

Invest in the Housing Recovery:
NOW is the time to Partner with CBIA



CELEBRATING
75 YEARS
WE WERE BUILT FOR THIS.

California Building Industry Association

Partner Program

CBIA PRIMARY MEMBERS SERVING ON THE BOARD OF DIRECTORS

Michael Battaglia, **CBIA Chair,**
William Lyon Homes

Chris Austin, **CBIA CFO/Secretary,**
Development Planning & Financing Group

Dave Sanson, **CBIA Vice Chair,**
DeNova Homes

Jeff Pemstein, **CBIA Immediate Past Chair,**
Towne Development of Sacramento

Kyriakos Tsakopoulos, **AKT Development**

David Ragland, **Anthem United**

Stephen Pilch, **Bay Meadows Land Company**

Christopher Cady, **Beazer Homes**

Paul Nieto, **BIABA Representative**

Toni Raymus, **BIAGV Representative**

Wes Keusder, **BIASC Representative**

Jeff O'Connor, **BIASD Representative**

John Norman, **Brookfield Homes**

Donna Porter, **California Coalition for Fair
Business Practices**

Dustin Bogue, **Century Communities**

Dennis Gaab, **Century Communities**

Lauri Moffet-Fehlberg, **Dahlin Group
Architecture | Planning**

Harry Elliott III, **Elliott Homes**

Emile Haddad, **FivePoint**

Greg McWilliams, **FivePoint**

Sandy Sanchez, **FivePoint**

Dan Hedigan, **Irvine Company**

Paul Hernandez, **Irvine Company**

Steve Schuyler, **Irvine Company**

Laura Archuleta, **Jamboree Housing Corp.**

Ara Hovnanian, **K. Hovnanian Homes**

Mike Wyatt, **K. Hovnanian Homes**

Ray Panek, **KB Home**



CBIA PRIMARY MEMBERS SERVING ON THE BOARD OF DIRECTORS

Larry Gotlieb, **KB Home**

Franco Tenerelli, **Landsea**

Jeff Roos, **Lennar Homes**

Joan Mayer, **Lennar Homes**

Bob Shattuck, **Lennar Homes Representative**

Randall Lewis, **Lewis Operating Corp.**

Joseph Edwards, **Lewis Operating Corp.**

Barry Grant, **Meritage Homes of California**

Steven Hilton, **Meritage Homes of California**

Michael LaFortune, **NSBIA Representative**

Jeff Schroeder, **Ponderosa Homes II**

Chris Edgar, **PulteGroup**

Mike Balsamo, **Rancho Mission Viejo**

Dan Kelly, **Rancho Mission Viejo**

Paul Johnson, **Rancho Mission Viejo**

Susan Dell'Osso, **River Islands, LLC**

Mitch Mitchell, **SDG&E / SoCalGas**

Don Hoffer, **Shea Homes**

Layne Marceau, **Shea Homes**

Ardie Zahedani, **St. Anton Capital**

Chris Neighbor, **SummerHill Homes**

Robert Freed, **SummerHill Homes**

Dar Ahrens, **Taylor Morrison**

Mary Teichert, **TEICHERT**

Eileen Reynolds, **Tejon Ranch Company**

Larry Webb, **The New Home Company**

Tim Lewis, **Tim Lewis Communities**

Jim Boyd, **Toll Brothers**

Tom Grable, **TRI Pointe Homes**

Jim Warmington, **Warmington Residential**

Bill Lyon, **William Lyon Homes**

Brian Doyle, **William Lyon Homes**



LETTER FROM THE CBIA CHAIR MICHAEL C. BATTAGLIA



It has never been easy to build in California. From the lack of buildable land to exorbitantly high impact fees, to state regulations that often impede the ability to get new communities built.

It is little wonder that California is in the grip of a housing crisis – directly caused by the inability to build enough supply to meet the incredibly high demand.

But the crisis' impact extends much further than a severe housing shortage.

The simple ability to be able to afford a mortgage or make rent without losing sleep over whether you can afford groceries or pay the electric bill is fast becoming a luxury. Similarly, too many families are finding that trying to find an apartment or a home in the same community where they work or where they want their kids to attend school is too tall of an order. This is the real crisis – the awful impact on California families.

Yet, too many policymakers are still not understanding that there is a way out: immediately enacting policy changes to help accelerate the pace of building market rate housing. That's why being a member of the California Building Industry Association is so critical. The CBIA team is proactively and aggressively advocating for common sense solutions that help speed more market rate development and fending off harmful legislative proposals that will only exacerbate the crisis.

CBIA's executive leadership, newly helmed by experienced advocate Dan Dunmoyer, has tremendous know-how and expertise to navigate Sacramento's legislative and political landscape. But they cannot be successful on behalf of our industry without support. The housing crisis is emerging as one of the top policy issues for both legislators and current gubernatorial candidates, and CBIA's government affairs team will ensure our industry's interests are represented at the negotiating table. They need our perspective from the trenches on what's happening across the state: how lengthy and byzantine local permitting processes are driving up costs; how CEQA causes expensive delays or kills projects; how NIMBY interests are stopping the addition of supply; and how exorbitant and varied impact fees and expanded regulations continue to disrupt our ability to complete a project on time and on budget.

While the housing crisis has been decades in the making, CBIA continues the hard work to ensure the housing market remains healthy. With our support, CBIA will be successful in ensuring the American Dream of homeownership remains accessible to everyone.

Sincerely,

A handwritten signature in black ink that reads "Michael C. Battaglia". The signature is fluid and cursive.

Michael C. Battaglia, CBIA Chair
William Lyon Homes



A home is the epicenter of a family's life – the center of the comings and goings of parents, children, married couples, single millennials, the newly retired or aging grandparents. So, when people cannot afford their homes – when they stay up at night worrying whether they are going to be able to make rent or scrape enough together to pay their mortgages – their quality of life is diminished.

This is what makes the housing crisis so harmful to California. Our quality of life is being threatened when needed community members like teachers, policemen and firefighters cannot live in the communities they serve, and it is not good for anyone to have so many Californians being forced to live below the poverty line because of unsustainably high housing costs.

That is why, in my new role at CBIA, I am privileged to have the opportunity to work towards finding constructive solutions to the housing crisis and continue to make homeownership an opportunity for all Californians. The housing market is a foundational component to the state's overall economic structure, and housing affordability has a direct impact on every Californian's life.

Your work in the homebuilding industry creates jobs, drives tremendous economic output, and enables so many to enjoy both the financial and intangible benefits of homeownership. At CBIA, we recognize that while you are building your business, you also need a team that is focused on strengthening the industry as a whole, providing leadership and creative solutions and fighting back against potential threats to your success.

In the past year, CBIA was able to defend against an aggressive legislative package that would have unnecessarily driven costs up and helped defeat or neutralize all of its primary legislative opposition targets, including a prevailing wage mandate on all residential construction. On the offensive side, last year CBIA successfully championed important legislation to strengthen the Housing Accountability Act and encourage local project approval.

Sacramento can seem like one giant game of insider baseball, but rest assured you have the best team going to bat for you. Collectively, the CBIA team has decades of experience at some of the highest levels of government. They have shown time and again that they can execute a game plan and effectively advocate the housing industry's concerns and interests in the Capitol within the regulatory community and the Courts. I am excited to join you and the CBIA team at this critical moment in time and I look forward to what we will achieve together in the coming year.

Sincerely,

Dan Dunmoyer
CBIA President/CEO

LETTER FROM THE CBIA PRESIDENT/CEO DAN DUNMOYER





CBIA PARTNER BENEFITS

The California Building Industry Association (CBIA) is dedicated to providing strong leadership through advocacy, education and information. As the premier advocate for California's homebuilding industry, we remain focused on our number one priority: successfully promoting the homebuilding industry's interests in the State Capitol and in the Governor's Office, as well as before numerous state regulatory agencies.

Through your investment as a CBIA Partner you will gain insight and help influence how the homebuilding industry engages policy makers in Sacramento, build new relationships to expand your network and stay current on critical news affecting your business.

Other benefits include access to:

- Expert regulatory staff
- Technical staff about code-related issues
- Legal experts that can serve as a resource in matters of land use, construction defect, prevailing wage law, risk management and environmental law
- The PCBC Homebuilding Tradeshow
- Exclusive CBIA networking events

“Put bluntly, CBIA delivers. In the past few years, CBIA has decreased potential residential energy standards compliance costs by 70%, helped defeat onerous inclusionary housing requirements, and enforced sensible limits on CEQA analysis on building projects. These are huge wins for our industry and we have CBIA to thank for them.”

-Ray Panek, Senior Vice President, KB Home Bay Area



STRONG LEADERSHIP ON LEGISLATIVE ADVOCACY AND REGULATORY REFORM

The environment in the State Capitol is fast-paced and dynamic. From the churn of voter-imposed term limits that usher in new legislators on a regular basis, to thousands of legislative proposals being considered every year, to the explosion of advanced technologies that guide the way information is assembled and conveyed to policy makers, government action in Sacramento requires constant vigilance and engagement.

CBIA's Government Affairs team is experienced and possesses exceptional insight on how to guide the homebuilding and new construction industry through hundreds of legislative and regulatory issues annually. In light of the unprecedented housing crisis, CBIA has been specifically focused on either supporting proposals that will speed the addition of new housing units and working to block proposals that will exacerbate the crisis by either increasing costs or constraining supply. Below are some of the key policy opportunities and threats CBIA has worked on in the past year:

DEFEATING UNREASONABLE HOUSING LEGISLATION

The housing industry must constantly be vigilant to beat back harmful legislative proposals that will do nothing more than push housing out of reach for many Californians. In the past two years, the following threats were defeated:

- Proposal to mandate prevailing wages on private residential housing construction
- Proposal to front-load the CEQA process on pro-housing local land use incentives
- Proposal to define 'de minimis' for purposes of public work projects, which could have sharply increased costs of some projects
- Proposal to require Vehicle Miles Traveled in Regional Transportation Plans
- Proposal that intended to create a rooftop solar mandate statewide

SUPPORTING HOUSING REFORMS THAT CAN INCREASE SUPPLY

There are specific reform proposals that can be effective to help increase supply that CBIA has and will continue to actively support. These include:

- Extended the time period of building permits (AB 2913)
- CEQA reform (SB 1340 and SB 1341)
- Prohibiting penalties and liquidated damages against builders (AB 1565)
- Enhancing and strengthening the Housing Accountability Act (AB 3194)
- Addressing inadequacies with the Regional Housing Needs Assessment process to ensure local governments are building the market rate units they need (SB 828)
- Reducing impact fees (AB 3147)
- Creating a new form of local government financing for affordable housing



CBIA PARTNER BENEFITS



CBIA BUILDING PRODUCTS EFFICIENCY COUNCIL

The CBIA Building Products Efficiency Council informs and educates CBIA Board Members on upcoming and potential changes to the California mandatory building standards. This is a very valuable resource given the multi-faceted and ever-evolving regulatory landscape.

Council meetings facilitate dialogue and an exchange of ideas that help CBIA Partners and CBIA Board Members stay informed on code-related issues and associated preparations that could have an impact on future development.

PCBC CONFERENCE AND TRADE SHOW

For over 50 years, CBIA's annual tradeshow PCBC® has been the industry's epicenter for trends and innovation. Home to The Leader-to-Leader Forum, Gold Nugget Awards, CHF Hall of Fame, and a host of world-class educational forums and special events, no other event gathers the leading builders like PCBC.

“The staff at CBIA knows exactly what is needed to keep our industry moving forward. Knowing that over regulation and ill-conceived public policy can wreak havoc on the housing market’s recovery; this team never takes their eyes off the ball and fights hard to keep housing affordable in California.”

Layne Marceau, President Northern California Division, Shea Homes



CBIA PARTNER BENEFITS

CBIA PROFESSIONAL WOMEN IN BUILDING (PWB)

The California Building Industry Association's Professional Women in Building (PWB) council is a strong and diverse network supporting industry members statewide. The CBIA PWB strive to make a difference in the building industry through legislative awareness, encouraging personal and professional growth, promoting educational programs and opportunities, and fostering long-term relationships.

CALIFORNIA HOMEBUILDING FOUNDATION (CHF)

About the California Homebuilding Foundation
The California Homebuilding Foundation (CHF) is a 501 (c)3 non-profit organization supporting new building in California. Our mission is to ensure the continued success of the homebuilding industry through the development of its current and future workforce, funding pertinent research, and honoring exemplary industry leaders.

PLEASE JOIN US at all three 2018 CBIA Governance Meetings! As a CBIA Partner you will receive recognition and participate in key meetings.

CBIA WINTER GOVERNANCE MEETINGS

March 6-7, 2018 at the Sheraton Grand in Sacramento

CBIA's Winter Governance Meetings will serve as a forum to advance the organization's legislative policy, legal and political objectives for 2018.

The event includes **committee meetings** for Government Affairs, Legal Action, CBIA-PAC, California Homebuilding Foundation Trustees, BRE Council, Building Products Efficiency Council, General Counsel Roundtable and Board of Directors Meetings.

The Winter Governance Meeting will also include the **CBIA Policy Summit**, where featured speakers – including key elected officials and policy experts – will directly address the significant issues facing our industry. We especially hope you take the opportunity to attend the CBIA Governance Meetings where you can engage in CBIA's policy objectives.

Finally, the Winter Governance meeting also includes the **CBIA Legislative Advocacy Reception**, which honors elected state legislative representatives from all over California. Your attendance provides an opportunity to hear from our state's most dynamic political leaders and the leadership of our association.

CBIA SUMMER GOVERNANCE MEETINGS

June 27, 2018 - During PCBC in San Francisco

The CBIA Board of Directors and CBIA Partners enjoy access to the 2018 Annual Leadership Reception at the 2018 Summer Governance Meetings. Enjoy great appetizers, wine, beer, dessert and conversation with CBIA Board of Directors, other CBIA Partners and CBIA Staff while attending PCBC.

CBIA FALL GOVERNANCE MEETINGS

October 22-23, 2018 – Balboa Bay Resort, Newport Beach

The CBIA Fall Governance Meetings will focus on the conclusion of the 2018 legislative session as well as serving as a forum to set policy, legal and political objectives for 2019. The event includes Government Affairs Committee, Legal Action Committee, CBIA-PAC, Building Products Efficiency Council, General Counsel Roundtable, CHF Board of Trustees and CBIA Board of Directors meetings. These meetings will include special guests, such as key elected officials and policy insiders.





CBIA's Government Affairs team works daily to improve opportunities for all Californians to access safe, secure homes and enjoy the many benefits of homeownership.

The team enjoys collaborative relationships with members of the Legislature and focuses on ensuring policymakers understand the vital economic and social benefits of the homebuilding industry.

Another major component of our government affairs program is the efforts of the CBIA Political Action Committee (CBIA-PAC), which supports and helps elect pro-housing candidates to the California State Legislature.

GOVERNMENT AND REGULATORY AFFAIRS



NICK CAMMAROTA serves at Senior Vice President and General Counsel and oversees the Government and Regulatory Affairs of CBIA. Nick became General Counsel in 1999. His duties include conducting strategic litigation to benefit the industry and providing legal support for CBIA's legislative advocates. Nick is licensed to practice law in all California courts and the U.S. Supreme Court.

POLITICAL AFFAIRS



JOAQUIN PONS is the Vice President of Political Affairs and Communications. Joaquin brings over a decade of policy and political experience in a variety of capacities. In this role, he is responsible for developing and leading CBIA's political strategy and external communications programs. Joaquin's political acumen and professional experience enables him to connect with a variety of groups and organizations.



MELANIE FIGUEROA is the Political Affairs Manager, assisting in the direction of CBIA'S political objectives and the industry's political giving. Ms. Figueroa also executes the association's event and communications efforts. Her background as Legislative Director in the California State Assembly provides her with a great understanding and insight of the political and legislative process.

CODE AND REGULATORY ISSUES



ROBERT RAYMER serves as Senior Engineer/Technical Director. One of the industry's foremost experts, Bob has been on board with CBIA since 1981. He represents California homebuilders at the local, state and national level on code-related issues such as energy efficiency, green building design, disabled accessibility, fire safety and indoor air quality. Bob is both a legislative and regulatory advocate.



ANDREW KOSYDAR, PHD serves as CBIA's Scientist and Legislative Advocate. Andrew's career spans academia, public policy, and the co-founding of Poli-Sight, a company that provides data-driven legislative analyses and insights. At CBIA, Andrew works on both legislation and regulations related to the environment, greenhouse gases, and the building code. He has previously served as a legislative consultant and as a Science Fellow in the California State Assembly with a focus on housing policy.

GOVERNMENT AFFAIRS



EMILY EICHNER as the Government Affairs Assistant provides administrative support and assists the legislative, political and communication teams in implementing their overall strategies. Emily's background as a District Representative in the California Legislature gives her the experience necessary to successfully contribute to the mission of CBIA.

PCBC



LINDA BAYSARI serves as Senior Vice President of Meetings and Conventions and oversees CBIA's annual tradeshow. PCBC delivers product trends, quality education and signature events like Leader-to-Leader Forum, National Buyers Circle and Gold Nugget Awards – all in an environment with unequalled opportunity for professional contact and new business development. Linda provides strategic leadership, financial accountability and oversees the marketing, programming and planning for the show.



“Between running a business and delivering for my clients, I need a team in Sacramento that is able to stay on top of the endless regulatory and legislative proposals – many of which can have a huge impact on my company. With CBIA, I know my business is being protected so that I can keep focusing on providing jobs for my employees, keeping my clients satisfied, and growing my company.”

Harry C. Elliott, III, President, Elliott Homes, Inc.



We are very pleased to share that NAHB honored the CBIA Partner Program with their “Association Excellence Award” as the “Best Membership Program” in the country!

The CBIA Partner program was developed to address the needs of our members desiring a more proactive involvement on a state level. Each member company listed here has invested as a CBIA Partner and receives valuable state level benefits and recognition for their support.

Richard Helton, *CBIA Director of Business Development*

CBIA PARTNERS

“No one knows the building code or the regulatory environment better than CBIA. They consistently work with regulators, draw a line in the sand when needed, and are constantly advocating for our interests. There’s no one else we would trust to represent our industry with the State of California.”

John Norman, Vice President, Brookfield Residential

CBIA PARTNERS



CBIA LAW FIRM PARTNERS also hold a seat on the CBIA Legal Action Committee



“As a voice in the homebuilding industry, the CBIA is extremely diligent in being a strong advocate for making homeownership an affordable reality. Members work closely and effectively to create practical solutions to complicated issues with a goal of continuing to support economic growth in California.”

Jeff Roos, Regional President, Lennar Homes

CBIA PARTNER BENEFITS

Your support as a CBIA Partner is an effective way to strengthen your business, build new relationships, influence California's legislative and regulatory environment and stay on top of critical news. In addition, you will enjoy the following State level benefits for your support – **(Valued at over \$6,000!)**

CBIA BUILDING PRODUCTS EFFICIENCY COUNCIL

- **NAHB "Association Excellence Award" as "Best Council Development Program" in the Country!**
- The Council educates CBIA Partners and Board of Directors on upcoming and potential changes to the California mandatory building standards
- Council meetings facilitate dialogue and an exchange of ideas that help CBIA Partners and Board of Directors stay informed on code-related issues and associated preparations for the future



MARKETING

- Recognition in all CBIA Partner marketing materials and banner signage at all CBIA Governance Meeting
- CBIA Partners are highlighted in the CBIA Report Newsletter to over 8,000 readers!

BUSINESS DEVELOPMENT

- Invitations to attend CBIA networking and private events with elected officials and policy makers
- Invitations to attend CBIA Governance and committee meetings held three times a year

CBIA PARTNER DIRECTORY (FULL YEAR LISTING)

- **NAHB "Association Excellence Award" as "Best Publication" in the Country!**
- Full Page in the CBIA Partner Directory **(Value \$2,400)**
- Listing on all related Industry Category pages **(Value \$1,200)**
- Great advertising and marketing tool for your company
- Includes everything from contact information to a video
- Outstanding resource for all CBIA website visitors

INFORMATION

- Priority access to CBIA staff expertise in legislative and regulatory issues
- Priority access to CBIA Weekly Reports, News Summary, Industry Alerts, legislative updates and member-only content on-line

CIRB PERMIT STATISTICS REPORT

- One CIRB* Annual Building Permit Summary **(Value up to \$300)**

* Construction Industry Research Board



CBIA PARTNER BENEFITS



PCBC HOMEBUILDING TRADESHOW

- One PCBC Passport including access to PCBC educational programs, PCBC exhibits floor and general session keynotes. **(Value \$895)**
- One PCBC exhibits floor pass, including two-day access to the exhibit hall and general session keynotes **(Value \$95)**

INFLUENCE

- Eligible to serve on the CBIA Government Affairs Committee
- Eligible to be one of (5) Partners to serve on the CBIA Board of Directors

NETWORKING

- One ticket to the California Homebuilding Foundation (CHF) annual Hall of Fame Gala **(Value \$350)**
- One play spot at the annual California Homebuilding Foundation (CHF) Golf Tournament **(Value up to \$250. Available on first come, first serve basis.)**

CREDIBILITY

- Increase your industry credibility by using CBIA Partner Logo on your website and marketing along with those of your local building industry association.

LAW FIRMS ONLY

- Seat on the CBIA Legal Action Committee
- One conference registration at the annual Select Conference on Industry Litigation (SCIL) includes all conference materials and continental breakfast **(Value \$450)**

PROFESSIONAL WOMEN IN BUILDING (PWB)

- One PWB membership per CBIA Partner company **(Value \$80)**
- Invitations to attend PWB networking events



CONTACT US

For more information on the California Building Industry Association Partner Program, please contact Richard Helton at (916) 340-3313, or rhelton@CBIA.org or visit www.cbia.org.

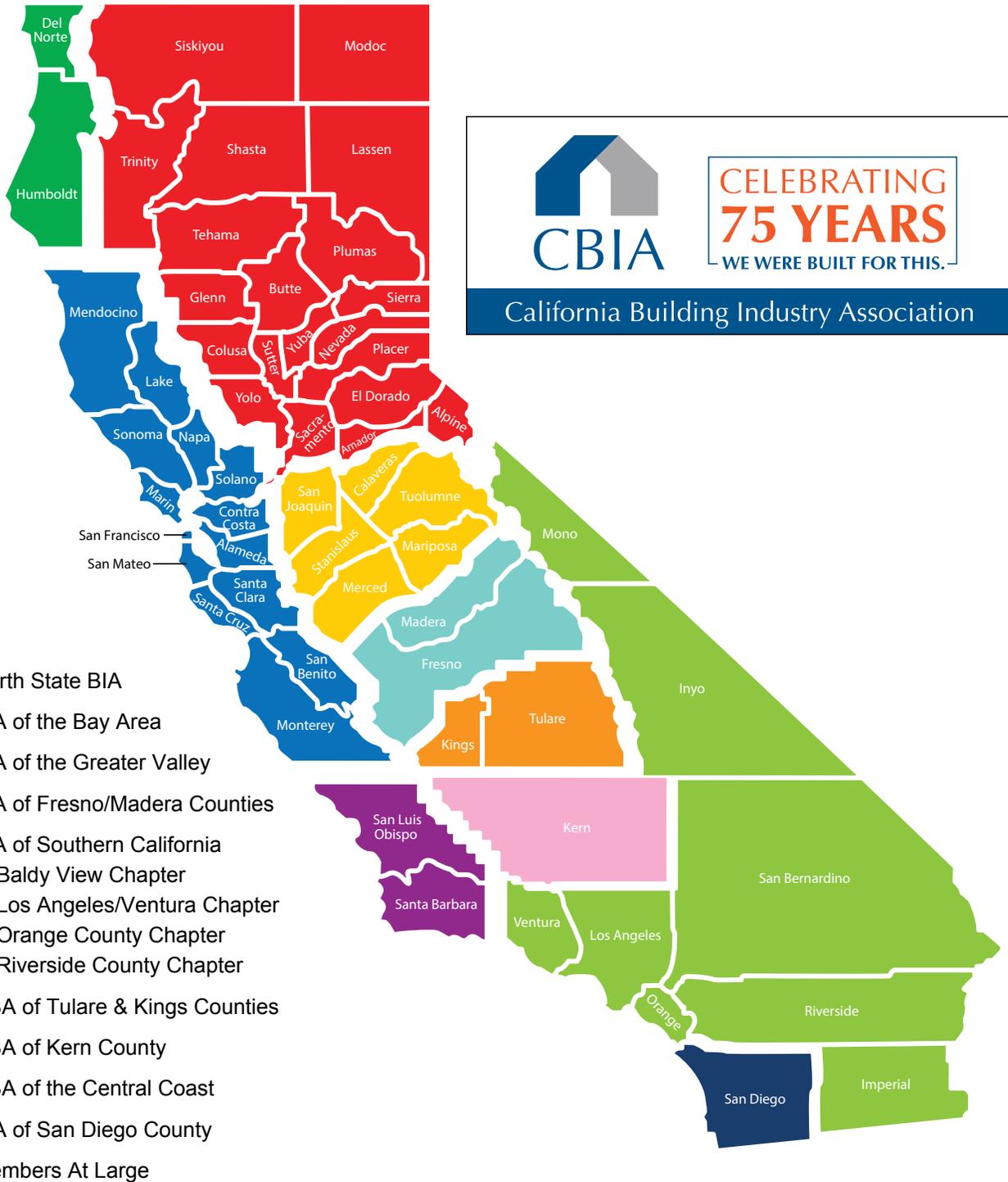
NAHB ASSOCIATION EXCELLENCE AWARDS

These CBIA Partner related programs have received national recognition as best in the country.

- “Best Membership Program” CBIA Partner Program
- “Best Council” CBIA Partner Building Products Efficiency Council
- “Best Publication” CBIA Partner Directory

We are honored that these CBIA Partner Programs are so highly recognized, but more importantly, that they are benefiting our CBIA Partner Members!

THE ONE VOICE FOR HOUSING IN CALIFORNIA



Richard Helton, CBIA Director of Business Development
 1215 K Street, Suite 1200, Sacramento, CA 95814
 Phone: (916) 340-3313 Fax: (916) 443-1960 cbia.org