Aging in Place** and **Universal Design** ways of designing homes to help people of all ages and abilities live independently in their own homes. This applies to everyone, but particularly a great topic for today's baby boomers, folks with elderly parents, or caregivers.

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*You Ask*

## “WHAT IS A HOME SHOW?”

*Greetings everyone!*

Yet another year rolls on by and the next thing you know...IT'S HOME SHOW TIME!!

Welcome everyone to our “once a year event” to show off our “stuff” as Remodelers, Home Builders, Building Product Suppliers, Installers, Banks, Insurance Agents, Non Profits, and everything in between. As the calendar seems to move in high speed these days, so do the number of choices and connections that we all make in a days time. With the internet, smart phones, Facebook and tweets, the information highway is so vast, it's almost too much to bear!

However...through it all, there is one thing that all of these high speed avenues can't provide...and that's the ability to use all of your other senses (while shopping) to study, enjoy, learn, touch, and experience the real thing. Everything electronic comes to us as pretty much one dimensional, yet when attending a Home and Garden Show, all of it comes to life. Let's face it, the “up-close-and-personal” routine gets the job done like no other.

Those of us in the Building industry realize that there are a multitude of challenges to having our customers being bombarded with the (world wide web) choices that are right there at their fingertips. It takes tons of time for our own learning curve in order to research available products and services, all the while trying to compete in more than just a local market.

In the “old” days, where we had maybe a half dozen choices for one to pick from, where we now are met with hundreds! Along with that, competition is not just across the street, but instead... across the globe! Marketing and sales have taken on a whole new meaning, and the saying of “you snooze...you lose!” needs to be changed to “you blink... you lose!”

So through it all, support your local Businesses, because it's your local Businesses that support you! I look forward to seeing everyone through the Home Show Season and “hooking up” with Exhibitors, Business Associates, and best of all, the Attendees!

Have a safe and prosperous 2012 and take care!

Sincerely,

Kevin McMahan



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# 2012 HOME & GARDEN SHOW PROGRAM GUIDE



Special Saturday Seminar Guest Speaker...

## ESTHER GREENHOUSE

will give a 'don't miss' seminar at 2pm on 'Aging in Place' and 'Universal Design'!

### New TV Series Shows Design Makes a Difference!

Over the past year I have had the pleasure to participate in this valuable project. The vision of John Robinson, *Design for a Lifetime*, is a 4-part series on enabling housing. Please tune in to WCNY public television this February as we show how accessible and universal design products and features can enable people to successfully remain in their own home.



Schedule: Weekly in February - Sundays at 7:30pm, Thursdays at 10pm

This show will be broadcast across upstate New York, so check your local listings.



#### Not Scheduled For Your Local PBS Station?

If you are not in the viewing area, you can still watch this program.

You may order the DVD, or contact your local PBS station and request they acquire it, free of charge, to broadcast.

**Brian Anelli, producer, [brian\\_anelli@wcny.org](mailto:brian_anelli@wcny.org)**

I would like to thank the creators & funders for the opportunity to be a part of this important program:

*John Robinson, Access Productions*

*Rick Ianello and the board of Albany Guardian Society*

*Brian Anelli and the staff of WCNY*



ALBANY GUARDIAN SOCIETY  
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Esther Greenhouse is an environmental gerontologist, specializing in the impact of the built environment on the level of functioning and well-being of seniors, and is also involved in the broader movement of Universal Design--design for every one, every day. Esther is an advocate for Aging in Place, and furthers this by teaching CAPS (Certified Aging in Place Specialist) courses on behalf of NAHB.

Esther Greenhouse's overarching goal is to make a difference. Through enabling design, from the micro scale of products and housing, to the macro scale of neighborhoods and communities, we can remove obstacles to functioning, minimize decline, and improve daily and long-term functioning for people.

Esther's professional commitment is to create a paradigm shift in our society, whereby enabling design features are viewed as a crucial variable in public health. Esther's training in design, gerontology, environmental psychology, and instruction make her a unique, informed, and skilled resource. Esther's passion, energy, and commitment to making a difference inspire.

## Guard Your Assets

You probably have a trusted investment counselor for your retirement funds and your other investments. That much money, and your future at stake, you want knowledgeable, experienced advice to help you reach your goals. What about the single largest investment most people have? Their home! Do you have a knowledgeable and experienced advisor for your home? You routinely do preventative maintenance on your car. Why? You don't want it to fail unexpectedly and leave you stranded and you certainly don't want to ignore needed service that will prevent permanent damage. The same applies to your often largest asset - your home. If you wait until there is a problem, there could be much hidden (that means expensive) damage happening before you notice the problem.

Now you get it. Routine observation and maintenance is critical to the health of your home. It will protect your investment and give you comfort, convenience as well as peace of mind. What to do? Interview some experienced professional full service remodeling contractors. Get some references. Decide who is the best fit for you and your home.

The remodeler should be experienced at all aspects of remodeling. Your home is a complicated system where all parts must work together to keep you warm, dry and comfortable all year long. The elements are constantly attacking the systems of your home. Water is particularly damaging. Water should be inside the pipes and outside the building envelope. Routine inspections by an experienced remodeling contractor will give you knowledge of the weak spots and the areas that need attention. Together with your remodeler, you can develop an immediate, short term and long term plan to protect and maintain your home. Your remodeler can provide descriptions and budgets for all phases of the work, so you can plan ahead. Attention to that roof flashing detail in August can prevent an emergency repair in February.

After your initial meeting with your remodeler, you should plan a periodic scheduled review to update concerns, weak areas and note new problems areas. You can even discuss upgrading to increase energy efficiency and save money on utility bills. New products are available every day and your professional remodeling contractor can help you decide which will be the best for your home and your budget.

A good place to start to find your home's investment counselor is through your local home builders association - Tompkins Cortland Home Builders and Remodelers.. The website TCBRA.com provides a complete list of members. Be sure to notice the members with nationally recognized certifications such as Certified Graduate Remodelers CGR and Certified Aging in Place Specialist CAPS.

These professionally trained people can help you guard your largest asset; your home. Call today to interview your remodeler. You will be glad you did.

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## FLOORPLAN

	38	37	36	35	34	33	32	31	30	29	28	27	26	25	24	23	Seminar Area
39	50	51		62	63		74	75		86	92		93	104		22	Seminar Area
40	49	52		61	64		73	76		85	91		94	103		21	
41	48	53		60	65		72	77		84	90		95	102		20	
42	47	54		59	66		71	78		83	89		96	101		19	
43	46	55		58	67		70	79		82	88		97	100		18	
44	45	56		57	68		69	80		81	87		98	99		17	Seminar Area
TC-14V FOOD BOOTH																	FIRE EXIT
Entrance	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Seminar Area

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# 2012 HOME & GARDEN SHOW PROGRAM GUIDE



## VENDORS

### CONCOURSE NON-PROFITS

BOOTH 1	Fidelis Care
BOOTH 3	Helping Hands/Caring Heart
BOOTH 5	NYS Public Service Commission
BOOTH 6	NYS Public Service Commission
BOOTH 9	Cancer Resource Center
BOOTH 10	Red Cross
BOOTH 11	Finger Lakes ReUse
BOOTH 12	TC3.biz
BOOTH 13	Habitat for Humanity
BOOTH 14	Human Services Coalition of Tompkins County
BOOTH 15	Human Services Coalition of Tompkins County
BOOTH 16	Cornell COOP
BOOTH 17	Cornell COOP
BOOTH 18	Cortland/Tompkins Soil & Water
BOOTH 24	Girl Scouts Troop 40360
BOOTH 25	Historic Ithaca/Significant Elements

### OUTSIDE VENDOR BOOTH SPOTS PARKING LOT

SPOT A	Habitat for Humanity
--------	----------------------

### INSIDE VENDOR BOOTHS

BOOTH 1	Tompkins Trust Company
BOOTH 2	Avalon Homes
BOOTH 3	Avalon Homes
BOOTH 4	Cortland Overhead Door
BOOTH 5	Cortland Overhead Door
BOOTH 6	Yaman Construction
BOOTH 7	Yaman Construction
BOOTH 8	ETM Solar
BOOTH 9	Baker Miller
BOOTH 10	Baker Miller
BOOTH 11	Geotherm International
BOOTH 12	Fibrenew of the Finger Lakes
BOOTH 14	SDM Landscaping
BOOTH 16	Alternative Power Solutions
BOOTH 17	Barber Deline
BOOTH 18	Barber Deline
BOOTH 26	Valley View Gardens
BOOTH 27	Builders Best Do It Center
BOOTH 28	Builders Best Do It Center
BOOTH 29	Hydroponics
BOOTH 30	KC Construction
BOOTH 31	Right Choice X/I
BOOTH 32	Right Choice X/I
BOOTH 33	CNY Power Sports
BOOTH 34	CNY Power Sports

BOOTH 35	CNY Power Sports
BOOTH 36	CNY Power Sports
BOOTH 37	Northernscapes
BOOTH 38	Northernscapes
BOOTH 39	JB Smith Heating & Air Conditioning
BOOTH 40	Solar Community
BOOTH 41	Halco Heating
BOOTH 42	Halco Heating
BOOTH 43	Halco Heating
BOOTH 44	Halco Heating
BOOTH 45	Crown Construction
BOOTH 46	Crown Construction
BOOTH 47	Crown Construction
BOOTH 49	Re-Bath of Southern Tier
BOOTH 50	Re-Bath of Southern Tier
BOOTH 51	Verizon Wireless
BOOTH 52	Verizon Wireless
BOOTH 53	Sherwin Williams
BOOTH 54	R.H. Osborne's Flooring
BOOTH 55	R.H. Osborne's Flooring
BOOTH 56	Southern Tier Hardwoods
BOOTH 57	Superior Walls
BOOTH 58	Cayuga Country Homes
BOOTH 60	Lynda Myers Interior Design
BOOTH 61	NYSERDA
BOOTH 62	Tully Alpine Builders
BOOTH 63	Tully Alpine Builders
BOOTH 66	Schickel Construction
BOOTH 67	Schickel Rentals
BOOTH 68	Green Home Heroes
BOOTH 69	NY Sash Windows
BOOTH 70	Empire Tractor
BOOTH 71	Empire Tractor
BOOTH 72	Empire Tractor
BOOTH 74	Sun Sky Energy
BOOTH 75	South Seneca Vinyl Windows
BOOTH 80	Kmart
BOOTH 81	Garage Floor Coating of NY
BOOTH 82	Bath Fitter
BOOTH 83	Bath Fitter
BOOTH 84	Nu Look Cabinets
BOOTH 85	Hoover Hardware
BOOTH 86	Hoover Hardware
BOOTH 87	HEP Sales
BOOTH 88	HEP Sales
BOOTH 91	Builders Best Do It Center
BOOTH 92	Builders Best Do It Center
BOOTH 98	Hamilton Building Services
BOOTH 99	Window World of Binghamton

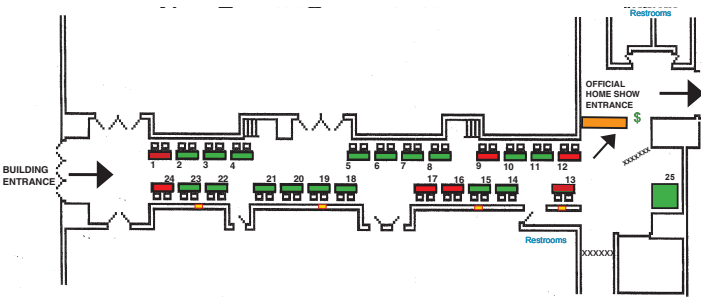
## HOMEOWNER SEMINARS

B) Paul Yaman Construction	—Roofing— The Do's and Don't's	<b>SATURDAY 10 am</b>
A) Cayuga Country Homes	How to choose a builder- Helpful tips, hints, etc.	<b>SATURDAY 11 am</b>
B) NYSERDA Mr. Santoras Dee Gamble	Energy Conservation, and NYSERDA programs available to reduce energy consumption/renewable energy.	<b>SATURDAY 12 noon</b>
A) Cornell Cooperative Extension	Simple solutions for the Silent Killer...Radon.	<b>SATURDAY 1 pm</b>
B) <b>Guest NAHB Seminar Speaker</b> Esther Greenhouse	Aging in Place and Universal Design	<b>SATURDAY 2 pm</b>
A) Tompkins/Cortland Habitat for Humanity	Power Point Presentation of Habitat houses, how people can get involved with volunteering on site, taking part in our home improvement trainings, Women Build. Special Outdoor Tool Use Training Seminar in the Parking Lot Outdoor Booth	<b>SATURDAY 3 pm</b>
B) Lynda Myers Designs	"10 Tips For Organizing and Implementing a Successful Design Project."	<b>SATURDAY 4 pm</b>
A) ETM Solar	Go Solar! Harness the Power of the Sun!	<b>SATURDAY 5 pm</b>
A) Cayuga Country Homes	Practical Green Building Making the most impact for the least cost	<b>SUNDAY 11 am</b>
B) Schickel Construction	Fairy Tale Cottages... a Tale of Inspiration from Actualization	<b>SUNDAY 12 noon</b>
A) ETM Solar	Go Solar! Harness the Power of the Sun!	<b>SUNDAY 1 pm</b>
B) Red Cross	Disaster Preparedness for the Homeowner	<b>SUNDAY 2 pm</b>
A) Michael May Construction	How to choose a Remodeler for your next project!	<b>SUNDAY 3 pm</b>

# 2012 HOME & GARDEN SHOW PROGRAM GUIDE



## NON-PROFIT CONCOURSE LAYOUT



TCBRA proudly presents this platform floor space to local area non profit organizations wishing to promote and interact with the public on a one on one basis. Area non-profits are encouraged to contact us if they are interested in a booth.



Habitat for Humanity of Tompkins and Cortland Counties is proud to announce the launch of its new Mobile Training Program! Habitat for Humanity builds simple, decent, affordable homes for deserving low-income families throughout the community. Because we rely heavily on volunteers to help build our homes, we also strive to train and educate our volunteers on tool use and construction skills. Look for our mobile training unit around town in the coming months as we bring our tools and materials to area churches, schools and community centers for power tool use and construction trainings. Trainings are free of charge and open to the public – no experience required!

Find our trailer stationed with the outdoor booths at this year's Home Show and stop by to take part in our very first training seminars! You can also learn more about participating in an upcoming training session, scheduling a special training clinic for your own group, applying to become a partner family, or volunteering on one of our job sites.

Habitat for Humanity is currently finishing homes in Lansing, Cortland and Homer and we're soon to begin builds in Groton and Trumansburg. We need your help! Train with us and learn the construction and power tool skills that you need to be savvy on the job site.

Also, look for more Habitat information inside the Home Show and sign up to "Be a Betty!" What's a Betty, you ask? A Betty is someone who supports our Women Build program. Betties care about their community. They're willing to learn, eager to help, and compassionate towards others. Betties benefit from construction training sessions, on-site volunteer opportunities, social events and the satisfaction that comes with working towards our goal – eliminating substandard housing in our community. Sign up and you'll receive a swanky membership kit, including a custom wristband and a fun Betty bumper sticker!

Can't catch us at the Show? Contact us at [info@tchabitat.com](mailto:info@tchabitat.com), call 607-898-4148 or visit [www.tchabitat.com](http://www.tchabitat.com) to learn more!



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## Market for Aging-in-Place Remodeling Goes Mainstream as More Home Owners Prefer to Remain at Home

The market for aging-in-place remodeling continues to grow as more homeowners choose to remain in their homes as they age, according to the National Association of Home Builders (NAHB). NAHB Certified Aging-In-Place Specialists (CAPS) experts were joined by representatives from AARP today for a press conference held at the International Builders' Show (IBS) to discuss how the aging-in-place market has changed as it moves mainstream, what consumers are looking for and what universal design and aging-in-place trends will be popular in the future.

Nine out of 10 people age 50 and older say they want to remain in their homes and communities for as long as possible. "As the first baby boomers turn 65 this year, CAPS professionals in remodeling and other industries are providing the expertise these families need to stay in their homes safely and in style," said Scott Sevon, CAPS, GMR, GMB, CGP, 2012 chair of the CAPS Board of Governors and a remodeler from Palatine, Ill. "This generation is typically healthier and wealthier than previous generations of similar age and expects their homes to reflect their active, independent and upscale lifestyles."

Since the creation of the CAPS designation program 10 years ago, the aging-in-place market continues to grow as families plan to age in their homes or address acute needs. While the majority of CAPS consumers are 55-64 years of age, remodelers report that 23 percent of clients are younger (45-54 years of age) and planning ahead to age-in-place.

"We are proud that in its tenth year, CAPS continues to be the industry benchmark for aging-in-place remodeling in the industry," said 2012 NAHB Remodelers Chairman George "Geep" Moore, Jr., CGR, CAPS, GMR, a remodeler from Elm Grove, La. "As aging-in-place modifications and universal design move into the mainstream, the CAPS designation program continues to provide accessibility, safety and low maintenance living to home owners of any age."

The CAPS program was launched by NAHB in partnership with AARP, the NAHB Research Center and the NAHB 50+ Housing Council in 2002 and has been on the leading edge of home modifications for aging-in-place since its inception. The program has graduated more than 4,000 specialists in 10 years.

In 2011, NAHB introduced a new course, Universal Design/Build, that focuses on integrated home design features and product specifications that account for client differences due to circumstance, physical characteristics, health issues and aging. Universal Design/Build expands on the previous CAPS courses by highlighting the successful integration of universal design into all residential construction projects.



# 2012 HOME & GARDEN SHOW PROGRAM GUIDE

## How to Find the Best Contractor

By Brooke Howard Greenhouse, CGB, CAPS, CGP

Congratulations — you've decided to build a new home or fix-up your current place! Now you need to find a building professional to do it. Where do you start?

**Make a List** - The first step to take before calling anyone is to decide what you want, when you need it done and what your budget is for the project.

This information will help you determine what type of contractor you need and help a professional contractor understand what you are looking for. For example, if you want to build a new home, you should call a builder, not a plumber. Likewise, if you have a problem with your heating system, it might be best to contact a heating specialist directly, instead of a remodeler or general contractor.

**Ask Around** - Once you have determined which type of building professional suits you best, you can narrow your search. Contact your local builders association (WWW.TCBRA.COM) for a list of members.

Members of the builders association demonstrate a commitment to professionalism and have many opportunities to further their education to become better.

If looking for a builder or remodeler, consider certified professionals. Certified Graduate Builders (CGB) and Certified Graduate Remodelers (CGR) are professionals who meet prescribed standards of practice, possess building industry experience, have a proven track record of successful project management, complete a comprehensive education

curriculum and pledge to uphold the program's code of ethics. CGB and CGR are nationally recognized programs and a true sign of excellence.

**Nationally certified professionals pledge to a Code of Ethics** - Ask your friends and people at work if they have had experience with any contractors and for their advice. Often, a referral from someone to a contractor they liked is your best reference.

**Talk To The Contractors** - With your list of contractors (if you've done some research, you should not have a really big list, just a few companies) it's time to call them.

Whether the job is large or small, there are some important questions to get answered:

- Evidence of General Liability and Workers Compensation Insurance
- What is the warranty
- What training/certifications does the contractor have
- What experience do they have with projects like yours
- Time frame for the project



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# 2012 HOME & GARDEN SHOW PROGRAM GUIDE



- How long has the company been in business
- Does the builder use state-of-the-art energy features

**Price Isn't Everything** - Remember that cost is not a direct measure of quality. High quality combines good design and materials with superior workmanship and proper installation. Just because one contractor is less expensive than another does not mean it is a better value. Likewise, higher price does not automatically mean better craftsmanship.

When buying construction services, you are not buying just a finished product. Construction projects come with a package of services, and the quality of those services will affect your enjoyment of your home. You should look for a contractor who will provide quality service after the sale.

**Trust Is Key** - In my years of experience one thing seems to stand out to me in all the good and bad stories I've heard from customers and contractors - you need to choose a contractor you feel you can trust and are comfortable working with. The old saying that if it looks too good to be true, it probably is, is true. Be careful when you speak with

two or three contractors and there seems to be an amazing deal from one of them, there is usually a reason for a much lower price.

Part of trust is having clear expectations. The most important tool for this is a written contract with clear specifications. Even small jobs should have a written contract and specifications, it will be short and easy and help you avoid misunderstandings.

A home is one of the largest and most important purchases you can make. If you do your homework, ask questions and come prepared, you will develop knowledge and a sense of confidence that will help you to make the right decision.

Brooke Greenhouse is vice president of Cayuga Country Homes and served as President of the New York State Builders Association in 2006. A Certified Graduate Builder (CGB), Certified Green Professional and Certified Aging In Place Specialist (CAPS), Brooke is co-author of the new book Building A Quality Custom Home, What You Need To Know. Cayuga Country Homes is an award-winning builder serving Tompkins, Cortland and surrounding Counties.

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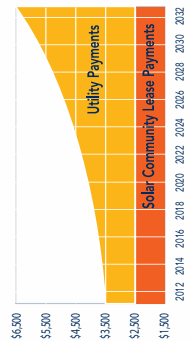
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## Interested In Joining Our Association?

In order to join TCBRA, a member candidate must be recommended by a current member in good standing. Upon application to the Local Association, one must meet, agree to, and sign a Code of Conduct put forth by our Association that reflects those ideals held by us and by the State and National Home Builders Associations. Along with complying with other membership criteria, the incoming member is required to give other professional references

that can be verified by the Board. We are very selective during this process, allowing only those that exhibit the true character of what we stand for as Industry Leaders.

With the annual dues that are paid to TCBRA, the fee is split three ways, with approximately one third going directly to the Local, one third to New York State Builders Association (NYSBA), and one third to the National Association of

Home Builders (NAHB). Having this direct relationship with both NYSBA, and NAHB, we are allowed all of the privileges stated above plus a whole lot more.



Questions?  
**INFO@TCBRA.COM**