

HAVAN

Homebuilders Association Vancouver

ANNUAL REPORT 2018-2019

**Trusted.
Local.
Homebuilders.**



Members in photo: Project Mint Developments & Nick Bray Architecture

2018/19 YEAR IN REVIEW

MEMBERSHIP

 **1,126 MEMBERS**
▲1% ANNUAL GROWTH

GOVERNMENT RELATIONS

 **741 GRU READERS /wk**
▲9.1% ANNUAL GROWTH

79 COUNCIL MEMBER
DISCUSSIONS ADVANCING BUILDER ISSUES

39 MUNICIPALITY MEETINGS

SOCIAL MEDIA


 **13,137 FOLLOWERS**
ACROSS TWITTER, FACEBOOK,
LINKEDIN, YOUTUBE, HOZZZ,
& INSTAGRAM
▲21% ANNUAL GROWTH

WEBSITE


 REBRANDED WEBSITE WITH
DOMAIN AUTHORITY OF 61
STATUS: EXCELLENT

OFFERING A CONSUMER FOCUSED INTERFACE,
WITH ONLINE DIRECTORY OF MEMBER
COMPANY PAGES WITH UNIQUE URLS

EDUCATION & TRAINING

 **27 IN CLASS COURSES**
1,044 STUDENTS
50 ONLINE COURSES
372 ONLINE STUDENTS

NETWORKING

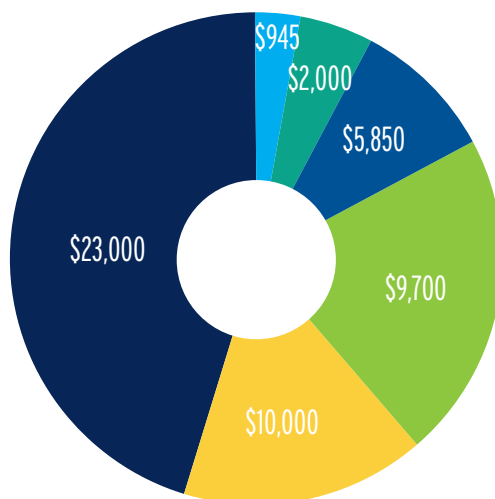
 **72 MEMBER EVENTS**
INCLUDING EDUCATION
18,416 ATTENDEES
8 CONSUMER EVENTS
126,786 ATTENDEES

MEDIA

 **40+ ARTICLES** **62 MEMBERS FEATURED** **34 MEDIA MENTIONS**

GIVING

\$51,495 DONATIONS



\$23,000 RAISED FOR EASTER SEALS
VIA 14 HAVAN HEROES AT THE DROP ZONE IN SUPPORT OF
CHILDREN OF ALL ABILITIES

\$10,000 RAISED FOR BCIT SCHOLARSHIPS
TO THE SCHOOL OF CONSTRUCTION AND THE ENVIRONMENT
AT THE GOLF TOURNAMENT

\$9,700 DONATED + **6,000** ITEMS COLLECTED
FOR THE LOWER MAINLAND & SURREY CHRISTMAS BUREAUS
VIA COATS FOR KIDS

\$5,850 DONATED TO NIGHTSHIFT STREET MINISTRIES
VIA HAVAN'S SUMMER SOCIAL

\$2,000 DONATED TO FRANK HURT & GUILDFORD
PARK SECONDARY SCHOOLS
VIA THE PARADE OF HOMES

\$945 DONATED TO COVENANT HOUSE, A LOVING
SPOONFUL, NIGHTSHIFT, + \$465 EASTER SEALS DONATION
VIA THE U40 COMMITTEE



The Homebuilders Association Vancouver (HAVAN) attracts the industry's best. Connecting members with industry and homeowners, offering education and advocacy to help our member companies and communities thrive, HAVAN is the industry's trusted resource, since 1974.

Across Metro Vancouver, our network sets the standards and provides the assurance of work done right for the benefit of homeowners and communities. Consumers turn to HAVAN to source local builders, renovators, products and services to build their homes, helping shape the communities where people want to live. Members chose to join HAVAN to connect, educate, advocate and lead. A not-for-profit association, HAVAN is Canada's second largest, fastest growing home builder association, and proudly affiliated with both the provincial CHBA BC, and national CHBA offices. Together, we can build excellence.

The 2018/2019 fiscal saw HAVAN welcome 149 new members, representing a 1% growth in membership, with a retention level of 85%. Membership is comprised of 35% builder/developers, 20% renovators, and 45% product/services.

Membership highlights include:

- **Networking and building industry connections via 72 HAVAN B2B events** including the Members' Expo, HAVAN's Buildex Booth, Fall Classic Golf Tournament, Legends Dinner, New Member Orientations, Construction Socials, Breakfast Networking, Committee Meetings, Dinner Meetings, and the Ovation Awards, and education to name but a few.
- **Connecting with 126,786 targeted homeowners actively looking to build, buy or renovate homes** via 8 consumer events (Homebuyer Forum, Spring Home and Garden Show (new in 2019), Spring Reno Show, Maple Ridge and Coquitlam Home Shows, Parade of Homes, Vancouver Fall Home Show, and Coats for Kids)
- **50% increase in Ovations Awards** entries, and 28% increase in entrants, who took advantage of this 12-month marketing program, with 40+ media opportunities, supported by the consumer outreach events.
- **Supporting charities and community initiatives** through donations and volunteer efforts, including: HAVAN Heroes at the Easter Seals Drop Zone, Coats for Kids coat drive, BCIT Scholarships to the School of Construction and the Environment, Frank Hurt and Guildford Park Secondary Schools Trade programs and Nightshift Street Ministry Kitchen renovation.
- **Advocating and successfully implementing positive industry change** on issues including: a pragmatic approach to Step Code implementation; contributions to the Provincial Development Approvals Process Review; participation in the City of Vancouver's Regulation Redesign and ASAP Pilot; and advocating for accelerated school construction in Surrey.
- **Advancing industry knowledge and building excellence** with 27 in-class and 50 online courses, including 5 in Punjabi, totaling over 100 CPD points - all offered at member discounted rates.

EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

HAVAN members, at the Annual Election Meeting in October, elect an Executive Committee comprised of the following: Chair, First Vice-Chair, Second Vice-Chair and Secretary/Treasurer. The Immediate Past Chair is automatically a member of the Executive Committee and Board of Directors. At the same meeting HAVAN members also elect a Board, no less than ten members and no more than twenty, as per HAVAN bylaws. Eighteen Directors are proposed for the 2019/2020 Board, including five on the Executive Committee.

HAVAN's elected leaders worked diligently to ensure your association continued along a steady track to success and service to its members over the course of the year. Grateful acknowledgment is extended to the exceptional members of the 2018/2019 Executive Committee and Board of Directors, with acknowledgement to the Special Board Committee Garrett Wall, CEO, *Centra Windows*; Mark Cooper, *Shakespeare Homes and Renovations Inc.*; Avtar Johl, *Platinum Group of Companies*; Larry Clay, *Clay Construction Inc.*; and Ian Moes, *Kuhn LLP* for volunteering additional time to appoint an interim CEO, in the spring of 2019.



2018/19 EXECUTIVE COMMITTEE

(Also serve on the Board of Directors):

Chair: Garrett Wall, *Centra Construction Group*

First Vice Chair: Mark Cooper, *Shakespeare Homes and Renovations Inc.*

Second Vice Chair: Robert Griesdale, *Blackfish Homes Ltd.*

Secretary/Treasurer: Avtar Johl, *Platinum Group of Companies*

Immediate Past Chair: Larry Clay, *Clay Construction Inc.*

2018/19 BOARD OF DIRECTORS

Jeff Bonkes, *Benchmark Homes Ltd.*

Alisa Aragon, *Bridgestone Financing Pros*

Dan Glavind, *Dick's Lumber & Building Supplies*

Cory Saran, *Forge Properties*

Jason Wolfe, *FortisBC*

Gary Mertens, *Foxridge Homes, a Qualico Company*

Lynn Harrison, *Harrison Marketing Resources*

Ian Moes, *Kuhn LLP*

Matt Robinson, *Monarch Floor & Window Coverings*

Dave Deamer, *Polygon Homes Ltd.*

Blake Ponuick, *Preston Mobility*

Randy Chin, *RBC Financial Group*

Henri Belisle, *TQ Construction*

COMMITTEES, COUNCILS, & TASK FORCES

In addition to the governance of the Executive Committee and Board of Directors, HAVAN has a combination of eleven standing, member-driven Committees, Councils and Task Forces, supported by staff. Separate reports submitted by the Chairs can be found in the back half of this report.

COMMITTEE AND CROSS-CHAIR COMMITTEE MEETINGS

Committees meet on a regular basis, typically monthly, pre-determined by each Committee's terms of reference. Contact the staff liaison for details.

Cross-Chair Committee Meetings are typically held in April and November, to foster communication and resources between committees. Open to Chairs and committee members, it is suggested each Committee must be represented by a minimum of two people to ensure proper representation and to support the need for Committee Chair succession planning.

A Cross-Chair Committee Meeting was held in April 2019, with plans for the next meeting to be held in November of this year. Discussions focused on rebrand updates, committee successes and challenges with the goal of collaborating to identify cross-committee resources, opportunities and solutions.

Thank you to the 2018/2019 Chairs of HAVAN's committees, task forces, and councils, and to the committee members for their dedication to help work towards achieving HAVAN's goals.

COMMITTEE/COUNCIL/TASK FORCE	2019 CHAIR	STAFF LIAISON
Technical Committee	Shaun St. Amour, <i>475 High Performance Building Supply</i>	Mark Sakai
Government Relations Committee	Nathan Hildebrand, <i>Canadian Horizons</i>	Mark Sakai
Education & Training Committee	Anton van Dyk, <i>Centra Construction Group</i>	Wendy McNeil
Membership Committee	Cheri Stefanucci, <i>Abstract Homes & Renovations</i>	Renée Auer
Renovation Council	Mark Cooper, <i>Shakespeare Homes</i>	Sonali Rayas
Under-40 Committee	Henri Belisle, <i>TQ Construction</i>	Vanessa Swanson
Suppliers' Council	Alisa Aragon, <i>Bridgestone Financing Pros</i>	Renée Auer
Golf Committee	Blake Ponuick, <i>Preston Mobility</i>	Dawn Sondergaard
Marketing & Communications Committee	Ralph Belisle, <i>TQ Construction</i>	Dawn Sondergaard
Women's Council	Laurel James, <i>Novell Design Build</i>	Carolyn Beale
Ovation Awards Task Force	n/a	Wendy McNeil



HAVAN STAFF

HAVAN has a skilled and committed professional staff to serve you.



RON RAPP

Chief Executive Officer
1/2 Year of Service



RENÉE AUER

Senior Director of Membership
& Sales
17 Years of Service



DAWN SONDERGAARD

Senior Director of Marketing
Communications
5 1/2 Years of Service



VANESSA SWANSON

Manager of Online Education
& Marketing
4 Years of Service



SONALI RAYAS

Brand Manager
1 Year of Service



WENDY McNEIL

Vice President of Marketing
& Education
18 Years of Service



MARK SAKAI

Director of Government
Relations
6 Years of Service



CAROLYN BEALE

Manager of Membership & Sales
4 1/2 Years of Service



JUSTINE NADIA

Manager of Event Services
2 Years of Service



JAY CHADHA

Government Relations
Associate
1/2 Year of Service



MEMBERSHIP FEES

This past year saw no change to HAVAN's membership fees. The process of sending the 2019 membership renewal notices started last month. Thank you in advance for promptly remitting your 2019 fees. Your continued support is greatly appreciated.

CANADIAN HOME BUILDERS' ASSOCIATION (NATIONAL)

HAVAN members are active nationally. This past year there were two HAVAN board members on the CHBA board, including HAVAN Past Chair, Larry Clay of *Clay Construction Inc.*, who was elected 2nd Vice President National, and Randy Chin of *RBC Royal Bank*, HAVAN Board member. Mr. Chin is also HAVAN's representative on the CHBA National Urban Council, which meets twice a year in Ottawa and once during the CHBA National Conference.

CANADIAN HOME BUILDERS' ASSOCIATION OF BC

HAVAN has four voting members on the CHBA-BC Board of Directors: HAVAN Director Randy Chin, CHBA BC Secretary Treasurer; and CHBA BC Directors: HAVAN 2020 Chair Mark Cooper, HAVAN 2019 Chair Garrett Wall and HAVAN Past-Chair and Director Larry Clay. Many other HAVAN members serve on CHBA-BC Committees, Councils, and Task Forces.

ANNUAL GENERAL MEETING & ANNUAL ELECTION MEETING

HAVAN's Annual General Meeting (AGM), including the presentation of the Audited Financial Statements, is held on the first Wednesday in April (April 3, 2019). The auditor is appointed for a one-year term at this meeting. The current auditor is *Baker Tilly WM LLP* Chartered Accountants. HAVAN's fiscal year-end is October 31, 2019.

The Annual Election Meeting (AEM) - comprising the Election of Officers and Directors, distribution of HAVAN's Annual Report and Committee, Council and Task Force reports - is held each year on the first Wednesday in October (October 2, 2019).

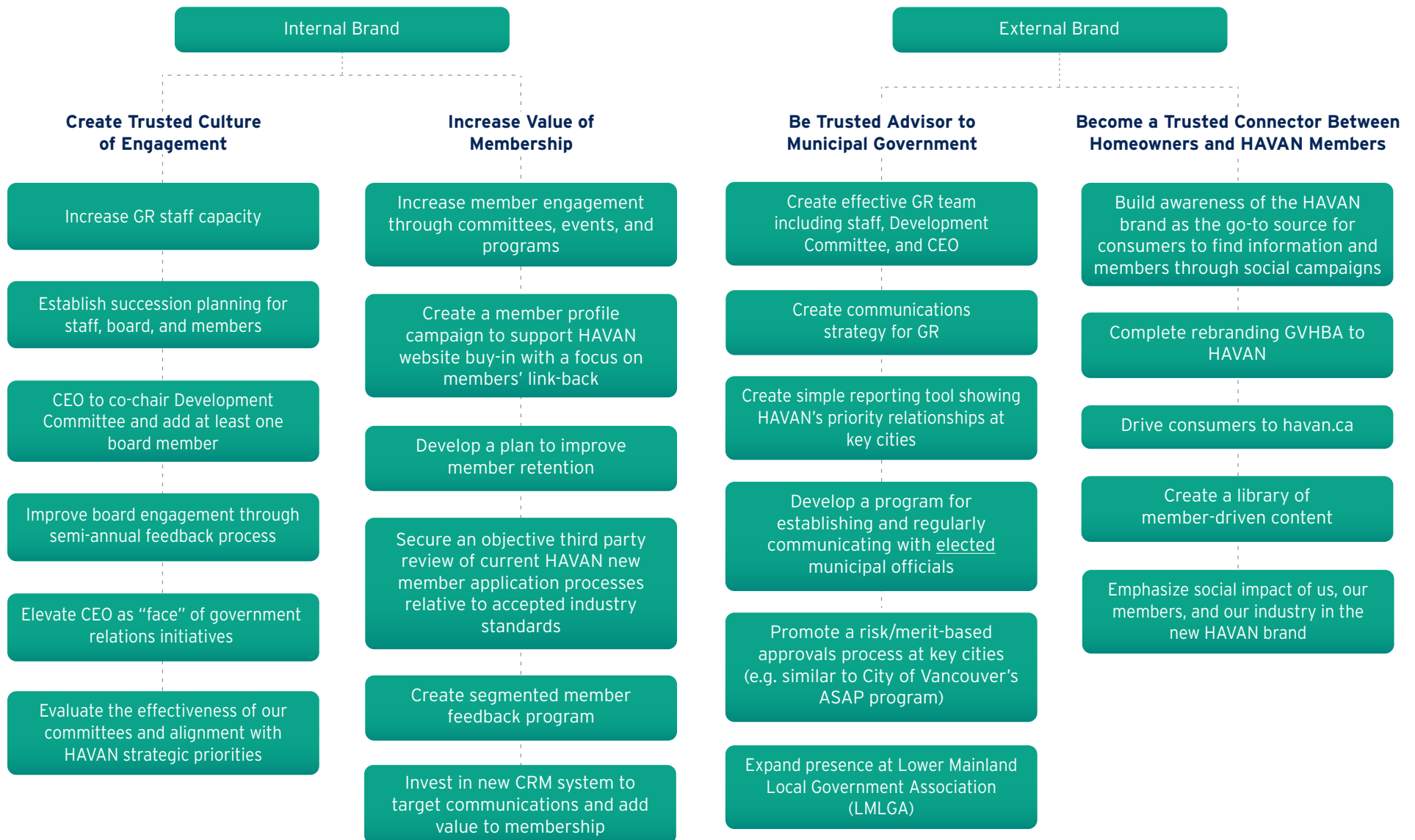
HAVAN STRATEGIC PLAN 2018-2020

HAVAN's Board approved two-year strategic plan was developed in November 2018 to strengthen culture of engagement, increase value of membership, to be a trusted advisor to municipal government and to become a trusted connector between homeowners and HAVAN members.



Homebuilders
Association
Vancouver

GOAL: Establish HAVAN as a Trusted Brand



MEMBERS CONNECTING WITH MEMBERS

HAVAN'S AFFINITY PROGRAM

HAVAN's Affinity Program helps to increase the value of membership and offers "win-win" scenarios promoting trade among members. To be considered an Affinity Partner, a quality product or service, that is either unique in the marketplace or cannot be found at lower prices, is offered by one HAVAN member to other members, and must provide an economic or brand benefit to both parties and the association.

2018/2019 Affinity Partners include **Federated Insurance** (for property, liability, and group health insurance), **Kuhn LLP** (for legal services), and new in 2018 **Buildxact** (all-in-one estimating and job management tool for contractors and trades).

Visit havan.ca/affinity-program for further details.

As a HAVAN member you are also eligible for discounts and special offers on a range of national brand products and services through CHBA's "[National Advantages](#)" program.

HAVAN MEMBERSHIP DIRECTORY

The new improved format, introduced by publisher *Boulevard Magazine*, with the new HAVAN branding was very well received. *Contact 2019* sold out, noting the increase in consumer shows driving demand. *Best Builders'* Ovation Award home 'Above it All' was showcased on the cover. Thank you goes to the generous support of the many members-only advertisers.

Circulation for the 2020 directory will be increased to 13,000 with distribution to homeowners planned for eight consumer outreach events, to members and industry at over 40 HAVAN and industry events, and to government officials, public libraries, real estate offices and various industry stakeholder groups.

To be included in Contact 2020, all members must have remitted their 2019/2020 membership fees no later than December 31, 2019.



WEBSITE

HAVAN's website was re-skinned to reflect the new brand image and is focused on connecting with consumers, with an easy to navigate site.

The online '[Find a Professional](#)' directory provides the opportunity for members to promote and connect with consumers and members too. Each member company has a unique URL with the capability to showcase products/services via images, videos, testimonials, and accolades - endorsed by the HAVAN's trusted brand. A link to the printed directory was added online in 2019 via issuu.

SEO efforts have been worked on with the kind support and guidance of *Jelly Marketing*, noting as of this report, HAVAN has a **domain authority of 61**. (Ref: 40-50 = average, with any rating over 60 = excellent). The strength in our raking helps our member companies rank higher in Google searches. Due primarily to the 10,000 linkbacks, we thank all members who choose to share the HAVAN logo on their site, with a link included to www.havan.ca.

The success of www.havan.ca's domain authority is a perfect example of the power of members working together, and how HAVAN's brand can empower member businesses. It is never too late. One can never have enough linkbacks. Reach out to HAVAN's marketing department if you require assistance.

Online advertising is available via the HAVAN website, with the ability to select either B2C or B2B pages, to deliver you a targeted audience of home building industry professionals and or engaged homeowners. (245,000 average monthly impressions),

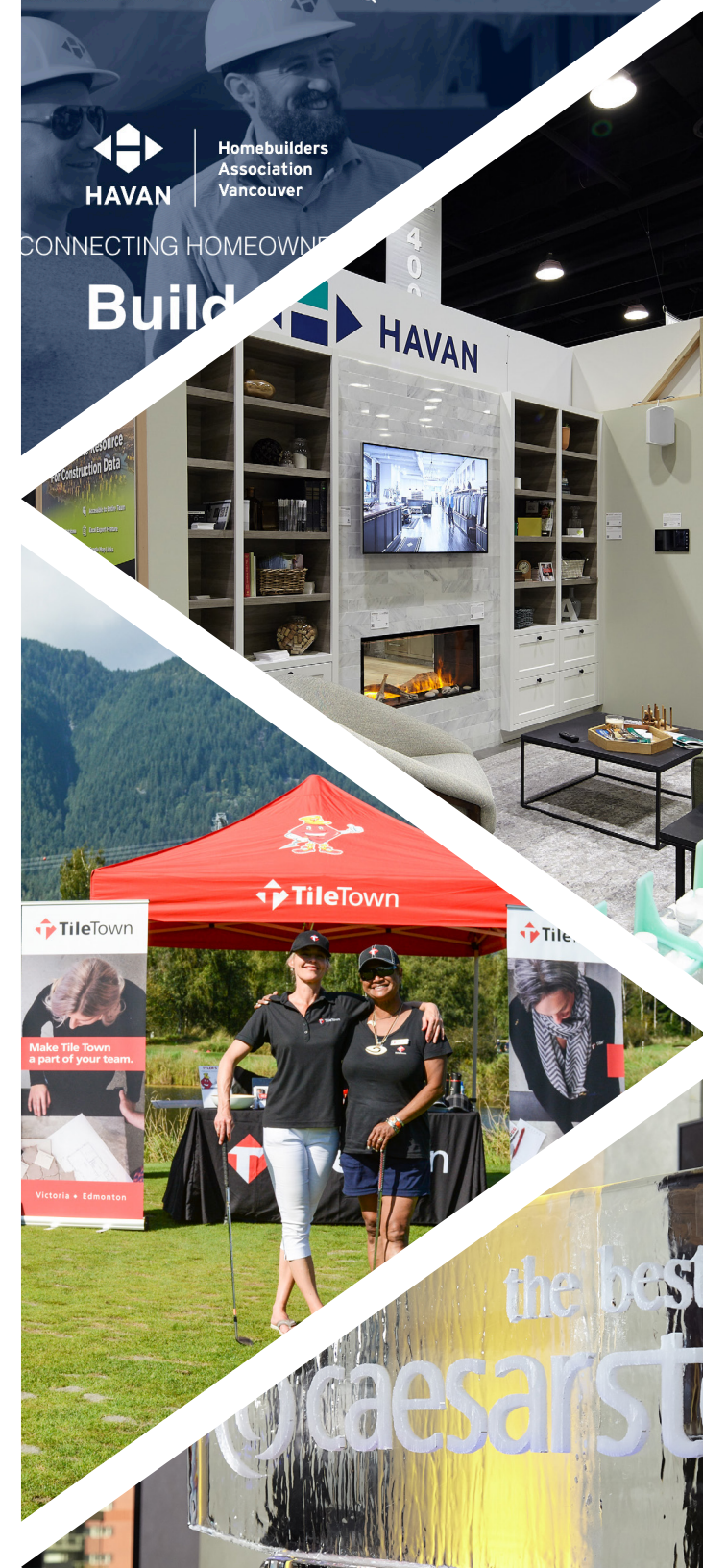
Online [Job Posting Page](#) is available to members via paid listings and is actively searched.

Websites are anything but static. As technology advances, HAVAN, in partnership with *Mint Rocket IT Services*, continues to evolve the website features. Look to a stronger online directory, improved event and blog pages, and the incorporation of the Ovation Awards site into HAVAN's site in the upcoming year - currently being worked on in 2019.

SPONSORSHIPS

Sponsors are an integral part in driving HAVAN initiatives. Helping to raise the profile of our events, sponsorships also provide key opportunities for members to showcase their brands. This past year we saw a wide variety of member companies getting involved for the benefit of others to help advance builder and consumer education and to help raise the bar of our networking opportunities.

Collective efforts make for greater gains, which shone through at Buildex with 25 sponsor participants, the Members Expo with 14 sponsor participants, the Golf Tournament with 50 sponsors, Legends of Housing supported by 7 sponsors, the Ovation Awards with 32 sponsors, member socials, builder education, and consumer outreach programs to name a few. We would like to extend a huge thank you to the 2018/19 sponsors for stepping up for the greater good.



MEMBER EVENTS



Opportunities to establish and grow industry connections, build brand awareness, and/or develop careers are what makes HAVAN events so popular. Built on the three main pillars of the association; advocacy, networking, and education, each event has a unique set of opportunities. Available year-round, often selling out within weeks, the benefits of HAVAN face-to-face events are invaluable in today's digital world.

Highlights include the Legends Dinner on January 30th with 300 members and invited industry guests, the Ovation Awards supported by two sold out events; The Finalist 'Oiree on February 28 (200 attendees), and the Gala on May 4 (475 attendees); the Members' Expo on May 8, selling out with 90 suppliers showcasing products and services to 750 builder/developer and renovator members and their staff; and the Fall Classic Golf Tournament celebrated 21 Years of Giving to the Centra Cares BCIT Scholarships to the School of Construction and the Environment, to a sell-out crowd with 288 golfers, 385 banquet guests.

HAVAN at Buildex

February 13-14, 2019

Collective venture of 25 Supplier members working together under the HAVAN banner, showcasing products and services (at reduced show rate).

Members' Expo

May 1, 2019

14th annual Members' Expo trade show was held at Hard Rock Casino Theatre Vancouver. Sold out with record-breaking 90 suppliers, and 750 attendees.

Annual General Meeting

April 3, 2019

2019 Annual General Meeting featured special guest speaker Kevin Lee, CHBA CEO. CHBA National - Actions and Value for Members Includes BCIT Achievement Award presentations. Saw 100 attendees.

Annual Election Meeting

October 2, 2019

2019 Annual Election Meeting: Special Guest Greg Moore, Metro Vancouver's Urban Development. Includes Awards of Excellence and Handshake Awards and charitable donation presentations to *Easter Seals House*, *Nightshift Street Ministries* and *Frank Hurt and Guildford Park Secondary Schools*.

Breakfast Meeting

November 6, 2018

Featured guest speaker Frances Bula presented on the post-election council landscape. Includes Rooftopper & Milestone Awards.

Legends of Housing

January 30, 2019

2019 Legends Dinner Panel: Moderated by Kirk LaPointe, Editor-In-Chief, *Business in Vancouver*, panelists: Rich Coleman (former Minister of Natural Gas Development & Minister Responsible for Housing), Brian McCauley (*Concert Properties*), and Jon Stovell (*Reliance Properties*). Sold out with 300 attendees. Launch of HAVAN's new name and brand.

Breakfast Networking Events

March, June, September

Presenting valuable opportunities for members and prospective members to network with each other and learn about the various services and programs offered by the association at all three levels. September board meeting held on location providing attendees opportunity to network with Directors, Chair of the Board, and upcoming Chair. Average 300+ attendees.

New Member Orientations

Eight Per Year

Geared towards new members (those joining within the past two years), new employees of member companies, and any member yet come to an orientation event, these early-morning sessions provide an opportunity to connect with seasoned members and staff to better understand how to leverage association resources. Annually 240+ attendees.

Fall Classic Golf Tournament

September 4, 2019

Celebrated 21 Years of Giving in support of BCIT Scholarships, to the School of Construction and the Environment, to a sold-out crowd of 288 players and 385 banquet guests at Swan-e-Set Bay Resort and Country Club, this annual event sold out in weeks, supported by over 50 sponsors. *Weatherguard Gutters* were the winners of the Gary Santini Trophy for the Texas Scramble.

Summer Social

August 7, 2019

The 6th Annual Summer Social presented by the Suppliers Council and Membership Committee was held in August and attracted more than 150 members for the opportunity to dunk members and Renée Auer in the Dunk Tank, in support of raising funds for *Nighshift Street Ministries'* kitchen renovation.

Construction Social

Every Six Weeks

A Suppliers Meetup Group, this informal pub night has attracted supplier members and contractors to network and learn from one another. Open to industry, we've gained new members here too.

Volunteer Day

September 21, 2019

Proud to call ourselves a member-driving association, we rely on volunteers to drive HAVAN initiatives for the benefit of all members. HAVAN invited all volunteers to attend a U40 hosted Whitecaps game against Columbus Crew on Saturday, September 21. Tied in overtime, everyone who attended enjoyed the day out.

U40 Socials

Four Times Per Year

The U40 Committee delivered four exciting social events, with the mission to facilitate meaningful industry connections: The *Citywide* Indoor Volleyball Beach Party, Pool Sharks at the Soho, Tacos & Tequila Tasting, and Trivia Night. Saw 80-100 attendees per event.

U40 Mentorship Breakfasts

(Three times per years)

The U40 Committee continues to facilitate connections between all ages of the industry. Three mentorship sessions were held; two mentorship breakfasts limited to 10-13 attendees per event, to facilitate discussion (Laurel James, *Novell Design Build*, and Shawn Bouchard, *Quadra Homes*) and one Young Professionals' Seminar featuring a panel including John Friswell, *CCI Renovations*; Lynn Harrison, *Harrison Marketing Resources*; and George Nickel, *Innotech Windows + Doors*. The theme was "Positioning Yourself for Longevity and Success".

Ovation Awards Finalist 'Oiree

February 28, 2019

A night filled with anticipation, builders entered into the awards await to hear if they would move into the finals. Held at LoungeWorks in Vancouver, guests were treated to an evening of food, beverages and exclusive networking (event open to Ovation Awards entrants and sponsors only), with 200 attendees.

Ovation Awards Gala

May 4, 2019

Held at the Parq JW Marriott Hotel, one of Vancouver's premier luxury hotels, the 2019 Awards ceremony saw 7% increase in entries, 22% increase in entrants and a sold out gala of 475 members (70% builders!).

Committee Meetings

Monthly Meetings

With 11 committees, councils and task forces to chose from, monthly meetings offer excellent opportunities to connect and work in small groups, creating the environment to form strong, lasting, working relationships.

[View all 2019 Event Photos on HAVAN's Flickr Account](#)



CONSUMER OUTREACH

Each November the marketing department, in partnership with HAVAN media partners launch the Annual Road Map, aka the consumer marketing plan. Showcasing the Ovation Awards as the overarching consumer outreach program, supported by year-round media exposure, consumer events are held throughout the year to help leverage members' businesses with consumer touchpoints.

Promoting award-winning builders at the Spring Home Reno Show after the Ovation Awards Finalists are announced; celebrating the winners with year-round media coverage negotiated with media partners; and providing the opportunity for members to open doors to their award-winning projects on the Parade of Homes are just some of the year's highlights.



Vancouver Fall Home Show

October 24-28, 2018

HAVAN's new booth design was the talk of the show! Reconceived to place the spotlight on our builder members, the marketing team in partnership with members *Project Mint*, *Nick Bray Architecture*, and *Designs by KS* redesigned the home show booth to the Ask the Experts Stage. Taking home Best Booth Design Award for the Vancouver Fall Home Show, 18 members presented on trending topics to engaged homeowners. Supported by an online digital campaign to secure pre-registrations, the booth was active throughout the show. Thank you to *Project Mint* for leading the set-up and tear-down with support by *Lower Coast Building Group*. (38,000 attendees)

Coats for Kids

November 12 - December 6, 2018

Member companies opened doors to collect gently used coats and outerwear, plus new toys, helping families in need. This campaign saw 6,000 items collected and \$9,300 cash donated to the *Lower Mainland and Surrey Christmas Bureaus*. Thank you to all sponsors who helped to make this year a huge, heart-warming success. Fifty-four members with 67 drop off locations, across 16 Metro Vancouver municipalities, with 150 attendees celebrating at the *Caesarstone Christmas Wrap-Up Party*.

HAVAN at BC Home + Garden Show

February 20-24, 2019

NEW in 2019! Built off the success of the new Ask the Experts Stage at the Fall Home Show, HAVAN re-joined the Spring Home and Garden Show to leverage exposure for the new HAVAN brand. Securing a prime position in the main Garden aisle, participating members connected with consumers by handing out the HAVAN Contact Directory and offering complimentary seminars. (60,000 attendees)

Homebuyer Forum

March 6, 2019

Inclement weather (snow during afterwork drive time) realised a lower in-person attendance with just 60 people. Online viewership remained constant. Given the HAVAN rebrand had launched only 5 weeks before, and we were still building HAVAN's Google ranking, holding steady online was viewed as a success. To compensate for lower in-person attendees, online campaigns ran through spring and summer months, driving viewers to HAVAN's YouTube channel, via a Facebook campaign. Three panel discussions lead by Shayne Ramsay, CEO, BC Housing offered market insight, and financial and purchasing strategies. Thank you to Presenting Sponsor BC Housing.

Spring Home Reno Show

March 30, 2019

Sponsored by *Western Living Magazine*, HAVAN's Spring Home Reno Show at VanDusen Botanical Garden showcased our award-winning renovators, custom home builders, and designers, offering complimentary seminars and consultations to homeowners looking to renovate. Saw 328 renovation-minded attendees, attending six seminars, and meeting builders in the tradeshow.

HAVAN at Maple Ridge Home Show & Coquitlam Home Show

May 3-5, 2019 & March 29-31, 2019

NEW in 2019! Looking to maximize brand exposure and to connect with homeowners, an agreement was negotiated with the regional home shows to distribute 3,000 copies of the HAVAN Contact Directory. (20,000 attendees in Maple Ridge, 5,000 in Coquitlam)

Parade of Homes

June 9, 2019

The 26th annual Parade opened its doors to all members this year, including HAVAN designers working with non-HAVAN builders, and HAVAN builders working with non-HAVAN designers. Overall attendance numbers were up, confirming the addition of non-member partnerships to only strengthen the Parade's success. Twelve participants with 19 homes engaged with 607 pre-registered homeowners, generating 379 new consumer leads.



SUPPORTED CHARITIES

HAVAN leadership and members believe strongly in outreach activities that assist charitable and community-based organizations. A good way to support the communities where our members work and live, volunteer connections benefit everyone, and help to demystify the stereotypical image our industry can sometimes portray.

New for 2019! HAVAN Heroes - you don't have to leap off a building to be hero in our books, but to launch the new HAVAN Heroes sub-brand, we invited HAVAN members to participate in the *Easter Seals' Drop Zone* event, in support of helping children of all abilities to attend summer camp. 14 members raised a total of **\$23,000!** The Drop Zone day on September 12th was wet, but the rain did not dampen spirits. Truly an amazing day, we have members already lined up for 2020!

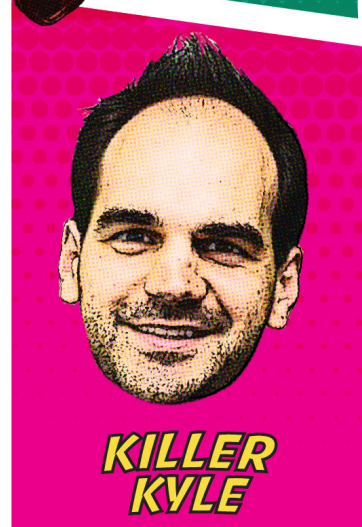
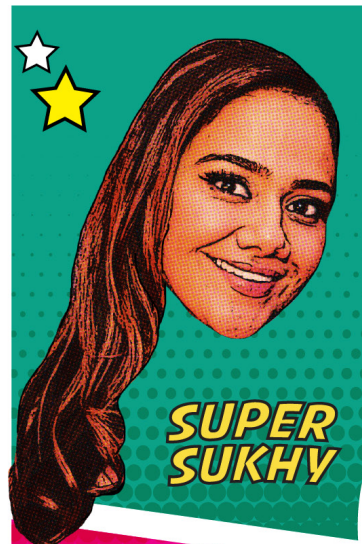
HAVAN presented Centra Cares BCIT Scholarships to four exceptional students in the School of Construction and the Environment, at HAVAN's AGM on April 3rd. Valuing **\$10,000**, funds were raised at the Fall Classic Golf Tournament.

Entry fees to the Parade of Homes raised **\$2,040**, which was donated to *Guildford Park and Frank Hurt Secondary Schools* to help purchase tools, safety gear, and building material for the schools' entry-level carpentry training course.

Membership Committee and Suppliers' Council Summer Social raised funds in support of *Nightshift Street Ministry's* kitchen renovation: **\$5,850**.

Coats for Kids saw 54 members with 67 drop off locations, across 16 Metro Vancouver municipalities, collect 6,000 coats and toys with 150 attendees celebrating at the Caesarstone Christmas Wrap-Up Party for one gigantic donation to the *Lower Mainland and Surrey Christmas Bureaus*. Total sponsor and cash donations: **\$9,300**.





GOVERNMENT RELATIONS

The Government Relations goal is effective, proactive advocacy at the municipal level to become the trusted voice of the industry. Objectives and corresponding outcomes are outlined below for 2018-19. The creation of a new staff position (Government Relations Research Associate) and the hiring of Jay Chadha to fill the position will dramatically increase HAVAN's capacity for advocacy.

Engage municipal councils in builder issues

- New Councils sworn in November 2018 - some with substantial (or complete) turnover in members
- Presentation to Maple Ridge Council Workshop
- Meeting with North Vancouver City Councillor Jessica McIlroy
- LMLGA - 36 discussions with Council members
- UBCM - 43 discussions with Council members and Provincial MLAs

Be the trusted advisor to municipalities and encourage collaboration and consultation

- Vancouver: ASAP Pilot, Regulation Redesign (x7), Duplexes in RS, Climate Emergency (x2), CBO - VBBL, Low Density Housing, VBBL Update, Making Room, Staff Restructuring
- Surrey: DAC (x3)
- Maple Ridge: Development Liaison Committee, Council Workshop, F. Quinn Retirement
- Langley Township: Development Liaison Committee (x3), Energy Step Code Builder Breakfast, EV Charging (workshop + letter), Development Approvals Process Review
- Coquitlam: Development Approvals Process Review, Development Liaison Committee
- Port Moody: DCC (x2 + letter), Energy Step Code workshop
- North Vancouver City: Development Liaison Committee planning
- New Westminster: E. Adin meeting
- North Vancouver District: letter with *UDI*
- TransLink Transport 2050, Rail-Volution Regional Forum
- Metro Vancouver: Home Energy Labeling



Proactively inform and engage members of key government relations issues and opportunities

- Government Relations Update readership: 741/week (up 9.1%)
- Personal @Mark_HAVAN twitter account has 285 followers (up 17.8%)
- Attended *CHBA National Day on the Hill*
- Multiple discussions w/ *CHBA* staff re Municipal Benchmarking Report
- Attended *CHBA BC Day at the Leg*
- *CHBA BC GR Committee* (x4), *Water Act Approval meetings* (x2), *Kelowna DCCs*, *BOABC*
- *CHBA/CHBA BC GR stakeholder engagement document*

Increase breadth and depth of our government relations activities

- *Energy Step Code Council* (x3)
- *Surrey Schools Coalition* (x9 + MLA meeting + Council presentation)
- *Public Affairs Association of Canada* (BC Lobbyist Act x2)
- *UDI* (Langley Township CACs/DCCs, Economic Impact Study)
- *SFU Symposium* (MV amalgamation, housing commodification, Larry Beasley/Ann McAfee, AML)
- *BC Hydro Community Energy Managers*

Leverage partnerships in allied and associated industries to increase voice in municipal and provincial arenas

- *REBGV Government Relations Committee* (x6)
- *BCREA Board of Directors* (x9 + GL Days + Banff Western Connection)
- *Small Housing Summit*
- *Provincial Development Approval Process Review* (x2)
- *Public Affairs Association of Canada - BC Lobbyist Act* (x2)
- *Surrey Board of Trade Labour Market Study Steering Committee* (x3)
- *Federal Housing Roundtable*
- *Anti-Money Laundering* (x2)
- *Urbanarium - Small Housing*
- *Guildford Secondary School Carpentry Program*
- *Heat Pump Coalition*
- *Abundant Housing Vancouver*
- *Vancouver Economic Commission*

MARKETING & COMMUNICATIONS

MARKETING

Based on the strategic plan, the overarching goal is to establish the association as a trusted brand.

Staff and industry specialists *Spring Advertising* worked for over 18 months to ensure the enhancements and brand evolution paid homage to our association's legacy and core foundation, based on which we have built a position of leadership.

Connecting the HAVAN brand with consumers, at the time of conversion, when looking to build, buy or renovate, will strengthen value in membership.

Name Change - Our name, repositioned to *Homebuilders Association Vancouver* is a simple yet strategic move. It allows us to quickly convey a clear message across all platforms to stakeholders and the general public. It emphasises the association's core focus on Homebuilders, with the addition of the descriptor Association positioning members as leaders within the residential construction industry, and the use of Vancouver acting as an iconic term for the greater region. The abbreviated acronym HAVAN itself is a memorable word, easily said, and one which plays off the idea of 'home as one's haven'.

Tagline - Trusted. Local. Homebuilders. States our values, coverage, and reinforces who we represent as our brand is built.

Logo - The bold new icon is designed to represent the association's position of leadership - across all levels of government, and Metro Vancouver municipalities, with a complete suite of consumer and member resources, for all housing forms relating to home building, buying, and renovation. Strong, bold, clean lines translate well across all platforms.

Launched at the annual Legends dinner on January 30, to 300 members and invited industry guests, the name change and new logo was presented with a [brand identity video](#) to a round of applause.

The marketing team worked double-time to update the website, all marketing collateral, prepare a toolkit to help members with the transitions, provided ongoing updates and continue to encourage members to embrace the new brand and showcase the HAVAN logo on their websites, linking back to www.havan.ca.



COMMUNICATIONS:

COMMUNICATING WITH HOMEOWNERS ONLINE

HAVAN's new name and rebrand is supported by a redirect campaign to ensure anyone searching for GVHBA will be sent to www.havan.ca. In addition, all consumer outreach events are supported by digital campaigns and organic social campaigns.

HEY-VAN campaign is launching this fall, to build HAVAN's brand awareness with homeowners, reinforcing the connection between our name and the acronym HAVAN. The campaign is set to run in print, television (Global news spots), Google Adwords, and in social channels, using a variety of programmatic strategies throughout the fall of 2019 and into 2020.

Consumer-facing videos, featuring award-winning builder and designer members are being produced showcasing members in casual discussions, offering homeowners tips. The setting is casual to create a transparent environment to build on the sense of trust.

Website: Designed to connect with consumers and support members, the look and feel of the website, featuring actual HAVAN members is designed to engage consumers looking for resources to connect with our members (B2C), and members looking to connect with members (B2B).

COMMUNICATING WITH MEMBERS

HAVAN communicates key information to members including a broad range of opportunities, advisories, updates, and local, provincial, national and international housing-related statistics via e-newsletter, website, social media, digital marketing, and direct mail.

E-Newsletters: Monday Morning Briefing (MMB), a brief issues and events summary written by Ron Rapp, CEO; Government Relations Update (GRU) is a weekly e-newsletter written by Mark Sakai, Director of Government Relations; Renée Auer, Senior Director of Membership and Sales, Sunday Connections listing upcoming opportunities to connect and Wendy McNeil, VP Marketing & Education, Education Update are published weekly to 2,000+ verified emails, with average open rates of 39%, and click through rates of 14-18%.

Government Relations Update: A two-page document, highlighting access to all three levels of government, including a summary of government relation wins to date was shared with members in May 2019.

Annual Report Summary: *New for 2019* - the annual report will be posted online, to ensure access by all members. A two-page Annual Report Summary will be mailed out to all members after the Annual Election Meeting on October 2nd, reinforcing value in membership and highlights from the year.

Annual Marketing Roadmap: Outlining HAVAN marketing opportunities to connect with consumers and leverage members' businesses, the 2018 Roadmap was launched and mailed out to all builder members in December 2018.

Member Spotlights: New for 2019! Launching member spotlights, blog posts will highlight fun facts supported by professional and personal information to build brand awareness with the sense trust, through transparent, informal interviews. Blogs to be shared on LinkedIn, Facebook.

MEDIA & PUBLIC RELATIONS



The changing media landscape continues to see traditional opportunities diminish; however, HAVAN in partnership with *Boulevard Magazine (Chinese and English Editions)*, *NextHome*, *The Province Newspaper*, *Epoch Times*, *Home Decor and Renovations Magazine*, and *Western Living Magazine* published approximately 40+ articles, with 34 media mentions with approximately 62 members featured.

HAVAN repurposes published media and content produced to www.havan.ca where by-lines, articles, industry stats, and member accolades are listed. Social media, including Facebook, Instagram, Twitter, YouTube, and LinkedIn are all utilized to repurpose content, extend reach to followers, and help to build awareness.

The rebrand campaign is helping to increase engagement online. Since the launch in February of this year, social channels have increased in followers, helping to grow HAVAN's organic online voice.

Social and online [@HavanOfficial](#) highlights 180 days in to the rebrand:

HAVAN's website has a very strong domain authority of 61. (Note: 40-50 is average, with over 60 seen as excellent. Thanks to all who have included our logo and linked back!)

Facebook audience continues to grow, up 45% to 3,353 followers

Instagram 1,378 to 2,170, 58% growth

LinkedIn 1,198 to 1,712, 43% growth

Twitter 4,881 to 5,221, 7% growth

YouTube 68 to 102, 47% increase

Connect with [@HavanOfficial](#) and grow your communication channels.

Tag us, and we'll share your news!

MEMBER EDUCATION & TRAINING

HAVAN is an advocate for continuing education and delivers industry-relevant, cost-effective sessions throughout the year. Subject-matter experts are sourced from our membership, as well as internationally known speakers, providing attendees with a range of educational opportunities, such as full-day seminars, hands-on training workshops, site tours and online learning. HAVAN is your source for professional development in the homebuilding industry.

Stay up-to-date on in-class and online sessions at www.havan.ca/industry-education/ or elearn.havan.ca.

STATS

of in-person sessions: 27

Total # of students attending HAVAN education events: 1,044

of online courses available on eLearn: 50 including 5 in Punjabi

of online students: 377

EDUCATION HIGHLIGHTS

- In 2019, HAVAN had another busy year, **delivering 27 in-person education sessions** to members plus offering **50 online courses** to meet members' diverse schedules and preferred learning formats.
- Course topics ranged from building science to business management, such as The Integrated Design Process, Estimating Your Way to Profits, Ventilation, Employment Law, Professional Selling, and The Step Code Challenge - Rethinking the Wall Assembly.
- In November, *Gord Cooke from Building Knowledge Canada and Construction Instruction (Ontario)* delivered a two-day program on **Building and Marketing High-Performance Homes**.
- In May, HAVAN's **Building Better Buildings** full-day seminar featured *Hamid Heidarali of Hamid Design Build*, who talked on the holistic approach to improving air tightness. With more than 30 mobile wall and roof assemblies on display, students had the opportunity to see first-hand the many pathways available to achieve air tightness using current available products.
- Effective July 1, *BC Housing* made changes to their Continuing Professional Development (CPD)



program, where the requirements were streamlined to make it easier for builders to earn and report their required annual 20 CPDs, including the removal of Active Practice reporting and the Group A and B minimum requirements. Full details are available at <https://www.bchousing.org/licensing-consumer-services/builder-licensing/CPD>

- Understanding the value of hands-on learning, HAVAN partnered with members to present hands-on installation workshops (solar technology installation) and site tours (passive house and the Living Building Challenge).
- Collaborated with *FortisBC* and *CHBA Fraser Valley* to deliver the first full-day seminar on air tightness, as part of their Built Better initiative.

HAVAN invites members who have course ideas and content to send them to the Education & Training Committee for consideration for presentation via **Wendy McNeil, VP of Marketing and Education**, wendy@havan.ca.



**HAVAN
EDUCATION**



AWARDS RECOGNITION

HAVAN and its Members Received a Variety of Accolades This Year

OVATION AWARDS

The 10th annual Ovation Awards realized record-breaking entries providing elevated exposure for member's projects and brands. Offered as a 12-month marketing program, the Ovation Awards saw 367 entries from 102 members vying for 50 Ovation Awards. Supported by five HAVAN consumer events, with year-round media opportunities, including magazine features, newspaper coverage, consumer facing video, plus two sell-out events, HAVAN's premier marketing event continues to grow in value for members, entrants, and sponsors, each year.

Presenting Sponsor *FortisBC* and Patron Sponsor *BC Housing* were joined by *Honourable Selina Robinson, Minister of Municipal Affairs and Housing* to welcome and congratulate HAVAN's builders/developers, renovators, and designers at the Saturday, May 4th Gala event, with 475 members and invited guests in attendance. [View all Ovation Award finalists and winners.](#)

Grand Ovation Awards:

Residential Renovator of the Year - *Rodrozen Designs Inc.*

Custom Home Builder of the Year - *Tavan Developments Ltd.*

Single-Family Home Builder of the Year - *Miracon Developments Inc.*

Multi-Family Home Builder of the Year - *Adera Development Corporation*

CHBA-BC GEORGIE AWARDS®

The 2019 Georgie® Awards celebrating excellence in home building in British Columbia capped off Builder Super Week to a sold-out crowd, Saturday, March 9. Congratulations to HAVAN members who took home 39 of the 47 awards won Congratulations on the well-earned accolades. [View winners](#)

Grand Georgie Awards:

Customer Satisfaction - Renovator *My House Design/Build/Team Ltd.*, Surrey

Marketing Campaign of the Year - *Forge Properties Inc.*, White Rock

Residential Renovator of the Year - *My House Design Build Team Ltd.*, Surrey

Single Family Production Home Builder of the Year - *Foxridge Homes*, Surrey

Multi-Family Home Builder of the Year - *Zenterra Developments*, Surrey



CHBA NATIONAL AWARDS

The CHBA National Awards for Housing Excellence were announced at the 76th annual National Conference in Niagara Falls May 6 -10, 2019. Congratulations goes to *Marble Construction Ltd.* for Best Detached Home - Production | 1,800 to 2,200 sq ft and Best Detached Home - Production | Over 3,000 sq ft; Best Builders Ltd. with *AH-Design, Chevalier Designs* for Best Detached Home - Custom | Over 5,000 sq ft; *Goldcon Construction* with *McCabe Design & Interiors* for Best Kitchen - Over \$100,000; *Rodrozen Designs* for Best Whole House - over \$1 million.



HAVAN ASSOCIATION AWARDS OF EXCELLENCE

The following members were honoured with Association Awards of Excellence at HAVAN's 2019 Annual Election Meeting:

Chair's Award of Honour: Avtar Johl, *Platinum Group*, Surrey

Builder Member of the Year: *Smallworks*, Vancouver

Corporate Member of the Year: *DOS Design Group Inc.*, Coquitlam

Marketing Award: *Glacier Media Group*, Vancouver

Technical Excellence Award: *Buildxact*, Vancouver

RenoMark™ Renovator Member of the Year: *TQ Construction Ltd.*, Burnaby

Supplier Member of the Year: *Designs by KS*, Vancouver

Sub-Contractor Member of the Year: *Black Bear Trades*, Maple Ridge

HAVAN Heroes of the Year:

Preston Mobility - Supplier Member

Park Ridge Homes Inc. - Builder Member

Gary Santini Education & Training Award: Murray Frank, *Building it Right*, Port Coquitlam

Volunteer of the Year Award: Cheri Stefanucci, *Abstract Homes & Renovations Inc.*, Vancouver

Peter Simpson Award: Dan Glavind, *Dick's Lumber & Building Supplies*

LETTER FROM THE CHAIR & CEO

Well it has been a tumultuous year for HAVAN with many changes and challenges, but true to form, members and staff rose to the occasion and business carried on as usual.

The past year was dominated by the big news the Greater Vancouver Home Builders Association (GVHBA) was going through a rebrand to become Homebuilders Association Vancouver (HAVAN). This change was undertaken to refresh and update our brand, to become more digital and consumer friendly as per the 2018 Strategic Plan. I am pleased to say that since the official unveiling at the Legends Dinner on January 30, acceptance and recognition is steadily increasing with our new, stronger online presence.

The other news this year was the surprising and sudden resignation of Bob de Wit, CEO since October 2012, due to health-related matters. We wish to thank Bob for his dedication and service to the Association. During his watch, we saw the strongest period of membership growth since the inception of the Association. As Board Chair, I temporarily assumed the CEO role and was fortunate to find by pure coincidence Mr. Ron Rapp, former VP of Construction for *Morningstar Homes*, and former HAVAN Board member and Chair, available to step in as Interim CEO for HAVAN. Ron brought a wealth of knowledge with Association and industry experience, enabling HAVAN to carry on in a seamless manner to deliver members with education, networking and advocacy initiatives.

Advocacy is the other cornerstone of the 2018 Strategic Plan and building our government relations program a key goal. Ron, with extensive experience at the provincial level, is well suited to the task and together with Mark Sakai, Director of Government Relations, have provided a new direction and focus to these efforts. Additional staff resources were added to expand our reach and potential influence with local municipal jurisdictions, as well as, working with provincial and national offices on issues such as the BC Spec Tax, and the Federal B20 Mortgage Stress test.

As always HAVAN's staff continued to stage one successful event after the other to support builder education and networking opportunities in support of membership benefits and growth. All premier events were very successful and well attended, including but not limited to the Members Expo with over 90 vendors, and 750 plus attendees, the Ovation Awards with a record number of 350+ applications, the Parade of Homes with 19 projects being showcased, the Fall Classic Golf tournament with 288 golfers, and 385 banquet guests raising \$10,000 for BCIT Scholarships, the numerous U40 events, the Summer Social which helped raise over \$5,000 for *Nightshift Street Ministries*, and the death defying HAVAN Heroes rappel down the 25 story Guinness Tower raising \$23,000 for *Easter Seals*. Many thanks to HAVAN staff and numerous member volunteers for lending their time and considerable efforts to making these events moments we can be proud to associate with the HAVAN brand.

It was an eventful and great year to be acting as your Board Chair. I have enjoyed my tenure, and with the strong support of the Board and the HAVAN team, I feel that operations are well in hand as the gavel and the stewardship of 1,126 members is passed on to my successor Mark Cooper of *Shakespeare Homes & Renovations Inc.* Good luck Mark and thank you to all.

- Respectfully submitted by the Chair, Garrett Wall, *Centra Construction Group* & CEO, Ron Rapp, HAVAN



COMMITTEE REPORTS



TECHNICAL COMMITTEE

GOALS / ACHIEVEMENTS

Under new Chair, Shaun St. Amour (*475 High Performance Building Supply*), and Vice-Chair, Mike Cairns (*Innotech Doors and Windows*), the Technical Committee has sought to expand its membership and examine ways that innovative high-performance building practices can be disseminated to the greater HAVAN membership.

As more Metro Vancouver municipalities adopt policies related to the declaration of a Climate Emergency, and we approach the adoption of Energy Step Code 3 as the base BCBC requirement for energy performance, the need for expanded knowledge and practices surrounding Step Code-compliant building become ever more important.

During the course of the year, HAVAN's Technical Committee members were treated to a two-part presentation including Mark Gauvin on the Coquitlam Test Hut, David Hill on Ventilation in Part 9 Residential Buildings, and Nick Petrie on the use of VR in building design.

Existing regular members of the TC Richard Kadulski, David Hill, Mark Gauvin, Arthur Lo, Wilma Leung, Larry Clay, Nick Petrie, and Gary Hamer have been augmented by newer members including Tannaz Tehrani, Andrew McKenna, Kenneth Chan, Victor Kulla and Andrew Gregory, with ongoing staff support from Mark Sakai.

The Technical Committee thanks Innotech and Draft on Site for offering their offices as meeting locations over the past year.

- Submitted by Shaun St. Amour, Committee Chair



ACTIVE MEMBERS

Chair: Shaun St. Amour, *475 High Performance Building Supply*

Arthur Lo, *Insightful Healthy Homes*

David Hill, *Eneready Products*

Einar Halbig, *E3 Eco Group*

Gary Hamer, *BC Hydro*

Ken Farrish, *BC Building Info*

Nick Petrie, *DOS Design Group*

Mark Gauvin, *Gauvin 2000 Construction*

Larry Clay, *Clay Construction*

Richard Kadulski, *Richard Kalduski Architect*

Wilma Leung, *BC Housing*

Mike Cairns, *Innotech Windows + Doors*

Harmeet Sing Greewal, *Usar Contracting*

Jim Smith, *Smithwood Builders*

Tannaz Tehrani, *DOS Design Group*

Staff Representative: Mark Sakai, HAVAN



GOVERNMENT RELATIONS COMMITTEE

GOALS / ACHIEVEMENTS

Under the leadership of Chair Nathan Hildebrand (*Canadian Horizons*) and with staff support from Mark Sakai, HAVAN's Government Relations Committee (GRC), formerly known as the Development Committee, continues to provide guidance to the association's advocacy efforts, and raises issues for review and action related to zoning, bylaws, permitting and fees/charges among Metro Vancouver's local governments.

Specific emphasis is placed on issues in key target cities, such as Vancouver (Regulation Redesign, Cambie Corridor Utilities), Surrey (environmental approvals), Langley Township (DCCs, CACs, approval processes), Coquitlam and Maple Ridge. Members of the GRC also advise on HAVAN's contributions to provincial advocacy efforts, such as the Energy Step Code, Speculation Tax, Anti-Money Laundering Policies, School Capital Funding, and Water Act Approvals.

In the past year, the GRC added several new members, including Troy Abromaitis (*Bucci Developments*), Yosh Kasahara (*Alabaster Properties*). Other members of the committee include: Michelle Sotomayor (*Conwest*- on maternity leave), Rick Johal (*Zenterra*), Ryan O'Shea (*Miracon*), Kevin Anderson (*Qualico*), and Greg van Popta (*McQuarrie Hunter*). New HAVAN ex officio members are Ron Rapp (CEO), and Jay Chadha (GR Research Associate).

The addition of Jay Chadha to our GR staff in mid-July will allow HAVAN to implement much more of our strategic plan initiatives in the engagement of municipal councils and staff.

- Submitted by Nathan Hildebrand, Chair



ACTIVE MEMBERS

Chair: Nathan Hildebrand, *Canadian Horizons*

Ryan O'Shea, *Miracon Developments*

Justin Bontkes, *Caliber Projects*

Greg van Popta, *McQuarrie Hunter LLP*

Rick Johal, *Zenterra Developments*

Henri Belisle, *TQ Construction*

Kevin Anderson, *Qualico*

Larry Clay, *Clay Construction*

Troy Abromaitis, *Bucci Developments*

Yosh Kasahara, *Alabaster Homes*

Staff Representative: Mark Sakai, *HAVAN*



RENO COUNCIL

GOALS / ACHIEVEMENTS

The Renovation Council meets the last Tuesday of each month (except for December, July and August), and currently meets at JOEY's Restaurant on Rosser Avenue in Burnaby. The focus of our meetings is to provide meaningful educational content. Topics covered include building science, short and long-term business needs, the political landscape, and support and trusted dialogue among peers. The meetings are open to all Renovation/ Builder company owners and principals.

The roundtable meetings allow renovation/builder company owners to openly discuss challenges and solutions unique to their businesses. The meetings have successfully seen a significant increase in participation, and the knowledge sharing has been invaluable to those who attend.

The 2018/2019 year was one of renewed focus on building the Council by engaging more renovator members through the successful roundtable meetings. The Renovation Council's growth is a positive indication of the camaraderie and professionalism among the members, which has led to another successful year for HAVAN activities.

I would like to personally thank the Renovation Council leadership and volunteers, who have contributed to the success of the meetings and Renovation Council events and strongly encourage all members to get more involved with the Renovation Council and other HAVAN events - your voice matters. Also, a special thanks to the HAVAN staff who continue to work tirelessly on behalf of the Renovation Council.

ACTIVE MEMBERS

Chair: Mark Cooper, *Shakespeare Homes*

Staff Representative: Sonali Rayas,
HAVAN

Educational Speakers:

November 2018 - Suppliers Speed Networking Event

January 2019 - HAVAN and Builders discussions

February 2018 - Steve Kemp, *Kemp Construction Management Ltd.* & Shaun St Amour, *475 High Performance Building Supply*

April 2019 - Julio Reynel, *JRG Building Engineering Inc.*

June 2019 - Ron Rapp & Dawn Sondergaard, HAVAN marketing and rebrand update

Sept 2019 - *CHBA BC/HAVAN* Government Relations Update

Oct 2019 - *City of Vancouver* VBBL Proposed Energy Retrofit Regulations

Consumer Outreach:

BC Home & Garden Show at BC Place Stadium

Home Reno Show at VanDusen Botanical Gardens

Parade of Homes across the Lower Mainland

Vancouver Fall Home Show, Vancouver Convention Centre

Charitable Initiatives:

Coats for Kids 2018 - The Renovation Council collectively raised \$2,100

- *Submitted by Mark Cooper, Committee Chair*

The page features a collage of images and decorative geometric shapes. At the top left, two women are smiling in front of a 'Julian tile' banner. To their right is a photo of a busy trade show floor. Below these are several teal and dark blue triangles and squares. A large photo of a woman in a dark blue shirt working on a blue machine with a chain-link fence in the background is positioned on the right side. Another photo of a woman smiling is partially visible on the far right edge.

MEMBERSHIP COMMITTEE

GOALS / ACHIEVEMENTS

"To Serve our Members Needs"

As always, our team has worked hard to promote the benefits of HAVAN which has ensured both new member recruitment and a high rate of retention for our existing membership. We also like to connect the new members with others in the association.

New Member Applications:

Although it has been a tough year for many businesses and retention was a bit tougher, Renée and Carolyn still managed to add to our numbers. Our current total membership now sits at 1,126 up from 1,117 and still holding our spot as the second largest HBA in the Country.

Members' Expo:

Marking our 14th anniversary with this event HAVAN featured an outstanding list of 90 Supplier Members exhibiting their goods and services to more than 750 attendees. This is one of the highest attended events that brings in both suppliers and builder/renovators under the same roof. This event allows for excellent networking and a display of the latest and greatest of supplies, services and technology pertinent to the construction industry.

New Member Orientations:

New Member Orientations are consistently held with many of our committee members and HAVAN staff acting as hosts at a various suppliers' locations. On average approximately 25 people come to this event. The invite goes out to anyone who joined HAVAN within the last 2 years. The format includes networking followed by small group gatherings to learn about the operation of the association overall, HAVAN committee activities, and the many opportunities available through a HAVAN membership. It is also a great opportunity for hosting members to give testimonials on how belonging to the association has benefited their business.

ACTIVE MEMBERS

Chair: Cheri Stefanucci, *Abstract Homes and Renovations*

Vice Chair: Reza Kamrani, *Federated Insurance*

Lindsay Gallo, *Martin Knowles Photography*

Cassidy Carew, *Westcoast Wood Distribution*

Keith Lloyd, *The Business Surgeon*

Nick Petrie, *DOS Design Group*

Zinat Melki, *Green Sheet Construction Data*

Barry Holland, *Voltas Electrical*

Sheri Lemire, *SDL Designs*

Marina Sorrenti, *Euro-line Appliances*

Lori Burns, *Studio Ten Interior Design*

Mike Freedman, *HiFi Centre*

Staff Representative: Renée Auer, *HAVAN*

Breakfast Networking Events:

Three Breakfast Networking Events were held in March, June and September. Open to members and non-members, it is a great way to learn about HAVAN and to network with intent via the popular speed networking sessions.

Dinner Meetings:

Welcoming you as you arrive! Committee members and volunteers wear their ambassador badges and act as hosts, people connectors and are available to answer any questions.

Membership Committee Socials with the Supplier Council:

This year, *Caesarstone* graciously hosted the Summer Social, donating wine, water and appetizers. It was decided as a committee that this year we would help make a difference and turned the Summer Social into a fundraiser for *NightShift Street Ministries* to raise funds for their much needed kitchen renovation. The Membership Committee, along with our most generous members, raised \$5,850.00. Thank you to all our partners for their help!

The Membership Committee is extremely proud of the work that has been accomplished this past year. We look forward to a new year with new members on our committee and finding new ways to enhance our already successful events and continue to work towards the strategic goals of HAVAN.

- Submitted by Cheri Stefanucci, *Abstract Homes and Renovations* (Chair)

A collage of four photographs related to golf: four men in dark shirts and caps standing together, two men in a golf cart, a golfer in mid-swing on a green with mountains in the background, and a man speaking at a podium with a microphone and a bottle of Jack Daniel's.

GOLF COMMITTEE

GOALS / ACHIEVEMENTS

This year marked the 21st Anniversary of the HAVAN Fall Classic Golf Tournament. It was **another record-breaking event on all levels.**

The HAVAN Fall Classic presented by Preston Mobility is one of HAVAN's premier networking and social events of the year. With 288 golfers playing on both courses at beautiful Swan-e-Set Bay Golf & Country Club, and 385 guests at the Gala Dinner & Awards Banquet, this event has grown into the largest tournament of its kind in Western Canada, and a showcase event for the Association and the Home Building Industry.

The golf committee and staff at HAVAN continue to push the envelope to find ways to improve this event and add unparalleled value for attendees, participants and sponsors. The Fall Classic has evolved from a golf tournament into a full-day, multi-faceted networking event.

This event could not be possible without the generous support of countless sponsors who helped make this the best Fall Classic Tournament ever. **We sold out in just a few weeks**, which is unprecedented for a tournament of this size. From a financial perspective, the Fall Classic grown to become a major financial contributor to HAVAN, supporting member initiatives and programs. This year we again surpassed our forecast, generating in excess of \$75,000 in net proceeds for HAVAN.

We are very proud to report that thanks to the generous support of Members and the local business community, the Live and Silent Auctions, along with support from Centra Cares, generated **\$10,000 to fund Scholarships** to help support the educational and financial needs of four BCIT School of Construction and the Environment students.

A big thank you to my fellow volunteer Golf Committee members who have helped take the Fall Classic to new levels, always thinking about ways to tweak, improve, and add value to the event and enhance the experience for those who attend.

[Check out Pictures Here](#)

- Submitted by Blake Ponuick, Committee Chair

ACTIVE MEMBERS

Chair: Blake Ponuick, *Preston Mobility*
Faye Bork, *Dick's Lumber & Building Supplies*

Rob Currie, *Retired*

Brad Ricketts, *FortisBC*

Brett Stenner, *CI Partners*

Lucila Diaz, *Harmony Sense Interiors*

Nicola McGowan, *I-XL Building Products Ltd.*

Vanessa Swanson, *HAVAN*

Justine Nadia, *HAVAN*

Staff Representative: Dawn Sondergaard, *HAVAN*

And a very special mention to Dick's Lumber who helped coordinate over 50 volunteers for the day. It would have not been possible without all your support.



EDUCATION & TRAINING COMMITTEE

GOALS / ACHIEVEMENTS

The Education and Training Committee continued with its successful **Builders' Breakfast Series**, now in its fifth year, delivers affordable and industry-specific technical content to builders. Sponsored by *FortisBC* (Presenting Sponsor) and *BC Housing* (Patron Sponsor), with *Convoy Supply* (Speaker Sponsor for three sessions), this sell-out series is presented 10 times per year and features subject-matter experts, sourced when possible from HAVAN's membership.

The **Business in the Boardroom Series** continues to be well received and represents an integral part of HAVAN's course offerings, bringing business management training to its membership -- from sales and marketing to contract law and human resource leadership.

Two full-day **Building Better Buildings** seminars were also offered. In November 2018, the always-popular Gord Cooke of Construction Instruction (Ontario) presented a two-day seminar on Building and Marketing the High-Performance Home at UBC Robson Square. In the spring, Hamid Heidarali of *Hamid Design Build* presented an interactive and hands-on workshop on the Holistic Approach to Improved Air Tightness. These extended and interactive seminars provide the invaluable opportunity to take deep dives into the complexities of building to higher performance standards like the Energy Step Code.

HAVAN's online learning platform, **eLearn** (elearn.havan.ca), continues to build its content through the recording of its in-class sessions, extending the content life beyond the one-day presentation in the classroom. This provides added value to the presenters and sponsors, as well as viewers who were unable to attend in-person. This past year alone, 15 new courses were added to eLearn, with 341 courses sold and 113 new students enrolled. Resources and investment into improvements in video capture and editing have been made this past year to ensure quality of product, and timely release.

With the ongoing changes in our Building Codes, continuing education will become more and more important in the day-to-day operations of the construction industry. The Education and Training Committee is committed to ensuring it can provide the most relevant and informative opportunities for HAVAN members. We encourage all members; contractors, renovators, designers and suppliers to share

ACTIVE MEMBERS

Chair: Anton van Dyk, *Centra Construction Group*

Keith Lloyd, *Business Surgeon*

Larry Clay, *Clay Construction*

Sunny Goel, *Convoy Supply*

Brad Ricketts, *FortisBC*

Lynn Harrison, *Harrison Marketing Resources*

Vanessa Swanson, *HAVAN*

Mike Freedman, *HiFi Centre*

Mike Cairns, *Innotech Windows + Doors*

Steve Kemp, *Kemp Construction*

Andrew Luk, *SIGA Cover*

Staff Representative: Wendy McNeil,
HAVAN

new ideas with our committee for future course development. If you are interested, or know of a person who would be interested in partaking in this committee, please let us know. You are welcome to attend at any time.

A special thank you to the members who volunteered time to serve on this committee, led the seminars as speakers, and/or sponsored the sessions - your dedication ensures HAVAN's educational programming continues to be relevant, cost-effective, and timely to members and the industry. We encourage all members to provide ideas and input on past, current and upcoming education and training events.

- Submitted by Anton van Dyk, Committee Chair



SUPPLIERS COUNCIL

GOALS / ACHIEVEMENTS

The HAVAN Suppliers Council represents members that provide products and services to the builders, developers and renovators in the residential construction industry. The focus of the committee is to help supplier members be better suppliers and to support each other in growing our businesses. By adding value through our Council, we create and strengthen relationships between members, while supporting the builder, developer and renovator members. Council meetings attract a wide-ranging group of HAVAN supplier members.

In the 2018--2019 season, the Suppliers Council undertook several initiatives.

- **Council Meetings.** The Suppliers Council meets monthly (usually on the 3rd Wednesday of each month), at *Centura Tile & Flooring* in Burnaby, with a consistent attendance of over 35+ members each meeting - including the summer months! Focused on delivering extreme value, meetings include sales tips, discussion on challenges and assistance, supported with a breakout period of smaller groups of 4 members, to provide the opportunity for members to get to know each and network. In addition, there is a WhatsApp group where members can ask for help, support and receive recommendations. We would like to extend a special thank you to *Centura Tile & Flooring* for hosting the Membership Committee every month.
- **Mastermind Group.** A new initiative in 2018, the Mastermind Group pilot project started with six supplier business owners. The mastermind group offers a combination of brainstorming, education, peer accountability and support in a group setting to sharpen the member's business and personal skills. Poised to help members achieve success, participants challenge each other to set powerful goals, and more importantly, to accomplish them. The mastermind group facilitator is Keith Lloyd (*The Business Surgeon Consultancy*). A very successful initiative, the first mastermind group continues to this day with a combination of members from the initial group plus new members. The Suppliers' Council is currently in the process of starting a second mastermind group with another six supplier business owners.

ACTIVE MEMBERS

Chair: Alisa Aragon, *Bridgestone Financing Pros*

Vice Chair: Chelsea Julian, *Paragon Surfacing Ltd.*

Secretary: Simone Sunderland, *Green Sheet Construction Data*

Nick Bray, *Nick Bray Architecture*

Keith Lloyd, *The Business Surgeon Consultancy*

Ian Funay, *Perfection Connection*

Catherine Gwyer, *Surrey Digital*

Yusuf Gorgec, *Olive Tree Flooring*

Reza Kamrani, *Federated Insurance*

Nicola McGown, *I-XL Building Products Ltd.*

Stefanie Neal, *Northern Lighting*

Marilyn Sanford, *LincEdge*

Lindsay Gallo, *Martin Knowles Photo Media*

Sean Massicotte, *Centura Tile & Flooring*

Toula Favreau, *Acanthus Interiors*

Nick Petrie & Lyndsay Mossman, *DOS Design Group*

• **Roundtables.** With the focus on helping Suppliers' Council members to be better suppliers, the Council hosted two roundtables: "Personal Brand Roundtable" last fall with Randy Hnatko of *Trainwest Management and Consulting Inc.* providing information on how to use your personal brand and how to work with different types of clients, and a roundtable with Adnan Habib from *Baker Newby LPP* whose focus was to share and foster ways to improve contracts and invoices within the industry. Attendees learned what works, what doesn't, and how to improve strategies.

• **Buildex Booth.** 25 supplier members collaborated to redesign and revitalize HAVAN's booth. The semi-completed house featured displays and demonstration space for participating members at an affordable buy-in, as well as opportunities for attendees to learn about the benefits of HAVAN membership and associated trades. A new sub-committee has been formed to start planning for the booth in 2020.

• **Handshake Awards.** The Council continues to encourage HAVAN members to work together promoted by the Handshake Award. Builders, renovators and suppliers, who do business with the most HAVAN members over the course of the year are recognized with first and second place awards. In addition, there is a wild card that any HAVAN member can win, simply by participating in the survey. The awards are promoted throughout the year and at HAVAN's Fall Classic Golf Tournament. Seven winners are announced at the AEM in October.

• **Construction Social (HAVAN Meetup Group)** is an informal drop-in networking event focused on building supplier-to-supplier relationships and is open to the wider community on meetup.com. Held every six weeks, it continues to attract 20-30 people per meeting and will continue into 2020. The group usually meets on a Thursday from 4 to 8 pm at Sammy J's in Coquitlam.

The Suppliers' Council will continue to work in collaboration with HAVAN's Education and Training Committee and the Renovation Council to facilitate supplier-generated education for builders, renovators and suppliers to create opportunities for CPD events in the coming year. We encourage every supplier member, whether you are a long-term member, or you have recently joined HAVAN, to join our meetings and events, as we continue to build stronger relationships which is resulting in more business with members.

- Submitted by Alisa Aragon, Committee Chair

Hooman Mamdooh, *Edgemont Floors*
John Alley, *Custom Building Products*
Anne Kulla, *Huckleberry Landscape Design*
Andrew Luk, *SIGA*

Olesya Aleksandrova, *OLS Construction Supply*

Andrew Gregory, *Euroline Windows*

Tara Berkeley, *Wesco Distribution*

Mike Cairns, *Innotech Windows & Doors*

Adam MacLean, *Buildxact Software*

Joanna Grover, *TileTown*

Cassidy vander Ros, *Nickel Bros*

Barry Holland, *Voltas Electrical Inc*

Terrence Jagassar, *Daltile*

Jesse VanEtta, *Preston Mobility*

Maria Rudman, *Schluter Systems*

Lucila Diaz, *Harmony Builders*

Menza Bouwman, *Door Painters*

Cassidy Thomas, *Westcoast Wood Distribution*

Graeme Hodson, *Walker - Romex*

Shaun St-Amour, *475 High Performance Building Supply*

Pam Chilton, *Zimba Design*

Tom Bremner, *Baseline Processing*

Susan Collins, *SMC Interior Design*

Staff Representative: Renée Auer, *HAVAN*



MARKETING & COMMUNICATIONS COMMITTEE

GOALS / ACHIEVEMENTS

Goals of the Marketing and Communications Committee, based on the strategic plan are to:

- Complete the rebranding GVHBA to HAVAN
- Drive business from Consumers to Member companies, and between Member companies.
- Drive consumers to www.havan.ca Build awareness of HAVAN as the go-to source for consumers to find information and members through social campaigns
- Create member buy-in campaign encouraging update of profile and link-backs
- Build and promote tangible value in membership; support member retention and volunteerism.
- Create Library of Member's content.
- Drive business from Consumers to Member companies, and among Member companies

Looking back, it has been a good year; quite a good run for a few years by all MCC's participants.

Achievements below illustrate how we went about reaching our goals:

- Cross-Chair Committee input (originally an MCC initiative), and production of Pre-launch activities, Launch Toolkit, Letter to Members, Media Release, social media, and numerous HAVAN events and other outreach to support name change and new logo.
- HAVAN brand acceptance and growth have steadily improved over 2018-2019 in important measures such as website traffic, print/online media and of course, on social. Feedback continues to be positive.
- Video and other content from members contributes to brand acceptance and awareness, while drawing business to members. Ongoing event campaigns keep our library of content set for future growth.
- HAVAN rejoined the BC Place Spring Home +Garden Show, coinciding with HAVAN brand launch.

ACTIVE MEMBERS

Chair: Ralph Belisle, *TQ Construction*
Lynn Harrison, *Harrison Marketing Resources*

Blake Ponuick, *Preston Mobility*

Cheri Stefanucci, *Abstract Homes and Renovations Inc.*

Nick Petrie, *DOS Design Group*

Laura Anzulovich, *Boffo*

Michael Marsland-Root, *Red Five Design*

Wendy McNeil, *HAVAN*

Sonali Rayas, *HAVAN*

Vanessa Swanson, *HAVAN*

Staff Representative: Dawn Sondergaard, *HAVAN*

- SEO campaign is building well. Current Domain Authority 61 is viewed by industry as excellent.
- HAVAN new member application forms are coming online this year

Engaged activity among MCC committee members has always been great and is improving. HAVAN staff have been creatively effective at achieving each MCC goal. Contracted service providers performed well.

Looking forward, its time to step up to the new tasks.

Hey-Van - A mnemonic campaign, designed to cement the connection between Homebuilders Association Vancouver and HAVAN (verbal brand) will target consumers and prospective members.

CHBA, CHBA-BC spokespeople have been unsettled with the new brand. They had long been looking for more name alignment, not less. HAVAN values these relationships and shared personal letter from CEO and continues to reference national and provincial logos/linkbacks when and wherever possible.

Effectiveness of MCC to drive consumer business to member companies has improved over previous years, but needs new, innovative approaches to extend this member benefit. A new CRM is being researched to strengthen resources and advance capabilities of the marketing team, to support the consumer/member connection. Extensive research and additional resources will require time to ensure current needs from all HAVAN departments are met, and availability of resources.

The MCC will look to support member-to-member business activity within HAVAN.

- Submitted by *Ralph Belisle, Chair*



UNDER-40 COMMITTEE

GOALS / ACHIEVEMENTS

The U40's have an engaged group on our committee, with many eager to step up into leadership opportunities.

We are proud to have had a string of successful new and repeat networking and team-building events including The Citywide Indoor Volleyball Beach Party, Pool Sharks at the Soho, Tacos & Tequila Tasting, and Trivia Night. A new focus this year was adding a charitable component to each event, via 50/50 ticket sales. In total, U40 events fundraised \$1,410 for *Covenant House, A Loving Spoonful, Easter Seals House, and Nightshift Street Ministries*.

Three mentorship events were held in 2018/2019: Two Mentorship Breakfasts featuring Laurel James, *Novell Design Build*, and Shawn Bouchard, *Quadra Homes*, and one Young Professionals' Seminar featuring a panel including John Friswell, *CCI Renovations*; Lynn Harrison, *Harrison Marketing Resources*; and George Nickel, *Innotech Windows + Doors*. The theme was "Positioning Yourself for Longevity and Success".

The committee's goals continue to be centered around building positive connections within the industry, bringing rising stars into HAVAN's sphere of influence, and adding value to HAVAN membership.

The U40's aim to continue this trend by continuing to host our 4 pillar events which are focused around creating connections between members and strengthening the bonds within teams, and hosting three mentorship events per year to create opportunities for younger members to connect with potential mentors and learn from the secrets of their success. We will also continue to explore new opportunities to collaborate with other committees, to foster inclusion and sharing of resources.

- Submitted by Henri Belisle, Committee Chair

ACTIVE MEMBERS

Chair: Henri Belisle, *TQ Construction*

Vice Chair: Katerina Vastardis, *Designs by KS*

Vice Chair: Kyle Darvasi, *K2 Stone*

Ian Gillies, *EMCO Corporation*

Adam Torris, *Centra Windows*

Mike Cairns, *Innotech Windows + Doors*

Ryan Wiebe, *Monarch Floor & Window Coverings*

Greg Baarts, *Grenor Homes*

Jennifer Gunson, *Euro Canadian Construction*

Shawn Moran, *Graytek Connected Home Solutions*

Silvie Pantsios, *Designs by KS*

Taylor Boivin, *Novell Design Build*

Matt Fraser, *Qualico Developments*

Bob Wang, *AMEX*

Jerry Pol, *Caliber Projects*

Damian Pearson, *Wishbone Industries*

Andrew McKenna, *McKenna Construction*

Staff Representative: Vanessa Swanson, *HAVAN*

WOMEN'S COUNCIL

GOALS / ACHIEVEMENTS

Goals: Engage, Encourage and Empower women in the residential homebuilder industry

In our inaugural year we:

- Established an Executive Steering Committee
- Major Activities:

Networking: Hosted our first Social Event in November 2018- collecting Coats for Kids with a night of Bowling and networking - 30 attendees

Industry Tour Series: Aligned with International Women's Day in March 2019, we hosted our first Industry Tour together with Centra Windows and 30 attendees. Moving forward, we are planning on two tours per year. This flagship series highlights women in a variety of different roles within the industry, while learning more about the HAVAN companies who support them, and discovering how our homebuilding industry works.

The Art of Leadership for Women: Attended the April 2019 day-long event for the second time with - 25 members. Designed to teach new ways of thinking, provide access to relevant tools and techniques that can be implemented within our industry, and help women advance in their careers, it was another inspirational day.

- Just 1 year old, the Women's Council already has 76 listed HAVAN members with 47 members strong on Slack - a digital hub where we share news, ideas, meeting minutes and internal organization.
- Next meeting we'll celebrate entering our 2nd year by establishing subcommittees to help consolidate and focus our efforts for the year ahead.

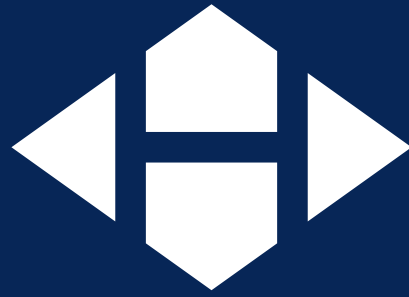
[View Centra Windows Tour Video Here](#)

EXECUTIVE COMMITTEE

Chair: Laurel James, *Novell Design Build*

Vice Chair: Tammy Gizen, *Tailus*
Taylor Boivin, *Novell Design Build*
Meredith Yuen, *Marino General Contracting*

Staff Representative: Carolyn Beale,
HAVAN



HAVAN

Homebuilders Association Vancouver