

News & Notes

Women in Building News

Homeownership Remains the American Dream

Despite the ups and downs of the housing market, home owners and non-owners alike consider owning a home essential to the American Dream.

That's the key finding of a recent survey of people likely to vote in 2012 that was conducted on behalf of NAHB by Public Opinion Strategies of Alexandria, Va., and Lake Research Partners of Washington, D.C.



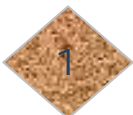
"The survey results show that Americans see beyond the immediate housing market to the enduring value of homeownership," said NAHB Chairman Bob Nielsen.

"An overwhelming 75% of the people who were polled said that owning a home is worth the risk of the fluctuations in the market, and 95% of the home owners said they are happy with their decision to own a home," Nielsen said.

"Homeownership is worth the risk, pure and simple," said Neil Newhouse, a partner and co-founder of Public Opinion Strategies.

"Even though the market is weak, people who don't own say they want to buy a house. Almost three-quarters of those who do not currently own a home, 73%, said owning a home is one of their goals. And among younger voters who are most likely to be in the market for a home in the next few years, the percentages are even higher," Newhouse said.

One of the more striking aspects of the survey results is the intensity of sentiment among potential voters, according to Celinda Lake, president of Lake Research Partners. "People believe overwhelmingly that owning a home is an anchor to the American Dream," she said. "It's an anchor to your retirement, and it's an anchor to your personal economic well-being."



Among the other survey results:

- Homeownership and a retirement savings program are considered by voters to be their best investments.
- 80% of home owners would advise a close friend or family member just starting out to buy a home.
- Saving for a downpayment and closing costs is the biggest barrier to homeownership.
- Americans believe that owning their own home is as important as being successful at their job or being able to pay for a family member's education.

"Owning a home isn't just a policy to people," said Lake. "It isn't just a commodity to people. It is a core value."

This national survey of 2,000 likely 2012 voters was conducted May 3-9, 2011 by Public Opinion Strategies of Alexandria, Va., and Lake Research Partners of Washington, D.C. It has a margin of error of +2.19%.

Public Opinion Strategies is a national political and public affairs research firm based in Alexandria, Va. Founded in 1991, it has conducted more than 6 million interviews with voters and consumers in all 50 states and over two dozen foreign countries.

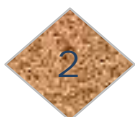
Lake Research Partners is a leading public opinion and political strategy research firm providing expert research-based strategy for campaigns, issue advocacy groups, foundations, unions and non-profit organizations. To view slides on the poll, please go to www.nahb.org/VoterPoll.

Upcoming National Events

- ☆ International Builders' Show, Feb. 8-11, in Orlando
- ☆ National Green Building Conference, April 29- May1, in Nashville

New Membership Orientation

If there are new members in your council, please direct them to watch the [Member Orientation webinar](#). This short presentation provides information on: member benefits, the national/state/local PWB Council structure, online resources for members, in-person meetings and events, conference calls, and staff resources.



Scholarships & Awards

Visit www.nahb.org/PWBawards for all the information you need about individual and council awards. View the instructional [Council Scholarship Competition Award Program webinar](#) to find out tips on how to apply for council and leadership awards.

Building Women

The Fall issue of *Building Women* focused on “Codes & Standards” and shared the advocacy efforts of PWB member and leader, Marilyn Bunce. Future topics include:

Winter 2012: *The New Face of the Building Industry* — The issue will focus on women in the trades, as well as women professionals working to get women consumers what they want.

Spring 2012: *New Technologies and Trends in Emerging Markets* — The issue will focus on new ideas/technology (including green) and will also serve as a forum to elaborate/follow-up on content from successful IBS programs.

Summer 2012: *Recovery/Overcoming Obstacles* — This issue will feature stories about overcoming personal and professional obstacles. There will also be a sub-focus on charity and community outreach, helping others overcome their obstacles.

Fall 2012: *Advocacy/Election* — The issue will prepare readers for the topics in the industry that will be important during the 2012 election, such as highlighting current legislation. Articles will feature local advocacy and get-out-the-vote efforts, as well as women in lobbying.

If you would like to contribute to the magazine, [PWB Channel](#) website and *We-Connect* newsletter, contact [Lisa Leone](#). Member input is vital to ensuring PWB publications reflect your interests!



PWB Committee Conference Calls

Everyone is welcome to join the committee conference calls! This is a great way to get involved and get more out of your PWB membership. Participation in these calls can keep you up to date on council news and connect you with projects you care about. To tune in to the calls, call **1-866-809-4014**, passcode **2668433**. All calls take place at 11:30 a.m. Eastern time.

January

Membership Committee Wednesday 1/4

Scholarship & Awards Committee Wednesday 1/11

Communication Committee (& Education Subcommittee) Thursday 1/12

Area Trustees Thursday 1/19

February – No committee calls. International Builders' Show, Feb. 8-11, 2012

March

Membership Committee Wednesday 3/7

Communication Committee (& Education Subcommittee) Thursday 3/8

Legislative Committee Tuesday 3/13

Scholarship & Awards Committee Wednesday 3/14

Area Trustees Thursday 3/15



☆State Spotlight☆

NC PWB 2012 Officers Installed

Other 4th Quarter Meeting News

Our officers for the new year, Chair Marilyn Bunce, Vice-chair Judy Dinelle, and Secretary/Treasurer Carol Cheek were installed at the NCHBA Dinner in Winston-Salem on December 6, 2011.

Our 2011 Board voted, in honor of outgoing NCHBA President Bill Daleure and NCHBA Executive Vice-President Mike Carpenter, to present the NCHB Charitable Educational Foundation 2 donations of \$200 each. These funds go toward scholarships for college students who are members of our NCHBA family.

Erik Anderson, our NCHBA 2012 President, visited our meeting and encouraged the Council to promote more women attendees at the NCHBA quarterly meetings, the Expo, and the NCBI Classes. We look forward to working with the NC leadership in 2012.

Scholarships Awarded

The NCPWB awarded (4) \$200 scholarships to NC Council members for their continuing education. Recipients are Amanda Ballew and Judy Dinelle, Asheville, and Grace Haubrich and Marilyn Bunce, Onslow County.

Bylaws to be Amended

Thanks to Nicole Goolsby, the revisions to our old Bylaws have been done and our new **North Carolina Professional Women in Building Bylaws** will be voted on at our PWB meeting at the 1st quarter NCHBA Board Meeting in Raleigh on February 21. Look for them in your e-mail before January 21.



Partnership with NCHBA Construction Careers Committee

In our ongoing mission to promote and encourage young people to enter our industry, the NCPWB is proud to work with the Construction Careers Committee this year in whatever capacity possible.

We recently helped secure a substantial donation of material for SkillsUSA competition for NC high school students, which will be held in Greensboro on April 18.

PWB WANTS TO GIVE A HUGE THANKS TO:

GARRIS-EVANS LUMBER COMPANY, GREENVILLE, NC

SMITH PHILLIPS BUILDING MATERIALS, WINSTON-SALEM, NC

If you talk to anyone with these companies, please express our appreciation for their support for NC Construction Trades Students.

Look for information on our upcoming events at the

First and Second Quarter NCHBA meetings

In collaboration with the NCHBA Membership Committee

Membership – a Value Proposition

Rebuilding Begins with a Plan

2012 Officers of the NC Professional Women in Building Council



www.nahb.org/WomenInBuilding ♦ www.nahb.org/PWBchannel

[www.Facebook.com/ProfessionalWomenInBuilding](https://www.facebook.com/ProfessionalWomenInBuilding)

[www.Linkedin.com](https://www.linkedin.com) (Official NAHB Professional Women in Building Network)

Professional Women in Building



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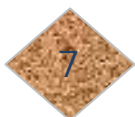
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Upcoming Events



www.nahb.org/WomenInBuilding ♦ www.nahb.org/PWBchannel
www.Facebook.com/ProfessionalWomenInBuilding
www.Linkedin.com (Official NAHB Professional Women in Building Network)

Professional Women in Building



January 23 – 27 Regional Meetings
February 6 – 10 International Builders Show, Orlando, FL
February 21 NCHBA Board Meetings, Raleigh (PWB Meeting: 10:00 AM)
April 18 SkillsUSA Competition, Greensboro

Go to the NCHBA Website: www.nchba.org

Go to the NAHB Website: www.nahb.org

NAHB PWB: www.nahb.org/womens

For more information

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