



A H B A

# MEMBERSHIP

# MANUAL

2 0 2 4

301 Arctic Slope Ave, Ste 102, 99518  
907-522-3605 | info@ahba.net | ahba.net



## EXECUTIVE MEMBERS

**Board President, Andre Spinelli**  
**Spinell Homes**

907-440-6296 | [andre@spinellhomes.com](mailto:andre@spinellhomes.com)

**Vice President, Scott Allen**  
**360 Construction & Design**

907-230-4432 | [sallen@360-ak.com](mailto:sallen@360-ak.com)

**Treasurer, Brandon Burgett**  
**PrimeLending**

907-317-3933 | [brandon.burgett@primelending.com](mailto:brandon.burgett@primelending.com)

**Secretary, Skyler Quinn**  
**Michael Quinn Construction**

907-360-6004 | [skylerequinn@gmail.com](mailto:skylerequinn@gmail.com)

**Past President, Jason Dial**  
**Rain Proof Roofing**

907-952-0516 | [jdial@rainproofroofing.com](mailto:jdial@rainproofroofing.com)

## BOARD MEMBERS

**Ashley Plooy, Brick & Birch Homes**

907-980-2527 | [brickandbirchhomes@gmail.com](mailto:brickandbirchhomes@gmail.com)

**Ligia Lutan, FNBA**

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**Daren Williams, SBS**

907-317-3386 | [daren.williams@sbsalaska.com](mailto:daren.williams@sbsalaska.com)

**Kyle Mirka, Allen & Petersen**

907-230-7432 | [kmirka@aphome.com](mailto:kmirka@aphome.com)

**Sheron Patrick, Alyeska Title**

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**Eric Trevithick, Trevi Builders**

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**Karen Michelsohn, FAIBD, Michelsohn & Daughter**  
407-468-6150 | [karen@manddconst.com](mailto:karen@manddconst.com)

**Brandon Marcott, P.E. Triad Engineering**  
907-227-0905 | [brandonmarcott@triadak.com](mailto:brandonmarcott@triadak.com)

**[Click here](#) to view board list**

## **BOARD ADVISOR**

**Clai Porter, AIA, NCP Design Build**  
907-727-8057 | ncp@gci.net

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## **AHBA TEAM**

**Nikki Giordano, CEO**  
907-830-9139 | nikki@ahba.net

**Tamara Dunlap, Director of Marketing & Membership**  
907-522-3605 | tamara@ahba.net

**Renate DelVecchio, Accounting**  
**Accurate Bookkeeping**  
907-854-7408 | accounting@ahba.net

**Lindsey Spinelli, Marketing**  
**Saggio**  
907-240-7075 | lindsey@saggio.com

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## **ALASKA STATE HOME BUILDING ASSOCIATION**

### **Directors**

**Eric Visser**  
**Visser Construction**  
907-602-3858 | eric@visser.com

**Andre Spinelli**  
**Spinell Homes**  
907-440-6296 | andre@spinellhomes.com

**Jason Dial**  
**Rain Proof Roofing**  
907-952-0516 | jdial@rainproofroofing.com

**Bill Taylor, Alternate Director**  
**Colony Builders**  
907-345-0371 | jim@dunlapbuilders.com

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## **NATIONAL ASSOCIATION OF HOME BUILDERS**

### **Delegates**

**Andre Spinelli, Spinell Homes**  
**Delegate**  
907-440-6296 | andre@spinellhomes.com

**Jim Dunlap, Dunlap Builders**  
**Life Delegate**  
907-562-4512 | jim@dunlapbuilders.com

**Clai Porter, AIA, NCP Design Build**  
**Senior Life Delegate/Build-PAC Trustee**  
907-727-8057 | ncp@gci.net

**Paul Michelsohn, Michelsohn & Daughter**  
**Senior Life Delegate**  
907-727-0611 | paul@manddconst.com



## *Join a Committee or Council*

As a volunteer-driven organization, our committees and councils help guide the AHBA's advocacy efforts, events and activities throughout the year. Serving on a committee or council is a rewarding way to share your expertise and interests with fellow members as we all strive to advance our careers and the AHBA's goals.

The AHBA is actively involved with local, state and national issues related to the regulatory process - working for and with our members to promote the homebuilding industry. We work with government and elected officials to remove regulatory barriers that hinder the ability to build safe and attainable housing. AHBA advocates for quality development, sustainable housing and consumer protection.

Your investment in the AHBA and support of its mission through active involvement strengthens the industry and the association - the more you get involved, the greater the return on investment.

For more information about a committee or council's work, meeting schedule or how to become involved, please contact [nikki@ahba.net](mailto:nikki@ahba.net).

### **BOARD OF DIRECTORS**

**Board President, Andre Spinelli**  
Spinell Homes

### **EVENT COMMITTEES**

Anchorage Home Show  
Spring Construction Showcase  
Poker Party  
Golf Tournament  
Parade of Homes  
Gold Hammer Awards Gala  
Economic Summit  
Merry Festivus

### **ENDOWMENT BOARD**

**Board Chair, Sally Dial**  
Rain Proof Roofing

### **MEMBERSHIP COMMITTEE**

**Chair, Pete Nolan**  
National Federation Independent Businesses

**Co-Chair, Brandon Burgett**  
Prime Lending

### **BUILDERS COUNCIL**

**Council Chair, Brandon Marcott**  
Triad Engineering

**Building Safety, Eric Visser**  
Visser Construction

**Government Affairs, Bill Taylor**  
Colony Builders

**Build-PAC, Andre Spinelli**  
Spinell Homes

### **ANCHORAGE HOME BUILDERS ASSOCIATION**

301 Arctic Slope Ave, Ste 102, Anchorage, AK 99518  
[www.ahba.net](http://www.ahba.net) | (907) 830-9139 | [info@ahba.net](mailto:info@ahba.net)

# 2024 Upcoming Events



April 13-14

Noon to 5 p.m.

Eagle River to Girdwood



April 20-21

10 a.m. to 6 p.m.

Alaska Airlines Center



June 27

7 a.m. Shotgun

Anchorage Golf Course



10:30 a.m. Shotgun

Birchwood Range



*Kickoff Party*

September 4

5 to 7 p.m.

Location TBD

*Open Houses*

September 7-9

Noon to 5 p.m.

Eagle River to Girdwood

*Gold Hammer Awards Gala*

September 20

6 to 10 p.m.

Captain Cook Hotel



October 30

Noon to 1:30 p.m.

Dena'ina Center



Program runs from

Nov 1 - Dec 1



Date TBD



The items listed above are AHBA's major fundraising events. Stay tuned for additional educational and networking opportunities through our Lunch & Learns, Member Connections, New Member Happy Hour & other pop-up events through the year.

[Click here](#) for the AHBA Calendar

[Click here](#) to learn more about all events

[Click here](#) for the Marketing Toolkit

For more information call (907) 522-3605 or email [nikki@ahba.net](mailto:nikki@ahba.net).



## **AHBA STRATEGIC PLAN**

### **MISSION**

The Anchorage Home Builders Association (AHBA) strives to protect the American Dream of homeownership by advocating for quality development, sustainable housing and consumer protection. AHBA promotes high ethical standards and educates its members and the Anchorage community about the building industry.

### **PURPOSE**

Protect, promote, and improve Anchorage housing.

### **CORE VALUES**

From our history to date and from the commitments that we all share now about the future, we define these core values to guide our activities and staff in the years to come:

- Persistence: Tenacious, responsible, and steadfast
- Integrity: Honest, professional, and ethical
- Community: Relationships, networking, and inclusion
- Knowledge: Providing education and encouraging innovation

### **OUR VISION**

Target: Summer 2027

The City of Anchorage has transformed its process to remove barriers and encourage housing development.

### **VIVID DESCRIPTION**

#### • **MOA Advocacy**

- The permitting and inspection process is easy and efficient
- More land has been released for development

#### • **Membership**

- 100% of builders with more than five starts/year in Anchorage are members
- Increased participation from the next generation of builders in AHBA
- Communication with members RE: IECC, ICC; help adapt to technological and regulatory changes
- Associate membership is exciting and of high value to members
- Builders Insurance Program is a significant driver of new membership
- Member benefits are showcased

## STRATEGIC PLAN CONTINUED...

- **Non Dues Revenue increased**
  - Home Show: sustained
  - Other means of increasing revenue (marketing opportunities, new & existing events, other) increased by 10+%
- **Skilled labor is readily available**
  - Young people are excited to work in the industry
  - Lots of remodeler members

## STRATEGIC INITIATIVES

Professional Growth systems conducted a strategic plan with AHBA staff and the board of directors in 2022. Identifying priorities of Anchorage builders and other associate businesses in the industry, defining how members can be a part of the change and establishing goals and priorities with member input is imperative to the success and growth of ahba.

### STRATEGIC INITIATIVE 1: MEMBER AND COMMUNITY COMMUNICATIONS

Description: Establishing regular and effective communications with both members and the public. Methods of communication include the association website, emails, events and direct texts. AHBA needs to define lines of communication, discover what industry best practices and member preferences are so we are communicating effectively with members.

#### 2022-2023 goals

- New member interaction focused event series launched
- Membership increase to 200+ members
- Membership retention over 80%
- Member participation has increased
- Annual member survey implemented

### STRATEGIC INITIATIVE 2: MUNICIPAL CODE AND POLICY

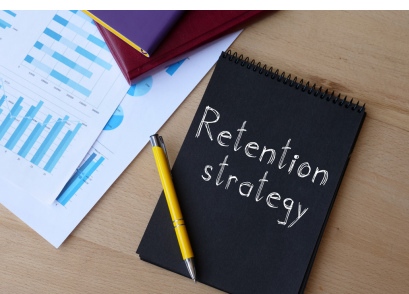
Description: Work with the Bronson Administration, Anchorage Assembly, and the public to initiate and pass changes to municipal codes and practice to reduce the cost and improve the speed of homebuilding in Anchorage. Establish and maintain a positive relationship with any/all incoming elected officials.

#### 2022-2023 GOALS

- Fundraisers, Build-PAC donations and endorsement protocols established
- Policy/advocacy calendar/spreadsheet tracking solution implemented
- Testimony list operational

#### 2022-2025 GOALS

- The permitting and inspection process is easy and efficient
- More land released for development







# AHBA MEMBERSHIP

# BE PART OF IT

## MEMBERSHIP TYPES

### **BUILDER/REMODELER MEMBER \$700**

- A home builder/remodeler who maintains a current State of Alaska General Contractor's license with a current Residential Endorsement attached.
- This company is listed in the online and printed directories and has access to all member benefits and advertising opportunities.
- Builder/Remodeler member only benefits.

### **ASSOCIATE MEMBER \$600**

- Any individual, organization or business that is engaged in a trade, industry or profession related to building.
- This company member is listed in the online and printed directories and has access to all member benefits and advertising opportunities.

### **AFFILIATE MEMBER \$100**

- Any individual who is an employee of a company represented by a builder or association member of the same local association.
- This company member is listed in the online and printed directories and has access to all member benefits and advertising opportunities.
- This membership is designed to promote individuals within a member company: realtors, local originators, etc.



**[WWW.AHBA.NET](http://WWW.AHBA.NET)**



# AHBA Build-PAC

## **BUILDING COMMUNITY. BUILDING HOPE.**

Building a better Anchorage, that's the promise of the AHBA and its members to improve the quality of life in Anchorage while building awareness and raising the profile of Anchorage's homebuilding industry. The Endowment fuels this mission through charitable donations and driving volunteerism from AHBA members and community partners. Working together, we can make an impact and build a better community for our neighbors.

## **PARTNERSHIPS & PROGRAM**

AHBA Shoebox Program, AHBA-Endowment Scholarship Program, Anchorage residents in need, Habitat for Humanity, King Tech Workforce, Salvation Army's McKinnel House, Anchorage Fire Department and more...

## **BOARD OF DIRECTORS**

Board Chair, Sally Dial, Rain Proof Roofing  
Secretary, Jana Seda, 360 Construction & Design  
Lindsey Spinelli, Saggio  
Traci Johnson, SBS  
Steven Kihn, Geneva Financial

## **AHBA'S BIPARTISAN POLITICAL ARM**

Build-PAC's mission is to elect pro-housing, pro-business candidates to office who will protect the homebuilding industry. The board of trustees works together on finding the best candidate for the job.

## **BUILD-PAC CONTRIBUTIONS**

Contributions to Build-PAC must be from a personal account (checks, cash, credit cards are welcome). Business accounts are not allowed. Maximum contributions are capped at \$500 per person, per year. Build-PAC funds are strictly separate from AHBA.

## **GET INVOLVED**

The homebuilding industry has Build-PACs for the local, state and national associations. Know which PAC you're contributing to; different rules apply for each.

- AHBA - local government
- [ASHBA](#) - state government
- [NAHB](#) - federal government

**To contribute or to get involved,  
call AHBA at 907-522-3605 or  
email [andre@spinellhomes.com](mailto:andre@spinellhomes.com).**

READ MORE



# Benefits of membership

## TAKE ADVANTAGE

### TAKE ADVANTAGE OF YOUR BENEFITS

As an AHBA member, you have access to a 3-in-1 Membership with the local (AHBA), state (ASHBA) and national (NAHB) associations. Your membership can have a positive influence on your business and personal growth. Get involved and learn how to cultivate the many opportunities available to you.



#### • MEET THE BOARD OF DIRECTORS

- Board meetings are open to all members; attendance is encouraged to meet the leadership, voice concerns at the beginning of each meeting, learn more about the AHBA and how to get involved.

#### • ADVOCACY EFFORTS

- As an AHBA member, you're a part of something bigger: your voice is amplified when it comes to issues affecting the homebuilding industry on a local, state and national level. Leadership and membership are working closely with government and elected officials to defeat excessive regulations and protect your business. Get involved educating policymakers, building successful coalitions and mobilizing grassroots efforts on a range of issues. You always have someone in your corner!

#### • MEMBERSHIP DIRECTORY

- Online: All members are listed in alphabetical order and by specialty; updated daily.
- Print: Mailed to members every spring.

#### • STAY IN THE KNOW ON EVENTS & MEETINGS

- AHBA Calendar includes date, time and locations for upcoming events, committee/council meetings - join us and network!
- Marketing Toolkit provides sponsorship and advertising opportunities with AHBA.

#### • INDUSTRY COMMUNICATION

- AHBA NEWS Weekly e-updates
- MEMBER NEWS Monthly e-news
- AHBA Blog Provides industry updates, building code modifications, press releases, etc.
- MONDAY MORNING BRIEFINGS Emailed from NAHB every Monday with hot topic national news
- NAHB NOW Official NAHB news blog and a one-stop source for homebuilding industry news, products information and education resources
- NAHB'S EYE ON HOUSING Provides forecasts, housing statistics and special studies

#### • ADVERTISE JOB OPENINGS AT YOUR COMPANY

#### • INSURANCE: HEALTH AND GENERAL LIABILITY

#### • MEMBER SAVINGS PROGRAM

- HBA REBATES for builders and remodelers
- EXCLUSIVE SAVINGS NAHB partners with over 20 national companies offering special pricing

#### • PROFESSIONAL DEVELOPMENT

- Continuing education for builders and licensees through AHBA, ASHBA & NAHB
- Attend a Lunch & Learn

## **MEMBER BENEFITS CONTINUED...**

### **• PEER RECOGNITION**

- In any industry, peer recognition and acknowledgement by peers is one of the highest forms of praise. The awards program formally recognizes members for their professionalism, expertise, philanthropic efforts, innovative and quality building designs - through the Gold Hammer Awards and Annual Member Awards Program. Winners often showcase these awards in their sales and marketing efforts as a way to stand out from their competitors.

### **• CUSTOMER REFERRALS**

- Potential referrals from AHBA advertising, public relations, special events, colleagues, etc.

### **• PROMOTE YOUR COMPANY**

- **BUILDING ALASKA:** Advertise in AHBA's official biannual publication, targeting homeowners and industry professionals; submit an ad, article and/or enter a home/subdivision in the Spring Construction Showcase or Parade of Homes
- **ADVERTISE:** In the printed membership directory, AHBA.net and social media platforms
- **PARTICIPATE IN THE ANCHORAGE HOME SHOW:** Reserve a booth, host a workshop or advertise on the jumbotron
- **SPONSOR AN EVENT:** Lunch & Learn, Anchorage Home Show, Spring Construction Showcase, Poker Party, Golf Tournament, Parade of Homes, Parade Kickoff Party, Economic Summit, Gold Hammer Awards Gala and Merry Festivus
- **HOST A LUNCH & LEARN:** Educate members on important industry topics
- **MEMBER CONNECTION:** Introduce yourself and business to the members and inform them of your products or benefits

### **• ADVERTISE WITH DIGITAL AND SOCIAL ADVERTISING**

- **AHBA.NET**
  - Get your message in front of industry and consumers by advertising on AHBA.net; the website continues to be the leading source for the Anchorage homebuilding industry with site traffic exceeding 240,000 per year and growing annually.
  - Advertise with a homepage listing: Includes logo and link to company webpage or submit an article for the AHBA Blog.
- **DIGITAL ADVERTISING**
  - Market through online channels such as search engine marketing, display advertising, social media, email marketing, etc.
  - Underwrite digital display ads and remarketing ads, driving traffic to AHBA.net featuring your logo.
- **SOCIAL MEDIA PLATFORMS**
  - Utilize our social media platforms to amplify your message to a larger and targeted audience. Our social media reach is 655,000+; Facebook audience: 6,600+ followers, average weekly reach of 15,500+; Instagram audience: 810+ followers, average weekly of 1,200+. Each post will be boosted for \$50, with specific targeting based on content/objectives. AHBA will share your posts or content, while tagging your business page.
- **WEEKLY/MONTHLY E-NEWS**
  - Let our team help promote your company or event through our industry contact list of 1,500+
  - Share an image or link in our weekly update or monthly e-newsletter
  - Submit an article
  - Sponsor the weekly or monthly e-newsletters for 2024
  - E-newsletter takeover, send out branded email to our industry list of 1500+ contacts
- **FULL DIGITAL PROMOTION PACKAGE**
  - Submit an article for the AHBA Blog, boosted post on AHBA.net social media platforms sharing the article with your company tagged and article shared in the e-newsletters.

# AHBA TOP PRIORITIES

- Lot coverage amendment to allow 40%/50% (single story) lot coverage in R-1 and R-1A. Allow 10-15% lot coverage in the R-9.
- Eliminate Stormwater Pollution Prevention Plan (SWPPP) requirements for Clearing and Grinding (Municipality of Anchorage (MOA) Staff has been attempting to work toward this at policy level for a few months).
- Eliminate MOA plan review fees for exempt plan review permits.
- Allow for private inspection process similar to exempt plan review.
- Reduce minimum lot size and max lot width to allow for small lot subdivision per the goals of the 2040 Land Use Plan (LUP). Current process of unit lot subdivision or planned unit development (PUD) add additional cost and fees.
- Revise Title 23 IRC 317.1.5 to explicitly allow GLB beams to be flashed and stained onsite rather than treated out of state. Local supplies are limited, and these special order items are costly. MOA recently changed its policy on this in 2021.
- Optimize and clarify Title 21 Open Space measurement wording. Current strict staff interpretation ignores intent of the code, reduces density and drives up cost.
- Add administrative variance for Title 21 and Title 23 for the closing out of old permits.
- Revise MOA bond language requirements to allow more contractors to bid work.
- Allow 12% grades on public roads (Design Criteria Manual (DCM) change).
- Exempt Residential Permits (currently one- and two-family dwellings) from fill and grade code requirements. Recent staff interpretation is to ignore the fill and grade code on 99% of residential permits but to apply in extreme circumstances. This is illegal and poor policy. Other mitigating additions to the International Residential Code (IRC) could satisfy safety concerns without turning a residential driveway into a commercial permit.
- Allow three and fourplexes to be processed as Residential permits eliminating the separate civil, fire and traffic reviews required of commercial permits.
- Clarifications in the International Fire Code (IFC) and Title 21 regarding secondary access would help clarify inconsistent staff interpretation. [\*\*CLICK HERE FOR MOA BUILDING PERMIT REPORTS\*\*](#)



# ASHBA TOP PRIORITIES

The Alaska State Home Building Association is a statewide organization. Its mission is to provide an organization wherein homebuilding contractors and persons engaged in a trade, industry or profession related to housing may meet to discuss various problems of common interest, particularly those related to labor, production and finance. To maintain high standards in the building industry, to support building contractors in efforts to rectify conditions of an unsatisfactory nature, to encourage those methods of contracting work which reduce the building contractors risks and to encourage sound business methods. AHSBA is an aggressive, service oriented association run by and for the membership.

The most important focus of ASHBA is to monitor statutes, regulations and budgets in the state that impact the homebuilding industry while advocating on behalf of our member firms. Issues of importance include:

- Adoption of a statewide building code
- Support Cold Climate Housing Research Center (CCHRC) for \$1m in the 2023 state budget
- Support workforce development funding and initiatives
- Support Alaska Housing Finance Corporation (AHFC) weatherization program funding

ASHBA employs a full-time state lobbyist on behalf of the six local associations and the lobbyist performs the following tasks:

- Identification and notification to ASHBA in a timely manner regarding any state legislative, budget and regulatory proposals.
- Attend legislative committee meetings, briefings and hearings concerning legislative matters.
- Provide periodic verbal and written reporting on the status of ASHBA's policy and legislative priorities during any period that the Legislature is in session.
- Advise ASHBA in developing positions and strategy with regard to relevant legislation and regulations, and the state's budget(s).
- Engagement with members of the Alaska Legislature and Administration, and effective communication and advocacy for ASHBA's policy priorities and positions.
- Consult with ASHBA regarding any legislative or executive matter - and take appropriate action as directed by ASHBA.
- Secure sponsors for bills, resolutions, amendments, etc.
- Meeting coordination with key public officials.

Alaska contractors that build homes must carry a residential endorsement for their contractor's license; ASHBA provides continuing education each year that is required to renew their license and endorsement.

For questions or to get involved call Robin Ward, AHBA Executive Officer at (907) 229-8403 or email [alaskastatehomebuildingassoc@gmail.com](mailto:alaskastatehomebuildingassoc@gmail.com).



# NAHB TOP PRIORITIES

NAHB is an active participant on Capitol Hill and in the federal regulatory process, working hard to promote housing in America. Resolutions adopted by NAHB's Leadership Council touch on key housing issues such as removing regulatory barriers to building affordable housing, protecting property rights, providing tax relief for small businesses, promoting smart growth, and assuring the U.S. housing finance system remains strong. These resolutions inform staff and volunteer advocacy work, whether we're talking to federal legislators, writing comment letters on proposed regulations, or preparing the budget for the next fiscal year.

## **Housing Affordability**

How to implement creative solutions that address the affordability crisis.

## **Workforce Development**

A chronic labor shortage in the housing industry is resulting in higher construction costs, increased home prices and lower economic growth.

## **Material Costs**

The rising cost of building materials is harming housing affordability.

## **Housing Finance Reform**

Uncertainty about the housing finance system stymies investment and slows the housing market.

## **National Flood Insurance Program**

Long-term authorization of the National Flood Insurance Program is key to ensuring that it remains available and affordable.

## **Building Codes**

Building codes ensure safe homes. But many codes proposed today are done so without regard to cost to home buyers.

[Click here](#) for an Advocacy Overview and to stay in the know!