

THE MASTER BUILDERS ASSOCIATION OF KING AND SNOHOMISH COUNTIES

2015 ANNUAL REPORT



MASTER BUILDERS
ASSOCIATION
of King and Snohomish Counties

LIFE. LEGACY. LEADERSHIP.

WELCOME HOME

Shelter is one of the basic necessities in life, but it is also home. To provide adequate housing for the millions of diverse, hard-working individuals and families of the Puget Sound region is not easy, but our more than 2,700 members welcome the challenge of building for a rapidly-growing populace. This is how we became the oldest, largest – and arguably most influential – residential homebuilding association in the nation today.

To continue paving the path forward, let's take a look at where we have been.

In 1909, a few progressive Seattle area builders set out to repair the multifaceted issues affecting the housing industry. They shared technology and worked together to solve construction problems, sparked by passion and a vision for a better future.

Today our communities are built safer, greener and smarter than ever before. What has over a century of education and leadership brought to our region? Just take a look around any neighborhood throughout King and Snohomish counties and see for yourself.

Our part in helping to build and maintain one of the fastest-growing regions in the country is significant, and our impact and influence is also felt on the state and national levels. Through cutting-edge technology and a strong networking community of trusted professionals, we lead by example. Led ourselves by the four strategic priorities set in place by our board of directors, these guiding priorities – Government Advocacy, Membership Value, Financial Stewardship and Industry Image – drive progress within our association and across the communities we work and live in.

Whether builder, trades professional, remodeler, homeowner or hopeful resident, we work for you. We are the Master Builders Association of King and Snohomish Counties.



SHANNON AFFHOLTER
Executive Director
Master Builders Association



PATRICK MCBRIDE
2015 President
Master Builders Association

A handwritten signature in black ink, appearing to read "Shannon Affholter". The signature is fluid and cursive, written on a light-colored background.

A handwritten signature in black ink, appearing to read "Patrick McBride". The signature is stylized and cursive, written on a light-colored background.

STRATEGIC PRIORITIES



GOVERNMENT ADVOCACY

Advocate at every level of government for policies that benefit the residential building industry and improve the climate for housing in the Puget Sound region



INDUSTRY IMAGE

Promote a positive image for the residential building industry in the Puget Sound region through our community outreach efforts



MEMBERSHIP VALUE

Provide our members extraordinary value through our advocacy, promotion and products that supports their ability to succeed



FINANCIAL STEWARDSHIP


Strengthen our financial stability by developing profitable revenue streams and managing resources responsibly

2,839,550

KING AND SNOHOMISH COUNTY RESIDENTS¹

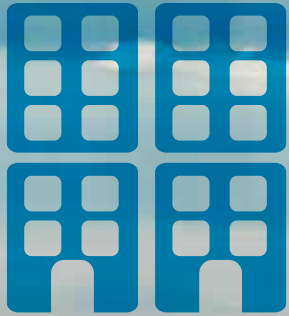
HOUSING-RELATED SPENDING IS **15%**
OF NATIONAL GROSS DOMESTIC PRODUCT⁷

4,203
SQUARE MILES
OF LAND¹

 **2,764**⁵


13,122
HOME BUILDING JOBS²
(20,435 JOBS TOTAL)

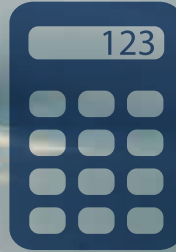

5,378 SINGLE-FAMILY HOMES
PERMITTED IN 2015⁶

8,914
MULTIFAMILY
HOMES
PERMITTED IN 2015⁴



\$1.7 BILLION
IN LOCAL INCOME FROM
THE HOUSING INDUSTRY²



\$260.4
MILLION
IN TAXES AND OTHER
LOCAL REVENUE²



627 PEOPLE PER SQUARE MILE⁶

¹ US Census Bureau, 2014 estimate | ² Based on the 2015 NAHB "The Metro Area Impact of Home Building in Seattle, Washington, Income, Jobs, and Taxes Generated" report using 2015 Construction Monitor permit figures | ³ Built Green Construction Monitor based on variable data originally pulled January 22, 2016 | ⁴ NAHB Membership Monthly Report Year End Data | ⁵ US Census Bureau, 2010 estimate | ⁶ NAHB

GOVERNMENT ADVOCACY

Our policy efforts are many, yet all exist to serve a singular promise: to advocate at every level of government for policies that benefit the residential building industry and improve the housing climate of the Puget Sound region. In collaboration with our vital committees and councils and on behalf of all members, together we strive to clear regulatory hurdles, create fiscal prosperity and generate wins across all jurisdictions where business is conducted.



2015 IN REVIEW

- Saved \$17,000 per unit in TDR requirements
- Zero buffer size increases in Snohomish County's critical areas ordinance
- More than 400 registrants for the MBA Housing Summit
- Three op-eds in The Seattle Times, Puget Sound Business Journal and the Everett Herald
- Snohomish County Forest Practices Ordinance saved \$1,500 per application, and three months in review time
- Reduced North Bend traffic impact fees by 50%, saving \$9,000
- Contributed \$200,000 toward local campaigns and independent expenditures
- Held 12 municipal roundtables



79


CANDIDATE
INTERVIEWS

AND

66

ENDORSED
CANDIDATES





“A PROSPEROUS
YEAR REQUIRED THE
TIRELESS EFFORTS
OF MANY. I THANK
BOTH MY GOVERNMENT
AFFAIRS TEAM AND
THE MEMBERS WHO
STOOD WITH US, THEN
AND NOW, AS WE BUILD
FOR THE FUTURE.”

— DON DAVIS, DIRECTOR OF
GOVERNMENTAL AFFAIRS

MEMBERSHIP VALUE

The MBA does not exist without our members. Simply put, you are the Association. Our promise to you is simple: create a prosperous environment which breeds success whether your business employs one or one hundred. We help you achieve prosperity through a variety of avenues, from the numerous educational opportunities, to giving you product benefits and cost savings through member discounts. We are strong because you are strong.



2015 IN REVIEW

- Highlighted eight members and featured 48 member stories
- Recruited 514 new members
- 81.2% retention rate
- \$4.6 million GRIP refund to MBA members*
- Certified more than 900 Built Green® homes – 1,506 multi-family and 879 single-family – for a total of 2,385 homes
- More than 33,000 lives protected with health insurance
- Facilitated 237 MBA events and council meetings
- 1,265 Remodeled Homes Tour visitors
- Offered 50 educational courses with more than 530 attendees

*Includes MBA Pierce and MBA GRIP members.

81%
RETENTION
RATE
AND
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INSURED



“OUR MEMBERS DRIVE OUR GROWTH AND SUCCESS. WE OWE IT TO THEM TO PROVIDE THE VERY BEST OPPORTUNITIES IN WHICH TO SUCCEED PERSONALLY AND PROFESSIONALLY.”

– PATRICK HAYES, MEMBERSHIP MANAGER



INDUSTRY IMAGE

Spearheaded by members and hundreds of volunteer hours, MBA outreach efforts were felt throughout the Puget Sound region in 2015, a foundation of support prompted by the inspiration to help our communities. With established efforts like Rampathon® and Painting a Better Tomorrow® headlining our many endeavors, a strong objective lives at the core of all our community service efforts, making the Pacific Northwest a better place to call home.



2015 IN REVIEW

- 11 scholarships provided, totaling \$30,000
- Members built 21 ramps in 13 cities for Rampathon
- Painted 30,000 square feet of Solid Ground facilities for Painting a Better Tomorrow
- \$4,000 raised for ChildHope Initiative for Houses for Hope
- 16,097 Built Green-certified projects since 2000
- Seattle's first Emerald Star-certified home*
- Generated 310 online, 18 print, six radio and three TV industry and MBA media stories
- 10,500 social media followers and 4,700 likes, shares and comments

*The Emerald Star designation signifies the highest level of Built Green certification.

THANK YOU
FOR MORE THAN
500
VOLUNTEERS

A blue alarm clock icon with a white exclamation mark inside the bell, positioned between the volunteer and hour statistics.

AND

3,349
VOLUNTEER
HOURS





“THE THINGS WE FIND (THAT) BRING US THE MOST JOY ARE THE SIMPLE THINGS, BUT THE EFFORT TO GET THERE IS OFTEN NOT SHORT OF HEROIC.”

— STACEY SUNDE, 2015 RAMPATHON SHOWCASE RAMP RECIPIENT

FINANCIAL STEWARDSHIP

Financial stability is important to the health of the Association, and key to keeping King and Snohomish County residential building professionals thriving. Our financial responsibility to members remains the driving force for which all other priorities are able to work; that is, to develop strong revenue streams for the purpose of maximizing membership value along with the communities around us.

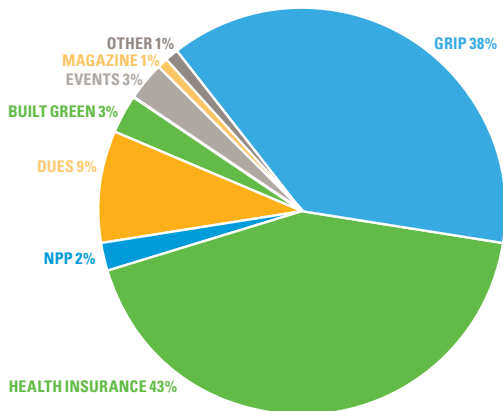


2015 IN REVIEW

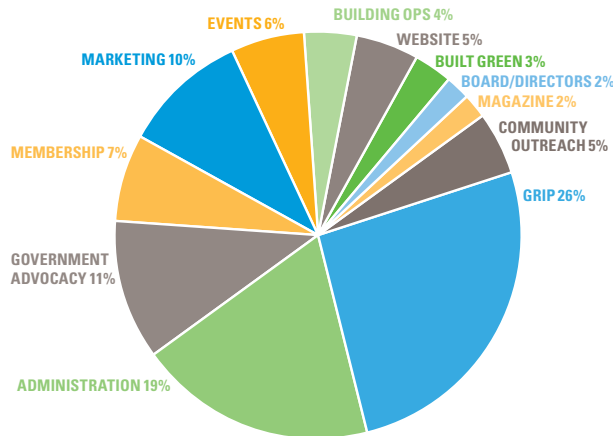
- The MBA is financially stable due to strong reserves and no debt
- Received an unmodified audit opinion from our independent audit firm
- Created the Qualified Association Health Plan Coalition to protect the MBA Health Trust
- Improved financial reporting through increased transparency with the Finance Committee
- Developed spending controls adapted to revenue performance

GENERATED
80%
 NON-DUES REVENUE
 FOR THE MBA
 THROUGH THE
MBA HEALTH TRUST
 AND
GRIP

2015 REVENUE BY SOURCE



2015 EXPENSES BY FUNCTION





“WE HOLD OURSELVES ACCOUNTABLE FOR EVERY DOLLAR SPENT AT THE MBA. WE KNOW THAT THE SUCCESS OF OUR ASSOCIATION TAKES FINANCIAL STABILITY AND SO WE WORK EVERY DAY TO DEMONSTRATE THAT VALUE.”

– JEAN CASPER, DIRECTOR OF ADMINISTRATION



Annual Report Photos: Pacific Ridge Homes, Dwell Development, MBA and Kate Baldwin Photography

MBA STAFF

ADMINISTRATION

EXECUTIVE DIRECTOR Shannon Affholter
DIRECTOR OF ADMINISTRATION Jean Casper
DIRECTOR OF INFORMATION SYSTEMS Janna Parry

ASSOCIATION PROGRAMS

DIRECTOR OF ASSOCIATION PROGRAMS Aaron Adelstein
COMMUNITY STEWARDSHIP MANAGER Michell Filleau-Maas
BUILT GREEN PROGRAM MANAGER Leah Missik
BUILT GREEN COORDINATOR Ellen Cole
MEMBERSHIP MANAGER Patrick Hayes
MEMBERSHIP COORDINATOR Marilyn Sippy
MEMBERSHIP RECEPTIONIST Olga Plushko
MEMBERSHIP PROGRAMS MANAGER Eric Thomas
MEMBERSHIP PROGRAMS COORDINATOR Skylar O'Harrow

FINANCE

CONTRACT CHIEF FINANCIAL OFFICER Jerry Heemstra
CONTROLLER Tanya Tsybert
ACCOUNTANT, AP AND PAYROLL Ha Tran
STAFF ACCOUNTANT Amber Snellgrove
ACCOUNTING ASSISTANT Helen Faúndez

GOVERNMENTAL AFFAIRS

DIRECTOR OF GOVERNMENTAL AFFAIRS Don Davis
DIRECTOR OF EXTERNAL RELATIONS Allison Butcher
NORTH KING COUNTY MANAGER & PAC DIRECTOR David Hoffman
NORTH SNOHOMISH COUNTY MANAGER Mike Pattison
SOUTH SNOHOMISH COUNTY MANAGER Jennifer Anderson

MARKETING

DIRECTOR OF MARKETING Linda Caudle
PUBLIC RELATIONS MANAGER Sharon Coutts
PRODUCT MANAGER Kevin McDaniel
BUSINESS DEVELOPMENT MANAGER Levi Thomas
EVENTS MANAGER Nancy Grygorowicz-Davis
EVENTS SPECIALIST Katrina Peterson
MARKETING COMMUNICATIONS MANAGER Daniela Parmley
CONTENT SPECIALIST Cameron Poague
SENIOR MARKETING SPECIALIST Elizabeth Humphrey
MARKETING COORDINATOR Phillip Schaus

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BOARD OF DIRECTORS

2015 OFFICERS

PRESIDENT Patrick McBride, PW McBride Contracting
1ST VICE PRESIDENT Joseph Irons, Irons Brothers Construction, Inc.
2ND VICE PRESIDENT Mike Walsh, Terrene Ventures
SECRETARY Mike Appleby, Chicago Title & Escrow Company
IMMEDIATE PAST PRESIDENT Martha Rose, Martha Rose Construction Inc.

2015 BOARD OF DIRECTORS

ASSOCIATE DIRECTOR Kevin Kartak, AAA KARTAK Glass & Closet
ASSOCIATE DIRECTOR Beth Madden, Madden Industrial
BUILDER DIRECTOR Erich Armbruster, Ashworth Homes
BUILDER DIRECTOR Aaron Fairchild, Green Canopy Homes
BUILDER DIRECTOR Sunshine Kapus, Gamut360 Holdings LLC
BUILDER - REMODELER DIRECTOR Jamie Hsu, Lakeville Homes
ADVOCACY DIRECTOR Bonnie Geers, Quadrant Homes
FINANCIAL DIRECTOR Dennis Poppe, Builders Insurance Group
COMMUNITY STEWARDSHIP DIRECTOR Jason Lear, Batt & Lear Inc.
MEMBER SERVICES DIRECTOR Steve Cory, Fidelity National Title
LEGAL ADVISOR Duana Koloušková, Johns Monroe Mitsunaga and Koloušková

COUNCILS

AFFORDABLE HOUSING COUNCIL Chair, Bonnie Geers, Quadrant Homes
ASSOCIATES NETWORK* Chair, Erica Ridout, Brainstorms Collective
BUILT GREEN EXECUTIVE COMMITTEE Chair, Anthony Maschmedt, Dwell Development LLC
DESIGN PROFESSIONALS COUNCIL* Chair, Philip W. Frisk, PWF Architecture, GoodSpace Homes
FINANCE COMMITTEE Chair, Mike Walsh, Terrene Ventures
HOUSING POLICY COMMITTEE Chair, Joseph Irons, Irons Brothers Construction
MBA LEGAL COMMITTEE Chair, Duana Koloušková, Johns Monroe Mitsunaga Koloušková
MEMBERSHIP COUNCIL Chair, Kevin Kartak, AAA KARTAK Glass & Closet
PROFESSIONAL WOMEN IN BUILDING COUNCIL Chair, Janine Vaughn, AT&T Small Business
RESIDENTIAL BUILDERS COUNCIL Chair, Barbara Yarrington, Mainvue Homes
REMODELERS COUNCIL Chair, August Bergdahl, Crescent Builds
SALES & MARKETING COUNCIL Chair, Barbara Iverson, RE/MAX Integrity
SEATTLE BUILDERS COUNCIL Chair, Erich Armbruster, Ashworth Homes
SNOHOMISH COUNTY DEVELOPER BUILDER ISSUES COMMITTEE Chair, Sunshine Kapus, Gamut360 Holdings, LLC
SPECIAL THANKS TO Smart Growth Seattle and Roger Valdez, director (SGS)

*Operating as part of the Sales & Marketing Council in 2016.

CONGRATS

ASSOCIATE MEMBER OF THE YEAR
Mike Appleby, Chicago Title & Escrow Company

BUILDER MEMBER OF THE YEAR
Patrick McBride, PW McBride Contracting

BUILT GREEN MOVING THE MARKET AWARD
Denizen Development

BUILT GREEN PROJECT OF THE YEAR
Dwell Development

EXCEPTIONAL SERVICE AWARD
Jim Coshow Jr., Dunn Lumber
Gary Turner, Retiree of PSE

MBA HALL OF FAME INDUCTEE
Steven Kirk, US Bank

OMAR BROWN AWARD
Myra Williams, Baskets by Myra

REMODELER MEMBER OF THE YEAR
August Bergdahl, Crescent Builds

SANDY MCADAMS AWARD
Sherry Schwab, HCS Construction
Services Company

SPIRIT OF SERVICE AWARD
Rob Carlisle, Carlisle Classic Homes

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